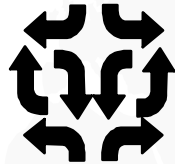


## Introduction to Web Sites and HTML



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## Objectives

- Enable Members to Put up Mini-sites
  - At: `<http://www.laacn.org/firms/pick_a_name/>`
  - Top file in your directory is: index.htm
- Explain Site Structure
- Explain Page Structure
- Provide Details on HTML

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## Web Provides a Low-cost Referral Mechanism

- On-line Searchable LAACN Directory
  - Being advertised
  - Provides easy fast mechanism for clients to look for consultants
- Link to Member's "Billboard on the Net"
  - Client can navigate from directory to more detailed business information about member
  - On-line brochures
  - Résumés and CVs
  - Expert witness information
  - Software samples
  - etc.

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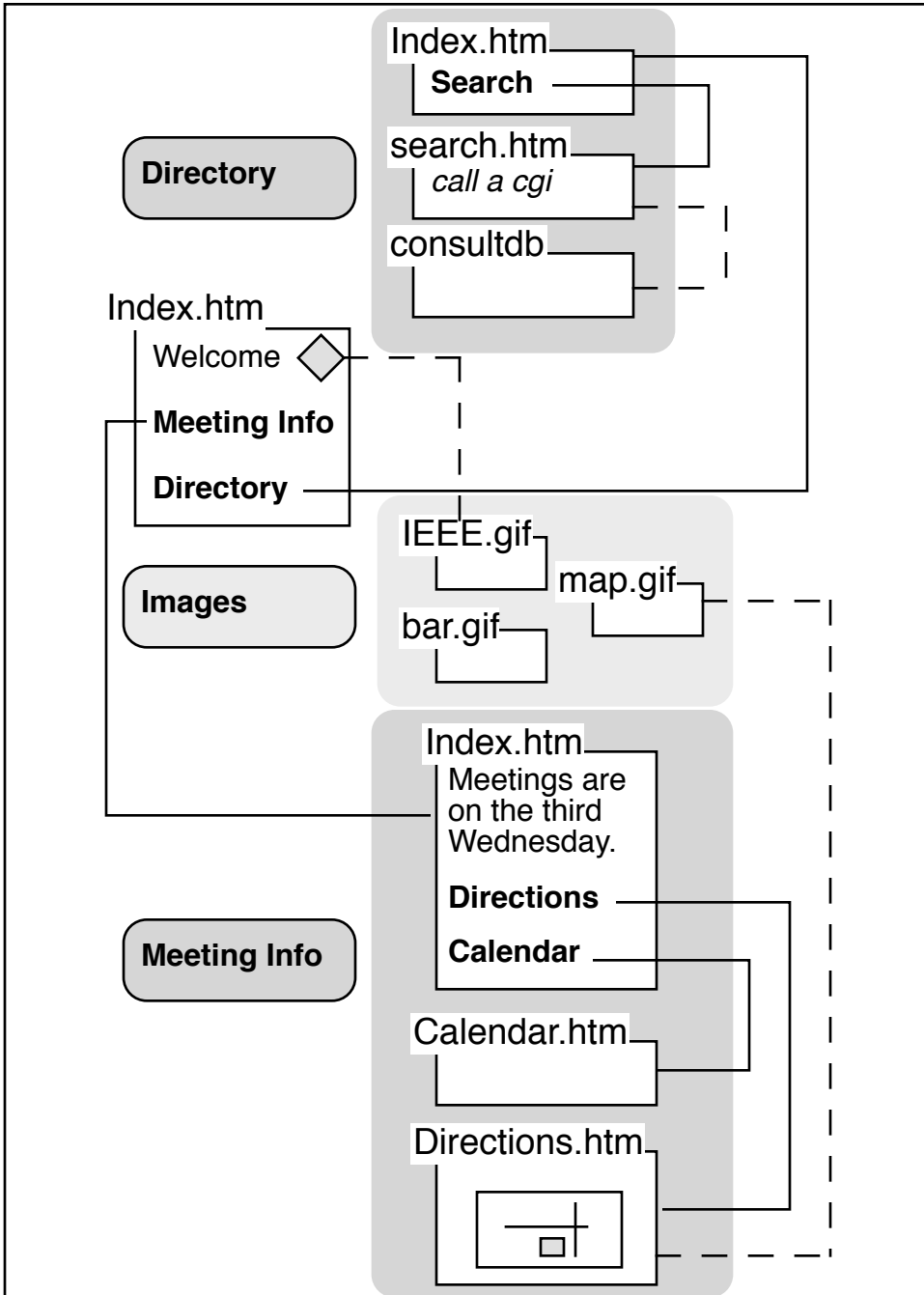
## Web Documents Have Structure

- Whole web presentation has hypertext structure
  - Links tie the pages together
  - Author must structure the navigation scheme
- Individual pages have standard document structure
  - Headings
  - Paragraphs
  - Lists (numbered and bulleted)
  - Tables
  - Figures (graphics)
  - etc.

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# Web Site Organization Example



## File Naming Tips

- Use lower case (simplicity and consistency)
- No spaces in names
- Use underscores to divide words in name (my\_cv.html)
- Use short meaningful names
  - Like: icon\_go\_home.gif
  - Not: igb.gif or icon\_return\_to\_home\_page\_top.gif
- Use clear readable naming schemes
  - Note: laacn.org site uses DOS 8.3 naming convention
  - Lowest common denominator
- If you place all files in one directory, use prefixes to group files
  - e.g. icon\_top.gif, icon\_bot.gif, etc.

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## Tips for Effective Web Site Creation

- Plan out site first
  - Plan and structure content
  - Flow chart navigational links
- Use default page as directory for rest of site
- Perfect page size = Two 640x480 screen fulls
- Avoid having multitudes of levels of small pages
  - Try to have all info two clicks from default page
  - Kill pages that only point to deeper pages
- Consider breaking up pages longer than 3 screens
- All pages should have a link back to the top (home)
- For long pages use in-page navigation links and TOC

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## More Tips for Effective Web Site Creation

- Avoid superfluous graphics
  - Select graphics only as they provide usefull information
  - Use fast loading graphics (small file size)
- Be conservative
  - Only add features that help communicate the business message you wish to send
- Encourage communication
  - email links
- Provide for easy navigation of your site
  - Writer must provide structure that helps reader find his way

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## Even More Tips for Effective Web Site Creation

- Be consise
  - Reader is captured in the first 20 seconds
  - Bullets are better than paragraphs
  - One picture can be worth a thousand textual bytes
- Don't branch in the middle of a paragraph
  - Who would write a paragraph, the end of which no reader is ever expected to reach?
  - Use links as footnotes
  - Put navigation links below the paragraph
- Use words the search engines are looking for
- Never entitle a hot link "click here"

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