65 instant

Web design tips and tricks to turn your web site into an absolute killer!

by Milana Nastetskaya

web design answers

Disclaimer: The author of this product tried to present the most accurate information available to her knowledge at the time of writing. The author of this e-book shall not be held responsible for any kind of losses or damages caused by its use and implementation. If any legal or technical advice is needed, consult appropriate professionals.

Please, respect efforts of those who work hard to bring you their quality info products. **No part of this book may be reprinted, electronically transmitted, or reproduced in any way without prior author's written permission under the penalties of Federal Government Copyright Law.**

To report unlawful distribution of this book, please, contact
milana@firstbusinesswebsite.com

To Mom, Dad and Alex.
Where would I be now...

INTRODUCTION

Welcome! My name is Milana Nastetskaya and you are about to discover the webmasters' most wanted design secrets!

This book has been put together out of the many questions I receive in the mail about web design. Every tip and technique here can be implemented within minutes. Each piece of code is demonstrated through a real live example on my web site. If you have never worked with HTML before, go to the Text Editor section now. If you have modified your web pages in a text editor and feel comfortable changing your HTML, jump directly to the Text section of the book.

At any time if you are stuck or need help, please, post your question on my web design forum at http://network54.com/Hide/Forum/90384 and I or another forum visitor should be able to help you.

Enjoy the ride!

Milana Nastetskaya

WORKING EXAMPLES

How To Make 35% Every Time You Sell This and Other Books from My Catalog!

It's easy to become my partner. Simply use your free ClickBank username and put a link on your web site. When someone clicks on your link and buys this book from my site, 35% of the total sale will be **immediately deposited into your account**.

Everything is handled by ClickBank, the Internet's most popular credit card processing company.

To become my partner, **click here**.

Each section in this book is illustrated with a working example. You may see exactly how a techinque or a script is implemented by looking at a real web page that I created just for this book.

To be able to access the examples for each section, please, go to the address below: http://www.instantwebanswers.com/examples. You will be asked to enter your name and e-mail address and will immediately receive your password in the e-mail.

If you have any problems viewing the examples, let me know and I will help you promptly: milana@instantwebanswers.com

If you have a question, comments or suggestions about this e-book, I would love to hear from you. In fact, I would love it so much that if I use your suggestion in my next book, I will send you a special gift book - just ask me!

Milana Nastetskaya

HelpingFoot.com

How to Copy The Codes

Any time you want to copy and paste a piece of HTML or JavaScript code in this book, click your Acrobat Reader Text Selection tool shown on the left. When that tool is clicked, click and drag through the section you want to copy and press Ctrl+C to copy.

To paste this code into your HTML document, simply open it in Notepad and press Ctrl+V. For instructions on using Notepad, please, read the **Text Editor** section now.

Table of Contents

How To Use a Text Editor to Modify Your Web Pages

- Difference between a text, HTML, and a WYSIWYG web page editors
- How to open your Notepad
- HTML Document Basics
- How to modify your web page in a text editor

Text

- How to stop a line of text from wrapping to the next line
- How to allow your visitors to see your fonts, even if they don't have them installed
- How to pre-format your text so it looks exactly the way you want it

Links

- How to make non-underlined links
- How to make two kinds of links with different colors
- How to open a link in a new window
- How to add a subject line, CC and body to the "mailto" link so people who e-mail you don't have to
- "Web Directories for Dummies" Organizing your web site into directories and discovering linking techniques
- How to create random links for my web site
- How to display random image links
- Can you make a button act as a link?
- How to change the appearance of a link without creating a separate style sheet
- How to create a link to a picture
- How to create a link to a specific spot on the page

Graphics

- How to make your graphics download three times faster
- How to place a picture and text side by side without using tables
- How to create a floating image on your web page (like Geocities)
- How you can create your own animated banners and graphics and simple Flash movies
- How to create an animated slide show
- How to make a new image appear when a mouse moves over a graphic (image rollover)
- How to make a multi-image rollover
- How to make an image so that clicking on different parts of it takes visitors to other pages (imagemaps)
- How to create an image gallery of thumbnail pictures
- How to take screen shots of your screen
- Free Web Tools Resources

Tables

- How to create a box with a border on your web page
- How to align tables on the page
- How to line up a banner with the rest of the information on the page
- How to create a table that has an image as its border
- How to design for different screen sizes
- How to prevent text on your web page from overlapping with the border
- How to make a stylish magazine layout for your web page using tables
- How to create an empty table cell
- How to change the color of the border in your table
- How to create a table with rounded corners

Forms

- How to add a simple feedback form to your site
- How to change the background color of a button
- How to make a graphic act as a button
- How can I control the size of the text on a button?
- How to make your form look lined up and neat
- How to e-mail a form to more than one e-mail address
- How can I control the width of a "select" box on my form?
- How to have a partially filled out form on your web site
- How to make some fields on your form "required"

Frames

- How to create simple frames
- How to prevent other people from putting your web site in a frame and making it look like it's theirs
- How to hide a long web address

Redirection

- How to send your visitors to the address they choose from your pull down menu
- How to redirect your visitors to another Internet location automatically
- How to check which browser is used and direct your visitor to correct page

Rotation

- How to display a different headline every day
- Create a banner that rotates depending on the time of the day
- Have a different image every day of the week

Marketing

- How to add music to your web site
- How to allow your visitors to add their e-mail to your mailing list
- How to create a pop-up window and control the way it looks
- How to create a "friendly" pop-up window and stop annoying your visitors
- How to add today's date to your web site
- How to make an automatic deadline for receiving free bonuses
- How to let your visitors know when you last updated your site
- How to make a "warning" or an "alert" box for your web page
- How to allow your visitors to bookmark your web site even if they don't know how
- How to allow your visitors to "Accept Terms" before viewing your web page

Protection

- How to password-protect your web site
- How to stop people from stealing your graphics by disabling right click on your site

Getting Help

Working Examples

Bonus Report - "The Search Engine Race"

More Books...

How To Use a Text Editor to Modify Your Web Pages

A web page can be created in many different ways. You can use a simple web page editor and insert text and pictures as if you were using a word processor. You can use a special program that allows you to insert HTML tags by a click of a button. Or you can use the most basic text editor and still end up with a great looking web page. Many beginners start with a graphical web editor (as explained in the first example), yet some want to learn HTML from the bery beginning and use a text editor.

?¿?

Whatever program you use to design your web page, you can make changes to it using a simple text editor. You can insert HTML, save your file and view the changes in a browser (Internet Explorer or Netscape). In this section you'll discover the difference between the types of programs for creating and updating your web pages. If you are not very familiar with HTML coding, you will learn enough here to make changes to your web site. Have no fear! HTML is easy enough for a 7-year old to understand (just ask my son!)

Difference between a text, HTML, and a WYSIWYG web page editors

A **text editor** allows you to create any text document. You can copy and paste, print out, and save your documents. Some text editors even have a formatting capability (bold, underline, font size). Others have a search function allowing you to find any word in your document. You will be using a simple text editor to add to or modify your web page here.

- Examples of a text editor are Notepad or WordPad (available on any Windows machine) and TextPad (http://www.textpad.com)

An **HTML editor** is a program that allows you to insert HTML tags with a click of a button. For example, if you highlight a sentence and click the "Bold" button, the sentence will become surrounded by **<B>** and **</B>** tags. Such editors will allow you to insert images and links by selecting from a menu of actions. With many HTML editors you also have a capability to view your web page the way it will look on the Web.

- Examples of an HTML editor are NoteTab (http://notetab.com) and a Page Spinner

(http://download.cnet.com/downloads/0-10235-100-4641260.html)

A **WYSIWYG** editor simply stands for "what you see is what you get". With such editors you don't even have to know HTML (though they do have a way to modify your code manually). You can make tables, insert images and links, make headings and add a background image without ever seeing HTML. Many such editors have an ability to publish your web site to the Web without using a special FTP program.

- Examples of a WYSIWYG web page editor are Netscape Composer (http://www.netscape.com) and CoolPage at
  http://download.cnet.com/downloads/0-4003353-100-4538193.html?tag=st.dl.10000-103-1.lst-7-16.4538193

How to open your Notepad

As I already mentioned, all computers that have Windows system come with a Notepad. To launch it all you need to do is click on
"**Start-->Programs-->Accessories-->Notepad**" .

To be honest I prefer WordPad, but not all Windows computers have it. If you have it on your computer, you should be able to open it the same way as Notepad -
"**Start-->Programs-->Accessories-->WordPad**" If it is not there, to check if you have it elsewhere on your computer, simply perform a search on your computer by clicking on "**Start-->Find-->Files and Folders**" and typing "WordPad" in the search box. If it finds the program, double-click it to open.

To open a file in either program, click on "**File-->Open**" on the menu at the top of the window, and double-click the file name to open it. Just to practice, try opening an existing HTML document (e.g. contact_us.html or index.html).

If you have never seen HTML coding before, you might be a little overwhelmed at first. But don't worry: in the next section I will explain the basics of an HTML document . You will become skilled enough to use the tips and tricks in this book.

HTML Document Basics

HTML is the language of the Web. Every web page you see is made of HTML.

An HTML document consists of text and tags. Text goes between the tags that specify how this text will look on the web page. For example, if you put the word "Welcome" between <B> and </B> tags, it will look bold:

The result of the code:

<B>Welcome!</B>

is

Welcome

Other formatting tags include:

<I>...</I> (*Italics*)
<U>...</U> (Underlined)
<H1>...</H1> (Large size heading)

...and many others.

In addition to formatting tags, there are HTML tags that define a document structure. Some of them are :

<HTML>...</HTML> (signifies the start and the end of an HTML document)
<HEAD>...</HEAD> (document header contains title, author, keywords and description)
<BODY>...</BODY> (contains all the objects of the document , such as text, links and pictures)

...and tags that create special objects:

<TABLE>...</TABLE> (creates a table on your web page)
<FORM>...</FORM> (makes a form for people to fill out on your web site)
<HR> (makes a horizontal line)

Notice that each tag consists of two parts - opening and closing. An exception here is the <HR> tag. A few others don't need to be closed either:

<P> (new paragraph)

 (new line, or break)

Many of these tags can contain extra information about them (attributes). For example, <BODY> tag can also specify a background color of the page like this:

<BODY BGCOLOR="PINK">
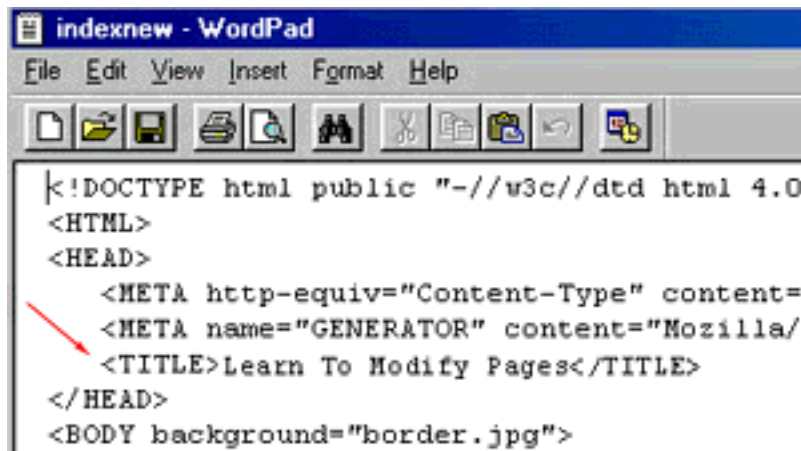
A <TABLE> tag can also specify width like this:

<TABLE WIDTH=80%>

Just two more tags that I would like you to get familiar with: <IMG SRC=...> and <A HREF=...>

The first one inserts a graphic into your web page. It can be a graphic from your own web site:

<img src="mylogo.gif">

Or it can be a graphic from another web site:

<img src="http://www.helpingfoot.com/companylogo.gif>

The second tag makes a link to another web page. You can link to a page on your own web site:

<A HREF="services.html">

Or to an external web page:

<A HREF="http://www.helpingfoot.com/services.html">

These are just a few of the most common HTML tags you'll want to know before starting the next section. The only reason I am teaching you these basics is so you could comfortably move around the document when you need to insert a few lines of code. Try opening one of your HTML documents in a text editor that you chose to use, and see if you can find familiar tags. In the following sections I will tell you where to insert a few lines of code to achieve a certain effect or create a certain tool on your web site.

One last thing I will mention about HTML. When you want to add a comment visible only to your eyes but not to your site visitors, use these comment tags:
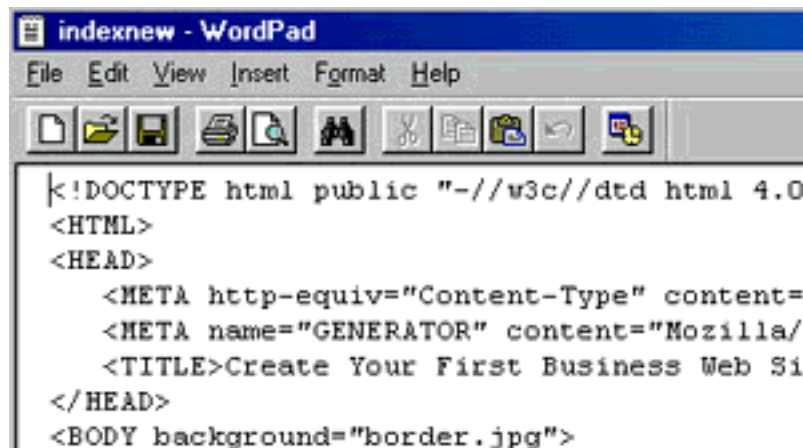

<!--Here is a comment. I will use comment tags when I need to explain a line of code to you.-->

For more information about HTML, please, visit http://www.htmlprimer.com

How to modify your web page in a text editor

OK, now let's do it together. Start your Notepad or WordPad. Then click on "**File-->Open**" and open your web page (e.g. *index.html* or *services.html*). Here is similar to what you should see:
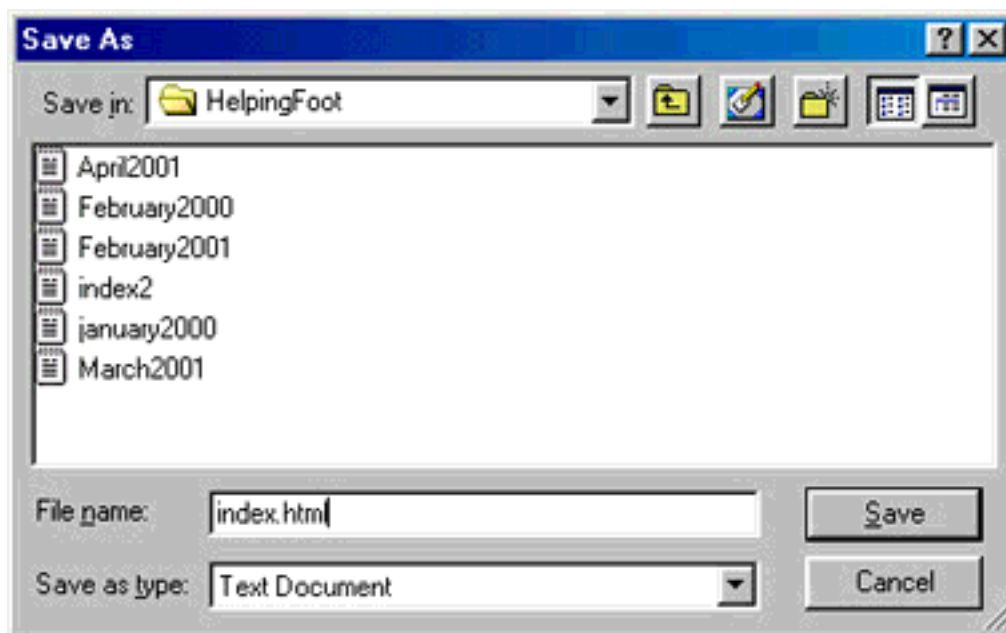

I am going to change the <TITLE> tag of the page to "Learn To Modify Pages". I delete everything between <TITLE> and </TITLE> tags and type in a new title. Here is how it should look now:

```
indexnew - WordPad

File  Edit  View  Insert  Format  Help

<!DOCTYPE html public "-//w3c//dtd html 4.0
<HTML>
<HEAD>
    <META http-equiv="Content-Type" content=
    <META name="GENERATOR" content="Mozilla/-
    <TITLE>Learn To Modify Pages</TITLE>
</HEAD>
<BODY background="border.jpg">
```

Notice that only the title of the page has changed. You may also change any other part of the HTML code on the page, but make sure you save a back-up copy under a different file name just in case.

