



# Maxmillian's Gold HTML PRIMER with website authoring resources

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compiled and edited by  
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## Introduction and Preface

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We have revamped the course considerably so that it would be easier to read and use. With the addition of screen shots, lesson pages, resources and articles we think that our content and change contribution is substantial and worthy of presenting to you the reader. The original course was meant to be taken on-line which sounds neat, but has some impractical points. We want you to be able sit at your computer with an HTML lesson open in note pad with a copy of the tutorial at your side. You should not have to be logged onto our web pages to do that! We have added enough information into the content so that you can always find us if you need us. When you use the HTML lesson pages, the examples will use links to our sponsors. You are free to change your lesson plan to any links you would like to use while taking the course. We encourage you to try your own code.

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Please enjoy your HTML course experience!

The MaxmillianSoft Team

## CONTENTS

- [Chapter 1 The Basic](#)
- [Chapter 2 The Common Tags](#)
- [Chapter 3 More Common Tags](#)
- [Chapter 4 The Body Attributes](#)
- [Chapter 5 Text Color](#)
- [Chapter 6 Anchored Links](#)
- [Chapter 7 The Unordered List](#)
- [Chapter 8 Clean Code and Comments](#)
- [Chapter 9 Navigation](#)
- [Chapter 10 Tables](#)
- [Chapter 11 Frames](#)
- [Chapter 12 Meta Tags](#)
- [Chapter 13 Forms](#)
- [Chapter 14 Forms Continued](#)
- [Chapter 15 Forms Continued some more](#)
- [Chapter 16 Counters, Guest Books, etc](#)
- [Chapter 17 Graphics](#)
- [Chapter 18 HTML Style Basics](#)

## Appendix

[Web Colors](#) From Wikipedia, the free encyclopedia

- [1 Hex triplet](#)
- [2 Converting RGB to hexadecimal](#)
- [3 HTML color names](#)
- [4 X11 color names](#)
- [5 Web-safe colors](#)
  - [5.1 Really web safe colors](#)
- [6 CSS colors](#)
- [7 See also](#)
- [8 External links](#)

## Articles

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[Maxmillian's Gold](#): Things to Avoid in Web Site Design

[Maxmillian\\*s Gold](#): Submitting Your Site to Search Engines

## Chapter 1: The Basics

### 1.0 Tags...

The Page you are viewing right now is a document page but it is not done as an HTML document. HTML was developed as a way to display text on the web and stands for Hypertensive Markup Language.

HTML documents look a lot like wordprocessing documents...

You can have bold and italicized, Larger and Smaller, or it could look type-written.

Of course, the HTML code for this can look confusing...

You can have `<b>bold</b>` and `<i>italicized</i>`, `<font size=+2>Larger</font>` and `<font size=-2>Smaller</font>`, or it could look like `<tt>type-written</tt>`.

So what are all these "<" and ">" things doing here? In this case, they are **not** "less than" or "greater than" mathematical symbols. When you place a certain thing within these brackets you are making something known as a tag. For example the `<b>` tag is saying to start bold text, and the `</b>` tag is saying to stop bold text. The tag with the slash (/) is known as the closing tag. Many opening tags require a following closing tag, but not all do. Tags make up the entire structure of an HTML document. Look at this example...

```
<b>This Text is Bold</b>
```

When placed on an HTML page, the code instructs your browser to show the following:

#### **This Text is Bold**

Here are two pieces of HTML code, the second of the two has an error in it, what is it?

#1 - Max jumped `<b>OVER</b>` the fence.

#2 – Max crawled`<b>UNDER<b>` the fence.

You should have noticed that the second code, #2, is missing a slash (/) in the tag after the word UNDER, which causes the web browser to interpret the code as leaving the bold face on! This is a common error, so be careful of it!

Note: Tags in HTML are NOT case sensitive. For example... `<title>` and `<TitLE>` both mean the same thing and are interpreted as being the same. Some instructors prefer all caps, but I prefer small letters as it is a lot fewer strokes.

## 1.1 Document Structure...

HTML files are just normal text files... they usually have the extension of .htm, .html, or .shtml. HTML documents have two (2) parts, the head and the body. The body is the larger part of the document, as the body of a letter you would write to a friend would be. The head of the document contains the document's title and similar information, and the body contains most everything else.

Example of basic HTML document Structure...

```
<html>
<head><title>Title goes here</title></head>
<body>Body goes here</body>
</html>
```

You may find it easier to read if you add extra blank lines such as follows...

```
<html>

<head>
<title>Title goes here.</title>
</head>

<body>
Body goes here.
</body>

</html>
```

Note: Extra spaces and line breaks (blank lines) will be ignored when the HTML is interpreted... so add them if you wish to do so.

Whatever falls between the TITLE tags will be the title of the document. When the page is viewed it is usually found in the title bar at the top of the screen. [Note: You may NOT use other tags within the TITLE tags (Example: You cannot have the code read: <title><b>title goes here</b></title>.)]

Example of how titles are viewed...

In Netscape Navigator...

Netscape - [Title goes here] OR Title goes here - Netscape [depending on version]

In Microsoft Internet Explorer...

Title goes here - Microsoft Internet Explorer

Whatever you place between the BODY tags will fall into the major area of the document window, and therefore it is the largest part of your HTML document.

---

## 1.2 Your own HTML page...

Now we get started! Make sure you have either notepad or wordpad to use as you document text editor. Do not use a word processor! They put in other stuff that you cannot see! Your HTML documents will not work!

To begin writing your own HTML page, type the following into a new text file:

```
<html>
<head><title>My Home Page</title></head>
<body>
</body>
</html>
```

Save the text file as "Home.htm". Please note, MOST ISPs require that your main file to show your home page be called index.html (not home.htm).

## Chapter 2: The Common Tags

### 2.0 Headings...

Headings are some of the most important tags within the BODY of your HTML document. You will usually use a heading to tell what the following section of your page is about. The opening tag for a heading is `<h $n$ >` and the closing tag is `</h $n$ >` with  $n$  being the size of the heading... from 1 to 6. (1 being largest, and 6 being smallest)

The following illustrates the effect of using heading tags to change the text size. They are not shown in a true scale, however. You should try this in the program you wrote in chapter one.

Example of heading tags...

H1: **Max chased the chicken.**

```
<h1>H1: Max chased the chicken.</h1>
```

H2: **Max chased the chicken.**

```
<h2>H2: Max chased the chicken.</h2>
```

H3: **Max chased the chicken.**

<h3>H3: Max chased the chicken </h3>

H4: **Max chased the chicken.**

<h4>H4: Max chased the chicken.</h4>

H5: **Max chased the chicken.**

<h5>H5: Max chased the chicken.</h5>

H6: **Max chased the chicken.**

<h6>H6: Max chased the chicken.</h6>

Figure 2-1 shows how your page should look:



Figure 2-1

---

## 2.1 Horizontal Ruled Lines...

Horizontal Ruled Lines are used to separate different areas of a web page. The tag for a horizontal ruled line is <hr>. The horizontal ruled line DOES NOT have a closing tag. You may also add certain attributes to the <hr> tag, such as WIDTH=n (for fixed pixel width) or WIDTH=n% for a certain percentage of the screen wide, SIZE=n to make the line a certain pixel amount thick, and NOSHADE to turn the line's shading off. A plain <hr> with no attributes will make the line the full width of the screen.

You should try putting this code into an HTML page yourself. Here is what it should look like for the following line of HTML (see Figure 2-2). Here are four examples and the results you will see when displaying your page

```
<hr width=50>  
<hr size=7>  
<hr noshade>
```

You may also use several attributes within one tag...

```
<hr width=50% size=10 noshade>
```

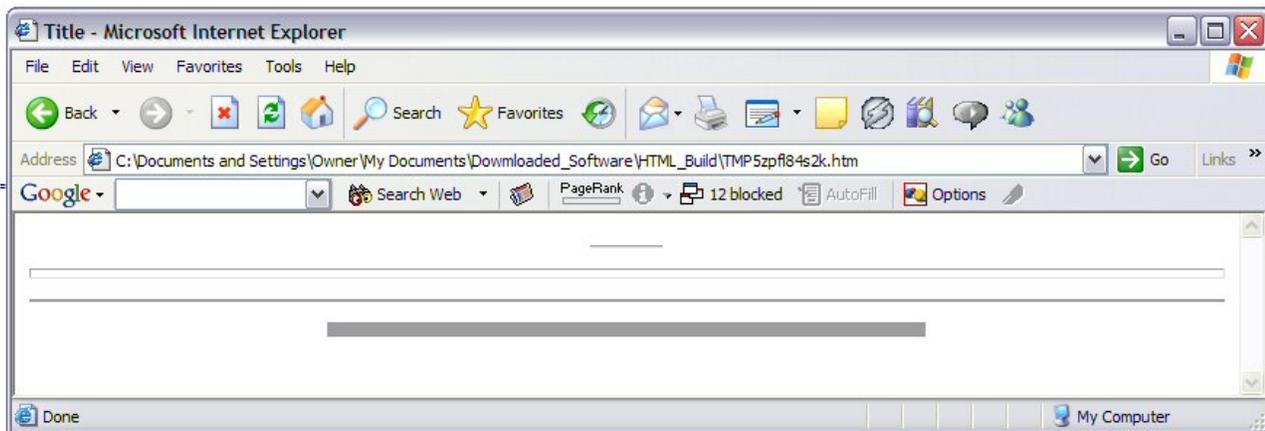


Figure 2-2

## Chapter 3: More Common Tags

### 3.0 Paragraphs...

You will often use paragraphs in HTML, just as you do when you write stories. The opening tag for a paragraph is `<p>`, and the closing tag is `</p>`. The closing tag for a paragraph is not always needed, but I recommend using it anyway.

Example of a paragraph...

Max starts to chase the chicken around. Max trips over a string and goes flying into the pig's mud pit! eww! What a pity!

```
<p>Max starts to chase the chicken around. Max trips over a string and goes flying into the pig's mud pit! eww! What a pity!</p>
```

### 3.1 Text Formatting Properties...

If you had an entire web page without formatted text, it would look rather dull and boring. This is why we use text formatting tags. Some common text formatting tags are:

`<b>` and `</b>` for bold,

`<i>` and `</i>` for italics,

`<u>` and `</u>` for underlined, and

`<tt>` and `</tt>` for typewriter. (Your output is shown in Figure 3-1.)



**and** for bold, *and* for italics, and for underlined, and `and` for typewriter.

Figure 3-1

Text Formatting Properties...Font Tags

The `<font size=n>` and `</font>` tags come in handy.

- `n` is the number of font points by which to change the size of the current font.
- `n` can be positive or negative: a positive number will increase the font size, and a negative number will decrease it.
- `n` can also be an absolute number, indicating an absolute size for the font (not a relative size).

Example of font tags...

Max is a Great Dog isn't he?

```
<font size=+1>Max</font> <font size=+2>is</font> <font size=+3>a</font> <font  
size+2>Great</font> <font size=+1>Dog</font> isn't <font size=-1>he?</font>
```

Figure 3-2 shows what you will see:

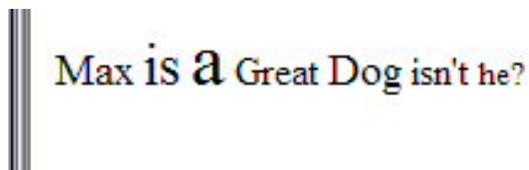


Figure 3-2

### 3.2 ALIGN attributes...

Many tags support ALIGN attributes... if you want something to be aligned from the left margin, from the center, or from the right margin. The ALIGN attribute is placed in the opening tag before the >.

Left Align

```
<h1 align=left>Left Align</h1>
```

Center Align

```
<h1 align=center>Center Align</h1>
```

Right Align

```
<h1 align=right>Right Align</h1>
```

---

### 3.3 The Line Break...

When your HTML document is viewed, normally the text will do a word-wrap at the end of a line. If you want to have the text BREAK (go to another line) you will use the <br> tag. This tag has no closing tag.

Example WITHOUT line Break...

Max is running. Max chased the cat. Max took a nap.

Example WITH line Break...

Max is running.  
Max chased the cat.  
Max took a nap.

The break tag <br> in your code is shown below.

```
Max is running. <br>  
Max chased the cat. <br>  
Max took a nap.<br>
```

### 3.4 Preformatted Text...

Normally, HTML will ignore extra space between words or characters. This is inconvenient if you have two line of information that you wish to align. In this case the `<pre>` and `</pre>` tags will be helpful to align two rows of text.

Example of HTML text WITHOUT preformatting...

The hippopotamus ran after Max.  
^-noun ^-verb ^-noun

Example of text WITH preformatting...

The hippopotamus ran after Max.  
^-noun        ^-verb    ^-noun

Here is what your HTML code will look like.

```
<pre>
The hippopotamus ran after Max.
  ^-noun        ^-verb    ^-noun
</pre>
```

---

### 3.5 Your own HTML page...

Add the following to your HTML page ("Home.htm"), between the lines `<body>` and `</body>`:

```
<h1>YOURNAME's Home Page</h1>
<hr>
This is the home page of <b>YOURNAME</b>.
<p>Type something about yourself here. Describe briefly who you are and what you do for a
living.
Remember to use bold and italic text, for emphasis.</p>
```

Save the text file as "Home.htm".

## Chapter 4: A Few More Tags

### 4.0 The CENTER tag...

The center tag pretty much explains itself. The opening center tag is <center> and the closing center tag is </center>. Whatever you put between will be centered on the current line!

Example of CENTER tag...

Center Works

```
<center><h1>Center Works</h1></center>
```

---

#### 4.1 The BODY attributes...

In Chapter 1 you learned the BODY tag. The BODY tag has many attributes... here are a the most useful ones...

BACKGROUND="location\_of\_image" - Background Image

BGCOLOR="#hexadecimal\_here" - Background Color

LINK="#hexadecimal\_here" - Color of Links

VLINK="#hexadecimal\_here" - Color of Links the User has Already Visited

TEXT="#hexadecimal\_here" - Text Colors

Click Here to Learn how to specify Colors

---

Your own HTML page...

In the image folder provide with this HTML Primer, you will find a .gif image called bgnd.gif. You will now be shown how to create a background for your web page. The background image is very plain and was chosen because it was free! We generally prefer not to use background images unless they are very clean and simple. Our primary site, <http://www.Maxmillian.com> does use a background which is very clean and attractive. That image is, however, a licensed product and we are not able to use it in this situation.

Add the following to your HTML page ("Home.htm"): (the blue text is what to add)

```
<html>
<head><title>My Home Page</title></head>
<body background="images/bgnd.gif">
<center><h1>YOURNAME's Home Page</h1></center>
<hr>
This is the home page of <b>YOURNAME</b>.
<p>Type something about yourself here. Describe briefly who you are and what you do for a living.
```

Remember to use bold and italic text, for emphasis.</p>  
</body>  
</html>

Save the text file as "Home.htm".

## Chapter 5: Extended Fonts & Text Color

### 5.0 Extended Fonts...

The newest version of many browsers supports extended fonts, in which you can choose to have the document fonts be other than the normal one. This is accomplished by adding the FACE="font\_name" attribute to the <FONT> tag. The most commonly supported fonts are Verdana, Arial, Helvetica, Impact, Comic Sans MS, and a few others. It is not recommended to make your page font dependent, because the older versions of many browsers don't yet support this feature. We don't want you to worry about this too much, however. Just use the fonts shown above and you will be okay.

Example of Extended Fonts...

```
<font size=+2 face="Verdana">Verdana</font>  
Verdana  
<font size=+2 face="Arial">Arial</font>  
Arial  
<font size=+2 face="Helvetica">Helvetica</font>  
Helvectica  
<font size=+2 face="Impact">Impact</font>  
Impact  
<font size=+2 face="Comic Sans MS">Comic Sans MS</font>  
Comic Sans MS
```

Note: If you don't see one or more of the above fonts, then your browser probably doesn't support the extended fonts.

---

### 5.1 Text Color...

You can change the color of the text by setting the COLOR="font\_color" attribute in the <FONT> tag. The Color is usually set by using the hexadecimal system (#000000 black to #FFFFFF white) but can also be set in newer browsers by using the simple word of the color. (Red for Red, Blue for Blue, etc.)

Example of Text Color...

```
<font color="Blue">Hey I'm Blue!</font>  
Hey I'm blue!  
<font size="+2" face="Impact" color="Green">Hey I'm green and in Impact Font!</font>  
Hey I'm green and in Impact Font!  
<font color="Red">Hey I'm red!</font>  
Hey I'm red!
```

---

## 5.2 Your own HTML page...

Add the following to your HTML page ("Home.htm"): (the blue text is what to add)

```
<html>  
<head><title>My Home Page</title></head>  
<body background="bgnd.gif">  
<center><font color="Blue"><h1>YOURNAME's Home Page</h1></font></center>  
<hr>  
This is the home page of <b>YOURNAME</b>.  
<p>Type something about yourself here. Describe briefly who you are and what you do for a  
living.  
Remember to use bold and italic text, for emphasis.</p>  
</body>  
</html>
```

Save the text file as "Home.htm".

---

## Chapter 6: Links & Images

### 6.0 Anchored Links...

Without Links, the World Wide Web wouldn't be a web at all! To add a link... you will use the `<a href="location">` opening tag and `</a>` closing tag. Whatever appears between these two tags will become underlined and colored, and if you click on the underlined text it will send the browser to the location within the quotes.

Visit `<a href="http://www.yourname.com/images/logo.gif">`Web Hosting Analyst`</a>`!

Note: Although Links are usually used to send people to other web pages, you may also use it to send email to a specific address by using a location of `mailto:user@host`.

Example of a Mailto: Link...

Send email to the Webmaster!

Send email to [the Webmaster](mailto:sales@yourname.com)!

---

## 6.1 In-line Images...

You may also add images (pictures) to your web page, as long as the image is in the .gif or .jpg (or .jpeg) file formats. You will not be able to use .bmp format files! The basic tag for in-line images is ``. It is also recommended to add HEIGHT and WIDTH attributes to the IMG tag, which will allow the image to take proper proportions on a browser that is not currently viewing images. It is also recommended to use the ALT="what picture is" to tell a person what a picture is in case it is still loading or they are not viewing images. (The IMG tag has no closing tag!)

Example of a basic in-line image...

```

```

---

## 6.2 Combining Links and Images...

Many times you may want to have an image that is linked, so that if someone clicks the image, they will be taken to another page. This is rather simple- you just need to place the IMG tag within the A HREF tags. (`<a href="location_of_link"></a>`) You may also use the ALIGN tags with images! When an image is also a link, it has a border around it by default. You can control the width of the border – or turn it off completely - by using border=n within the img tag. n is the width of the border (n = 0 for no border).

Example of a linked image...

```
<a href="http://www.microsoft.com/"></a>
```

Your own HTML page...

Right click on the image in the centre of the black-bordered box below, and select "Save Image As" / "Save Picture As", or similar. Save it as "bullet.gif" in the same directory where your home page "Home.htm" is stored.

Add the following to your HTML page ("Home.htm"): (the blue text is what to add)

```
<html>
<head><title>My Home Page</title></head>
<body background="bgnd.gif">
<center><font color="Blue"><h1>YOURNAME's Home Page</h1></font></center>
<hr>
```

This is the home page of [!\[\]\(115eff7009a76771e6b7adb966005e4c\_img.jpg\)YOURNAME](mailto:YOUR EMAIL ADDRESS).

Type something about yourself here. Describe briefly who you are and what you do for a living.

Remember to use bold and italic text, for emphasis.</p>

```
</body>
</html>
```

Save the text file as "Home.htm".

---

## Chapter 7: Lists, Lists, Lists

### 7.0 The UNORDERED LIST...

The Unnumbered List is the first of the three types of lists. This is probably the most common list you will use.

Example of an Unordered List...

- dog tags
- treats
- tennis ball
- leash
- water bowl

Notice the Bullet Before each List Item. Now here is the HTML Code for the Unordered List Above...

```
<ul>
```

```
<li> dog tags</li>
<li>treats</li>
<li>tennis ball</li>
<li>leash</li>
<li>water bowel</li>
</ul>
```

The <ul> tag is the opening Unordered List Tag. Therefore, the </ul> is the closing tag. Between these two tags you place LIST ITEMS, each one having an individual <li> opening tag, and an optional </li> closing tag. There is no limit to the number of List Items you may have in a single list.

---

### 7.1 The ORDERED LIST...

The Ordered List, also known as the Numbered List, is very similar in structure to the unordered list, except each list item has a number in front of it, instead of a bullet. Also, the opening tag for the list is <ol> instead of <ul>, and the closing tag is </ol> instead of </ul>. List Items within the list still use the same tags.

Example of an Ordered List...

1. dog tags
2. treats
3. tennis ball
4. leash
5. water bowel

Notice the Number Before each List Item. Now here is the HTML Code for the Ordered List Above...

```
<ol>
<li> dog tags</li>
<li>treats</li>
<li>tennis ball</li>
<li>leash</li>
<li>water bowel</li>
</ol>
```

## 7.2 The Definition List...

This type of list is a little more complicated, but still very easy to use. This list starts with the <dl> opening tag, and ends with the </dl> closing tag. This has another tag known as <dt> for Definition Term, and <dd> for Definition Definition. These two tags do not need closing tags.

Example of a Definition List...

alliance

A union, relationship, or connection by kinship, marriage, or common interest.

alligator

Large amphibious reptile with very sharp teeth, powerful jaws.

alliterate

To arrange or form words beginning with the same sound.

Now here is the HTML code for this Definition List...

```
<dl>
<dt>alliance
<dd>A union, relationship, or connection by kinship, marriage, or common interest.
<dt>alligator
<dd>Large amphibious reptile with very sharp teeth, powerful jaws.
<dt>alliterate
<dd>To arrange or form words beginning with the same sound.
</dl>
```

---

## 7.3 Your own HTML page...

Add the following to your HTML page ("Home.htm"): (the blue text is what to add)

```
<html>
<head><title>My Home Page</title></head>
<body background="bgnd.gif">
<center><font color="Blue"><h1>YOURNAME's Home Page</h1></font></center>
<hr>
This is the home page of <a href="mailto:YOUR EMAIL ADDRESS"><b>YOURNAME</b>.</a>
```

<p>Type something about yourself here. Describe briefly who you are and what you do for a living.

Remember to use bold and italic text, for emphasis.</p>

<hr>

<h2>My favorite Web Sites</h2>

<br>

<ul>

<li> <a href="http://www.maxmillian.net">Hosting</a> </li>

<li> <a href="http://www.maxmillian.com">Web Design</a> </li>

<li> <a href="http://www.123-Templates.com">Web Templates</a> </li>

<li> <a href="http://www.Omura.ws">Free Link Directory</a> </li>

</ul>

</body>

</html>

Save the text file as "Home.htm".

---

## Chapter 8: Clean Code & Comments

### 8.0 Clean Code...

Clean code means that your HTML coding follows all specifications. Here are a few ways to keep your code clean:

Don't type special characters into your code, instead type their escape code... many characters should NEVER be typed directly into HTML code... for example the "<", ">", the "©", "&", and the " itself. Instead, type &escape\_code; (Ampersand, Escape Code for Character, then a semicolon). For these 5 characters, here are the escape codes...

For the < type &lt;

For the > type &gt;

For the © type &copy;

For the & type &amp;

For the " type &quot;

Use quotes around values in attributes... For example, if you want a horizontal rule that is half of the screen width, type <hr width="50%"> rather than <hr width=50%>, or if you want one that is size 5 type <hr size="5"> rather than <hr size=5>.

Don't overlap tags... Overlapping occurs when Tag A starts, Tag B starts, Tag A closes, then Tag B closes. This will cause errors in sensitive browsers. For Example, it will not render correctly in Navigator 4.0 Beta1, Netscape purposefully built into the browser so developers could catch errors.

Examples:

Wrong Way (Overlaps):

```
<font size=+1><b>This is Bold and One Font Size Bigger</font></b>
```

Right Way (Doesn't Overlap):

```
<font size=+1><b>This is Bold and One Font Size Bigger</b></font>
```

Wrong Way (Overlaps):

```
<a href="here.html"><i>This link is italicized</a></i>
```

Right Way (Doesn't Overlap):

```
<a href="here.html"><i>This link is italicized</i></a>
```

---

## 8.1 The Comment Tag...

If you are writing an HTML document, sometimes you may want to put little reminders to yourself with your

code so that you will be able to interpret your coding better. A comment will not appear in a web browser when the page is displayed... it is only visible when the source code is viewed. You start commented text with `<!--` and end it with `-->`.

---

## 8.2 Your own HTML page...

Add the following to your HTML page ("Home.htm"): (the blue text is what to add)

```
<html>
<head><title>My Home Page</title></head>
<!-- The body starts here - and a background image is loaded -->
<body background="bgnd.gif">
<!-- This is a heading, in blue -->
<center><font color="Blue"><h1>YOURNAME's Home Page</h1></font></center>
<!-- This is a horizontal line -->
<hr>
<!-- My name and the two images are all part of a link - which is a "mailto" link -->
This is the home page of <a href="mailto:YOUR EMAIL ADDRESS"><b>YOURNAME</b>.</a>
<p>Type something about yourself here. Describe briefly who you are and what you do for a
living.
Remember to use bold and italic text, for emphasis.</p>
<hr>
<h2>My favorite Web Sites</h2>
<br>
<!-- This list is an unordered list -->
<ul>
<li> <a href="http://www.maxmillian.net">Hosting</a> </li>
<li> <a href="http://www.maxmillian.com">Web Design</a> </li>
<li> <a href="http://www.123-Templates.com">Web Templates</a> </li>
<li> <a href="http://www.Omura.ws">Free Link Directory</a> </li>
</ul>

</body>
</html>
```

Save the text file as "Home.htm".

## Chapter 9: Navigation

### 9.0 Navigation Within A Document...

Wouldn't it be nice to be able to click a link and move to another area within the same page? Well you can. You will use the normal anchor tag (<A HREF>) except instead of placing another page in the quotes, we will use a named portion of the document, which begins with a #. To name the part of the document, go to the area you want to name, and place <a name="name\_of\_area">text</a>, then to call a link to that place from somewhere else in the document, use

```
<a href="#name_of_area">text</a>
```

Example: (lesson09.htm)

```
<a href="#section2">Go To Section 2</a><br><br>
<p>I think animal testing is a terrible idea; they get all nervous and
give the wrong answers. </p>
<p>Some days you're the dog, some days you're the hydrant<br>
<p>If there are no dogs in Heaven, then when I die I want to go where
they went. </p>
<p>There is no psychiatrist in the world like a puppy licking your
```

face. </p>

<p>Don't accept your dog's admiration as conclusive evidence that you are wonderful.<br>

<p>The average dog is a nicer person than the average person. </p>

<a name="section2">Welcome To Section 2! </p>

Go To Section 2

<p>Outside of a dog, a book is probably man's best friend, and inside of a dog, it's too dark to read.-Groucho Marx. </p>

<p>The scientific name for an animal that doesn't either run from or fight its enemies is lunch.-Michael Friedman</p>

<p>To his dog, every man is Napoleon; hence the constant popularity of dogs.-Aldous Huxley</p>

Welcome To Section 2!