To see the changes you've made to your page, save it as a text file and make sure to type .html, as shown below:

```
Save As

Save in:  HelpingFoot

  April2001
  February2000
  February2001
  index2
  january2000
  March2001

File name:    index.html                          Save

Save as type: Text Document                       Cancel
```

Now go back to your browser and open your web page there (before you upload it to the Web) to make sure it looks the way you expected. Click on "File-->Open" and locate the

file you just modified. Look at the blue bar at the top: has the title changed the way you wanted?

This is basically all you need to know to be able to modify your pages' HTML code. Open it in a text editor, make changes, save it , then view it in a browser.

**For more web design tips and techniques
please visit my web site**

Table Of Contents | **Next Section**

TEXT

OK, you say. Text is text. What can you possibly do to a line of text?! You are right - not much. But if it is not displayed correctly, looks too crowded, or the fonts are funny, people will not be able to read the information you worked so hard to put together. The next two techniques will help you ensure that you see what your visitors see. Plus a little special effect you can do with your text!

#1
How to stop a line of text from wrapping to the next line

Sometimes you want the words to stay together on the same line without going over to the next. The way to control it is by using a special HTML tag and enclosing your line of text in it. This special tag is a <NOBR> tag and you can use it in the following manner:

<NOBR>This line of text will not wrap no matter how long it is.....</NOBR>

Notice that this tag must be closed by a matching </NOBR> to allow the rest of the text to wrap correctly. No matter how small you make your browser window, the above text will not wrap to the next line.

Working Example

#2
How to allow your visitors to see your fonts,
even if they don't have them installed

Did you know that when you specify a handsome and fancy font for your web page, your site visitors might not even see it (in fact 75% will see a plain "Times New Roman" font instead)? You can control your fonts by using an image instead of text. Simply create a graphic in PaintShop Pro or any other image editing program, and put your text in it. Image will be displayed the same way on any computer with the exception of slight color alterations. This way everyone will see the font you want them to see.

Here is a list of inexpensive or free graphic editing programs:

http://www.serif.com/photoplus5/
http://www.webattack.com/shareware/gmm/swgraphicedit.shtml
http://www.webattack.com/features/cdhiep.shtml

Working Example

#3
How to pre-format your text so it looks
exactly the way you want it

Sometimes you might want to make your text display exactly the way you see it in a text file. Let's say that you want it appear like this, with all the indentation:

```
<PRE>
    This could be a line from a verse
     That needs to appear indented like this
    Or could be a song
     A rhyme or a poem, whatever it is
I want it to look exactly like this.
</PRE>
```

Using the <PRE> tag (which stands for pre-formated text) will allow you to display it exactly like this:

```
    This could be a line from a verse
     That needs to appear indented like this
    Or could be a song
     A rhyme or a poem, whatever it is
I want it to look exactly like this.
```

Without the <PRE> tags the above text will appear on one line, with a single space between each word. To achieve the same look without this tag you would need to use

special "non-breaking-space" characters ( ) many times throughout the above text.

Working Example

**For more web design tips and techniques
please visit my web site**

Table Of Contents | **Next Section**

LINKS

Links are what the Web is all about - interconnecting pages from all over the world and creating a global network. There are many ways to effectively use links. You can control the way they look, the way they open and much much more, if you know how.

Ready? Let's get rolling!

#4
How to make non-underlined links

When you have many links on your web site, you might want to remove the underlining feature of your links to avoid a crowded looking page. The most common way to do this is by using a simple style sheet in your web page.

A style sheet is a list of rules for how objects, such as links, paragraphs, and images, should look throughout a web page. Web designers use style sheets to create a consistent look for their web pages and to achieve special effects such as making links different color and size or not underlined.

Here is a simple style sheet example you may use. The text-decoration: none part tells the browsers not to underline links:

```
<STYLE TYPE="TEXT/CSS">
<!--
a:link {  font-family: Verdana, Arial, Helvetica; font-size: 10pt;
font-weight: normal;  color: blue; text-decoration: none}
```

```
a:hover {  font-family: Verdana, Arial, Helvetica; font-size: 10pt;
font-weight: normal;  color: blue; text-decoration: underline}

a:visited {  font-family: Arial, Helvetica; font-size: 10pt;
font-weight: normal;  color: blue; text-decoration: none}
-->
</STYLE>
```

Insert the above code anywhere on your page and all your links will become not underlined, have a size of 10 points in **blue** color. You may change any of these attributes as you wish but make sure to leave the syntax the same. For example, you may want to change the color to maroon, or the font-size to 8pt.

For more information on style sheets, please, go to http://www.wdvl.com/Authoring/Style/Sheets/Intro

Working Example

#5
How to make two kinds of links with different colors

Sometimes you want to create several sets of links that look different from each other. For example, you might want to make all external links (to other web sites) green, and all internal links (to pages within your web site) red.

To achieve this you need to create two classes of links by using this simple style sheet:

```
<STYLE TYPE="text/css">
.artred { color: #FF3070 ; font-family: arial; font-size: 9pt }
.artgreen { color: #00FA9A ; font-family: arial; font-size: 10pt }
</STYLE>
```

Remember what a link tag looks like? <A HREF="pageaddress.html"> is the basic syntax. Then inside the link tag refer to a certain class like this:

```
<A href="tellafriend.html" CLASS="artred">This link will look red</a>
<A href="tellafriend.html" CLASS="artgreen">This link will look green</a>
```

If you are confused by this notation - color: #FF3070 - then let me explain to you that this is just

another form of specifying colors. It's called a hexidecimal format. A great source for looking up a color in hexidecimal format is at http://www.dreamartists.com/hexcode.html

You can create as many classes as you wish and use them not only for links but for any other web page object (paragraph, body text, text in the table etc.). Again, to learn more about creating your own style sheets go to http://www.wdvl.com/Authoring/Style/Sheets/Intro.

Working Example

#6
How to open a link in a new window

To keep your web site open even if your visitor clicks on another link you can open that link in a different window. This technique will help you open a "related information" page without leaving your main web site. Here is how you can accomplish it:

```
<a href=http://www.anyaddress.com target=top>Click here</a>
```

What you are doing here is telling your browser to create a new window and load the page in it. In this code you are not specifying the measurements of that new window. To have more control over how your window looks, you must use the *window.open* function described in the *pop-up window* section.

Working Example

#7
How to add a subject line, CC and body to the "mailto" link
so people who e-mail you don't have to

Talking about saving time for your visitors, you may want to put a subject into your e-mail link. This way when someone wants to e-mail you from your web site, the subject line will be already filled in for them. Here is how to do it:

For advertising rates, e-mail me at
milana@instantwebanswers.com

You can also use this technique for sorting out and tracking your e-mail: you can immediately see where this person got your e-mail address from and what they are interested in.

For more advanced techniques to create your "mailto" link, please, see below.

You can also specify the "CC", "BCC", and the "BODY" for your e-mail. This way when someone clicks on your "mailto" link, they will see a subject line, a "cc" and "bcc" addresses filled in, and their message will be already started.
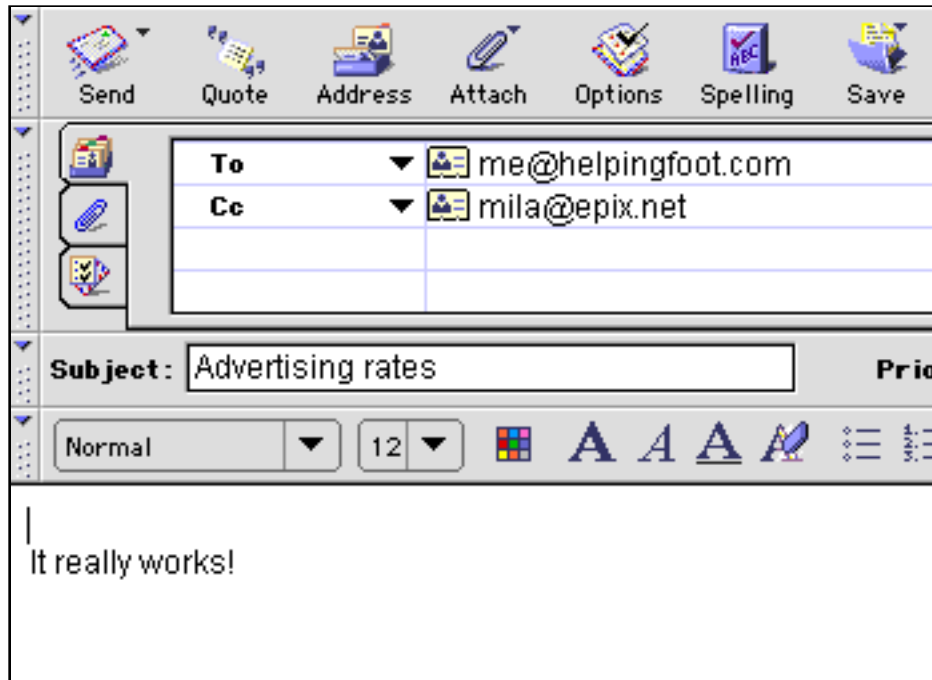
Here is how to do it. Insert this code into your web page:

<a
href=mailto:me@helpingfoot.com?cc=mila@epix.net&subject=Advertising%20rates&body=It%20really%20works!>

E-mail

- Question mark "?" begins the fields specifications and should be only used once as shown above.
- The "&" symbol has to be inserted to separate the fields (subject, CC, BCC, body) and should be used in front of each field you want to specify (except the first one as it already has a question mark in front of it).
- If I tell you that "%20" is actually replacing a space, the above code makes more sense now.

Here is what your visitors will see when the click on the above link:

Three fields are filled out for them and the message has been partially started.

Working Example

#8
"Web Directories for Dummies"
Organizing your web site into directories and discovering linking techniques

Many new webmasters tend to upload all pages, graphics and other documents into one folder - main (root) directory. While this is easier to do at first, once your web site grows into tens or hundreds of pages and graphics, you will be lost in such a large number of files on your web server.

A solution for this problem is to organize your web site's files into directories (folders). Create a separate directory for all graphics. Create another directory for your monthly newsletter files. Once you organized your web site into different folders, you will be able to locate any file in a matter of seconds!

But how do you link to pages that are located in other directories? Or how do you insert an image that resides in another folder? This is what I would like to teach you here in a brief "Web Directories for Dummies" tutorial.

- ### What is a web directory?

It is a folder on your web server. The main (or the root) directory is where you upload your index.html file. This way when your visitors come to your web site, the first thing they see is your index.html. When you create other directories, make sure you each of them has an index.html file of its own. If a directory doesn't have its own index.html file, your visitors will see a list of files when they arrive. For example, try renaming your current index.html file into something else. Then go to your browser and check out your web site now. What do you see? A list of all the files on your web server. Great security, isn't it! :-)

- ### How do I create a new directory?

A web directory is easily created through your FTP program that you use for uploading files to the Web. I use WS_FTP, but any other program should have a "Make Directory" button. Click the button, give your new directory a name and press "Enter". A new directory has now been created.

- ### How do I upload my files into this new directory?

Now that you have a new web folder, double-click it in your FTP program to open. Upload your files there just like you always do. Because the new directory is open, the files will be placed in it instead of the main directory.

- How can I make sure I uploaded the file correctly?

To be certain that you uploaded the file into your new directory, go to your browser and type this into your location bar: www.yourwebsite.com/newdirectoryname/filename.html

For example, if I have a web site www.helpingfoot.com and I just created a new directory called "mylogos" and uploaded my company logo "fbw.gif", here is what I will type in the browser: www.helpingfoot.com/mylogos/fbw.gif

When I press "Enter", I should see the picture. Now, what happens if I just type www.helpingfoot.com/mylogos? My browser will display a list of all the files in that directory (which at this time is just one *fbw.gif* file). To prevent people from seeing all my file names, I will create an index.html file and also upload it to my new directory. Now when people type the above address, they will see my *index.html* file instead of a list.

- How do I link to a file located in my new directory?

As you might already know, linking can be relative and absolute. Relative links can only be used while linking to the pages of your own website. Absolute links can be used for both internal (your own pages) and external (other web sites) pages. An absolute link always starts with "http://" Here is an example of an absolute link:

Click here for a catalog of e-books

A relative link can point to a file on your web server, located in the main directory or a subdirectory. Here are examples of relative links:

Our Services

In this case the web page you are linking from and services.html are located in the same directory.

Resume Preparation

Here I am linking to a resumes.html page which is located in a folder called "servicesfolder".

List of Our Services

This link points to the folder called "servicesfolder" on your web server. Considering what I have mentioned earlier about each directory having their own index.html file, this link is equivalent to:

List of Our Services

- How do I insert an image located in another directory?

If you created a separate folder for all your graphics and now want to use one of the images on your web page, here is how you insert it:

<img src=picsfolder/graphic.jpg>

In the working example I show you different kind of links and images demonstrating the use of directories on your web site.

Working Example

#9
How to create random links for my web site?

Imagine you have a web site full of links. You really want all your links to be in a spotlight when your visitors come in, instead of just the first ones at the top. How can you do it? The script below will randomly pick one link from your web page to display every time a page is refreshed. In other words if you have 10 links and if the same person comes to your web site 10 times, he or she theoretically should see a different link each time. (Script reprinted with George's Chiang's permission from http://www.wsabstract.com:

```
<Script>
<!--
function random_all(){
var myrandom=Math.round(Math.random()*(document.links.length-1))
window.location=document.links[myrandom].href
}
//-->
</script>
<form>
<input type="button"onClick="random_all()"value="Marketing Article">
</form>
```

Insert this script where you want the random link button to appear and every time you refresh your web page, the click of a button should take you to a different (random) link. The only thing you need to change is what the button link will say (highlighted in red).

Working Example

#10
How to display random image links

Random image links can create a feel of "constant update" for your web site. This technique can also be used to create a random advertising for your sponsors. A variation of the previous script will help you do just that.

This script has also been reprinted with George Chiang's permission from his collection of scripts at http://www.wsabstract.com.

```javascript
<SCRIPT language="JavaScript">
<!--

function random_imglink(){
var myimages=new Array()
//specify your images below. You can have as many as you wish
myimages[1]="image1.gif"
myimages[2]="image2.gif"
myimages[3]="image3.gif"
myimages[4]="image4.gif"
myimages[5]="image5.gif"
myimages[6]="image6.gif"

//specify corresponding links below
var imagelinks=new Array()
imagelinks[1]="http://www.wsabstract.com"
imagelinks[2]="http://www.netscape.com"
imagelinks[3]="http://www.microsoft.com"
imagelinks[4]="http://www.dynamicdrive.com"
imagelinks[5]="http://www.freewarejava.com"
imagelinks[6]="http://www.cnn.com"

var ry=Math.floor(Math.random()*myimages.length)
if (ry==0)
ry=1
document.write('<a href='+'"'+imagelinks[ry]+'"'+'><img src="'+myimages[ry]+'" border=0></a>')
}
random_imglink()
//-->
</SCRIPT>
```

You must insert this entire script where you want the random image links to appear. Don't forget to change the images names and links URLs for your website.

Working Example

#11
Can you make a button act as a link?

You have seen those form buttons that you click and go to another web page. It acts as a link but looks as a button. To make such a button link use this code:

```
<form>
<INPUT TYPE=BUTTON VALUE="Click for HelpingFoot"
onClick="location.href='http://www.Helpingfoot.com'">
</form>
```

Insert this code where you want the button link to appear. You may also use more than one button in the form by adding more <input> tags that look like the one in the code above. And don't forget to change the URL to take your visitors to the right address.

Working Example

#12
How to change the appearance of a link
without creating a separate style sheet

If you don't want to create a separate style sheet for your web pages but still want to specify the way a link should look on your site, you can use an "inline style sheet". Simply insert the "style" attribute inside the tag and your link will be changed accordingly.

```
<a href="http://www.firstbusinesswebsite.com/affiliate"style="font-size: 12px;">Make 35% on
Each Sale!</a>
```

The above link will have a size of 12 pixels. You could also remove the underlining feature of this link by modifying the above code like this:

Make 35% on Each Sale!

The inline style sheets come quite handy in any other HTML tags. In the following example I will make the entire paragraph goldenrod color text:

<p style="color: goldenrod;">Text goes here and it is all in goldenrod</p>

To learn more about style sheet techniques, please, visit http://www.wdvl.com/Authoring/Style/Sheets/Intro

Working Example

#13
How to create a link to a picture

Sometimes I get too lazy and don't want to make a page to display a single image. In that case I link directly to the image instead of an HTML page, using regular hyperlink syntax:

Click here to see my photo

This way you are saving space on your server and time creating another page.

Working Example

#14
How to create a link to a specific spot on the page

When you have a long page of text and information, people have to scroll a lot to get to a certain section. If they want to go back up they need to scroll again. To avoid this problem you can break your web page into sections and create a link to each section on the page using HTML targets.

You know that you are looking at a target technique when you see a "Back to Top" link. Clicking

on such a link will take you right back to the top of the page without scrolling. Follow this 2-step process to create target links for your web page.

Step 1:

Insert this tag right before the section you want people to get to when they click on the link:

<a name = "order">

Step 2:

Add a link anywhere on your page that takes people to that section:

<A href="#order">Click here to order</A>

Notice that in step 2 all you see is a regular hyperlink, except it points to the "#order" target instead of another web page. Each section has to have its own target name. In the above example, I named my target "order". You can give it any name you wish as long as they match each other in both steps 1 and 2.

Working Example

**For more web design tips and techniques
please visit my web site**

Table Of Contents | Next Section

GRAPHICS

Graphics are a very important part of any web site. Some skillful webmasters find a way to get around using them and still make their web site attractive through the use of lines, colors, tables and fonts.
Other web site owners like to use images to enhance their site and since I am one of them, let me show you how you can effectively use pictures on your web site, without slowing it down or make it look crowded.

#15
How to make your graphics download
three times faster

Many web sites take a long to time to display information and images because they are not constructed correctly. By following these 3 simple techniques below you can improve your pages' download time a great deal:

- You can load a lower resolution image first by specifying a 'lowsrc' attribute. Once this image is loaded, the image specified in the 'src' attribute will then load. You may create a lower resolution image by altering it in a graphics program to a "lower quality" graphic with fewer colors. You may also use this free tool to reduce the size of graphic:
http://www.webattack.com/freeware/gmm/fwgcomp.shtml

- By adding the HEIGHT, WIDTH and ALT attributes to the IMG tag, you can load your page text before the graphics load. This allows the viewer to start reading while the graphics load.
Example tag:

```
<img lowsrc="first.gif" src="second.gif" height="200" width="300" alt="Company Logo">
```

- You may also use these free tools that will help you decrease your graphic size dramatically by removing unused colors:
  http://www.netmechanic.com/GIFBot/optimize-graphic.htm
  http://www.webattack.com/freeware/gmm/fwgcomp.shtml

Working Example

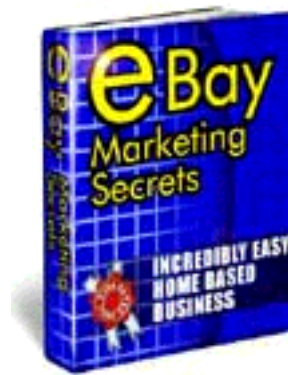# #16
How to place a picture and text side by side without using tables

When you are creating a product description on your web page and using an image for each product, you can arrange your page so that there is no unnecessary white space between a picture and text. Compare these two examples:
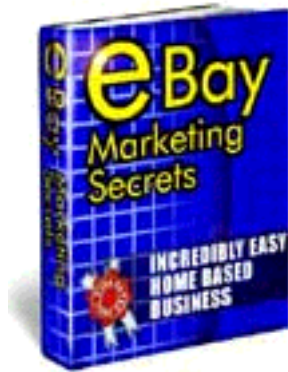
Example 1:

The complete eBayª Marketing Course   Discover how to get started and where to get products, marketing strategies and what to do at the close of each auction. You can be running your own eBayª Business, and making money today!

This package will pay for itself plus more with just a little time and effort from you. This book reveals how to make money on the most popular auction site on the Internet. Buy it today at only $9.95 by visiting http://www.marketingshark.com/Catalog web site.

Example 2:

The complete eBay[a] Marketing Course   Discover how to get started and where to get products, marketing strategies and what to do at the close of each auction. You can be running your own eBay[a] Business, and making money today!

This package will pay for itself plus more with just a little time and effort from you. This book reveals how to make money on the most popular auction site on the Internet. Buy it today at only $9.95 by visiting http://www.marketingshark.com/Catalog web site.

Can you see how second example makes use of space more efficiently and creates a well balanced look?   It is very easy to achieve (prepare to be shocked just how easy!)

Remeber we talked about the <IMG SRC=...> tag? Simply put an align=left or align=right inside it like this:

    <img src=ebay.gif align=left width=100 height=200>

Then right after the image tag start typing your text. The graphic will automatically be displayed to the left of text. You could of course create a table and put a picture and text in two separate columns, but this is much faster to do and if your text is long enough it will nicely wrap around the graphic which can't be achieved using a table.

If you think the graphic is too close to the text, you may adjust it by adding two more attributes to the tag - vertical space and horizontal space, just like this:

    <img src=ebay.gif align=left hspace=5 vspace=5 width=100 height=200>

Working Example

#17
How to create a floating image on your web page (like Geocities)

Have you ever seen a Geocities logo following you anywhere you go on the page? Yes, it is a bit annoying, but it reminds visitors where they are. You can create the same location/brand awareness by making your company logo or any other image (e.g. a current special) into a floating graphic: whether your visitor scrolls up or down, the graphic will always be visible.

Follow these directions:

- Place this script in between the <HEAD> and </HEAD> tags at the top of your web page:

```
<SCRIPT LANGUAGE="JavaScript">
function setVariables() {
imgwidth=100; // logo width, in pixels
imgheight=40; // logo height, in pixels
if (navigator.appName == "Netscape") {
horz=".left";
vert=".top";
docStyle="document.";
styleDoc="";
innerW="window.innerWidth";
innerH="window.innerHeight";
offsetX="window.pageXOffset";
offsetY="window.pageYOffset";
}
else {
horz=".pixelLeft";
vert=".pixelTop";
docStyle="";
styleDoc=".style";
innerW="document.body.clientWidth";
innerH="document.body.clientHeight";
offsetX="document.body.scrollLeft";
offsetY="document.body.scrollTop";
}
}
function checkLocation() {
objectXY="branding";
var availableX=eval(innerW);
var availableY=eval(innerH);
var currentX=eval(offsetX);
var currentY=eval(offsetY);
x=availableX-(imgwidth+20)+currentX;
y=availableY-(imgheight+80)+currentY;
evalMove();
setTimeout("checkLocation()",10);
}
function evalMove() {
eval(docStyle + objectXY + styleDoc + horz + "=" + x);
eval(docStyle + objectXY + styleDoc + vert + "=" + y);
}
// End -->
</SCRIPT>
```

- Place this script in the <body> tag of your web page (specify your own image and its dimensions):

```
<BODY onload="setVariables(); checkLocation();">
This goes in the body of your document:
<div id="branding" style="position:absolute; visibility:show;
```

```
left:235px; top:-50px; z-index:2">
<table width=10 bgcolor=#ffffff><td>
<a href="http://www.your_url.com"
onmouseover="window.status='Thanks for visiting!';return true"
onmouseout="window.status='';return true"><center><IMG ALT =
"Description" SRC = "your_image.gif" border = 0 width="100"
height="40"></center></a></font></td>
</table>
</div>
```

Change the things in red to work with your web site.

- Place the rest of your web site content after the last <div> tag.

Tip: to change the location of your floating image, modify the numbers 20 and 80 (see above in green color). You won't hurt anything by experimenting with these numbers, just make sure to remember the original ones.

This script was reprinted with Randy Bennett's permission from
home.thezone.net/~rbennett/utility/javahead.htm

Working Example

#18
How you can create your own animated banners and graphics and simple Flash movies

To create an animated banner all you need is a simple program that allows you to put several images into one animated graphic.

Even though you may find many available, my personal preference is GIF Construction Set which can be downloaded for a free evaluation at
http://www.mindworkshop.com/alchemy/gifcon.html#download. This program is very easy to use and has a lot of options for creating any animated graphic.

Here is a brief description of the animated banner creation procedure:

1. Create graphics that you want to use for your banner
2. Start your animation program
3. Insert all the images you created, in the order you want them to appear
4. Specify how long each one will show and how many times the animation will repeat (looping)
5. Save finished animation as a .GIF file and add it to your web site.

An example of such animation is at http://www.helpingfoot.com/ADS/uksprite.gif

You may find a list of other animation programs (free or very inexpensive) at
www.webattack.com/shareware/gmm/swani.shtml

If you have always wanted to create your own Flash movies like the ones you see on many web sites today, there is a simple and inexpensive program out there that I recently discovered myself. It is called CoffeCup Firestarter. It is only about $50.00 (the real Flash program costs hundreds of dollars!) and so simple to learn that my 7-year old thinks he has a new computer game now :-)

You can create a professional Flash movie in minutes using Firestarter. To download a 30-day trial version, go to http://www.coffeecup.com/firestarter.
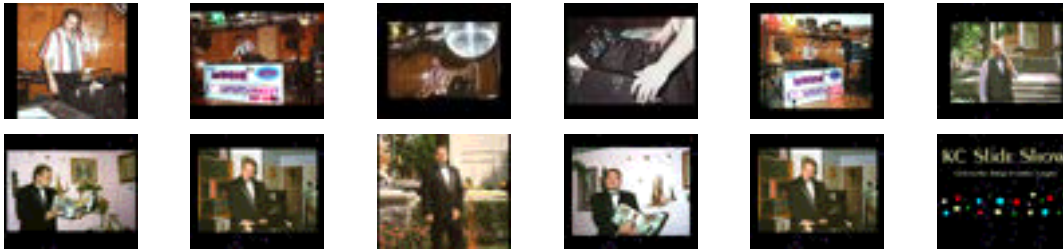

#19
How to create an animated slide show

You can download and use one of the free slide show tools that will generate professionally looking demonstrations for your web page in minutes. Just go to http://www.webattack.com/freeware/webpublish/fwgallery.shtml to select a program that fits you best.

You can also use this very simple JavaScript on your web site, as I did for one of my customers.

Here is what you need to do to make the slide show work.

- Create several images in a graphic editing program such as PainShop Pro and make sure they are all the same size. To do that, start with a blank image and fill it with the background color of your web page (leave it white if you are not using a background). Then copy and paste one image at a time into that blank template you created saving it each time under a different name.

  For example, I created 12 same size images and named them "slide1.jpg", "slide2.jpg", etc. I then placed their names in the script as you will see below.

- Insert this script in the HTML code of your web page where you wanted the slide show to appear. Upload this web page and all the images (slides) you created into the same directory on your web server.

```
<BODY BGCOLOR="BLACK" TEXT="WHITE" onLoad="show()">

<SCRIPT LANGUAGE="JAVASCRIPT">

var ImgArray = new Array()

ImgArray[0]= new Image
ImgArray[1]= new Image
ImgArray[2]= new Image
ImgArray[3]= new Image
ImgArray[4]= new Image
ImgArray[5]= new Image
ImgArray[6]= new Image
ImgArray[7]= new Image
ImgArray[8]= new Image
ImgArray[9]= new Image
ImgArray[10]= new Image
ImgArray[11]= new Image

ImgArray[0].src="slide1.jpg"
ImgArray[1].src="slide2.jpg"
ImgArray[2].src="slide3.jpg"
ImgArray[3].src="slide4.jpg"
ImgArray[4].src="slide5.jpg"
ImgArray[5].src="slide6.jpg"
ImgArray[6].src="slide7.jpg"
ImgArray[7].src="slide8.jpg"
ImgArray[8].src="slide9.jpg"
ImgArray[9].src="slide10.jpg"
ImgArray[10].src="slide11.jpg"
ImgArray[11].src="slide12.jpg"

function show() {

setTimeout("document.images[0].src=ImgArray[1].src", 3000);
setTimeout("document.images[0].src=ImgArray[2].src", 5000);
setTimeout("document.images[0].src=ImgArray[3].src", 7000);
```

```
setTimeout("document.images[0].src=ImgArray[4].src", 9000);
setTimeout("document.images[0].src=ImgArray[5].src", 11000);
setTimeout("document.images[0].src=ImgArray[6].src", 13000);
setTimeout("document.images[0].src=ImgArray[7].src", 15000);
setTimeout("document.images[0].src=ImgArray[8].src", 17000);
setTimeout("document.images[0].src=ImgArray[9].src", 19000);
setTimeout("document.images[0].src=ImgArray[10].src", 21000);
setTimeout("document.images[0].src=ImgArray[11].src", 23000);
}
</SCRIPT>

<BR><IMG src=slide.jpg width=300 height=260>
<FORM><INPUT type=button onClick="show()" value="Watch Slide Show
Again"></FORM>
```

Notice that the slide show will start as soon as the page is loaded:

```
<BODY BGCOLOR="BLACK" TEXT="WHITE" onLoad="show()">
```

But if your visitor wanted to watch it again, he could click on the button:

```
<FORM><INPUT type=button onClick="show()" value="Watch Slide Show
Again"></FORM>
```

...and the slide show would play again.

Working Example

#20
How to make a new image appear when a mouse moves over a graphic (image rollover)

To provide more information about a subject, product or service or simply create an attractive visual effect you can use mouse rollovers. Here is a description of how it works:

1. You create a button in a graphic editing program (e.g. bookcover.gif)

2. Make a slight change to it (different color, beveled effect, shadow, text etc. but leave the size of the button the same) and save it under a

different name (e.g. bookcover2.gif):

bookcover.gif   bookcover.gif

3. Insert a special code in your web page (see below)
4. When your visitor touches that button with his mouse, the second
button will replace the first one which creates the "rollover" effect.

After you have created 2 buttons, upload them to your web server. Then place the first button on your web page by inserting this tag (replace bookcover.gif with your own graphic):

    <img src=bookcover.gif>

The above code assumes that homepage.gif is located in the same web directory as your web page. If you placed the graphic in subfolder, then you should specify its name like this:

    <img src=foldername/bookcover.gif>

To make your rollover work, you need to make this image a link. Create a <A HREF...> tag around it and insert the onMouseOver attribute. It should now look like this:

    <A href=page.html onmouseover="document.images[0].src='bookcover2.gif'; return true" onmouseout="document.images[0].src ='bookcover.gif'; return true"><img src=bookcover.gif>

Make sure this code is all on one line and no hard returns, please. I checked this code many times - it will NOT work if you press "Enter" key in the middle of this tag.

Also, document.images[0] simply means that you are refering to the very first graphic on your web page (JavaScript starts counting objects from 0). If you need to change a graphic that follows the other images, simply count them starting with zero and insert the number of that graphic in this code. For example, if you have 6 images on your web page and want to create a rollover effect for the 6th one, use document.images[5] in your code.

In the example below I am using only one image, that's why I use [0] as the number in my link code.

Working Example

#21
How to make a multi-image rollover

You may want to create a similiar rollover effect but on multiple buttons, the way I have it on my http://www.firstbusinesswebsite.com. So that when you touch any of the buttons, each one is replaced with another graphic.

Please, read the previous section about the basics of a rollover effect before proceeding.

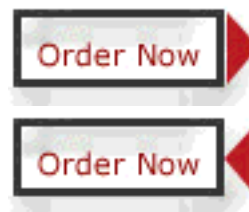Here is how to add this effect to your web page:

- Create matching sets of buttons.

    For example, if you want to create 5 buttons (home, services, products, faq and contact us), you will want to make a variation of each button so that you end up with 10 buttons alltogether. Notice that in the script below I give the variation of an image a name that corresponds to its original. For example, if the original image is "button_contactme.jpg" its variation is "button_contactme2.jpg"

    For example:

    Set 1   Set 2

- Insert this script anywhere on your web page (change the graphics' names to those you have created). Notice that I start with the 3rd graphic (0,1,2) as explained in the previous section:

    ```
    <SCRIPT LANGUAGE="JavaScript">
    var offImgArray = new Array()
    offImgArray[2]= new Image
    ```

```
offImgArray[3]= new Image
offImgArray[4]= new Image
offImgArray[5]= new Image
offImgArray[6]= new Image
offImgArray[7]= new Image

offImgArray[2].src="button_order.jpg"
offImgArray[3].src="button_newsletter.jpg"
offImgArray[4].src="button_webforum.jpg"
offImgArray[5].src="button_contactme.jpg"
offImgArray[6].src="catalog_button.jpg"
offImgArray[7].src="affiliates_button.jpg"

var onImgArray = new Array()
onImgArray[2]=new Image
onImgArray[3]=new Image
onImgArray[4]=new Image
onImgArray[5]=new Image
onImgArray[6]=new Image
onImgArray[7]=new Image

onImgArray[2].src="button_order2.jpg"
onImgArray[3].src="button_newsletter2.jpg"
onImgArray[4].src="button_webforum2.jpg"
onImgArray[5].src="button_contactme2.jpg"
onImgArray[6].src="catalog_button2.jpg"
onImgArray[7].src="affiliates_button2.jpg"

function imageOn(i) {
      document.images[i].src = onImgArray[i].src
}

function imageOff(i) {
      document.images[i].src = offImgArray[i].src
}
</SCRIPT>
```

- Insert the code for your images and links.