Once you have the section named, you can even call it from other documents... for example, if you named a section in index.html called section2, you could call it from bookmarks.html using <a href="index.html#section2">.

---

## 9.1 Your own HTML page...

Add the following to your HTML page ("Home.htm") (the blue text is what to add).

```
<html>
<head><title>My Home Page</title></head>
<!-- The body starts here - and a background image is loaded -->
<body background="bgnd.gif">
<!-- This is a heading, in blue -->
<center><font color="Blue"><h1>YOURNAME's Home Page</h1></font></center>
<!-- This is a horizontal line -->
<hr>
<!-- My name and the two images are all part of a link - which is a "mailto" link -->
This is the home page of <a href="mailto:YOUR EMAIL ADDRESS"><b>YOURNAME</b>.</a>
<p>Type something about yourself here. Describe briefly who you are and what you do for a
living.
Remember to use bold and italic text, for emphasis.</p>
```

```
<!-- This is an ordered list of sections in the document -->
<ol>
<!-- The first item is a link to a section labelled FavLinks -->
<li><a href="#FavLinks">My Favorite Web Sites</a></li>
<!-- The second item is a link to a section labeled Hobbies -->
<li><a href="#Hobbies">My Hobbies</a></li>
</ol>

<hr>
<!-- This command labels this point as section FavLinks -->
<a name="FavLinks">
<h2>My favorite Web Sites</h2>
</a>
<br>
<!-- This list is an unordered list -->
<ul>
<li> <a href="http://www.maxmillian.net">Hosting</a> </li>
<li> <a href="http://www.maxmillian.com">Web Design</a> </li>
<li> <a href="http://www.123-Templates.com">Web Templates</a> </li>
<li> <a href="http://www.Omura.ws">Free Link Directory</a> </li>
</ul>

<hr>

<!-- This command labels this point as section Hobbies -->
<a name="Hobbies">
<h2>My Hobbies</h2>
</a>
Talk about your hobbies here.

</body>
</html>
```

Save the text file as "Home.htm".

---

## Chapter 10: Tables

### 10.0 Tables...

Example of a Table...

What are tables used for?

Tables are used to make data easier to interpret or to just give your document more impact.

```
<table border=4>
<tr>
<th>What are tables used for?</th>
</tr>
<tr>
<td>Tables are used to make data easier to interpret or to just
give your document more impact.</td>
</tr>
</table>
```

Tables are one of the most challenging things to code with HTML. It isn't very hard, it just takes a while to get the idea. Tables start with the `<table>` tag, and usually contain the `border=n` attribute within the opening tag. If the `border=0`, then the table's border is invisible. Usually when you do not use the border attribute the table border will become invisible. This is useful when you want to align text in rows and columns, but don't want a table border around it. `border=1` is a thin border. `border=2` is a little thicker, `border=3` a little more thick.. and so on. The table **MUST** end with a `</table>` tag, or the table will not appear at all!

Example of tables with borders...

This table has a border of 0.

```
<table border=0>
<tr>
<td>This table has a border of 0 (that's why you can't see it).</td>
</tr>
</table>
```

This table has a border of 3.

```
<table border=3>
<tr>
<td>See the border of 3?</td>
</tr>
</table>
```

Each row within the table is defined by the opening `<tr>` tag and the optional `</tr>` closing tag. Within each table row are table cells, which are defined by the `<td>` opening and `</td>` closing tags. Most table rows contain more than one cell. Many times, you will need a heading for a column of cells of the first row. To do this, you will use the `<th>` opening and `</th>` closing tag. The table heading tag makes the text in that cell **BOLD** and **CENTERED**. You only need use the heading cells when necessary.

Example of a table with multiple rows and columns...

Heading A	Heading B	Heading C
Cell A	Cell B	Cell C
Cell D	Cell E	Cell F

```
<table border=2>
<tr>
<th>Heading A</th><th>Heading B</th><th>Heading C</th>
</tr>
<tr>
<td>Cell A</td><td>Cell B</td><td>Cell C</td>
</tr>
<tr>
<td>Cell D</td><td>Cell E</td><td>Cell F</td>
</tr>
</table>
```

But what if you want your table to look like the following?

Heading A	Heading B	Heading C
Cell A & D	Cell B	Cell C
	Cell E	Cell F

```
<table border=2>
<tr>
<th>Heading A</th><th>Heading B</th><th>Heading C</th>
</tr>
<tr>
<td rowspan=2>Cell A & D</td><td>Cell B</td><td>Cell C</td>
</tr>
<tr>
<td>Cell E</td><td>Cell F</td>
</tr>
</table>
```

Notice how the rowspan=2 attribute was added. This allows that cell to span two rows. If you want a cell to span more than column, use the colspan=n attribute. Also, you may wish to use the ALIGN and VALIGN attributes to align the contents of cells. If you wish to change the horizontal alignment of the contents of a certain cell, add ALIGN=LEFT, ALIGN=CENTER, or ALIGN=RIGHT to the opening <td> tag. If you wish to change the vertical alignment of the contents of a cell, use the VALIGN=TOP, VALIGN=MIDDLE, or VALIGN=BOTTOM attributes. You may also want to try out the WIDTH=n% attribute, to change the width of a table or a cell.

Example of ALIGN attributes within a table...

Left Alignment	Center Alignment	Right Alignment
----------------	------------------	-----------------

```
<table border=1 width=100%>
<tr>
<td align=left>Left Alignment</td>
<td align=center>Center Alignment</td>
<td align=right>Right Alignment</td>
</tr>
</table>
```

## 10.1 Your own HTML page...

Tables can be used without borders, to align images and text next to each other. Change the heading of your home page to a table, like this:

```
<html>
<head><title>My Home Page</title></head>
<!-- The body starts here - and a background image is loaded -->
<body background="images/bgnd.gif">
<!-- This is a table: 3 columns, 1 row, no border -->
<table border=0 width=100%>
<!-- Beginning of the row -->
<tr>
<!-- Beginning of the first cell -->
<td align=center>
<!-- The first cell contains an image -->

<!-- End of the first cell -->
</td>
<!-- Beginning of the second cell -->
<td align=center>
<!-- The second cell contains the original heading -->
<font color="Blue"><h1>YOURNAME's Home Page</h1></font>
<!-- End of the second cell -->
</td>
<!-- Beginning of the third cell -->
<td align=center>
<!-- The third cell contains an image -->
```

```

<!-- End of the third cell -->
</td>
<!-- End of the row -->
</tr>
<!-- End of the table -->
</table>
<!-- This is a horizontal line -->
<hr>
</body>
</html>
```

Save the text file as "Home2.htm".

---

## Chapter 11: Frames

### 11.0 What Frames Are...

Frames is one of the newer features of HTML which is only implemented on the newest browsers (Netscape 2.0 and higher, and the new Internet Explorers, and many others) which allows a single browser window to be divided into multiple sections, each with an independent HTML page loaded inside it, and these HTML pages can interact with each other. Each page loaded within each section of the frames window is a separate HTML document.

Example of the code to a simple frames page...

```
<html>
<head><title>testing frames...</title></head>

<frameset cols="25%,75%">

<frameset>
<frame src="test.html" name="indexbar">
</frameset>

<frameset>
<frame src="main.html" name="main">
</frameset>

</frameset>

<noframes>
```

This page requires a frames-capable browser... please get one!  
</noframes>  
</html>

### View This Frames Page

The frames page itself in most cases does not actually contain any content, all content is placed on the separate HTML pages loaded within each frame (section). Instead, the frames page acts as a guide, defining which page to be loaded into each frame, and the frame attributes themselves. As you may have noticed, a frames page closely resembles a normal HTML page, except that the body is replaced with frameset, and an additional noframes tag is added.

---

## 11.1 Using The Frameset Tag...

The frameset tags are used to define the characteristics of the frames, and the noframes tags are used to define what a browser that is not frames-enabled will see. Because the frameset tags are ignored by a nonframes browser, anything within the noframes tags will be considered a normal HTML page. So after the <noframes> tag should be placed the <body> tag, and then any content and tags, then concluded with the </body> tag, followed by the </noframes> tag. The noframes content will not be seen by someone using a frames-enabled browser unless they choose 'view source'.

The frameset tag will be used multiple times throughout a single frames page. The first frameset tag is used to define the number of separate frame columns within the browser window, and what width each of those windows will be. The next set of frameset tags will be used to define how many frame rows will be in the browser window, and each one's height. The row attribute is set separately for each column, for example, your first column may have 4 frames, and your second column may have 2 frames, etc. There is no specific limit on the number of frames you may have within a single browser window, but you must realize that your page will be viewed in different resolutions, from 640 x 480 pixels to 1024 x 768 pixels and greater. My advice is to limit your page to no more than 4 frames within a single browser window.

---

## 11.2 Defining Columns...

The first frameset tag should read <frameset cols="SIZE\_OF\_COLUMN\_1,SIZE\_OF\_COLUMN\_2,ETC">. This first tag will be closed with a </frameset> tag, but only after the frameset rows for each column are also defined. The SIZE\_OF\_COLUMN can be one of three numbers...

x% - each column is set by a percent of the available browser window. (x is a number from 1 to 100)

x - each column is set by a fixed pixel amount. (not recommended, because pixel widths vary depending on the viewer's resolution) (x is any number)

\* - the \* tells the browser to use all available space that is left for this column.

So a frameset reading `<frameset cols="20%,80%">` would mean that the first column is the browser window will take up 20% of the browser window's width, and that the second column will take up 80% of the total browser's width. Another example is `<frameset cols="120,*">` in which the first column is exactly 120 pixels wide, and the second column takes up all remaining width. Only one column is required, and there is no limit on how many columns can be defined.

---

### 11.3 Defining Rows...

Within the column defining frameset opening and closing tag are the row defining frameset tags. The number of row defining frameset tags is directly dependent on the number of columns defined in the column defining frameset tag. If there are two columns defined, there will be two separate row defining frameset tags, if three columns are defined, there will be three row defining frameset tags.

The row frameset tag should read `<frameset rows="SIZE_OF_ROW_1,SIZE_OF_ROW_2,ETC">`. The SIZE\_OF\_ROW is defined almost identically to the SIZE\_OF\_COLUMN... x% is the percent of available browser height, x is a defined pixel value in height, and \* is all remaining space. Rows are defined top to bottom, and Columns are defined left to right.

---

### 11.4 Defining Frames...

Within each row frameset tag comes the frame tag, which defines which page is to be loaded in that frame and a few attributes on that frame. The simple frame tag reads `<frame src="document_to_load.html">`, where document\_to\_load is the name of the web page that is to be loaded in that frame, and the frame tag has no closing tag. The frame tag has some other useful attributes:

`SCROLLING="yes|no|auto"` - This defines if the frame has a scroll bar or not. By default the frame sets scrolling to auto, which means the browser determines if a scroll bar is needed. If set to yes, the frame will always have a scroll bar, and if set to no, the frame will never have a scroll bar.

NORESIZE - this attribute states that the user should not be able to resize the frame. By default the user is able to resize all frames within the browser window.

NAME="x" - this attribute defines the name of the frame, which is used to target pages to be loaded in that frame, which will be explained later. (x is any alphanumeric combination)

If you want scrolling to be disabled, just use the code:

```
<frame src="document_to_load.html" SCROLLING="no">
```

or if you want resizing to be disabled just use the code:

```
<frame src="document_to_load.html" NORESIZE>
```

Example of a complex frames page...

```
<html>
<head><title>testing complex frames</title></head>

<frameset cols="33%,33%,33%">
<frameset rows="*,100">

<frame src="page1.html" NAME="index">
<frame src="page2.html" NORESIZE>
</frameset>

<frameset>
<frame src="main.html" NAME="main">
</frameset>

<frameset rows="50%,50%">
<frame src="page3.html">
<frame src="page4.html" SCROLLING="no">
</frameset>

</frameset>

<noframes><body>
This page requires a frames-enabled browser!
</body></noframes>
<
/html>
```

[View this example](#)

---

## 11.5 Using the TARGET attribute...

What if you have a page in one frame with a link, but when the user clicks the link, you want it to be loaded into one of the other frames you defined? This is what the TARGET attribute is for. The TARGET attribute is part of the <a href> tag. The a href tag used with the TARGET attribute reads:

```
<a href="page_to_load.html" TARGET="target_frame">text</a>
```

Where page\_to\_load.html is the name of the file which should be loaded in the frame, target\_frame is the defined name you gave to the frame that you wish the link to load into, and text is the anchored text of the link. If you link without a target, the linked page will load into the current frame. There are also a few other special magic targets which can be used where target\_frame is:

TARGET="\_blank" - link is loaded into a new blank browser window.

TARGET="\_self" - link is loaded into frame that link was clicked in.

TARGET="\_top" - link is loaded into current full browser window, and all frames disappear, leaving the new page to have the entire window.