  Here is how your regular buttons would look without the
  rollover effect:

  ```
  <A href="order.html"><IMG
  SRC="button_order.jpg"></A><br>
  <A href="contact.html"><IMG
  SRC="button_contact.jpg"></A><br>
  <A href="services.html"><IMG
  SRC="button_services.jpg"></A><br>
  ```

And here is how they would look with the rollover effect:

```
<A href="order.html" onmouseover="imageOn(2);
return true" onmouseout="imageOff(2);return
true"><IMG SRC="button_order.jpg"></A><br>

<A href="order.html" onmouseover="imageOn(3);
return true" onmouseout="imageOff(3);return
true"><IMG SRC="button_contact.jpg"></A><br>

<A href="order.html" onmouseover="imageOn(4);
return true" onmouseout="imageOff(4);return
true"><IMG SRC="button_services.jpg"></A><br>
```

Again, notice that I start my rollover with the 3rd image (number 2 in JavaScript actually means 3rd) and continue through the 5th one. That is because my first two images on the page are the company logo and a blank image that acts as a space holder. That is how I knew I needed to start with the 3rd one.

Working Example

#22
How to make an image so that clicking on different parts of it takes visitors to other pages (imagemaps)

These are called "clickable images" or "imagemaps". You can use this technique to create one large image and allow your visitors to click on any part of it to get to another web page.

There are two ways to make an imagemap: the hard way and the easy way. The hard way is to manually code it calculating the coordinates of the image and pointing a set of coordinates to a URL.

The easy way (my way!) is to use a tool that does it for you automatically. I prefer using MapEdit, but you may choose from this list of free imagemap generation programs for your computer: CNET Downloads

Here is how MapEdit works:

- You open an image in MapEdit (.gif or .jpg)
- Select several areas on the image and assign a URL to each area
- Save it and MapEdit inserts a special code to your web page's HTML

You can specify a circular, triangular or a rectangular area using MapEdit. When you open your web page now, you will see a strange code which you would have to hand-code otherwise.

Working Example

#23
How to create an image gallery of thumbnail pictures

You can easily organize your images to display products, save space and download time and allow your visitors to view samples of your work.

The easiest and fastest way to create thumbnails for your images is by using a special program. I have seen anything from basic thumbnail generators to gallery publishing tools. One that I personally decided to use for my needs is called Easy Thumbnails and can be downloaded from http://www.fookes.com/ezthumbs/index.html?1.0 completely free.

It creates thumbnails from all the images located in the folder you specify - in seconds! I found it extremely easy to use, and believe me - I don't like steep learning curves and neither do you :-)

In case you want to try a different program, or have more options and a sophisticated interface, I would recommend going to http://www.webattack.com/freeware and searching their web site for "thumbnails" software. I noticed that a couple of other programs there even create a web page for your "thumbnail gallery" automatically, with caption and headers. Check it out - you will be overwhelmed with great choices!

If you are serious about creating a professional and easy maintainable image gallery, you might want to use one of these simple but professional tools:
http://www.webattack.com/shareware/webpublish/swgallery.shtml

#24
How to take screen shots of your screen

Many times you find yourself wanting to save your screen as a graphic, to use on your web site or for a future reference. This is very easy to do on either a Windows or a Mac computer.

- **Macintosh**

Press these three keys on your keyboard, one after another holding them all together: command-shift-4. When you do that, your cursor will turn into a plus sign and you will be able to click and drag the cursor around the area you want to capture.

You may also capture the entire screen by doing the same technique but pressing 3 instead of 4: command-shift-3.

A file a of type "PICT" will be saved on your hard drive. You may now open it in your favorite graphics program.

- **Windows**

To capture the image of the whole screen, press your "PrintScreen" key. If you need to capture just the currently active window, press two keys one after another holding them together: Alt-PrintScreen.

A screen shot will be immediately placed on the clipboard. To modify it or save it as a graphic file, open your graphic editor, start a new image and press CTRL-V at the same time to paste the screen shot in.

At this point you can modify and save it as any graphic type your graphic editor allows.

#25
Free Web Tools Resources

Web Sites listed below are essential to any webmaster. They contain free interactive tools and services such as a mailing list tool, guestbooks, site searches, tell-a-friend and many many more:

http://www.Bravenet.com
http://www.sitegadgets.com
http://www.webgenie.com
http://www.atomz.com
http://www.network54.com
http://www.boardhost.com
http://www.thefreesite.com/Webmaster_Freebies
http://www.homepagetools.com/

http://www.mycomputer.com/
http://www.webpage-tools.com/
http://www.freeguestbooks.com/
http://www.sitemason.com
http://www.buttonland.com

Free Graphic Software

PhotoPlus - http://www.webattack.com/features/photoplus.shtml
CDH Image Explorer Pro
http://www.webattack.com/features/cdhiep.shtml
Graphic Viewers -
http://www.webattack.com/shareware/gmm/swviewers.shtml
Graphic Editors -
http://www.webattack.com/shareware/gmm/swgraphicedit.shtml

Other Free Software

http://www.webattack.com/freeware/
http://www.webattack.com/shareware/
http://download.cnet.com/

**For more web design tips and techniques
please visit my web site**

| Table Of Contents | Next Section |

TABLES

As you learn more about tables, they will become your best friend in designing web pages. You can do anything you can visualize with tables - pure magic! While the subject of using HTML tables practically has no limit, I will teach a few neat techniques to make you a table pro. Here we go!

#26
How to create a box with a border on your web page

A neat way to design your web page could be creating a box and putting all information in it. This type of layout can help you control how your page is displayed on different monitors and in different browsers, as well as make it look more compact and organized.

A box can be created using nested tables on your web page - table within a table. Here is how to do it.

1. Create a table with a dark background.
2. Then create a table inside the first one, but with a white background.
3. Set first table to a width a little larger than the second one.
4. Do not use % width. Instead, specify a set number for each table width (e.g. "500" and "450")

The following code will accomplish this task:

```
<center>
<table BORDER CELLSPACING=5 CELLPADDING=5 COLS=1 WIDTH="500"
BGCOLOR="gray">
<tr>
<td>
```

```
<center><table CELLSPACING=5 CELLPADDING=5 COLS=1 WIDTH="450"
BGCOLOR="white" >
<tr>
<td>This box has been created using nested tables - table within a table. The outer table
has a gray background. The inner table has been set to a white background. </td>
</tr>
</table></center>
</td>
</tr>
</table></center>
```

Notice that both tables have an opening <table> and a closing </table> tags. Every <tr> and <td> tag is also matched with a corresponding closing tag. It is very important for the tables to work!

Working Example

#27
How to align tables on the page

When you make a table on your web page, you can't place anything else on the same line with that table. In other words, if you start typing immediately after the table, that text will automatically appear on the next line, like this:

Cell 1	Cell 2

Here is the text right after the table.

There is a way for you to align tables so that more text or graphics can be added on the same line. Simply add the align attribute inside the <TABLE> tag like this:

```
<table align=left width=30%>
```

Anything you insert after this table will appear right next to it - not below:

Here is the text right next to the table. For the longest time I didn't think this was possible. I bet you are surprised as well :-)

Cell 1	Cell 2

Working Example

#28
How to line up a banner with the rest of the information on the page

When you have an ad banner on your web site or any other wide image, the text that follows it can be perfectly aligned with that image. This way the banner will look like a part of the whole, and not like just a banner.

The way you achieve this is by putting all information and images after the banner in a table. The table width should be the same as the banner width.

Here is the code for this example:

```
<!--first insert the banner picture-->
<img  src=banner.gif width=400 height=50>
<!--now let's start the table and insert some text in it.  Notice both banner and table width is
400.-->
<table width=400><tr><td>
Information and images go here.  Anything you insert in this table will be perfectly ligned up
with the  banner because the table is the same width as the  table.  You  may choose to
have a border or not.  This example doesn't include it.
</td></tr>
</table>
```

Working Example

#29
How to create a table that has an image as its border

This special effect is used to get rid of the boring gray-colored table borders and replace them with bright, colorful and vibrant ones. First, decide what image you will be using for the border. It has to have a "small" pattern to display well. If you are using a photograph of a person, for example, then only the parts of the face will be visible :-)

Use this HTML code to create two tables - outer and inner (nested tables).

```
<TABLE BACKGROUND="gallery.gif" BORDER="0" WIDTH="200" HEIGHT="200"
CELLPADDING="20">
<TR>
<TD>

<table bgcolor="white" background="" border="0" width="160" height="160"
cellpadding="9" cellspacing="0">
<tr>
<td>Text goes here</td>
</tr>
</table>

</TD>
</TR>
</TABLE>
```

Light blue color signifies the outer table tags. This is the table that will have an image as its background (see in red). Dark blue color belong to the inner table tags and has a white background. Because the outer table has a cellpadding of "20", you can see the background graphic as a frame around the white table.

Working Example

#30
How to design for different screen sizes

Designing for different screen sizes has been an issue for every new webmaster. Let me show you a way to forget this problem has ever existed!

Here is what you do. Make a table. Set the width of the first cell(s) in pixels (under 400). Then set the last cell width to 100% to fill up the screen's leftover space. Here is a good example:

```
<TABLE WDITH="100%">
<TR>
<TD WDITH=250>Use this cell for navigation or ads.</td>
<TD WDITH="100%">This cell will stretch to the end of the window</td>
</TR></TABLE>
```

As you will see in the working example below left side is meant for navigation purposes. You can fill it up with more links or button ads. You may also use it for testimonials. The right column is stretching all the way to the end of the window since it is set to 100% width, no matter how small or how large the screen is.

Working Example

#31
How to prevent text on your web page from overlapping with the border

When you are using a bordered background you need to make sure the main text doesn't overlap with the border. There are several ways of doing it, but this one is the fastest to implement and practically guarantees the results on all types of screens.

Follow these steps:

1. Make a 2-column table where the left column is as wide as the page border. Make sure the table cellpadding (distance between text and table border) and cellspacing (distance between two cells) are at least 5.
2. Create a small transparent GIF image using your favorite graphics software (I use PaintShop Pro)
3. Place this graphic anywhere in the left column and set its width to the width of the border)

Here is the code to use:

```
<TABLE WIDTH="600" cellpadding=5 cellspacing=5>
<!--Here I am assuming that the border is 125 pixels wide and make the transparent graphic
the same width-->
<TR><TD valign="top"><img src=graphic.gif width=125 height=1>
...the rest of the left column content  goes here...</TD>
<TD>...This is the right column.  Information and pictures should be placed here...</TD>
</TR></TABLE>
```

Notice that the height of transparent image (graphic.gif) is only 1 pixel - you don't even need it to be visible. It is used purely for adjusting the width of the cell.

The right cell will contain information and graphics.

Working Example

#32
How to make a stylish magazine layout for your web page using tables

So that you know what I am talking about, please, take a look at this web page: Working Example

To create a professionally looking web site by using a stylish magazine-like layout, you need to use a 2-4 column table. Each column has to be the same width. And each column has to use a couple of small sized graphics for an appealing look.

To separate two cells filled with text with a thin dark line, I created an additional cell between the first and second cell and between the second and third one. I specified a dark background for it and placed the `<br>` tag in it. The cell will be smaller than one space, but will display a dark separator.

Here is the basic HTML code for creating the magazine layout:

```
<CENTER><TABLE CELLSPACING=6 CELLPADDING=0 >
<TR VALIGN=TOP>

<TD WIDTH="250">
Text for the first column goes here
</TD>

<TD WIDTH="1" BGCOLOR="navy">
<BR></TD>

<TD WIDTH="250">
Text for the third column goes here
</TD>

<TD WIDTH="1" BGCOLOR="navy">
<BR></TD>

<TD WIDTH="250">
Text for the fifth column goes here
</TD>

</Tr>
</TABLE></CENTER>
```

The two columns that make dark (navy) separators are highlighted in red color. In the working example I have also added a dark header for a special effect. Here is the code for the header that has to be placed right before the other table:

```
<CENTER><TABLE CELLSPACING=4 CELLPADDING=4 COLS=1 WIDTH="100%"
BGCOLOR="navy">
<TR>
```

```
<TD><B><FONT face="arial" color="white" size=+2>Professional Web Site
Critique</FONT></B></TD>
</Tr>
</TABLE></CENTER>
```

After you have created your table and placed the text in the cells, add some small graphics to make it look more stylish and professional. Align each graphic so that the text wraps around it. Use align=left or align=right attributes in the <img> tag to do that. See my Working Example for how it is done.

Working Example

#33
How to create an empty table cell?

When you create a calendar-style table (with many cells and rows), cells if left empty will not display a border around them. You can force the border to still show up even if the cell contains no information, by using this simple technique.

Place a non-breaking space character in the cell like this:

```
<TD> </TD>
```

You may also use a <br> or <p> tag instead of the   The cell will "think" it has something in it and will display its border.

Working Example

#34
How to change the color of the border in your table

In the early days of web page development you could only create tables with a gray border around them. Recent versions of Netscape and Internet Explorer allow you to create a colored border around a table. All you need to do is use the BORDERCOLOR attribute like this:

                                                        <table bordercolor=maroon>

Another way to create a colored border for your table (a sure way which works even with older browsers!) is to use nested tables: table within a table. Use a dark background color for the outer table and a white background for the inner table. This technique is similiar to the one discussed in "How to create a table that has an image as its border" and in "How to create a box with a border on your web page".

Working Example

#35
How to create a table with rounded corners

Is it really possible to make a table with rounded corners? Well, yes... if you cheat :-) There is no HTML code that can round your corners, but there is a technique that can create the look you need.

This section is based on a simple and fun tutorial taken from http://www.vortex-webdesign.com (reprinted with permission of Jon Hughes, the webmaster).

The first step in creating rounded corners for a table is to determine the colors to be used. You will need to know the color of the page background and of the table cells which are to be rounded. You should also have a rough idea of what sort of radius you want your corners to have.

For a very simple method of creating rounded corners, this set of Photoshop compatible filters includes an extremely handy quarter-round filter for making rounded corner images. To make the corner images manually, follow the instructions below.

To create the images that will be used for the corners, open your graphics program and create a new file with dimensions of 100 x 100 pixels (we'll resize this in a minute). Fill the image with the same color as the background of your page (figure 1). Now make a circular selection 100 pixels in diameter and place it in the exact center of the image. Fill this circle with the color you want your corners to be (figure 2).
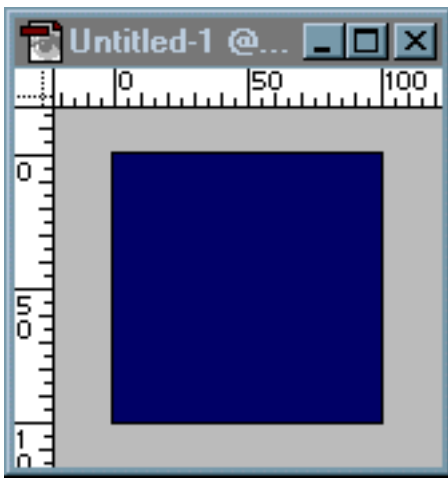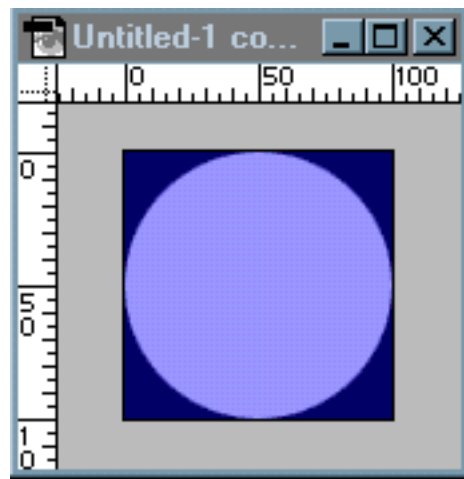
Figure 1

Figure 2

Resize this image so that it is twice the size you want your corners to be. 40 x 40 makes for a nice 20 pixel corner. Use the guides function (or similar) of your image editor to divide this image into quarters (figure 3). Select one quarter of the image, copy it and paste it into a new image (figures 4 and 5).
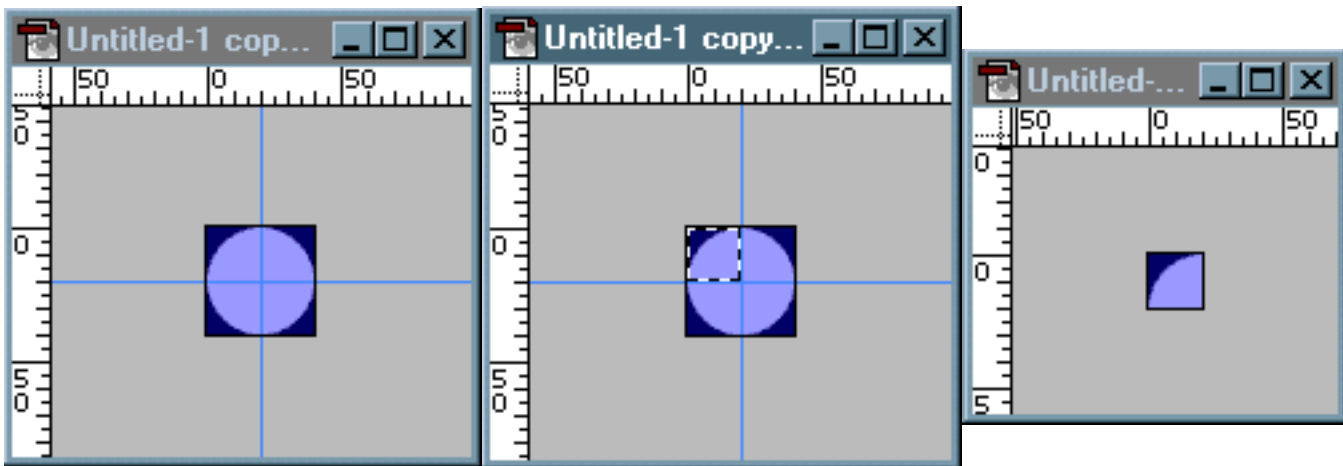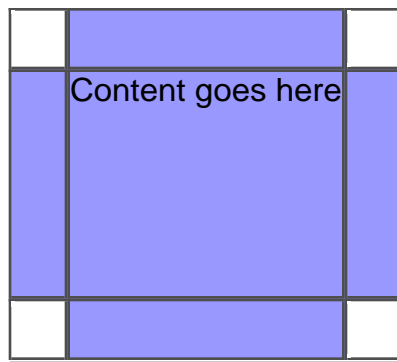
Figure 5

Figure 3

Figure 4

Convert this image to indexed color and save a copy as .gif. It may also be desirable to save as a transparent .gif, with the background color being transparent. (When you save these corner images, it is wise to use a filename that will help you identify them, e.g., for an upper right corner image, corner_ur.gif.)

To create the other three corners (assuming that you want to round all four corners of your table), simply rotate the image 90 degrees and save another copy. Repeat this two more times and you'll have four corners.

Now we construct the table into which the corners will be placed. The structure is three rows, three columns. In the following example, I left borders set to 1 for clarity and the corner images have not yet been added:

Here's the HTML that was used to create the table:

```
<TABLE WIDTH="30%" BORDER="1" CELLSPACING="0" CELLPADDING="0">
  <TR>
    <TD WIDTH="20">corner1.gif</TD>
    <TD WIDTH="100%" BGCOLOR="#9999FF"> </TD>
    <TD WIDTH="20">corner2.gif</TD>
  </TR>

  <TR>
    <TD WIDTH="20" BGCOLOR="#9999FF"> </TD>
    <TD WIDTH="100%" BGCOLOR="#9999FF" ALIGN="CENTER">
        <P>
        <P>Content goes here
        <p>
    </TD>
    <TD WIDTH="20" BGCOLOR="#9999FF"> </TD>
  </TR>

  <TR>
    <TD WIDTH="20">corner3.gif</TD>
    <TD WIDTH="100%" BGCOLOR="#9999FF"> </TD>
    <TD WIDTH="20">corner4.gif</TD>
  </TR>
</TABLE>
```
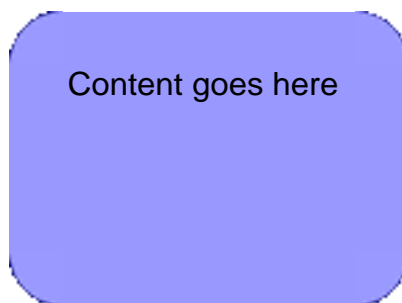
The rounded corner graphics are highlighted in red. As always with images, you may name them anything you wish. A couple of important notes about the above code:

- In the finished table, the value for the table border will be set to "0".

- Notice that there are no empty cells. Each cell must be populated with *something* in order for its attributes to be recognized by the majority of browsers. In this example, I used a non-breaking space ( ) to populate the empty cells. For smaller tables where a non-breaking space would be too large, a 1 x 1 transparent spacer could be used.

- This table uses a combination of fixed widths and percentages for sizing of the cells. For example, the three cells of the top row are sized at 20 px, 100%, and 20 px. This is a bit of a hack, but the middle cell needs to be 100% in order to keep the corner .gifs pushed out to the corners where we want them. If you don't need for the table to be flexible, you can just use pixel values for all size attributes.

- Finally, there is no background color specified for the corner cells. The color will be

provided by the corner .gifs you created.

Here is the table again, this time with the corner .gifs added and the borders set to zero:

Content goes here

When you add your corner images to this table, be sure to include the necessary attributes in the image tag (height, width and alt):

<IMG SRC="corner_ur.gif" HEIGHT="20" WIDTH="20" ALT="corner image">

Working Example

**If you need help setting up any of the features in this section,
I can do that for you for a small fee.**

HelpingFoot. com

Table Of Contents | Next Section

FORMS

Forms are what makes web sites interactive. You can have a feedback form, a questionnaire, a tell-a-friend, a newsletter subscription, an order form. All of the above accomplished via HTML forms. While this is not meant to be a tutorial on forms, I do explain the basics here. If you are not familiar with forms, please, visit the sites for easy tutorials for beginners listed below. Otherwise, get ready to learn some tricks in creating forms on your web site!

#36
How to add a simple feedback form to your site

Forms allow you to receive information directly from your web site by asking your visitors specific questions. To encrypt information being sent you need an access to a secure server and the ability to process a CGI script. I will not get into this here, and instead will show you how to make a simple form and have its content e-mailed to you.

```
<form action="mailto:milanan@epix.net" method=post enctype="text/plain">
First Name<input name=first_name><br>
Last Name<input name=last_name><p>
Age<p>
<input type=radio name=your_age value="18-40">18-40<br>
<input type=radio name=your_age value="40+">40+<p>
<input type=submit value="Click here to send data">
</form>
```

While this is not meant to be a tutorial on HTML forms, I would like to take a look at this code line by line to better understand what we are doing:

```
<form action="mailto:milanan@epix.net" method=post enctype="text/plain">
```

Specify the e-mail address to send the form data. Make sure to include ALL the other attributes of this tag.

First Name<input name=first_name>
Last Name<input name=last_name><p>

Ask for the person's first and last name.

Age<p>
<input type=radio name=your_age value="18-40">18-40
<input type=radio name=your_age value="40+">40+<p>

Ask for person's age. The form is also giving your visitors a choice between 18-30 years old and 40+.   Note that type "radio" simply creates small round buttons for people to click in to make a selection.

<input type=submit value="Click here to send data">
</form>

Creates a button to click on and closes the form.

Here is the result of this HTML code:

First Name [   ]
Last Name [   ]

Age
○ 18-40
○ 40+

[Click here to send data]

When your visitor fills out this form and presses the button, here is what you will receive in your e-mail:

first_name: Jane
last_name: Smith
your_age: 18-30 (or 40+, whichever is selected on the form)

You can add more questions and choices to your form by using various form tags. To learn more about working with a form, please, see the included "Form Tutorial". You may also visit other tutorials at

http://www.w3.org/TR/REC-html40/interact/forms.html
http://www.weballey.net/forms
http://www.pagetutor.com/pagetutor/forms/index.html

Working Example

#37
How to change the background color of a button?

All buttons on the forms look gray. You can change that by using a special attribute within a button tag.

```
<input type=submit style="background-color:blue" value="Click Me">
```

Even though some tutorials claim that this feature works with all browsers that support style sheets, in my experience only Internet Explorer displayed it correctly.

Working Example

#38
How to make a graphic act as a button

To get rid of the boring gray form buttons you can use attractive graphics as buttons. Here is how to do it.
First create your button using any graphic editing software such as Paintshop Pro. Don't forget tha you may also get it free from clipart web sites. Upload this button to your web server where your web page with the form is located.

In your form instead of using this code:

```
<input type=submit value="Go">
```

Use this one:

```
<input type=image src="image.jpg">
```

...where image.jpg is the button image you uploaded to your web server. For example, to create a form that will e-mail the data to you with a graphical button, use this code:

```
<form action="mailto:milanan@epix.net" method=post enctype="text/plain">
First Name <input name=first_name><br>
Last Name <input name=last_name>
<input type=image src="image.jpg">
</form>
```

Working Example

#39
How can I control the size of the text on a button?

You may want to use smaller or larger text on the form buttons, or use a different type of font to match the rest of the web site text. You can achieve this effect in Netscape and IE 4.0, but in Internet Explorer 5.0 and above this feature is ignored.

All you need to do is surround the button with the font size commands:

```
<form action="mailto:milanan@epix.net" method=post enctype="text/plain"><input
name=first_name><input name=last_name><font size=-1><input type=submit
value="Click here to send data"></font></form>
```

Working Example

#40
How to make your form look lined up and neat

Have you ever seen those terribly looking forms where boxes are spread around on the screen randomly? That is because no special formatting was used, though it is extremely simple to do.

Let's take a basic form that we created earlier:

```
<form action="mailto:milanan@epix.net" method=post enctype="text/plain">
First Name <input name=first_name><br>
Last Name <input name=last_name>
<input type=image src="button-image.jpg">
</form>
```

Now let's make it look lined up by placing each label (e.g. First Name) and each tag (e.g. <input name...) in a table cell:

```
<center>
<table width=50%>
<form action="mailto:milanan@epix.net" method=post enctype="text/plain">
<tr><td>First Name</td><td><input name=first_name></td></tr>
<tr><td>Last Name </td><td><input name=last_name></td></tr>
</table>
<input type=image src="button-image.jpg">
</form>
</center>
```

Notice that the button is placed after the table to center it well, but if you place it in the table it will still work correctly.
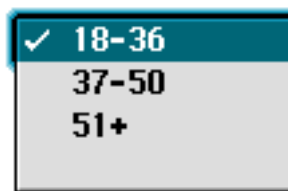
Working Example

#41
How to e-mail a form to more than one e-mail address

You can allow more than one person to receive information from your web site. In your form tag simply place all e-mail addresses separated by comas in double-quotes, just like this:

```
<form action="mailto:milanan@epix.net,dave@anothermail.com,owner@helpingfoot.com"
method=post enctype="text/plain">
```

Then insert the rest of the form's tags below. When "Submit" button is pressed all the information put in by your site's visitor will be sent to the e-mail addresses listed in the form.

Working Example

#42
How can I control the width of a "select" box on my form?

A select box is a part of a form. You can use it for making a list of all the pages on your web site, or links to other web sites. Some people use them for putting their customers' testimonials thus saving a lot of room for other things on the page.

Sometimes you want to control the width of your select box to match the width of another object (image, another select box etc.) creating a balanced or symmetric look on your web page. While you can't reduce its width (except for using fewer words), you can easily expand it.

Simply nsert multiple &*nbsp;* characters ("non-breaking-space") which will adjust the width of the box:

```
<form method=post action=mailto:milana@instantwebanswers.com>
<select name=age>
<option value="18-36">18-36
<option value="37-50">37-50
<option value="51+">51+
<option
value="widthadjuster">         
</select>
</form>
```

Here is how it would look on your web page: 18-36

And here is how it would look when you click on it:

Notice that the last line is blank. That is where the * * characters are used.   You may also use '-------------' characters instead to create a separator.

Another way to do so is using a style sheet technique:

<select name="age" size="1" style="width: 60mm">

Adjusting the width of your select box may be necessary sometimes to increase the size of a table cell where the select box is located. Remember that when putting a select box into a table cell, you are making that table cell expand to the width of that box. In other words, if the cell width is "40", but your select box has a width of "60", the table cell will stretch to "60". I usually try to remove unnecessary words and characters to reduce its width.

Working Example

#43
How to have a partially filled out form on your web site

When you want your visitors to fill out the information using your feedback form, you might want to have it partially filled out to help your visitors. It is especially important when users forget to enter information, or when you want to suggest what should be entered.

This can be done by using the "value" attribute of a form tag. For example, if you are asking how your visitors found your web site, you might suggest your answer to help them out:

How did you find our web site? <input name="how_found" value="Search Engine">

Notice that I am already answering for them. If this answer is not correct, the user can delete it and type their own. Here is how it looks on a web page:

How did you find our web site? Search Engine

If you are using radio buttons or check boxes (which are just different tags of a form), you can make a selection for your users to suggest the answers. Below is the code for how to do that with **radio buttons**:

Age:
<input name="age" type="radio" value="Over 18" CHECKED>Over 18
<input name="age" type="radio" value="Under 18">Under 18

Notice that the first option is checked. Here is how it would look on a web page:

Age: ● Over 18 ○ Under 18

Now let me give you the code to use for **check boxes**. If you studied the subject of HTML forms, you will remember that only one radio button can be selected in the same group of buttons, while more than one check boxes can be checked in the same group:

Your Hobbies:
<input name="hobbies" type="checkbox" value="Hiking" CHECKED>Hiking
<input name="hobbies" type="checkbox" value="Swimming" CHECKED>Swimming
<input name="hobbies" type="checkbox" value="Painting">Painting

Here is the result of this code on your web page:
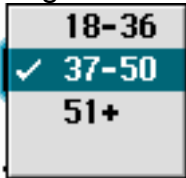
Your Hobbies: ☑ Hiking ☑ Swimming ☐ Painting

When you want to choose an answer from a **select box**, use SELECTED inside the tag:

<select name=age>
<option value="18-36">18-36
<option value="37-50" SELECTED>37-50
<option value="51+">51+
</select>

Even though the first option is "18-36", the second option will be pre-selected for your

visitor:

```
  18-36
✓ 37-50
  51+
```

Any of these options can be easily changed by users, but you are saving their time by filling them in. Isn't what the Internet is about? :-)

Working Example

#44
How to make some fields on your form "required"

When someone fills out a form on your web site you may want to "force" them to fill out certain fields while making others optional. Let's say you want to know what computer system this person is using so you can help serve them better. You also want them to tell you their name and e-mail so you could reply:

Put a star next to each question required to be answered. Here is the HTML code for this form:

```
<form onSubmit="return checkrequired(this)"
action="mailto:milana@firstbusinesswebsite.com"method=post>
<table cellspacing=4>
<tr><td><font color=red>*</font>Name</td><td><input
name=requiredrealname></td></tr>
<tr><td><font color=red>*</font>E-mail</td><td><input name=requiredemail></td></tr>
<tr><td><font color=red>*</font>Computer System</td><td><input
name=requiredsystem></td></tr>
<tr valign=top><td>Your Question</td><td><textarea cols=27 rows=5
name=question></textarea></td></tr>
<tr><td><input type=submit value="Submit Form"></td></tr>
</table>
</form>
```

Notice that there is only one field not required to be filled out - "question". Why, you wonder, every required field has the word "required" in front of it? Because we need it for the script that will check if the required fields have been filled out - the checkrequired script highlighted in red in the above code. Also notice that the information will be e-mailed to me at milana@firstbusinesswebsite.com.

Make sure your <form> tag contains the onSubmit="returncheckrequired(this) statement so it works properly.

Please, note: due to the "optional" nature of check and radio boxes, this script cannot be used to mark them as required. Giving check or radio boxes a "required" prefix will do nothing.

Now that we have created a form and indicated which questions must be answered, let's insert the script to check this form when it is submitted (reprinted with George Chiang permission from www.wsabstract.com):

```
<script>
function checkrequired(which){
var pass=true
if (document.images){
for (i=0;i<which.length;i++){
var tempobj=which.elements[i]
if (tempobj.name.substring(0,8)=="required")
{
if (((tempobj.type=="text"||tempobj.type=="textarea")&&tempobj.value=='')
||(tempobj.type.toString().charAt(0)=="s"&&tempobj.selectedIndex==-1))
{
pass=false
break
}
}
}
}
if (!pass){
alert("One or more of the required elements are not completed. Please complete them, then submit again!")
return false
}
else
return true
}
</script>
```

The only thing you can change in the above script without breaking it is the line in red - the actual alert message that people see when they try to submit form without filling it out completely. Place it anywhere in your HTML page. Please, note, that the code in green color has to appear on one line without hard returns. See how I did it in the example.