---

## 11.6 Your own HTML page...

Create a new file, called "frames.htm", which contains the following:

```
<html>
<head><title>My Home Page</title></head>

<!-- The page will have one row with two columns, one row with one column -->
<!-- The first frameset defines the rows: two rows, the second one is narrower -->
<frameset rows="85%,15%">

<!-- The second frameset defines the columns in the first row -->
<frameset cols="15%,85%">
<!-- Specify the two files to display in the first row -->
<!-- The first file will contain an index for your home pages -->
<frame src="indexbar.htm" name="indexbar">
<!-- The second file is Home.htm: the file you have been working on so far -->
<frame src="Home.htm" name="mainframe">
</frameset>

<!-- Specify the file to display in the second row -->
<!-- This file contains copyright information -->
<frame src="copyright.htm" name="copyright">
```

```
</frameset>
```

```
<!-- Define what to display to browsers which aren't frames-capable -->
```

```
<noframes>
```

```
This page requires a frames-capable browser... please get one!
```

```
</noframes>
```

```
</html>
```

Create another new file, called "indexbar.htm", which contains the following:

```
<html>
```

```
<body background="images/bgnd.gif">
```

```
<!-- The index page contains links to the main home page, and a feedback page -->
```

```
<!-- Those pages will load into the "main" target -->
```

```
<a href="Home.htm" target="mainframe">Home</a>
```

```
<a href="feedback.htm" target="mainframe">Feedback</a>
```

```
</body>
```

```
</html>
```

Create yet another new file, called "copyright.htm", which contains the following:

```
<html>
```

```
<body background="images/bgnd.gif">
```

```
<!-- The copyright page contains copyright information for your web pages -->
```

```
<center>Copyright &copy; 2006, 2007, 2008 YOURNAME's Web Page Development</center>
```

```
</body>
```

```
</html>
```

Create an essentially blank file, called "feedback.htm". We will complete this file later.

```
<html>
```

```
<body background="images/bgnd.gif">
```

```
</body>
```

```
</html>
```

---

## Chapter 12: Meta Tags

### 12.0 Improving Search Engine Results...

When a search engine finds your page, it will need to index it (that is, add it to its searchable database) with some information off the page. Many search engines now support the <META> tags, which allow you to give keywords and a description to your page. This gives you more

control over how your page will show up during a search, and will often cause more traffic to your page.

The <META> tag can be used for a few different purposes. Usually, you should place the <META> tag within the <head> tags at the beginning of your document. To improve search engine results, we will use two specific attributes within the meta tag. Here is an example:

```
<meta name="description" content="description of page goes here">
<meta name="keywords" content="keywords go here">
```

When a user searches a search engine that supports meta tags and they query a phrase (search for a keyword) related to your page, your page may show up in the list of results. Your page will be listed by its Title, and then underneath its title will be the first hundred or so characters of the description you placed in the meta tag. It is recommended that you keep the description content to no more than 138 characters. Although the keywords content is not seen by the user when searched, it is recommended to keep this less than 1000 characters, because if you have more the search engine may either ignore the rest or delete you from the index.

---

### 12.1 Example of a real-life meta situation...

```
<html>
<head>
<title>Little Joe's Sound Page</title>
<meta name="description" content="Joe's Collection of Cool Sound files for you to use in your
home page!">
<meta name="keywords" content="music sounds midi wav joe collection">
</head>
<body>
Page Goes Here
</body>
</html>
```

Meta tags are not visible in the web page unless the user selects to 'view source'.

---

### 12.2 Auto-refreshing...

Automatic Refreshing is supported by many newer versions of Netscape Navigator and Microsoft Internet Explorer. This also uses a modified form of the <META> tag. Auto refreshing means that

once one page loads, you can set a certain number of seconds and then the browser will load another page automatically. The basic structure is as follows:

```
<meta http-equiv=REFRESH CONTENT=x_seconds;url="http://www.maxmillian.com">
```

The URL is the page you want it to refresh to, CONTENT is the number of seconds you want it to wait before refreshing, and http-equiv=REFRESH just tells it that this is the refresh meta tag. For example, if you wanted the page to refresh to maxmillian.com after 5 seconds it would be as follows:

```
<meta http-equiv=REFRESH CONTENT=5;URL="http://www.maxmillian.com/">
```

---

## Chapter 13: Forms

### 13.0 Forms...

There are several uses for forms on a website and they permit users to act interactively with your site by way of the <FORM> tag. The information may then be sent to your server for processing or may be used and on the clients machine to return a value.

Contact forms, questionnaires, surveys, and registration are examples of forms where you will want the information sent to you for further collection and processing. All of these require some type of program or script on your server that will act on the data being sent. In some cases your form may just collect information to be processed by the clients machine and it is never sent to your website or collected on your server. Examples might be a quiz, buttons to change colors on your site or a calculator that converts data from one type to another. In this case, JavaScript routines might be used in your document to do all the work on the clients machine. Another example of this type of interaction would be a mortgage calculator.

Although forms and processing the data may seem a little daunting, it is would of the skills that you will eventually acquire. In this tutorial, we will learn the about creation of the forms but will not discuss too much detail on the data processing.

```
<FORM> begin a form  
<INPUT> ask for information in one of several different ways...  
<INPUT> ...there can be as many input areas as you wish  
</FORM> end a form
```

The <INPUT> tag provides the user with various ways of inputting information. There are several different <INPUT> tags.

### 13.1 Form Input...

The most common TYPE of form <INPUT> is TEXT.

```
<INPUT TYPE=TEXT>
```

Every input needs a NAME.

```
<INPUT TYPE=TEXT NAME="ADDRESS">
```

When the user types in his address (for example 1313 Mockingbird Lane), it will become the input's value and be paired with ADDRESS so the end result after running it through Mailto Formatter will be ADDRESS=1313 Mockingbird Lane.

We can if we want, type in a VALUE.

```
<INPUT TYPE=TEXT NAME="ADDRESS" VALUE="44 Cherry St">
```

This will automatically pair the value 44 Cherry St with the name ADDRESS, unless the user changes it. Note- be sure to use quotes where I've specified.

We can specify the size of the text input box.

```
<INPUT TYPE=TEXT NAME="ADDRESS" VALUE="44 Cherry St" SIZE=10>  
<INPUT TYPE=TEXT NAME="ADDRESS" VALUE="44 Cherry St" SIZE=20>  
<INPUT TYPE=TEXT NAME="ADDRESS" VALUE="44 Cherry St" SIZE=30>
```

The default value is 20.

If we want, we can specify how many characters a user can input.  
Go ahead and try to input more than 10 characters in the text box below:

```
<INPUT TYPE=TEXT NAME="ADDRESS" SIZE=30 MAXLENGTH=10>
```

Very similar to the TYPE=TEXT is the TYPE=PASSWORD. It is exactly the same, except it displays \*\*\* instead of the actual input. The browser will send you the input, it just won't display it.

```
<  
INPUT TYPE=PASSWORD>
```

Remember that each <INPUT> must have a NAME.

```
<INPUT TYPE=PASSWORD NAME="USER PASSWORD">
```

SIZE, VALUE, and MAXLENGTH modifiers/attributes work here also. By the way, a <TAG> tells the browser to do something.

## Radio Buttons and Check Boxes

Radio buttons allow the user to choose one of several options. Check Boxes allow the user to choose one or more or all of the options.

First let's build some Radio Buttons.

```
<INPUT TYPE=RADIO NAME="POSITION">
```

Now add 2 more.

```
<INPUT TYPE=RADIO NAME="POSITION"><BR>
<INPUT TYPE=RADIO NAME="POSITION"><BR>
<INPUT TYPE=RADIO NAME="POSITION"><P>
```

Note that each input has the same name. The reason will become apparent very shortly.

Each of the Radio Buttons must be assigned a VALUE.

```
<INPUT TYPE=RADIO NAME="POSITION" VALUE="PB"><BR>
<INPUT TYPE=RADIO NAME="POSITION" VALUE="DBA"><BR>
<INPUT TYPE=RADIO NAME="POSITION" VALUE="NOTA"><P>
```

Now label each button.

```
<INPUT TYPE=RADIO NAME="POSITION" VALUE="PB"> Powerbuilder Developer<BR>
<INPUT TYPE=RADIO NAME="POSITION" VALUE="DBA"> Database Administrator<BR>
<INPUT TYPE=RADIO NAME="POSITION" VALUE="NOTA"> None of the above<P>
```

Below is the result:

Now label each button.

- Powerbuilder Developer
- Database Administrator
- None of the above

You can also modify these labels with other html tags if you wish.

Essentially your Radio Buttons are done. You can tidy things up by adding a statement above the buttons, and if you want, choose a default selection (optional).

What is your position within the company?<BR>

```
<INPUT TYPE=RADIO NAME="POSITION" VALUE="PB" CHECKED> Powerbuilder
Developer<BR>
<INPUT TYPE=RADIO NAME="POSITION" VALUE="DBA"> Database Administrator<BR>
```

```
<INPUT TYPE=RADIO NAME="POSITION" VALUE="NOTA"> None of the above<P>
```

Here's what I will look like:

What is your position within the company?

- Powerbuilder Developer
- Database Administrator
- None of the above

The user of course can only choose 1 option. Their choice will be returned to you as the name/value pair POSITION=PB (or whichever they pick).

Building Check Boxes is pretty much the same thing. Start with this.

```
<INPUT TYPE=CHECKBOX NAME="PB">
```

Add 3 more, but this time give each one a different NAME. (Also add in line breaks if you want)

```
<INPUT TYPE=CHECKBOX NAME="PB"><BR>  
<INPUT TYPE=CHECKBOX NAME="DBA"><BR>  
<INPUT TYPE=CHECKBOX NAME="NOTA"><BR>
```

Each Check Box gets the same VALUE.

```
<INPUT TYPE=CHECKBOX NAME="PB" VALUE="YES"><BR>  
<INPUT TYPE=CHECKBOX NAME="DBA" VALUE="YES"><BR>  
<INPUT TYPE=CHECKBOX NAME="NOTA" VALUE="YES"><BR>
```

Note- For Check Boxes the NAME changes and the VALUE stays the same and with Radio Buttons, the VALUE changes but the NAME stays the same. Don't feel bad, my simple mind still gets confused.

OK, let's label each box.

```
<INPUT TYPE=CHECKBOX NAME="PB" VALUE="YES"> Powerbuilder Developer<BR>  
<INPUT TYPE=CHECKBOX NAME="DBA" VALUE="YES"> Database Administrator<BR>  
<INPUT TYPE=CHECKBOX NAME="NOTA" VALUE="YES"> None of the above<BR>
```

Your result should look like this:

- Powerbuilder Developer
- Database Administrator
- None of the above

And lastly, you may want to add a little something above your check boxes and maybe pick a couple defaults.

What positions do you occupy within the company?<BR>

```
<INPUT TYPE=CHECKBOX NAME="PB" VALUE="YES" CHECKED> Powerbuilder Developer<BR>
```

```
<INPUT TYPE=CHECKBOX NAME="DBA" VALUE="YES" CHECKED> Database Administrator<BR>
```

```
<INPUT TYPE=CHECKBOX NAME="NOTA" VALUE="YES"> None of the above<BR>
```

What positions do you occupy within the company?

Your results will look like this:

What positions do you occupy within the company?

Powerbuilder Developer

Database Administrator

None of the above

The user can choose 1, 2, none or all of the options. Their choices will be returned to you as the name/value pairs...

PB=YES

DBA=YES

(or what ever they choose... if they choose nothing, nothing will be returned to you)

### 13.2 Your own HTML page...

We will now construct the feedback page we needed in Chapter 11. If you did not make one in chapter 11, then create one now and add the following (the blue text is what to add).

```
<html>
```

```
<body background="image/bgnd.gif" bgcolor=#FFFFFF>
```

```
<center><h1>Feedback Form</h1></center>
```

```
<br>
```

```
<form>
```

```
<b>My name is: </b><input type=text name="name">
```

```
<p>
```

```
<b>I work as a:</b><br>
```

```
<input type=radio name="position" value="Developer" checked>Developer<br>
```

```
<input type=radio name="position" value="ProjMan">Project Manager<br>
<input type=radio name="position" value="TechMan">Technical Manager<br>
<input type=radio name="position" value="NOTA">None of the above
</p>
<p>
<b>When it comes to web browsers:</b><br>
<input type=checkbox name="Netscape" checked>I use Netscape Navigator<br>
&nbsp;&nbsp;&nbsp;<input type=radio name="NetscapeVer" value="2.0">version 2.0<br>
&nbsp;&nbsp;&nbsp;<input type=radio name="NetscapeVer" value="3.0" checked>version 3.0<br>
<input type=checkbox name="IEexplorer">I use Microsoft Internet Explorer<br>
&nbsp;&nbsp;&nbsp;<input type=radio name="IEVer" value="2.0">version 2.0<br>
&nbsp;&nbsp;&nbsp;<input type=radio name="IEVer" value="3.0">version 3.0<br>
</p>
</body>
</html>
```

Note that even though it looks like you may be sending information, you are just accepting user data. Nothing has been sent to the server at this point.

Save the file as feedback.htm.

---

## Chapter 14: Forms Continued

### 14.0 Pull Down and Scrolling Lists

The next type of input is a Pull Down List. With this type you use <SELECT> instead of <INPUT> and it has a closing tag.

```
<SELECT>
</SELECT>
```

Don't forget to give it a name.