Working Example

For more web design tips and techniques

Table Of Contents | **Next Section**

FRAMES

Frames are a way to split your browser window into several smaller windows. A while ago web designers liked to use a lot of them to demonstrate their cutting edge technology skills :-) But today it became annoying and many times unnecessary. Use frames only if it absolutely can't be avoided.

One of the ways to utilize frames is creating an easy maintainable navigation system for your web site. When you need to add a new link you add it only to one page instead of every page that has links. Frames can also come handy when you need to display a fixed footer or header on your site that will always show.

#45
How to create simple frames

While this is not meant to be a frames tutorial, I will show you the basics of creating a frameset of two pages. Here is the simple code to create two frames:

```
<FRAMESET rows = "10,90" Border = 1>

<FRAME name = "top" src = "home.shtml" scrolling = no noresize>
<FRAME name = "bottom" src = "portraits.shtml">

</FRAMESET>
```

Notice that the above code will place one frame on top of the other. If you wanted two frames to be side by side (left and right), change the first line to:

```
<FRAMESET cols = "10,90" Border = 1>
```

The numbers "10,90" simply indicate how large you want your frames to be compared to each other. So here the first frame will take 10% of the entire window, and the second one will take the other 90%.

The other two things (highlighted in red) are the file names that will be loaded into each frame. If you want, you may use a full URL of each page instead of just its file name:

> <FRAME name = "top" src = "http://www.helpingfoot.com/home.shtml" scrolling=no noresize>
> <FRAME name = "bottom" src = "http://www.helpingfoot.com/portraits.shtml">

It is VERY IMPORTANT to place your frameset between <HEAD> and </HEAD> tags as it will not work in the body of the page.

To learn more about constructing frames, please, visit this frames tutorial:
http://www.pagetutor.com/pagetutor/frames/index.html

Here is a little tip on working with frames. When you make changes to any of the pages in the frame, or to the frameset itself, pressing "Refresh" or "Reload" button on your browser most likely will not work. To see these changes, put your mouse cursor in the location bar (where the address is typed in) and press "Enter".

Before deciding to use frames, please, read the "Problems with frames in Web site design" article at http://www.clienthelpdesk.com/website_tips/problems_with_frames.html

Working Example

#46
How to prevent other people from putting your web site in a frame and making it look like it's theirs

Many web sites like to put other people's web sites in their frame so it looks like it is theirs. One web site that developed a strategy around using this technique is AskJeeves.com. When you use their web site to search and then click on one of the links in the search results, AskJeeves displays that link in their own frame. Most visitors don't even realize that they are looking at a different web site now, so the next time they want to get to the same web site they go to AskJeeves and do the same search again.

If you don't want your web site to ever be put in someone else's frame, just insert the script below into your web page (reprinted with permission of Brian Clark of www.gmdstudios.com)

```
<SCRIPT>
function unframeit()
{
page = self.location.href;
if (page != top.location.href)
{
   top.location.href = page;
   return true;
}}
</SCRIPT>

<BODY onLoad="unframeit()";>
```

The only thing you need to change in the above script is your web site URL. The entire script should be placed between the <head> and </head> tags.

Notice that the last line of the above code is actually starting the body of your web page. Replace your current <body> tag with the one above so it could run the script correctly and get your web page out of frames if anyone ever tries that trick on you :-)

Working Example

#47
How to hide a long web address

Long web addresses are easy to mispell and hard to remember. If you have a long URL, you can use frames to hide it from your visitors' eyes. Let's say you have a free web page on Geocities and would like to link to it from your main web site. All you do is make two frames and set one of them to size "0". Here is the code:

```
<FRAMESET rows = "*,100%" Border = 0>

<FRAME name = "top" src = "page.html" scrolling = no noresize>
<FRAME name = "bottom" src = "http://help.yahoo.com/help/us/geo/tour/tour-01.html">

</FRAMESET>
```

Notice that the second frame is set to 100% of the entire window (while the first one has the rest *). When you place this code into a web page and save it (for example, page.html), all you will see is the content of the 2nd frame since it is set to 100%. In the example you will notice that the address in the location bar says instantwebanswers, while the page displayed belongs to Geocities. Pretty cool trick!

Working Example

**For more web design tips and techniques
please visit my web site**

REDIRECTION

Redirection happens when a visitor is taken to another web address by a click of a button, making a selection from a menu or automatically. Here are some of the most common ways to utilize redirection technique.

#48
How to send your visitors to the address
they choose from your pull down menu

To simplify or compact your web site's navigation system you may want to create a list of locations and place them all in a thin box like this one:

Visit Our Sponsors ⇕

When clicked on, the box expands and displays the list of all the pages listed (and of course each title has a corresponding web address):

Here is how to do it, step by step.

Step 1:

Insert this script anywhere in your web page's HTML code:

```
function goThere()
{
var website = document.form.linklist.options[document.form.linklist.selectedIndex].value;

window.location.href = website;
}
</SCRIPT>
```

Step 2:

Create your menu box using this template:

```
<form name=form><select name=linklist onChange="javascript:goThere()">
<option value="">Visit My Web Sites
<option value="http://www.helpingfoot.com/?iwa">Milana Web Design
<option value="http://www.helpingfoot.com">Helping Foot
<option value="http://www.marketingshark.com">e-Book Catalog
</select></form>
```

The most important thing here is that the list name in step 1 should match the list name in step 2 (highlighted in red) whatever you decide to name it. In the above example it is

named linklist. Change the URLs and the title of each link (all in red) to those you want for your web site. You may also add more links by add more <option> tags as shown above.

Working Example

#49
How to redirect your visitors to another Internet location automatically

When you change your web site address or location of a certain page, your visitors might still have you bookmarked under the old location. Search Engines might also have you listed under the old address. To avoid losing these visitors you can insert this short JavaScript into your old page which will redirect people to the new address:

```
<SCRIPT language=JavaScript>
window.location="http://www.helpingfoot.com/newlocation.html"
</SCRIPT>
```

Insert it between the <head> and </head> tags at the top of your old page.

If you are moving to a new domain name, ask your hosting company if they can redirect your old domain to your new one. This is called "domain name forwarding" and most hosting companies should offer it for up to 1 year. In the following example you will be redirected from one HTML page to another (my web design forum).   And if you are quick enough to press STOP button on your browser and View Source, you will be able to see the above JavaScript code :-)

Working Example

#50
How to check which browser is used and direct your visitor to correct page

When you know that your web site looks good in Netscape but doesn't display correctly in

Internet Explorer, you can send your visitors who use Explorer to a different page that will look good in their browser.

First, create two different pages: one should look good in Netscape, the other one should display well in Internet Explorer.

For example, you have two pages - indexIE.html and indexNS.html. Here is the code you should add to your home page (index.html or whatever is the default first file for your web site):

```
<SCRIPT language="JavaScript" type="text/javascript">
<!--
var name = navigator.appName
if (name == "Microsoft Internet Explorer")
url=("indexIE.html");
if (name == "Netscape")
url=("indexNS.html");
else
url=("indexOTHER.html")
window.location=url;
// -->
</SCRIPT>
```

Notice that if your visitor is using neither Internet Explorer, nor Netscape, you should specify which page they will see. In the code above I stated that if it is a different browser, simply use the indexOTHER.html. Please note that if your visitor is using a Macintosh Internet Explorer, he will be redirected to indexOTHER.html as well via the above JavaScript.

If the version of a browser is important to you, use the script at http://javascript.internet.com/user-details/browser-version-redirect.html which redirects not only according to the browser but its version as well.

Working Example

If you need help setting up any of the features in this section, I can do that for you for a small fee.

Table Of Contents | Next Section

ROTATION

Though rotating objects can be used as a marketing technique, I created a separte section to discuss rotation. Rotating is different from randomness. A random picture appears after refreshing a web page, while a rotating picture appears at a pre-defined time of the day, week, month or year. Here are some of the useful rotation techniques that you can put to use immediately.

#51
Display a different headline every day

This could become a great testing tool for your web site. You set up a different headline every day and keep track of which day brings you the most sales, leads or feedback. Here is how to do it.

Insert this code into your web page in place of your regular headline. Make sure to change each headline to your own.

```
<SCRIPT language="JavaScript">
<!--
now = new Date() //this line determines what day it is
if (now.getDay() == 5)
document.write("Get your web site up and running in 10 days!")
if (now.getDay() == 6)
document.write("Stop wasting your money on web designers!")
if (now.getDay() == 0)
document.write("FREE e-boook teaches you web design")
if (now.getDay() == 1)
document.write("Do NOT overpay your web designer!")
```

```
if (now.getDay() == 2)
document.write("Discover how easy web design is!")
if (now.getDay() == 3)
document.write("Make 35% each time you sell this book!")
if (now.getDay() == 4)
document.write("I am running out of headlines :-)")
// -->
</SCRIPT>
```

Now when you check your log files, pay attention which day your web site received the greatest response. Of course you should also take into consideration that weekends are usually the slowest for Internet users, and mid-week is usually swamped with surfers.

Working Example

#52
How to rotate sales letters or any other pages

Let's say you have several versions of your sales copy and want to test it automatically, without manually changing it every time. This script will redirect your visitors to a different page depending on the day of the week.

If you see that your greatest number of sales or leads happens on Tuesday, for example, then you will know that the sales copy you specified for that day works the best (excluding all other variables like weather, holidays, weekends, special promotions etc.)

Substitute my URLs with yours:

```
<BODY onload=gettime()>

<script language=javascript>
function gettime() {
 now = new Date()
 if (now.getDay() == 0){
 window.location="http://www.yourwebsite.com/index1.html"
 }
 if (now.getDay() == 1) {
 window.location="http://www.yourwebsite.com/index2.html"
 }
 if (now.getDay() == 2) {
 window.location="http://www.yourwebsite.com/index3.html"
 }
```

```
if (now.getDay() == 3) {
window.location="http://www.yourwebsite.com/index4.html"
}
if (now.getDay() == 4) {
window.location="http://www.yourwebsite.com/index5.html"
}
if (now.getDay() == 5){
window.location="http://www.yourwebsite.com/index6.html"
}
if (now.getDay() == 6){
window.location="http://www.yourwebsite.com/index7.html"
}
}
</script>

</BODY>
```

In the working example below you will be redirected to a different web site depending on the day of the week. For example, on Monday you will be taken to www.cnn.com, on Tuesday - to www.google.com and so on.

Working Example

#53
Have a different image every day of the week

This feature can be used to create "rotate" advertising, to update your web site automatically or to get a better ad response. It can be used for tracking which images/banners received better response (though do take a different week day into consideration - monday is usually very busy, weekends are slow...) or simply to rotate your advertisers' banners.

First, create 7 images (for 7 days in a week) and name them "1.jpg", "2.jpg", "3.jpg", and so on. You may then create a directory called "graphics" and upload all seven images in it. Now place this script where you want your graphic to appear:

```
<script language="JavaScript"><!--
var today = new Date();
var number = today.getDay() + 1; //remember, JavaScript starts counting from zero, so
we add a number here
document.write('<img src="graphics/' + number + '.jpg">');
//--></script>
```

If your images are in GIF format instead of JPG, then change the extension in the code, as shown above in red. You may also change the name of the folder your graphics reside in, or remove the folder name completely like this:

```
document.write('<img src="number + '.jpg">');
```

Remember to insert this code in place of graphic, not in the header of the web page!

Working Example

**If you need help setting up any of the features in this section,
I can do that for you for a small fee.**

Table Of Contents | Next Section

MARKETING

Chances are you have a web site to sell your products or services. Marketing experts will tell you there are hundreds of ways to optimize your web site to sell better. Still you need to know exactly how to do it. Whether it is adding a deadline to your web page or subscribing people to your mailing list, you need to know how it is done. This section shows you how to implement some of the most common marketing techniques, step by step.

#54
How to add music to your web site

Many people believe that adding music to a web site reflects its subject better and prolongs your visitor's stay. Before you decide to use embeded music, though, please read this argument about visitors' experiences:
http://www.aitech.ac.jp/~ckelly/midi/help/embed.html

To add music to your web site you need to do two things:

- Create or find a music file
- Insert an HTML code to invoke it

The easiest type of files to use on a web page is MIDI. There are basically two ways a MIDI file can be used on a Web page - as a hypertext link that can be clicked on or as an embedded file (background music) which plays automatically when the page is loaded.

Embedded files are loaded along with the rest of the page, so the MIDI file starts playing whether or not the user chooses to do so. When you want to embed a music file, you should use this code:

```
<BGSOUND="surfing.mid" LOOP ="infinite">
<EMBED SRC="surfing.mid" WIDTH="142" HEIGHT="58" AUTOSTART="TRUE"
REPEAT="TRUE">
```

Here are the explanations of each attribute and how you can change them:

- WIDTH and HEIGHT are the size of the control panel that appears on the page. I set them to 142 and 58, but you can try making the panel larger or smaller.

- You can hide the control panel completely by setting WIDTH="0" HEIGHT="2". This way, the music plays in the background but the viewer of the page cannot stop or restart it.

- AUTOSTART="TRUE" is the default setting, causing the music to begin automatically when you open that page. If you set AUTOSTART="FALSE" it will start playing only when the Play button on the control panel is pressed.

- REPEAT="TRUE" causes playback to loop until the Stop button is pressed. If you set REPEAT="FALSE" or leave this code off entirely, the song will stop after it plays once.

When you want to put a link to a music file, add it like any other link:

```
<A HREF="surfing.mid">Click Here To Play</A>
```

This code assumes that "surfing.mid" file is located in the same directory as the web page you are linking from.

Here is just a few web sites where you can find MIDI files. To save a music file to your hard drive you need to right click on its link and choose "Save target As" from the menu.

http://midimarket.8m.com/
http://mp3.about.com/musicperform/mp3/library/weekly/aa050701.htm
http://midimusic.about.com/musicperform/midimusic/msub2.htm
http://www.aitech.ac.jp/~ckelly/midi/loops/

Make sure to upload your MIDI files just as with any other file on your web site.

Working Example

#55
How to allow your visitors to add their e-mail to your mailing list

Every marketing guru will tell you how important it is to capture your visitors' information so you could send out mailings and newsletters or announce special sales and events later. Depending on what you want to do with your mailing list after you have it, there are several ways of collecting your visitors' e-mails.

I use two free services that allow me to do different things with my mailing lists. Bravenet and GetResponse. Both of these services give you a special HTML code to insert on your web site, but here is the difference: Bravenet is a mailing list management system and GetResponse is an autoresponder.

Bravenet will allow you to send out a mailing (like a newsletter or an announcement) to your list, while GetResponse will send out an initial message to your subscriber, then will follow up with automatic messages at the time intervals you specify.

Let me give you specific examples of how I use both services.

I am running a free newsletter called "Web Expert or Not". Every two weeks I mail out the edition using Bravenet. People subscribe to my newsletter by entering their information on my web site at http://www.helpingfoot.com, then they receive the newsletter when I am ready to send it out.

I am also giving away a free chapter of my book - "Create Your First Business Web Site in 10 days" - so people could try it out before they buy. After they download the chapter, I want to follow up with them to see if they had any problems downloading, what they thought of it and remind them about it once in a while (people sign up or try things, but then tend to forget about it). That's where GetResponse comes in. Since people don't download my free chapter all in the same day, I would be extremely busy trying to follow up with each one individually. GetResponse actually allows you to create your follow up messages in advance and set up the time intervals at which they will be sent out.

Decide which service suits best your needs then sign up for either http://Bravenet.com or http://GetResponse.com. There are other similiar services available on the Web, but I found these to work the best for me.

To insert the HTML code into your web page, simply follow the instructions on how to modify your web page in a text editor.

#56
How to create a pop-up window and control the way it looks

Using pop-up windows is a contraversial issue in web design. Some love it, some hate

it. The fact is if you use it correctly, you can capture your visitors' attention immediately as they arrive at your site. The trick is to allow your visitors to get rid of the pop-up in a convenient way.

Let me first tell you how pop-windows work. In order for a pop-up to happen you need two pages. One web page will tell the other one to open in a new window. The first web page is called the "main window" and the second one is the "pop-up".

Let's create a **simple pop-up window**. All you do is use JavaScript's window.open function and its attributes, like this:

```
<SCRIPT LANGUAGE = "JavaScript">
function popup()
{

//the next two lines have to be placed on  a single line with no hard returns

win2=window.open('page.html','','toolbar=no,menubar=yes,location=no,scrollbars=yes,
height=500,width=380,left=20,top=20');

}
</SCRIPT>
<body ONLOAD="popup()">
```

Make sure to change the file name (in red) to the one you would like to load into your pop-up window. For example, if you would like to create a pop-up that will display the contents of "specials.html", then that's what has to replace page.html

Notice that all the attributes in the parantheses can be modified. For example, you can change the size of your pop-up window by changing the height and width values. You can also control where your pop-up will show up on the screen - more to the left, more to the bottom etc. - by changing the left and top values.

Place the above code at the top of the web page which has to open this pop-up window. This code will create a pop-up window as soon as the page is loaded (that's why you see <body ONLOAD...)

Working Example

#57
How to create a "friendly" pop-up window and stop annoying your visitors

What if you have a frequent visitor who doesn't want to see your pop-up every time he

arrives at the site? What you can do is allow him to close the window and not see it until the time you want him to see it again. I accomplish this on my web site using special feature called "cookies". Here is how to create a **user friendly pop-up window** (parts of this code were taken from http://members.ozemail.com.au/~dcrombie/javascript/chap14.html with Duncan Crombie's kind permission)

Step 1.

Insert this script in the main web page's HTML code (e.g. index.html or whichever page you want to invoke the pop-up):

```
<HEAD>
<SCRIPT LANGUAGE = "JavaScript">
<!--
var bikky = document.cookie;
function getCookie(name)
    {
            var index = bikky.indexOf(name + "=");
          if (index == -1) return null;
           index = bikky.indexOf("=", index) + 1;
           var endstr = bikky.indexOf(";", index);
          if (endstr == -1) endstr = bikky.length;
            return unescape(bikky.substring(index, endstr));
      }
//-->
</SCRIPT>
<SCRIPT LANGUAGE = "JavaScript">
<!--
 if (!getCookie("HelpingFoot"))
{
```

//the next two lines have to be placed on a single line with no hard returns

```
 win2=window.open('page.html','','toolbar=no,menubar=yes,location=no,
scrollbars=yes,height=500,width=380,left=20,top=20');

document.cookie = "visited=true";
 }
//-->
</SCRIPT>
</HEAD>

<BODY bgcolor="#FFFFFF" ONLOAD="getCookie('HelpingFoot')">
```

Notice that most of the above script belongs in the header of your web page (<HEAD> and </HEAD> tags should surround it). The last line, though, is starting the body of your web page. The rest of the information (text and pictures) should follow this line and be closed by the </BODY> tag..

Step 2.

Then create a file that you would like to load into your pop-up window (in my case, it is page.html) and insert this code in it:

```
<HEAD>
<SCRIPT LANGUAGE = "JavaScript">
<!--
   // This function gets things set up, creates the cookie,
   // and then moves to the next page
   //
   function BakeIt() {
      // Get the value of the "data" field in the form
      var cookieData = "No-popup";
      var cookieName = "HelpingFoot";
      var days = 30;

      // Calculate the expiration date
      var expires = new Date ();
      expires.setTime(expires.getTime() + days * (24 * 60 * 60 * 1000));
      // Set the cookie
      SetCookie(cookieName, cookieData, expires);
      }
   function SetCookie(cookieName, cookieData, expireDate)
   {
      document.cookie = cookieName + "=" + escape(cookieData) + "; expires=" +
expireDate.toGMTString();
      window.close();
   }
//-->
</SCRIPT>

<BODY BGCOLOR="white" window.onLoad="window.focus()">

<FORM NAME="cookieForm" onSubmit="return false;">
<INPUT TYPE=BUTTON  VALUE="Don't show this window again"  onClick="BakeIt()">
</FORM>
```

This code actually sets the cookie when the button is pressed. You may rename your cookie into anything you want. I named it HelpingFootbut it can be anything else, as long as it matches the name in step 1 (I highlighted it for you in red, as well).

You may also play around with the expiration date. For example, mine is set to 30 days. This means that even if my visitor clicks on the "Don't show this window again" button, in 30 days he will see it again and will need to click that button to get rid of the pop-up for the next 30 days.

To see how this works, please, visit my main web site - http://www.helpingfoot.com. If you haven't closed the pop-up window on it before (or within the last 30 days), you should see it pop up.

Working Example

#58
How to add today's date to your web site

To let people know your site is updated on a regular basis and is kept current, you might want to add "today's date" feature to your web page. It will display a new date automatically each day.

Simply insert this script into your web page HTML code where you want the date to appear:

```
<script language="JavaScript"><!--
today = new Date()
var year = today.getFullYear();
var month = today.getMonth();
var date = today.getDate();
document.write(month + "/" + date + "/" + year);
//-->
</SCRIPT>
```

The result of this script is something like this: 4/25/2001. If you would like to insert an expanded date, then use the 2nd script below:

```
<SCRIPT LANGUAGE="Javascript"><!--

// Specify names of days:
var dayNames = new Array("Sunday","Monday","Tuesday","Wednesday",
"Thursday","Friday","Saturday");

// Specify names of months:
var monthNames = new Array("January","February","March","April","May","June","July",
"August","September","October","November","December");

var now = new Date();
var thisday = dayNames[now.getDay()];
var thismonth = monthNames[now.getMonth()];
var thisdate = now.getDate();
var thisyear = now.getFullYear();

document.write(thisday + ", " + thismonth + " " + thisdate + ", " + thisyear);
// -->
```

</SCRIPT>

The result of this script is this format: Wednesday, April 25, 2001. Remember, this script has to be inserted exactly where you want the date to appear - not in the header. You may surround it with other text or pictures on your web page.

Working Example

#59
How to make an automatic deadline for receiving free bonuses

Many people like to add some sort of rush to their ordering system by creating a "Order before this date to get free bonuses" feature. If you would like to do the same, just modify the above script by adding a number of days to the var thisday and changing the way the date is displayed. I used this feature on my http://www.firstbusinesswebsite.com

Here is how your script will look now:

```
Order Before
<SCRIPT LANGUAGE="Javascript">
<!--

// Specify names of days:
var dayNames = new Array("Sunday","Monday","Tuesday","Wednesday",
"Thursday","Friday","Saturday");

// Specify names of months:
var monthNames = new Array("January","February","March","April","May","June","July",
"August","September","October","November","December");

var now = new Date();
var thisday = dayNames[now.getDay() +2];
var thismonth = monthNames[now.getMonth()];
var thisdate = now.getDate();
var thisdate=thisdate + 2;
var thisyear = now.getFullYear();

document.write(thisday + ", " + thismonth + " " + thisdate + ", " + thisyear);

// -->
</SCRIPT>
and Get 6 Bonuses FREE!
```

I show my new code in red. You may change number of days to anything you want by replacing number 2. This code will display the date 2 days after today's date. So if today is April 16 2001, here is what your visitors will see:

Order Before April 18 and Get 6 Bonuses FREE!

Make sure that both numbers in red are the same (in my example it is 2). Again, insert this code where you want this line to appear. Oh, yeah... and don't forget to change the number of bonuses :-)

Working Example

#60
How to let your visitors know when you last updated your site

If your web site is information-driven, it is a good idea to let your visitors see how fresh the information on your site is.

To insert a long non-formatted date that will look like this: *Wednesday, April 18, 2001 22:12:56*   add this code where you want it to appear:

```
<script language=JavaScript>
document.write(document.lastModified)
</script>
```

If you want the date to look like this: *April 18, 2001,*   insert this script where you want the date to appear on your web page (used with kind permission of John Walker of http://321WebLiftOff.net):

```
<script LANGUAGE="JavaScript">
<!-- The JavaScript Source!! http://javascript.internet.com
var months=new Array(13);
months[1]="January";
months[2]="February";
months[3]="March";
months[4]="April";
months[5]="May";
months[6]="June";
months[7]="July";
months[8]="August";
```

```
months[9]="September";
months[10]="October";
months[11]="November";
months[12]="December";
var time=new Date();
var lmonth=months[time.getMonth() + 1];
var date=time.getDate();
var year=time.getYear();

// Y2K Fix by Isaac Powell
// http://onyx.idbsu.edu/~ipowell

if ((navigator.appName == "Microsoft Internet Explorer") && (year < 2000))
year="19" + year;
if (navigator.appName == "Netscape")
year=1900 + year;
document.write("<FONT face=verdana  color=brown><b><center>" + lmonth + " ");
document.write(date + ", " + year + "</center><b>");
// End -->
</script>
```

As you can see, the second script makes your date look more user friendly and better formatted.

Working Example

#61
How to make a "warning" or an "alert" box for your web page

Alert boxes can be used to provide extra information to your visitors. For example, when someone is filling out a form, you might allow them to click on your questions for more information. I do this on my "FREE Mail Form" tool:
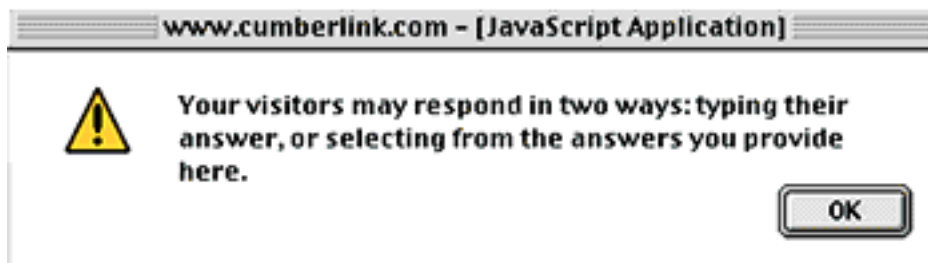
● At your request, your form will have 12 questions
● For help, click on blue links

Enter question 1 here: [   ]

How would you like your visitors to respond?

◉ typing short answer

○ typing long comments

When people click on the blue links, they get an alert box that gives them more information on how to fill out my form:

www.cumberlink.com – [JavaScript Application]

⚠ Your visitors may respond in two ways: typing their answer, or selecting from the answers you provide here.

[OK]

Here is the code for creating an alert box which appears when the link is clicked:

```
<a href="javascript:window.alert('Your visitors may respond in two ways: typing their answer, or selecting from the answers you provide here')">How would you like your visitors to respond?</a>
```

I like using these alert boxes better than opening a new page with instructions. The box takes no time to load and can be easily closed by clicking "OK". It is important not to abuse this technique, however. Too many boxes can be irritating to your visitors. Only use them when absolutely necessary.

Working Example

#62
How to allow your visitors to bookmark your web site
even if they don't know how

Some new Internet users might not remember how to bookmark a web site. You can easily allow them to book mark your site by providing them with a link. Insert this code anywhere on your web page:

```
<A href="http://www.helpingfoot.com/:Add This Page To Your Favorites!"
onDragstart="return false" onClick="window.external.AddFavorite(location.href,
document.title);return false">Add this page to your Favorites</A>
```

You may change the wording from "Add this page to your Favorites" to "Bookmark this page" by typing over the text in red. And don't forget to change the URL location to your own. While this is a very handy tool, it will only work on Windows machines.

Working Example

#63
How to allow your visitors to "Accept Terms" before viewing your web page

This technique is frequently used by web site owners who want their visitors to agree to certain terms before viewing a page. For example, adult web sites may want to use it to filter minors and those who might be offended by their content. Another way to use this technique is to require your visitors to agree to the rules of the club before becoming a member.

This code has been kindly provided to me by Colin PC, the webmaster of the www.insighteye.com):

- Step 1

Replace your existing body tag with this one:

```
<BODY onLoad="loadedvar=true;">
```

- Step 2

Insert this code where you want the button to appear:

```
<FORM name="terms" action="http://www.helpingfoot.com" method="get">
I accept: <INPUT type="checkbox" name="agree" value="ON">
<INPUT onclick="if (loadedvar) {if (document.terms.agree.checked) {document.terms.submit();} else
```

```
{window.alert('You must check the box to continue.')}}
else {window.alert('Please wait...')}" type="button" value="Continue...">

<INPUT type="button" value="Exit" onclick="document.location.href='http://www.helpingfoot.com;">
</FORM>
```

Things in red can be changed. Make sure that both URLs are the same in the above code (in my example it is http://www.helpingfoot.com)

If the visitor does not check the "Accept" box, he or she will be prompted to do so. Otherwise, the next page will not be accessible. Keep in mind, though, that if someone can read JavaScript they will be able to figure out what that next page is and visit it without agreeing to your terms. This is only a loose way to protect your content. If you need more security, use password protection available from your host as discussed in the "Protection" section.

Working Example

**For more web design tips and techniques
please visit my web site**

Table Of Contents | Next Section

PROTECTION

Very often webmasters look for a way to protect their web pages from public viewing. Whether it is for creating a membership web site, or just to have a certain page visible exclusively to friends and family, there are several ways to do it. Find out what is the best protection for your web site by reading this section.

#64 - How to password-protect your web site

There are many ways to password-protect a web page. You can use a JavaScript to do that, a third-party service or rely on your hosting company's servers' ability to do that. The last one is considered the most secure way, but I will tell you about other ways as well.

- George Chiang of wsabstract.com has created a relatively secure technique to password protect your web site. Fill out his form at http://wsabstract.com/epassword/index.htm, press "Generate Code" button and a special code will be generated for your web page protection. Follow George's simple instructions.

- Another way to password-protect your web site is by using a third-party service like the one Bravenet.com offers. All you do is open an account with them, tell them what URL you are trying to protect and insert the code they give you into your web site's HTML.

- The most reliable way to protect your files, though, is still using your web host's capabilities. Every directory that you want to password-protect must contain two files: **.htaccess** and **.passwd**

  While the first one has to be named that way, the second file which contains the actual password can be named anything you choose. My hosting company allows me to make changes to username and password, as well as add new users, through their Account Control

Center on their web site.

Since creating password protection using .htaccess is a little more advanced topic, I will leave it up to you and your hosting company. Contact them and ask what is the procedure of password-protecting your files.

A good host will guide you through this. To be fair, I must say my host is terrific in this respect. I only pay $5.95 a month to my hosting company - Pair.com, and get full e-mail support and complete control over my account via their online Account Control Center.

! If you have access to cgi-bin and are comfortable installing a CGI script on your web site, you can always check out these free password protection scripts that will do a great job of managing users and passwords:
http://webknowhow.net/dir/CGI/Scripts/Passwords

If you need help installing your CGI scripts, check out my new book called "How To Install CGI Scripts" at
http://www.firstbusinesswebsite.com/InstallCGI or e-mail me at cgihelp@instantwebanswers.com for help.

#65
How to stop people from stealing your graphics
by disabling right click on your site

To prevent people from stealing your graphics, you can use this script to disable right-click on your web page. Simply put it in the <HEAD> tag of your page: (reprinted with permission from http://developer.irt.org/script/969.htm)

```
<head><SCRIPT language="JavaScript">
<!--
 var sorry="Sorry, the right-click has been disabled..."

function click(e) {
if (document.all) {
if (event.button == 2) {
alert(sorry);
eturn false;
} }
```

```
if (document.layers) {
if (e.which == 3) {
alert(sorry);
return false;
} } }
if (document.layers) {
document.captureEvents(Event.MOUSEDOWN);
}
document.onmousedown=click;
// -->
</SCRIPT>
</head>
```

Remember, though, that anyone who is a little more than a newbie on the Web, can look at your HTML code and figure out how to get this image. For example, if you come across a web page that has a right-click disabled, you can go to **View-->Source** on your menu bar and find the name and location of the image. Then you can go back to their web site and type it in the location bar.

For example, if the web site address is **www.foolishtricks.com**, and you found the name of the graphic to be **logo.gif**, type this into your location bar to view this graphic:

www.foolishtricks.com/logo.gif

If you found the name of the graphic to be something like **picfolder/logo.gif**, then type this into your location bar:

www.foolishtricks.com/picfolder/logo.gif

Once you see the image, right-click it to save. There is nothing here to protect the picture from saving. As you see, this is quite trivial, and if you use this script, it will only keep away those who are new or only somewhat experienced to the Internet.

Working Example

Table Of Contents | Next Section

If you need help setting up any of the features in this section, I can do that for you for a small fee.

GETTING HELP

HelpingFoot.com

The 65 techniques in this book should be easy to understand and implement. Every webmaster, however, has a different level of skills and knowledge. If you have never manipulated HTML before or if this is your first time seeing a JavaScript, you might need some help to get started.

First source of help I would recommend is my web design forum - most likely another visitor or I will help you out. Just click on http://network54.com/Hide/Forum/90384 and post your question.

I can also provide you with custom help and explain to you how I did it, for a small fee. If you need help setting up any of the features discussed in this book or any of the free Web tools outlined below, please, contact me at milana@instantwebanswers.com and I will be glad to help.