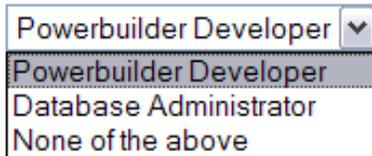
```
<SELECT NAME="POSITION">
</SELECT>
```

Next add a few options.

```
<SELECT NAME="POSITION">
<OPTION>Powerbuilder Developer
<OPTION>Database Administrator
```

```
<OPTION>None of the above
</SELECT>
```

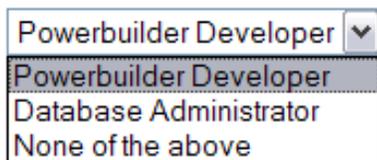
It should look like this:



And now give each <OPTION> a VALUE.

```
<SELECT NAME="POSITION">
<OPTION VALUE="PB">Powerbuilder Developer
<OPTION VALUE="DBA">Database Administrator
<OPTION VALUE="NOTA">None of the above
</SELECT>
```

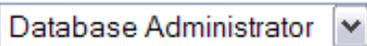
Your dropdown box will now look like this:



The default option is the one that is listed first.

We can specify a default other than the first option in the list.

```
<SELECT NAME="POSITION">
<OPTION VALUE="PB">Powerbuilder Developer
<OPTION VALUE="DBA" SELECTED>Database Administrator
<OPTION VALUE="NOTA">None of the above
</SELECT>
```

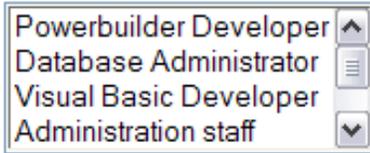


This now shows the new default.

A Scrolling List is very similar in construction to a Pull Down List. We'll add a few more options first. Then, all we do to turn it into a Scrolling List is add a SIZE attribute to the <SELECT> tag.

```
<SELECT NAME="POSITION" SIZE=4>
<OPTION VALUE="PB">Powerbuilder Developer
<OPTION VALUE="DBA">Database Administrator
<OPTION VALUE="VB">Visual Basic Developer
```

```
<OPTION VALUE="ADMIN">Administration staff  
<OPTION VALUE="JANITOR">Janitor  
<OPTION VALUE="NOTA">None of the above  
</SELECT>
```



The SIZE in line one of the code is simply how many options show in the window.

Again, the default value is the first <OPTION>, and again we can change that by selecting one.

```
<SELECT NAME="POSITION" SIZE=4>  
<OPTION VALUE="PB">Powerbuilder Developer  
<OPTION VALUE="DBA" SELECTED>Database Administrator  
<OPTION VALUE="VB">Visual Basic Developer  
<OPTION VALUE="ADMIN">Administration staff  
<OPTION VALUE="JANITOR">Janitor  
<OPTION VALUE="NOTA">None of the above  
</SELECT>
```



## Textarea

A very useful type of input is <TEXTAREA>.

```
<TEXTAREA NAME="COMMENTS">  
</TEXTAREA>
```

You control the size of the box like so...

```
<TEXTAREA NAME="COMMENTS" ROWS=6 COLS=50>  
</TEXTAREA>
```

A good attribute to include in <TEXTAREA> is WRAP. Some browsers do not understand it, but if that's the case, they will just ignore it.

Go ahead and type in the boxes...

```
<TEXTAREA NAME="COMMENTS" ROWS=3 COLS=30 WRAP=VIRTUAL>  
</TEXTAREA>
```



WRAP=VIRTUAL means that the text in the box wraps, but it is sent as one long continuous string.

```
<TEXTAREA NAME="COMMENTS" ROWS=3 COLS=30 WRAP=PHYSICAL>  
</TEXTAREA>
```

WRAP=PHYSICAL means that the text in the box wraps, and it is sent that way too.

```
<TEXTAREA NAME="COMMENTS" ROWS=3 COLS=30 WRAP=OFF>  
</TEXTAREA>
```

This is the default.

WRAP=OFF means that the text in the box does not wrap, but it is sent exactly the way it was typed in (like the little man a few textareas back).

---

## 14.1 Your own HTML page...

Open the page "feedback.htm" in Notepad, and add the following (the blue text is what to add).

```
<html>  
<body background="bgnd.gif">  
  
<center><h1>Feedback Form</h1></center>  
<br>  
<form>  
<b>My name is: </b><input type="text" name="name">  
<p>  
<b>I work as a:</b><br>  
</p>  
<p>  
<b>When it comes to web browsers:</b><br>  
</p>  
</form>  
</body>  
</html>
```

```
</p>
<b>I rate your site as:</b><br>
<select name="Rating">
<option value="Wow">Wow! How did you do it?
<option value="good">Really good
<option value="interesting">Interesting
<option value="hmmm">Hmmm - seen better
<option value="tryagain">Try again bud!
</select>
</p>
<p>
<b>Comments:</b><br>
<textarea name="comments" rows="6" cols="50" wrap="physical">
</textarea>
</p>
</body>
</html>
```

Save the file.

---

## Chapter 15: Forms Continued some more

### 15.0 Hidden fields...

Yet another type of input is HIDDEN input.

```
<INPUT TYPE=HIDDEN NAME="FORMNAME" VALUE="Company Position Form 1">
```

A HIDDEN input is a name/value pair that is returned to you but does not show up anywhere on the web page. The hidden input above is needed for use with Mailto Formatter.

Let's suppose you were a company trying to generate leads for a new product. You have a standard form for gathering information... name, company, phone, products interested in, etc. The only problem is there are 6 slightly different versions of the form in 6 slightly different places. You need to know what's coming from where. What to do?

You could add a HIDDEN input to your forms like so...

```
<INPUT TYPE=HIDDEN NAME="FORMNAME" VALUE="Version 1"> ...for the first version
<INPUT TYPE=HIDDEN NAME="FORMNAME" VALUE="Version 2"> ...for the second version
<INPUT TYPE=HIDDEN NAME="FORMNAME" VALUE="Version 3"> ...for the third version
And so on and so forth.
```

By the way, it doesn't matter what the name/value pair in the hidden input is (or any input for that matter). I have just been using "FORMNAME" because it saved me some typing. This would be a perfectly legitimate HIDDEN input...

```
<INPUT TYPE=HIDDEN NAME="E" VALUE="Mc^2"> ...You would get back E=Mc^2
```

HIDDEN inputs are also useful for cgi scripts. For example, many Internet Service Providers have a script you can have your forms sent to. It then spits the form back to you all nice and neat and ready for human consumption. The hidden input tells the cgi script who you are, where to send the parsed data, etc.

### Submit and Reset Buttons

Last on the list are the SUBMIT and RESET buttons.

They really are very simple...

```
<INPUT TYPE=SUBMIT>  
SUBMIT of course, sends the data...
```

...and RESET, clears the form.

```
<INPUT TYPE=RESET>
```

We can easily change what the buttons say.

```
<INPUT TYPE=SUBMIT VALUE="Send it away Ray!"><BR>  
<INPUT TYPE=RESET VALUE="Clear the form Norm!"><P>
```

If necessary, the SUBMIT button can also have a NAME. You would need this if, for whatever reason, you had more than one SUBMIT button.

Next we must tell the browser where to send the data. This will need to be the server where your website is hosted. Most hosting companies will have a Perl script that can be used to process your form. The requirements are simple and generally;

1. You must use an email address that is associated with your web site and their server. That rules out using a Yahoo type of email address.

```
< FORM METHOD=POST ACTION="/bin/formmail.pl" target="_top">
```

Your web hosting company may have a variation of this format, so be sure to check their web site.

The next thing is to identify yourself with the website hosted email address.

```
<INPUT TYPE="HIDDEN" NAME="recipient" VALUE="your-email-address@your-doman.com">
```

You will also need a page to land on once the user has submitted the form. Just use something like this:

```
<INPUT TYPE="HIDDEN" NAME="redirect" VALUE="http://your-doman.com/thanks.htm">
```

### 15.1 Your own HTML page...

Here is a sample contact form that uses the elements you have learned in the earlier chapters. It also uses a simple table to organize the input fields and improve the appearance. You do not need to type this in because we have included the file in your download with this primer. It is called mailme.htm and a companion thanks.htm.

Don't forget to change the **text marked in red** below or your form won't work. It must be specific to your web site.

```
</head>
<form method=POST ACTION="/bin/formmail.pl" target="_top">
<INPUT TYPE="HIDDEN" NAME="recipient" VALUE="your-email-address@your-doman.com">
<INPUT TYPE="HIDDEN" NAME="subject" VALUE="WebSite Contact from your-doman.com">
<INPUT TYPE="HIDDEN" NAME="redirect" VALUE="http://your-doman.com/thanks.htm">
<INPUT TYPE="HIDDEN" NAME="required" VALUE="email,your_name">
  <TABLE BORDER="0" cellpadding="2" cellspacing="0" width="74%">
    <TR>
      <TD VALIGN=TOP> Name:
        <INPUT TYPE="TEXT" NAME="your_name" SIZE="25">
        <br>
      </td>
    </TR>
    <TR>
      <TD> Company:
        <INPUT TYPE="TEXT" NAME="company" SIZE="25">
        <br>
      </td>
    </TR>
    <TR>
      <TD> E-Mail:<br>
        <INPUT TYPE="TEXT" NAME="email" SIZE="25">
```

```
<br>
</td>
</TR>
<tr>
<td> <br>
<br>
How old are you?:<br>
<span>
<INPUT TYPE="radio" NAME="select2" VALUE="20 or less.">(20 or less.)<br>
<INPUT TYPE="radio" NAME="select2" VALUE="Between 21-40">Between 21-40<br>
<INPUT TYPE="radio" NAME="select2" VALUE="Between 41-60">Between 41-60<br>
<INPUT TYPE="radio" NAME="select2" VALUE="Between 61-80">Between 61-80<br>
<INPUT TYPE="radio" NAME="select2" VALUE="Between 81-120">Between 81-120<br>
</span> <br>
Please check all that apply:<br>
<span>
<INPUT TYPE="checkbox" NAME="check1" VALUE="I am homeless">I am homeless.<br>
<INPUT TYPE="checkbox" NAME="check2" VALUE="I have a computer that does not
work.">I have a computer that does not work.<br>
<INPUT TYPE="checkbox" NAME="check3" VALUE="I speak more than 27 languages."> I
speak more than 27 languages.<br>
<INPUT TYPE="checkbox" NAME="check4" VALUE="I am not aware of my
surroundings.">I am not aware of my surroundings. <br>
</span> <br>
Drop Down Selection:<br>
<select name="dropdown1" class="quotedropdown">
<option selected value="None selected">Please Select One ----</option>
<option value="I am on a shoestring budget.">I am on a shoestring budget.</option>
<option value="I have no money.">I have no money.</option>
<option value="I have unlimited budget.">I have unlimited budget.</option>
<option value="I want economy but can afford what I buy.">I want economy but can afford
what I buy.</option>
</select>
<br>
<br>
<br>
<input type="submit" value="Submit Info" onmouseover="this.className='buttonon'"
onmouseout="this.className='button'" class="button">
<br>
</td>
</tr>
</table>
</form>
</body>
</html>
```

---

## Chapter 16: Counters, Guest Books, etc.

Note: This chapter only applies if your web page is stored on a web server, and not on your local hard drive.

Both counters and guest books require access to the web server on which your web pages are hosted, and the ability to write CGIs.

However, for those of us who host our web pages at a service provider, and not on our own web server, and do not want to write our own CGIs, there are free services who offer counters and guest books.

### Counters

A counter is just what you would imagine it to be: a count of how many people have accessed your web site. This is very useful information, but not necessarily information you would like to display to everyone! If you don't expect your site to get many "hits" (visits), consider displaying the counter on a page that only you know the address for, and not on your main home page.

### Guest Books

A guestbook is a page where visitors can enter comments about your site, and especially view the comments left by other people.

The following web site provide you with free guestbook facilities (they typically provide you with a page where visitors enter comments, and then store all the entered comments for you):

Omura Free Guestbook Service <http://www.omura.us>

### Search Engines

Submitting your site to search engines is very important and the appendix contains an [article](#) that will provide you with detail information.

You may also want to purchase a windows based tool that does the work for you.  
<http://maxmillian.com/maxsitesubmitter.htm>.

---

## Chapter 17: Graphics

A web page without images is very boring, and visitors will probably not stay very long. There are a couple of clever things that can be achieved with images:

### Animated Images

Images which are in GIF format can be animated. The specific GIF format which allows for animation is GIF89a.

Creating animated GIFs is really very simple. You need to create a small GIF for each frame of your animation. This may result in several GIF files. Then, use a utility to create a single animated GIF image from your separate GIF files.

### Tips and Tricks

Some tips for creating web-friendly images:

Make your images as small (in terms of file size) as possible. Large images which take a long time to download and display are very irritating to users with slow Internet connections.

When inserting an image into your HTML page, use the width and height attributes, i.e.:

```

```

This causes the browser to display the text on the page before the image has completed downloading, allowing visitors to read the text, and giving the impression that the page loads quickly.

---

## Chapter 18: HTML Style Basics

### HTML Don'ts

Probably the #1 rule is that you should not use "Click here" to point to a document. It is best if the text of the link actually has something to do with the content. It also makes bookmarks/hotlinks work much better.

Make sure that all graphics and client side image maps on your pages have alt tags for use by people who browse without graphics. Definitely make sure that anything a visitor needs to use to navigate your site is readable in all browsers.

Try to use browser specific tags only when appropriate on your web sites- and try to provide alternatives for browsers that don't support these tags (e.g. make sure to provide a noframes option for people without frames capable browsers.)