Below are the Web tools that I can help you install on your web site. If you don't see what you are looking for, please, ask me - you never know! :-)

- **Visitor Poll/Survey** (collect opinions)
- **Forum/Message Board** (host discussions)
- **Live Chat** (hold live discussions)
- **Classified Ads** (generate repeat traffic)
- **Simple Password Protection** (members only)
- **Guestbook** (gather feedback)
- **Search Engine** (search enable your site)
- **Counter** (count visitors)
- **Feedback Form** (collect visitors' information)
- **Daily Headlines** (automatic site update)
- **Daily Cartoons** (create fun content and repeat visitors)
- **Music background** (set the mood)
- **Tell-a-friend** (create a traffic stampede)
- **Autoresponder** (follow up with customers automatically)
- **Mailing List** (collect visitors e-mails)
- **Animated slide show** (product demonstrations)
- **Shopping Cart** (digital delivery or physical shipments)

BONUS REPORT

As promised, here is your bonus. I asked Simon Marcantonio to write it specifically for this book. Simon is an expert on Search Engines as he is the founder of the UKSprite search engine. I know his expertise first hand. Ever since he placed my web site in his search engine, the traffic to my web site at least doubled! Read this almost scientific report revealing the most secret insights into how Search Engines work to achieve incredible results with your search engine rankings.

The Search Engine Race

In the search engine race your site needs to finish at in least third place; that is, within the first three pages of search results from any of the major search engines. As the majority of searchers will only use the first three pages, finishing anywhere else in this race can mean the difference between your website receiving a flood of traffic to a trickle of hopeful searchers.

Because the first three pages of search results usually equals only thirty listings getting your site into one of those coveted places can seem impossible. Fortunately there is help at hand in the form of 'meta data'.

Meta data is invisible information; it's data about data, and for web pages this data helps to describe what material is contained within a page. Meta data is invisible because although it is contained in your web pages it is not visible on screen to your users. However, search engines do read meta data, and if used correctly this invisible content can improve the position of your site in search engine results.

Structure Of Meta Data

So how is this invisible meta data used? You may already be familiar with its key forms - the 'description' and 'keyword' tags used in many millions of web pages.

But if millions of web pages are already using meta data, how can you achieve an advantage by employing its use at your site? Simple, most people do not spend anywhere near enough time constructing and refining meta data. In fact many sites use the same meta data throughout the site, the same data on every page. If meta data is supposed to describe other data, or the contents of a page, there is no point in using the

same meta data on all pages - what you would be saying is that all your pages are identical!

Meta data is placed between the opening <head> and the closing </head> tags of your html source and its structure is simply:

```
<meta name="keywords" content="">
<meta name="description" content="">
```

You can see from the above how simple it is to embed meta data into a web page, perhaps it is this simplicity that causes many webmasters to spend only a few minutes attempting to fill these tags with useful and ultimately profitable information. By spending time refining your own meta data you are already giving your site an advantage over millions of others.

Choosing The Best Keywords And Descriptions

First there are some important rules, and in some places laws that you must remember:

Don't use trademarks, product names or the names of businesses in your meta data unless you have permission to do so. For example, just because your e-commerce site sells a Disney video does not necessarily mean you have the right to include the Disney name in your meta data. Check first before you use the intellectual property of another organization or individual.

Don't use the same meta data on every page. As mentioned earlier, meta data is 'data about data' - it is intended to clarify the content of each individual page - not an entire site. Although some search engines are now attempting to 'theme' websites, it is still important to describe the contents of individual pages. It is not yet clear how effective search engines will be at grouping an entire website into one theme, so for now stay with the current play of the game.

Don't include words, phrases or descriptions in your meta data that do not relate to the material on the page. This is a common practice of spammers who attempt high search engine positions for popular search terms in the hope of attracting users to an unrelated site. By including meta data that does not match the theme of your page you may unwittingly place yourself on the same blacklists that many spammers are relegated to. It is difficult to restore a clean sheet to a site that has been banned from a search engine.

Don't try to frame the contents of another site within your own site with the hope of using their content to boost your position; search engines will index the framed site individually, making no connection with your own domain name no matter what meta data you employ.

Don't try to outsmart the search engines. That's a short-term game that will ultimately backfire, so play by their rules and play it safe!

Now are you ready to begin constructing your meta data. We'll start with the 'keywords' meta tag. As a simplified example we'll imagine a site that lists recipes and cookery tips. Each section of the site deals with a different aspect of cookery, such as omelettes.

In the omelettes section we have a page with a recipe for a cheese omelette (not much there, but it's just an example). Your meta 'keywords' tag may look like this:

<p style="color:red"><meta name="keywords" content="cookery tips how to make cheese omelettes recipes"></p>

It is important not to separate each word with a comma, doing this forces the search engine to group the words into phrases and so limits the number of times this page will be returned in a search. By keeping the data free of commas we are allowing the search engine to return the site when any of the keywords above are used in a search - in any combination. We also use plurals whenever possible, most search engines will match the singular version of a keyword based on its plural. With the above data our site has a chance of a higher-placed listing for searches such as 'how to make cheese omelettes', 'omelette recipes', 'cheese omelettes', 'omelettes', etc. Because search engines usually ignore words such as 'a' and 'the' we can leave those out of our keywords tag. With this simple example it's easy to see the power of hidden meta data.

The keywords above could list any other relevant terms that a user at a search engine might look for, and you will find most of those terms on the page you have constructed. Notice however, that there is no mention of 'fried chicken' - it's not on the page so we don't include it in the meta data - even though our site is all about recipes. Once you have the user at your site, your content and navigation will guide them to the other pages.

We construct the 'description' tag next. This tag serves two purposes, first, it helps your search engine ranking if you have a well-constructed tag, and second, it provides search engines such as AltaVista with a description to display with your listing. With no description tag AltaVista will take the first few words of your page and display that to the user. If the first line of text on your page is a navigation bar the description that potential visitors could see may not make much sense, and there's little point having a great ranking if most users skip over your link in favour of something more comprehensible.

So what should you put in the description tag? This tag should be a human-friendly summary of the contents on your page. In the recipe example above a useful description may be:

<p style="color:red"><meta name="description" content="A large collection of detailed recipes for cooking delicious cheese omelettes. Many other recipes are available at this site."></p>

Some search engines may also use the words in your description tag when determining the position of your site and so again, the contents of this tag should closely match the actual content of the page it represents.

Your keyword tag should be limited to approximately twenty words, while the description tag should not exceed twenty-five words, anything longer is usually shortened in the search engine listings.

Useful Tools

It is especially difficult to build a useful 'keywords' meta tag for each page because you need to think of as many keywords as possible that your users may type into a search

engine. You probably have a list already, based on the contents of each page, but how can you evaluate every possible combination?

Of course, it's impossible to think of all keyword combinations, but you can get very close using one of the best tools available on the Internet; GoodKeyWords.

Good Key Words
GoodKeyWords by Softnik Technologies is a free download that enables you to enter a keyword and then build a list of related words based on the searches from several popular search engines. If the keywords it returns are relevant to your page you can add them to your 'keywords' tag.
http://www.goodkeywords.com

Agent Web Ranking
Although not a keyword generator, you can use Agent Web Ranking to quickly and easily find where your site currently ranks on many search engines for any keyword you specify. This free ad-supported software supports all of the well-known search engines along with a selection from the United Kingdom and Germany.
http://www.agentwebranking.com

Search Engines Using Meta Data

All major search engines with the exception of FAST, Google and Northern Light take meta descriptions into account when evaluating search engine rankings. All major engines other than FAST, Google, Northern Light and Excite take meta keywords into account.

Not all search engines read meta data, but many do and there is no harm in supplying this information in your pages. Search engines that consider meta data to be important will rank your site according to the information you supply - others will simply ignore the meta tags in your page.

For an hour or two of work, one meta tag friendly search engine may list you in their top ten and send you considerable traffic. Bearing in mind the amount of time and effort put into building a web site, an extra hour could make all the difference.

Conclusion
Search engines are constantly updating the methods they use to rank sites, they do this to provide better search results based on the habits of their users and to combat the ever-evolving methods used by spammers to gain higher rankings. Because of this constant evolution it is important to stay up-to-date with the latest changes and to make modifications to your meta data when necessary.

However, by adding useful meta data you can be sure that you have taken an important step to ensure the success of your site in the search engine race; a step that much of your competition will be oblivious to.

By Simon J Marcantonio
A Director and founder of the UKSprite search engine.
http://www.UKSprite.com

Table Of Contents | **Next Section**

I have personally been looking for quality products to add to my catalog. I spent time and money purchasing the resell rights to these e-books. Now you can have any one of them in a matter of seconds for a very low price! To order any of these products, click on "Buy Now" link next to each book cover, or purchase the entire package of 15 books for just one low price (see below).

If you have questions, please, contact me at milana@firstbusinesswebsite.com and I will be glad to help you.

Purchase each book individually, or get entire package (except 1st book**) for just $69.95**
Click Here to Order All 15 Books!

Almost Each Book In The Package Comes With Resell Rights Automatically!

Create Your First Business Web Site in 10 days!
No Experience Required.
Interactive Manual

Learn creating your first web site by watching video in this step-by-step manual for the true beginner in web design! There is a hard way and an easy way of learning things. Reading a tutorial full of technical jargon and confusing procedures is a hard way. Watching someone else do it right in front of your eyes - IS THE EASY WAY!

This manual utilizes Netscape Composer, an easy to use web page editor, to guide you through adding text, links, images and other objects to your web site.

Sys. Req: Windows or Mac OS

$47.00

Buy Now

Killer Net Ads. Writing Words That Scream BUY ME!
by Bob Silber

Table Of Contents (13 chapters)

Surviving In The Belly Of The Beast, Your Artist Tools - The Care & Feeding Of Your Muse, Jump Start Your Project Or How To Avoid Writer's Block Every Time, How To Create Movies & Dreams In The Mind Of Your Reader, This Twist Technique Is A Wee Wicked Marketing Tool, The Art Of Manipulation Or Spinning Gold As A Marketing Spin Doctor, Become A Marketing Savvy Whirlwind Using Word Stories, The Marketing Of Chicken Lips Or The Theater Of The Absurd, Using Superstar Endorsement Power Free, The Piggyback Game: A Neat Little Trick To Capitalize On The Millions Spent By The Major Advertisers, The Quick & Dirty Guide To Getting Published By The Major Players, Interviews With DEMC & InternetDay With Tips From The Editors On Getting Published, Secrets To Writing Killer Net Ads Like The Pros, Anatomy Of A Master Sales Presentation.

No Resell Rights for This Book

$17.00

Buy Now

7 Secrets to Unlimited Traffic

Sys. Req: Windows 95/98/NT and Internet Explorer 4 or above

Discover the most important things to do to generate major traffic to your web site.

$9.97

[Buy Now](#)

This is a short ebook that offers seven suggestions on how to increase traffic to your Web site. Learn about targeting, ezines, search engines, and other techniques that take advantage of the power of the Internet to bring more traffic to your site. It's easy to read, the interface is attractive, and you may be able to pick up some pointers fairly quickly.
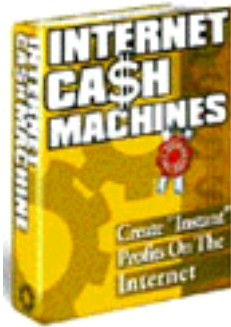
The Complete Guide to Building Your Own Web Site

A Fully Interactive Training Workshop for any one who wants to build a web site. It is not just a book to read. We have used the great qualities of the Internet to allow you to partake in practical exercises. This means that you will be learning many of the skills and terminology necessary to get your site built and loaded ready for the world to view. We teach you the different aspects of the web page design, such as backgrounds, formats, graphics, tables and much more. (more info)

$11.97

[Buy Now](#)

E-Mail Marketing Strategies

Simple 4 Step System To Create Your Own Internet Cash Machines! Are you ready to learn a simple system that Master Marketer Allen Says of the Internet Marketing Warriors has used over the last 5 years to sell hundreds of thousands of dollars in products and services?
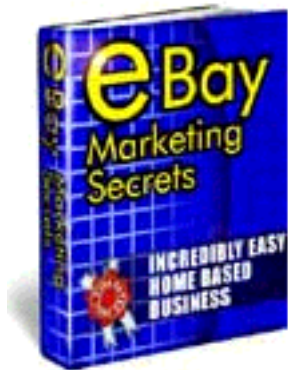
$24.97

Buy Now

Classified Ad Secrets 2001

Classifieds are the best dollar-for-dollar return in advertising! This eBook? will show you the secrets to writing and making money with "order-pulling" classified ad. It also comes with ...

-----Free Bonus # 1 - A complete State-By-State list of classified ad sources where you can advertise your ad all over North America at very low prices.

-----Free Bonus # 2 - Classified Ad Blaster - Using free software and our easy-to-use interface you can submit your classified ad to hundreds of online ad sites in minutes. Our Classified Ad Blaster is the fastest way to post your classified ad online.

$9.97

Buy Now

The complete eBay™ Marketing Course

Discover how to get started and where to get products, marketing strategies and what to do at the close of each auction.

You can be running your own eBay™ Business, and making money today!

This package will pay for itself plus more with just a little time and effort from you.

$9.97

Buy Now

eBook Cover Templates

More than 120 eBook cover and Software box templates ready for you to add wording and graphics. Now you can create images for your information products in just minutes. Use the images for your self or sell them to the others, even just to sell the Templates. Whatever you choose to do. You keep every cent you make.

$9.97

Buy Now

Your eBook Daily Marketing Plan!?

Best seller at Amazon.com

This is a detailed daily eBook Marketing Plan designed for a period of four weeks to help you to market your eBooks on-line.

Perform just 3 marketing activities per day and you will begin to see the best possible results within 60 days or less.

$9.97

Buy Now

$29.95

Buy Now

E-Mail Marketing Strategies Revealed!

• How To Eliminate The Three Most Lethal And Costly Mistakes That Everybody Else is Making!

• How To Use E-Mail Marketing So You Never Get in Trouble With Your ISP - No Matter What Type of Business You Have!

• How To Turn a Lot More of Your Web Site Visitors into Repeat Customers!

• Start Seeing Profits From E-Mail Immediately!

Plus...
Free Proven Sales Letters, Promotional Tools provided by the Author upon registration.

Magic Letters - How To Write So People Buy Now!

If you want to make money on the Internet - this eBook is the first step. It will reveal the methods used by history's Direct Response Master's!

$9.97

Buy Now

Net Success - Build a Successful Web Site that generates cash flow effortlessly!

This is a fast, no-frills guide to earning money on the internet. In a compact, "checklist" style, you will get the explanations and the "features to look for" in many internet marketing issues: affiliate programs, banners and banner exchanges, web site hosting services, reciprocal links, publicity, traffic analysis, communities, and much more.

That "checklist" style gives hundreds of quick guidelines for successful marketing in newsgroups, email, and other venues.

$19.97

Buy Now

A Cheap And Easy Guide To Self-publishing eBooks
Best seller at Amazon.com

This eBook is a complete guide that teaches step by step instruction on how to publish your eBooks. It includes where to find the most up to date marketing information, how to sell eBooks without "talking and selling" anyone.

This eBook includes many marketing techniques that require no marketing budget. It also teaches you how to negotiate eBook publishing contracts

$9.97

Buy Now

Self publish at the Speed of Thought
Best Seller at Amazon.com

Learn how to self publish your thoughts and your eBooks with the best selling eBook author and self-publisher.

This eBook will walk you step by step through writing your first eBook and then present free resources and marketing plans that will allow you to market your eBooks using the same free resources that helped the author publish 3 eBook

$9.97

Buy Now

from your computer
at home.

bestsellers and
two print on
demand best
selling title at
Amazon.com.

The Ultimate eLibrary 3000+

Here you will find 3,000+ Free eBooks, Reports, Software, Free Services, Free Web Space, Free Games, Free Screen Savers, Free eCards, Free Chat Rooms ... and many other useful resources.

$9.97

[Buy Now](#)

While others are claiming the eBooks alone are worth $1,000, you will get them all from here for Free.

There are tons of stuff you will be able to download. Some of the download files will generate hundreds of files and reports. We advise you that you choose what you need then download and try them as you go.

Autoresponder Magic

$14.95
[Buy Now](#)

A Massive Collection of Winning Autoresponder Messages to Model, Copy and Swipe. This new ebook contains some of the most successful and persuasive autoresponder messages ever written. It's jam-packed with autoresponder messages that have been proven to work by the top Internet Pros.

For example, one series written by Declan Dunn has been used successfully for over 2 years (and it's on complete autopilot - he doesn't even lift a finger) to sell hundreds of thousands of dollars of his products and services.

Table Of Contents