Don't overload your pages with graphics- if you need to use them to enhance the look of your pages, or if they are an integral part of the content on your site, go ahead, but put image sizes on the graphics tags so that they won't slow down loading, and try to reduce the size of the graphics you use as much as possible (the Bandwidth Conservation Society has useful information on this).

Don't make everything a header just because you want it to be bold, this is not portable and looks really awful unless the user has exactly the configuration you use.

Don't use Netscape (or any other browser specific markup, including MS Internet Explorer) specific markup in public documents. As Netscape proved against Mosaic the life of a browser only exists until the next better browser comes along. Why do all that work only to have to go back in a year or so and redo everything. However, if you are building a private web for some specific purpose it might very well need something that is browser specific. But you should still be aware that by using browser specific features you are going to be stuck with that browser. There are also obviously the cases where public pages simply cannot be done any other way than by using some browser specific feature and by all means, do what you have to do. Basically, I'm just asking that you keep in mind your target audience.

And finally, the biggest style error I see (which actually has little to do with HTML) is that people do not pick URL's for their pages that are permanent. How many links have you tried to follow where it ended up that the other end was simply gone or worse, the author had simply renamed the page and makes you hunt for it.

## **HTML Do's**

Some basic tips for creating good HTML:

Use a solid background for pages that contain large amounts of text. A solid background is always a good choice for your web pages. It provides an easy reading surface for your reader and it doesn't distract from the main focus of your page: Your text! When using a solid background, be sure to use a complementary color for your text. For instance, light blue text does not stand out well on a white background.

When using frames, always specify a TARGET of "\_top" for links that go off your site. That way your visitors won't get stuck in one of your frames. Better yet, try to avoid frames.

When using image maps, provide text links below the map as well, for users who have turned the display of images off. Also, remember to make your image map graphic as small (in terms of file size) as possible.

Use "height" and "width" attributes in the "img" tag when displaying images, so that the user does not need to wait for the image to load before seeing text further down on the page.

Include some way for visitors to contact you, i.e. an email address or a feedback form.

Be original!

The topic of creating great web pages is a vast one, and has much to do with design and layout.

This article is licensed under the "<http://www.gnu.org/copyleft/fdl.html> GNU Free Documentation License. It uses material from the [http://en.wikipedia.org/wiki/Web\\_colors](http://en.wikipedia.org/wiki/Web_colors) Wikipedia article "Web colors".

Note from Maxmillian.com – This article is pretty much a standalone document, but to use the definition links such as [web](#), or [colors](#) shown in the first paragraph below, you will need to have Internet access.

## Appendix 1

# Web colors

From Wikipedia, the free encyclopedia.

Authors of [web](#) pages have a variety of options available for specifying [colors](#) for elements of web documents. Colors may be specified as an [RGB](#) triplet in [hexadecimal](#) format (a *hex triplet*); they may also be specified according to their common [English](#) names in some cases.

The first versions of [Mosaic](#) and [Netscape Navigator](#) used the [X11 color names](#) as the basis for their color lists, as both started as [X Window System](#) applications. The origin of the X11 color list is unknown.

[1]

## Contents

- [1 Hex triplet](#)
- [2 Converting RGB to hexadecimal](#)
- [3 HTML color names](#)
- [4 X11 color names](#)
- [5 Web-safe colors](#)
  - [5.1 Really web safe colors](#)
- [6 CSS colors](#)
- [7 See also](#)
- [8 External links](#)

## Hex triplet

A **hex triplet** is a six-digit, three-[byte hexadecimal](#) number used in [HTML](#) and [CSS](#), and other computing applications, to represent [colors](#). The bytes represent the red, green and blue components of the color. One byte represents a number in the range 00 to FF (in hexadecimal notation), or 0 to 255 in decimal notation. The hex triplet is formed by concatenating three bytes in hexadecimal notation, in the following order:

Byte 1: red value  
Byte 2: green value  
Byte 3: blue value

For example, consider the color where the red/green/blue values are decimal numbers: red=36, green=104, blue=160 (a greyish-blue color). The decimal numbers 36, 104 and 160 are 24, 68 and A0 respectively in hexadecimal notation. To obtain the hex triplet, we simply write the three hex bytes together without spaces, thus: 2468A0. If a byte is less than 16 (decimal) or 10 (hex) it must be represented with a leading zero to keep the number of digits in the triplet equal to six. For example, the decimal triplet 0,1,2 would be represented by the hex triplet 000102.

The number of colors that can be represented by this system is

$$256 \times 256 \times 256 = 16,777,216$$

## Converting RGB to hexadecimal

Converting an RGB value to a hexadecimal value is quite simple. Any [Microsoft Windows](#) computer is capable of converting the values with the built-in system calculator. Open up the calculator (Start -> Program -> Accessories -> Calculator) and input the single RGB value. After typing in the value, click the bubble next to "Hex." This will convert the value in the input box to a hexadecimal value.

If you do not use Windows, go to the website

<http://www.telacommunications.com/nutshell/rgbform.htm>. This website will perform the same action as the calculator would.

## HTML color names

The [HTML](#) 4.01 specification defines sixteen named colors, as follows:

Color	Hexadecimal	Color	Hexadecimal	Color	Hexadecimal	Color	Hexadecimal
<a href="#">black</a>	#000000	<a href="#">silver</a>	#c0c0c0	<a href="#">maroon</a>	#800000	<a href="#">red</a>	#ff0000
<a href="#">navy</a>	#000080	<a href="#">blue</a>	#0000ff	<a href="#">purple</a>	#800080	<a href="#">fuchsia</a>	#ff00ff
<a href="#">green</a>	#008000	<a href="#">lime</a>	#00ff00	<a href="#">olive</a>	#808000	<a href="#">yellow</a>	#ffff00
<a href="#">teal</a>	#008080	<a href="#">aqua</a>	#00ffff	<a href="#">gray</a>	#808080	<a href="#">white</a>	ffffff

## X11 color names

In addition, a number of colors are defined by [web browsers](#) such as [Internet Explorer](#) or [Mozilla Firefox](#). A particular browser may not recognize all of these colors, but as of [2005](#) all modern general-use browsers support the full list. Many of these colors are from the list of [X11 color names](#) distributed with the [X Window System](#). These colors were standardized by [SVG 1.0](#), and are accepted by [SVG Full](#) user agents. They are not part of [SVG Tiny](#). Some of them, along with their hexadecimal equivalents, are listed below.

color	hexadecimal	color	hexadecimal
indianred	#cd5c5c	darksalmon	#e9967a
lightcoral	#f08080	salmon	#fa8072
orangered	#ff4500	red	#ff0000
crimson	#dc143c	firebrick	#b22222

darkred	#8b0000	mediumvioletred	#c71585
pink	#ffc0cb	lightpink	#ffb6c1
hotpink	#ff69b4	deeppink	#ff1493
palevioletred	#db7093	darkkhaki	#bdb76b
khaki	#f0e68c	palegoldenrod	#eee8aa
lightgoldenrodyellow	#fafad2	lightyellow	#ffffe0
lemonchiffon	#ffffac	yellow	#ffff00
gold	#ffd700	papayawhip	#ffe4d5
moccasin	#ffe4b5	peachpuff	#ffdab9
cyan	#00ffff	aqua	#00ffff
aquamarine	#7fffd4	turquoise	#40e0d0
mediumturquoise	#48d1cc	darkturquoise	#00ced1
cadetblue	#5f9ea0	slategray	#708090
lightcyan	#e0ffff	paleturquoise	#afeeee
powderblue	#b0e0e6	lightsteelblue	#b0c4de
steelblue	#4682b4	lightblue	#add8e6
skyblue	#87ceeb	lightskyblue	#87cefa
deepskyblue	#00bfff	cornflowerblue	#6495ed
royalblue	#4169e1	mediumslateblue	#7b68ee
dodgerblue	#1e90ff	blue	#0000ff
mediumblue	#0000cd	darkblue	#00008b
navy	#000080	midnightblue	#191970
lightsalmon	#ffa07a	orange	#ffa500
darkorange	#ff8c00	coral	#ff7f50
tomato	#ff6347	orangered	#ff4500
aquamarine	#7fffd4	mediumspringgreen	#00fa9a
springgreen	#00ff7f	palegreen	#98fb98
greenyellow	#adff2f	chartreuse	#7fff00
lawngreen	#7cfc00	lime	#00ff00
lightgreen	#90ee90	yellowgreen	#9acd32
limegreen	#32cd32	mediumseagreen	#3cb371
darkseagreen	#8fbc8f	forestgreen	#228b22
seagreen	#2e8b57	green	#008000
olivedrab	#6b8e23	olive	#808000
darkolivegreen	#556b2f	darkgreen	#006400
mediumaquamarine	#66cdaa	turquoise	#40e0d0
lightseagreen	#20b2aa	darkcyan	#008b8b

<a href="#">teal</a>	#008080	lavender	#e6e6fa
thistle	#d8bfd8	plum	#dda0dd
violet	#ee82ee	fuchsia	#ff00ff
<a href="#">magenta</a>	#ff00ff	orchid	#da70d6
mediumorchid	#ba55d3	darkorchid	#9932cc
blueviolet	#8a2be2	darkviolet	#9400d3
mediumpurple	#9370db	slateblue	#6a5acd
<a href="#">purple</a>	#800080	darkmagenta	#8b008b
darkslateblue	#483d8b	indigo	#4b0082
honeydew	#f0ffff	mintcream	#f5fffa
azure	#f0ffff	aliceblue	#f0f8ff
ghostwhite	#f8f8ff	whitesmoke	#f5f5f5
lavenderblush	#fff0f5	mistyrose	#ffe4e1
antiquewhite	#faebd7	seashell	#fff5ee
snow	#fffafa	white	#ffffff
beige	#f5f5dc	linen	#faf0e6
oldlace	#fdf5e6	floralwhite	#fffaf0
ivory	#fffff0	gainsboro	#dcdcdc
lightgrey	#d3d3d3	silver	#c0c0c0
darkgray	#a9a9a9	gray	#808080
dimgray	#696969	darkslategray	#2f4f4f
lightslategray	#778899	slategray	#708090
cornsilk	#fff8dc	blanchedalmond	#ffebed
bisque	#ffe4c4	navajowhite	#ffdead
wheat	#f5deb3	sandybrown	#f4a460
goldenrod	#daa520	darkgoldenrod	#b8860b
peru	#cd853f	chocolate	#d2691e
maroon	#800000	saddlebrown	#8b4513
brown	#a52a2a	sienna	#a0522d
darkred	#8b0000	burlywood	#deb887
tan	#d2b48c	rosybrown	#bc8f8f
black	#000000		

### Web-safe colors

Another set of 216 color values are commonly considered to be the "web-safe" color palette; developed at a time when many computer displays were only capable of displaying 256 colors. A set of colors was needed that could be shown without [dithering](#) on 256-color displays; the number 216 was

chosen partly because computer operating systems customarily reserved sixteen to twenty colors for their own use; it was also selected because it allows exactly six shades each of red, green, and blue. ( $6 \times 6 \times 6 = 216$ ). The palette was first identified by [Lynda Weinman](#).

"Web-safe" colors had a flaw in that, on systems such as [X Window](#) where the palette is shared between applications, smaller color cubes ( $5 \times 5 \times 5$  or  $4 \times 4 \times 4$ ) were often allocated by browsers - thus, the "web safe" colors would actually dither on such systems. Better results were obtained by providing an image with a larger range of colors and allowing the browser to [quantize](#) the color space if needed, rather than suffer the quality loss of a double quantization.

By the early years of the 21st century, driven by the needs of video games and digital photos, personal computers typically had at least 16-bit color and usually 24-bit (truecolor). Even mobile devices had at least 16-bit color, driven by the inclusion of cameras on cellphones. The use of "web-safe" colors fell into disuse, but persisted as folklore.

The "web-safe" colors do not have names, but each can be specified by an [RGB](#) triplet. In the table below, a three-digit number is used as a shorthand notation for the six-digit hexadecimal numerals above. The digit "3" is equivalent to the hexadecimal numeral "33"; "C" is equivalent to "CC". For example, "F63" in the table below is equivalent to "#FF6633" in the system used previously. Below are the values for the 6 shades of each color out of 256 possible color shades.

6 shades of each color		
digit	hexadecimal	decimal
0	00	0
3	33	51
6	66	102
9	99	153
C or (12)	CC	204
F or (15)	FF	255

The following table shows all of the "web-safe" colors, underlining the *really-safe* (see next section) colors. The lack of [gamma correction](#) means that the six desired intensities 0%, 20%, 40%, 60%, 80%, and 100% are displayed as 0%, 2%, 10%, 28%, 57%, and 100% on a standard 2.5 gamma CRT or LCD, making most colors very dark. The intensities at the low end of the range are nearly indistinguishable from each other:

Web-Safe Colors											
<u>000</u>	300	600	900	C00	F00	<u>003</u>	303	603	903	C03	F03
006	306	606	906	C06	F06	009	309	609	909	C09	F09

00C	30C	60C	90C	C0C	F0C	<u>00F</u>	30F	60F	90F	C0F	<u>F0F</u>
030	330	630	930	C30	F30	033	333	633	933	C33	F33
036	336	636	936	C36	F36	039	339	639	939	C39	F39
03C	33C	63C	93C	C3C	F3C	03F	33F	63F	93F	C3F	F3F
060	360	660	960	C60	F60	063	363	663	963	C63	F63
066	366	666	966	C66	F66	069	369	669	969	C69	F69
06C	36C	66C	96C	C6C	F6C	06F	36F	66F	96F	C6F	F6F
090	390	690	990	C90	F90	093	393	693	993	C93	F93
096	396	696	996	C96	F96	099	399	699	999	C99	F99
09C	39C	69C	99C	C9C	F9C	09F	39F	69F	99F	C9F	F9F
0C0	3C0	6C0	9C0	CC0	FC0	0C3	3C3	6C3	9C3	CC3	FC3
0C6	3C6	6C6	9C6	CC6	FC6	0C9	3C9	6C9	9C9	CC9	FC9
0CC	3CC	6CC	9CC	CCC	FCC	0CF	3CF	6CF	9CF	CCF	FCF
<u>0F0</u>	3F0	<u>6F0</u>	9F0	CF0	<u>FF0</u>	0F3	<u>3F3</u>	<u>6F3</u>	9F3	CF3	<u>FF3</u>
<u>0F6</u>	<u>3F6</u>	6F6	9F6	<u>CF6</u>	<u>FF6</u>	0F9	3F9	6F9	9F9	CF9	FF9
<u>0FC</u>	<u>3FC</u>	6FC	9FC	CFC	FFC	<u>0FF</u>	<u>3FF</u>	<u>6FF</u>	9FF	CFF	<u>FFF</u>

### Really web safe colors

Designers were often encouraged to stick to these 216 "web-safe" colors in their websites; however, 8-bit color displays were much more common when the 216-color palette was developed than they are now. David Lehn and Hadley Stern have since discovered that only 22 of the 216 colors in the web-safe palette are reliably displayed without inconsistent remapping on [16-bit computer displays](#). They called these 22 colors the "really safe" palette; it consists mainly of shades of green and yellow, as can be seen in the table above, where the "really safe" colors are underlined.

### CSS colors

The [Cascading Style Sheets](#) language defines the same number of named colors as the HTML 4 spec, namely the 16 listed above. Additionally, CSS 2.1 adds the 'orange' color name to the list:

**Color**    **Hexadecimal**

orange #ffa500

CSS 2, [SVG](#) and CSS 2.1 also allow web authors to use so-called *system colors*, which are color names whose values are taken from the [operating system](#). This enables web authors to style their content in line with the operating system of the user agent. See [\[2\]](#). [As of early 2004](#), it appears that the CSS3 color module will once again drop these values, marking them [deprecated](#), but this may change: [\[3\]](#).

### See also

- [X11 color names](#)
- [RGB color space](#)
- [hexadecimal](#)
- [HTML](#) and [CSS](#)
- [color](#)
- [RGB color model](#)
- [alphabetic list of colors, with samples and codes](#)

### External links

- [CSS2.1 Color Specification](#)

Retrieved from "[http://en.wikipedia.org/wiki/Web\\_colors](http://en.wikipedia.org/wiki/Web_colors)"

#### Color depth

[8-bit color](#)

15/16 bit: [Highcolor](#)

24/32 bit: [Truecolor](#)

[Web-safe color](#)

#### **Related**

[RGB color model](#)

[Palette](#)

## Maxmillian\*s Gold: The Right Hosting for Your Site



Written by: [Ronald J. Saunders](#)

Web Site: [MaxmillianSoft Software](#)

There are so many web hosts competing for your business. It can be completely overwhelming, and it would take you a month to check out every single web hosting company to determine which one would be best for you. If you aren't a hosting expert, you'll usually find the jargon so complex that you don't even know what you need or don't need. With hosting prices ranging from "free" to hundreds of dollars a month, it might seem impossible to determine which host plan is the best deal for you.

To clear some of the confusion, you should figure out the requirements for your specific site. Different sites have different needs. If your site is basically just for information and has less than twenty pages, you won't need the same hosting plan as a complex shopping site, or a site that runs dozens of embedded programs.

### **MICROSOFT FRONTPAGE, HTML, PHP, ASP, DATABASES – HELP!**

Some hosts are very limited on the type of programming language you can use. If you are new to creating web sites, you might find a program like Microsoft Frontpage much easier to use. It's a WYSIWYG program, which simply means, "What you see is what you get." The program allows you to make the pages like you would documents, and the program fills in the HTML to make the site appear like you set it up. You will need to make sure that your host offers "Frontpage extensions." Some hosts charge more for this service, but you can (and should) usually get this included in the basic price.

All hosts support pure HTML, but you will probably need PHP or ASP capabilities. PHP somehow stands for "Hypertext Preprocessor," and it is a scripting language used within HTML to create dynamic pages without having to use miles of HTML code. ASP stands for "Active Server Pages," and they usually use ActiveX scripting. Both PHP and ASP are similar to and can do everything CGI scripts can do. PHP is usually preferred to CGI scripts because it is compatible with so many more databases. ASP is preferred to CGI by people who are more familiar with Visual Basic.

Whichever language you plan to use, you should make sure that your host not only allows you to set up your pages in that language, but that they also offer technical support. The smartest move is to find a host that supports all of the possibilities, especially if you plan on learning different scripting or want to outsource parts of your programming. Because you will want the ability to collect and organize information from your visitors, it's important that the web host also offers database capabilities that work with the different languages.

### **DIFFERENT FEATURES AVAILABLE**

Space usually accounts for the biggest differences in pricing of web hosts. The trick here is not to get the minimum amount of space you need. While it might seem like you won't need so much space right now, you want to be optimistic and plan on expanding your online capabilities. After all, companies that are not online don't have a chance of growing in this high tech age.

Multiple domain hosting is a newer feature offered by some hosts. In the past, you had to have separate accounts for different domain names. For example, if you are a corporation with different subsidiaries that each have domain names, there wasn't a good way to integrate all of your sites. Now you will find multiple domains at one site such at <http://Maxmillian.net>. You can host three domains under one corporate account for \$14.41/month. This works out to \$4.80 per site per month with 4Gigs of space to share. These kinds of hosting companies allow you to manage everything from one account, and to keep your separate domain names. This is a lifesaver for busy webmasters of larger companies.

Some hosts now offer free domain name registration. Getting a free domain name as part of your hosting plan is a good deal. Even though prices of registering domains have come down a lot in the past few years, it is still money and time saved – especially if the plan is inexpensive as well.

## **SO WHAT TYPE OF PLAN SHOULD YOU CHOOSE?**

### **SPACE TO GROW**

Whatever hosting plan you choose should include plenty of space to grow. Even if right now you only have more of a “brochureware” site, you will want the capability to grow. As more and more visitors are getting high-speed connections, many of the slower-loading features that were annoying in the past are now commonplace. You can make your site more exciting by adding some dynamic features and making it more interactive. It means less interaction time spent with your staff, a more informative site, and it just looks better. More advanced sites reflect well on your business, especially if your business is anything remotely technical. Better looking, smooth, easy-to-navigate sites make visitors feel that your business is more competent.

### **SUBDOMAINS**

You might want to choose a plan that offers subdomains. If you aren't familiar with subdomains, they are just domains within your domain. A good example is Yahoo. If you've ever been to their site, you will notice they are organized and divided with subdomains appearing before the domain in the address. For example, [games.yahoo.com](http://games.yahoo.com) will take you to the games subdomain and [mail.yahoo.com](http://mail.yahoo.com) to the email section. Subdomains make things more organized, easier for you to manage, and easier for your visitors to navigate.

### **EMAIL ACCOUNTS**

You will also want email accounts in your plan. When you have your own domain name, your business is instantly more respectable. The same is true for email accounts. It is much more professional to have email addresses [@yourdomainname.com](mailto:@yourdomainname.com). You want every worker who will be corresponding with customers to have their own email account. You also want a large number of email aliases. An email alias is simply an email address that goes to a different account. For example, on your customer service page, you don't want to show the email as [susan.jones@yourdomain.com](mailto:susan.jones@yourdomain.com). It's not very professional looking, and there's a chance it will change. Instead, you can have an email alias such as [customerservice@yourdomain.com](mailto:customerservice@yourdomain.com) that actually goes to [susan.jones@yourdomain.com](mailto:susan.jones@yourdomain.com) so Susan can take care of the customer service problem.

## CUSTOMER SERVICE

There is no reason why you shouldn't be able to contact customer service 24 hours a day, 7 days a week. If a host simply provides email customer service, keep looking. No matter what your level of expertise, you will at some point need customer service. When your site is not available, you lose money and appear unprofessional. Be sure to get live 24/7 support (best) or at least 24/7 phone support available.

## TRANSFER OF DATA

Hosts limit how much data can be transferred to and from their site every month. While you might not think you will use that much data, you still want room to grow – especially when most hosts charge big if you go over the limit of your plan. Big or unlimited amounts will be one less thing for you to worry about.

**IN CONCLUSION** Whichever type of plan you choose, if you choose a good host, they will help you figure out your specific needs and provide a lot of support to help you with every aspect of your site design and maintenance.

## ABOUT THE AUTHOR:

All articles in the Maxmillian\*s Gold Series are written by: Ronald. J. Saunders, owner of <http://www.Maxmillian.com> and <http://www.Maxmillian.net>

~~~ Maxmillian.com Provides Turnkey Website Services ~~~

Our company provides a comprehensive service of website development, domain name selection and registration, affordable hosting, and first class, high quality web site templates. We are your resource for website authoring and the home of MaxmillianSoft software. <http://www.Maxmillian.com>

## Maxmillian\*s Gold: The Basics of Search Engine Optimization and Attracting Customers



Written by: Ronald J. Saunders

Web Site: MaxmillianSoft Software

### THE IMPORTANCE OF THE SEARCH ENGINES

A report released in March of 2005 indicated that the search engines are being used between 2 to 3.5 billion times per day to find information online.

If you run a business online, this information should be very important to your understanding of what it will take for you to succeed online.

Of course, the people using the search engines are on the hunt for some kind of specific information. At their favorite search engine, they type in their specific search query and hit Enter.

### THE TOP SEARCH ENGINES

According to Searchenginewatch.com, from December of 2004, search specific search engine results were derived from:

Google - 35%  
Yahoo - 32%  
MSN - 16%  
AOL - 9%  
Excite - 4%  
AskJeeves - 2%  
Others - 2%

These results are consistent with other search engine statistics found on the Internet. Far and away Google and Yahoo are the top two search engines that deliver results, followed by MSN and AOL.

As you can see from these results, 98% of all search engine users acquire their search results from the top 6 search engines.

## **THE IMPORTANCE OF SEARCH ENGINE OPTIMIZATION**

As an online business owner, it is always our goal to make sure that our site turns up in the top 20 search results for the keyword phrases that will put our websites in the path of our targeted customers.

It helps to be the site that your potential customers will reach when they are looking for your types of goods and services. As an online business owner, you must strive to reach these customers and to strike while your product or service is large in the minds of your potential clients.

You must remember, you are competing with thousands of other websites who want to serve the same customers that you want to serve. Yet, the average search engine user will only look at the first twenty results that the search engines give them.

Forget thinking about the \*of 8,256 results\* on the search results page of the search engine. This only shows you how steep the competition is for your chosen keywords and keyword phrases.

Page one is often \*1-10 of 8,256 results\* and page two is \*11-20 of 8,256 results.\* Most searchers will only look at page one and two, and then they will type in a new search keyword phrase to narrow the search more specifically.

## **THE BASICS OF SEARCH ENGINE OPTIMIZATION**

There are actually many methods that you can incorporate into your website design that will help draw additional traffic to your website through the search engine company websites. This is what is referred to as Search Engine Optimization. Following are some of the methods used to drive this traffic to your websites.

### **META TAGS**

Many years ago, there was a movement afoot to provide search engine specific information on every web page. This tool is called Meta Tags.

For a time, there was a rise in the number of Meta Search Engines, but many of those have since fallen by the wayside.

There was so much abuse by website owners that many search engine companies and searchers realized that they could not trust the results being generated by the important Keyword and Description Meta tags.

Today, there are very few engines that use the full-range of Meta Tags in their search results. One such engine that does is the Denmark based search company: <http://www.aeiwi.com/> According to the Alexa data, this is the 22nd largest search engine in terms of actual usage.

While the overall importance of Meta Tags has been diminished, several tags are still viable and important to the search engine companies. And, some of the smaller search engines still use the full range of available Meta Tags. If you decide to pursue some of the traffic available through some of the smaller search engines, then a good overall tutorial on Meta Tags can be found at:

<http://searchenginewatch.com/webmasters/article.php/2167931>

The only Meta Tags that have actually stood the test of time are as follows:

```
[meta name=*CONTENT-LANGUAGE* content=*En*]  
[meta name=*CONTENT-TYPE* content=*text/html*]  
[meta name=*RATING* content=*General*]  
[meta name=*ROBOTS* content=*index, follow*]  
[meta name=*EXPIRES* content=*Mon, 08 May 2006 19:58:02 GMT*]  
[meta name=*REVISIT-AFTER* content=*3 days*]  
[meta name=*MSSmartTagsPreventParsing* content=*TRUE*]
```

\*Robots\* is important to because it tells the search engine spiders whether or not they can spider the page they are viewing.

The \*Expires\* tag is only for web pages that contain \*time-sensitive\* data on them. For example, if your web page describes an event that will occur on May 8, 2006, then it does not make much sense to make the event information available past the event date. By using the \*Expires\* tag, you can tell the search engine spiders to remove the page from their database on your specified date.

Conversely, if you have a page that changes its content on a regular basis, then your \*Revisit-After\* Meta Tag can be extremely useful as well. It will tell the search engine spiders how often they should revisit your site to find new, updated information.

The \*MSSmartTagsPreventParsing\* is very important to most of us who are interested in using our websites for profit. In an upgrade of MS Internet Explorer a couple of years back, Microsoft built an additional tag into the coding. Unless the \*MSSmartTagsPreventParsing\* tag is set to TRUE, then Internet Explorer will place additional links on specific keywords inside of your pages.

This was actually pretty controversial when it came out because Microsoft is inserting links into our websites that we did not place there ourselves. They are in effect hijacking our web traffic.

## **TITLE TAGS - THE IMPORTANCE OF THE FIRST 65**

The Title Tag is the specific HTML that places your page title at the very tip-top of your browser window. It is also harnessed by all of the search engines as the definitive title of the page being referenced.

Many people fail to include a solid and useful title tag for the page they have built. Yet, it is so very easy to do:

```
[TITLE]Good Title Tags Will Convince the Reader to Visit[/TITLE]
```

I still do include the Meta Title Tag religiously in all of my website pages. [META NAME=\*title\* CONTENT=\*My Page Title\*]

Most search engines only use the first 65 characters of the Title in their actual results. If you use a title of more than 65 characters, then you are generally wasting your time and file size.

## **PAGE DESCRIPTIONS - THE IMPORTANCE OF THE FIRST 138**

We have learned that most search engines do not use the Description Meta Tag. Even still, the search engines need a description to place with your webpages.

The various search engines use different methods for acquiring a page description. Some still use the Description meta, so I use it anyway just to cover all of the search engine possibilities.

The search engines generally only use the first 138 characters of the decoded description to present to their readers. As such, the first 138 characters is the most valuable real estate on your webpage. These first 138 characters will often serve as the only reason someone decides to visit your webpage.

Some search companies grab any comment tags in the header of your pages. This is why we always include the comment tags on our pages that look like this:

```
[!-- Here is my page description again. --]
```

For those search companies that use neither of the above listed methods to acquire a description for your webpage, you should try to make sure that the first 138 characters of pure text on your webpage demonstrate a solid sales message to the search engine users.

## **OPTIMIZATION IS USUALLY JUST COVERING THE BASICS**

In the end, our only goal is to bring as many potential visitors to your website as possible. And the way to do that is to provide your users the information they are searching for.

Be sure to provide the actual words in your pages that your clients are using to search the web, be sure you do it in a way that will put your site in the top 20 search results, and do it in a way that will actually attract the attention and mouse click of the person doing the search.

When you have accomplished these three very basic tasks, then you will not need to devote much more time to the construct of your website. Instead, you will be making enough money that you might just find yourself sitting on the beach over your weekends.

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#### **ABOUT THE AUTHOR:**

All articles in the Maxmillian\*s Gold Series are written by: Ronald. J. Saunders, owner of <http://www.Maxmillian.com>

~~~ Maxmillian.com Provides Turnkey Website Services ~~~

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## Maxmillian\*s Gold: Building Great Websites from Templates



**Written by: Ronald J. Saunders**

**Web Site: [Maxmillian.com](http://Maxmillian.com)**

Building a website from a template can save you lots of time and frustration. In fact, building a website from a template is the most efficient process for people to get their website up and running in a relatively short period of time.

There are a variety of appearances and layouts to choose from when browsing through the thousands of available website templates. It all depends on what you might have in mind as to what you would like to do with your site design. If you need a website to host games you can find a templates for that; if you need a website to advertise your home based business you can find that as well. The variety and range of website templates is very broad and comprehensive.

Graphics - A good website template comes with graphics that you can tweak to your own desires. You can replace the existing photos with your own pictures, that you may already have on your computer, to customize the website. You can also have your company logo placed directly onto the website for easier brand recognition.

Content - The content that you want to put on your website will determine which type of template you will finally choose to utilize. There are a wide variety of categories of website templates that you can browse though to find just the right kind of template for your own website.

### **WHY USE A WEBSITE TEMPLATE?**

Truthfully, there are dozens of reasons why you would want to use a website template to build your professional website. You will find a few of these reasons listed below.

### **CONTINUITY OF APPEARANCE**

Using a website template allows your website and all the pages in it to have a good flow and continuity in appearance. When building a website you want the visitor to your site to be able to have the same links on each web page so that they can easily navigate the site. Imagine if you built the HTML yourself and had trouble getting the link for "home" in the same spot on each page. Using a template allows you to easily have all of your sites links in the same spot with the same design. Additionally, your company logo will appear in the same place on every page, as well as information about contacting you.

## **INCREASING SALES WITH A SHOPPING CART**

A good website template will also allow you to add a shopping cart to your site with little to no effort. As you probably already know, a shopping cart allows your customers to pick out the items that they want as they go. This way they do not have to go back and forth from the product page to the payment page. A shopping cart simplifies the purchase process for your site visitor, which in turn will increase your sales. It has been proven in testing that a good quality, easy-to-use shopping cart will actually increase your overall sales and reduce your amount of lost customers from your purchase pages.

## **COMMON QUESTIONS CONCERNING THE USE OF WEBSITE TEMPLATES**

People generally have lots of questions for website template providers. Some of these questions include the formats of the template and what they are allowed, or not allowed, to do with the template. Most website template providers use Photoshop and HTML formats for the display and distribution of their templates.

As far as what you can do with a purchased website template: you can use it to create a website, but cannot resell the template to others. Nor are you allowed to claim intellectual property of the template or make more than one project from the same template. For most users, this is not a significant issue because you are allowed to make any modifications to suit your purposes. This includes using your own copyright and removing the copyright of the seller of the template. If you chose to have a custom website designed for you, you are likely to encounter the same intellectual property issues. As an example, most designers will reuse their own cascading style sheets or Java Scripts for menus so that they don't have to recreate the work that they have already done. These scripts are therefore, their intellectual property. When in doubt always ask before you buy the product. Most distributors of website templates include an FAQ (Frequently Asked Questions) page on their website for more detailed information.

## **SAVE YOUR VALUABLE TIME**

If you do not have a great deal of experience designing websites, it can take weeks to complete your site and you will still most likely have to consult people who have hands-on experience to

walk you through the basic processes. Even if you do have experience building websites, a template can still be a real time saver.

The cost benefits are noticeable as well. Simply put, buying a website template is a great investment. Anything that can help you to get to the business of selling your product or service faster is definitely a worthwhile investment. Add to this the fact that you know that you will be creating a quality website design that your visitors will appreciate. If you build your own website and run into difficulties which take more time, then you are losing the business of customers that could have been visiting your site during that time period. Buying a template also keeps you from having to pay a website designer...and keeps you from having to wait for them to complete the project to your satisfaction.

One of the biggest down sides of using a website designer to build your website for you is that you are having to lay out lots of cash on an idea unseen! Sure, you can discuss at length with the designer that you will hire as to what you would like your site to look like and accomplish, but it is nearly impossible for a designer to have the same vision of a site that you have in your own head. Whose to say that at the end of the lengthy, expensive process of designing your website, that you will not be disappointed with the final outcome, but agree to use it so that you can get down to business? This is one of the best arguments for using a website template instead of hiring a professional website designer. Having the ability to see the actual design before laying down your hard earned money, you are assured that you will not be disappointed with the final outcome.

## **CUSTOMIZING YOUR SITE**

The website template that you purchase can be set up just as it is, or you can customize it to your own specifications. This is totally up to you and how much individuality you want or need in your particular website. If this is a website for your friends and family, then perhaps going with the basic template is what you want, if you are a business who is competing with similar sites, then perhaps you want to individualize it to a larger extent.

It is easy for most people to customize their website using their purchased template. The templates come with easy to follow instructions and offer a wide range of answers to common questions. All templates are provided with source files, and you only need to tweak the source code with your custom changes. Using HTML editors in conjunction with Adobe Photoshop makes customizing your website a breeze.

Some people wonder if they have the necessary skills to use a website template. The skill set that is required depends on what you want to do with the website and the level of customization that you want to implement. If a simple website is all that you want with little customization, then only beginner level skills are needed. Obviously, the more you wish to customize the website, the more skills you need. Overall though, if you have patience and read the instructions and help manuals, most Internet users can build their website from a template.

In order to download the available website templates, you will need to have unzipping software. If you do not have unzipping software it can easily be found through a search on the Internet or you may download a minimal, but free and useful, tool, at <http://www.Maxmillian.com>.

## **GOOD PLANNING WILL PREVENT OF HOST OF PROBLEMS**

Choosing the right template for your particular website does take a little bit of thought. The easiest way to choose the template is by browsing sites such as Maxmillian.com and their many categories of websites. This allows you to find the type and style of template that best suits your needs. As a website builder, you should only buy the templates that you actually need. Depending upon your planned use for the site, you can decide how in depth the template really needs to be. If you only need a company logo template, then buy that; if you need a flash intro template buy that. If you need it all, that is available too.

## **WHEN UNIQUENESS IS IMPORTANT**

Some sites that sell website templates offer a membership whereby you can have access to multiple website templates as long as you remain a member. This sounds like a good idea at first, until you start to consider that the templates that you are downloading have also been downloaded by potentially thousands of other users. This means that your site will look the same as many other sites...potentially thousands of other people's sites. Maxmillian.com does not offer a membership; instead they offer a single point of sale template. What this means is that you are able to purchase a template and then that template will never be sold again. This insures that your site will have a high level of individuality to it. Do keep in mind however, that others who bought the template before you, and did not choose the single point of sale option, will be using the same template. Before buying your template, you can see exactly how many people have actually bought the rights to that template before you, giving you the option of knowing how unique your template design will actually be. You should also visit your competitor's sites to assure yourself that you will not be duplicating their website. From a practical point of view, except for affiliate storefront sites, you probably won't encounter the same template being used over and over. Google states that they track over 8 billion websites from their search engine, so if you do some quick math the odds are definitely in favor of using a template to build your website.

## **IN CONCLUSION**

There are so many reasons to use a website template. Whether you want to save money, time, or simply want to be in control of your site without having to rely on web designers, a template is for you. The templates allow for individuality, customization, and are much easier to use than you may think. Check out Maxmillian.com today and get started on building your own high quality, professional and personally customized website.

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**ABOUT THE AUTHOR:**

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## Maxmillian\*s Gold: Things to Avoid in Web Page Design



**Written by: Ronald J. Saunders**

**Web Site: Maxmillian.com**

All of us have skills that we have developed in our life as time has marched on. We have all gained skills by going to high school or perhaps to college and then have used the skills and knowledge to further our pursuits. We have taken tennis lessons, photography lessons, word processing lessons, and several other training courses that have improved our ability to perform tasks. Web page design is not much different than other thing that you would like to become proficient at. It takes training and practice and then some more training and then some more practice. Yes, you can get something up on the web with very little work and you are encouraged to continue these efforts. You should never be dissuaded from going to the tennis court because you never had a lesson, and it is a good idea to walk out on the court and hit some balls around even if it is your first time. There are a lot of articles out there that tell you that you do not need to know HTML. Usually they are trying to sell you something such as an editor or a web template, so their positions are somewhat overstated. The truth is that you need skills sets appropriate to the task. Like most things, except home surgery, you can practice as you learn, so start looking for a local, but inexpensive course, in HTML. It is very easy to learn and is no where near as complex as programming. In fact, it is not truly considered a programming language.

Being dynamic and very practical you will want to get results on your very first web design project, so with this introduction, let's get started on doing it right the first time with a little gold from Maxmillian!

1. Make sure you have the skills or a plan to have the skills. Getting the training that that was discussed in the introduction will keep you from making the mistakes that are so common to a lot of internet sites. The HTML scripting knowledge will allow you to understand the changes that are being made if you are using a full featured editor.
2. Now that you are convinced about the skills, and you have started building your site, you will need to insert a back ground. This is one of the first sets of HTML tags that you will insert into your web page. Your new instructor will undoubtedly have you do this and will send you off to one or more of several hundred sites to choose one. You will experiment with several and will pick one because you think it is right or your deadline has approached and your time is up. Before you choose, just consider again what it looks like before you proceed. When in doubt, opt out for a very clean look. There is some really ugly stuff out there on the web. Make sure yours is not one of them!

3. One of the most enjoyable courses that you might take is Flash. What a great way to combine programming and artistic talents and come out with something like a movie. And so dramatic too! So every web page should have one; right? No, in fact, Flash should almost never be used except for very special occasions and never as an opening page. Consider the time it takes to load and execute one of these great productions. The people that surf your web will want to get to the meat of what you have to offer whether it is something you sell or something you have published on the web. If they get bogged down on the opening page, they will opt out of the site and move on. If you pay for advertising it will cost you a lot of money for that pay-for-click and you will not get an order or the traffic that you wanted. Some of these first page production are very amusing the first time but are not interesting to repeat traffic. You might think that having a skip button on the site takes care of the problem but this is just rationalizing your decision to use an animated introduction page. The bottom line is; do not use a flash intro or any intro that wastes the viewer's time.
4. Blinking lights are very useful for drawing attention when you are turning the corner in your vehicle or for attracting attention in Las Vegas but they don't serve a good purpose on a web page. They will annoy the visitor and will eventually drive them away! The same thing for scrolling text, sounds, and music. Simply say no, because they will drive people from your site.
5. Links to other sites are necessary in almost every web site. Just be careful where you link because maintaining them is a lot of work. Broken links will cause your visitors to close your site and go elsewhere. If the link is necessary then make sure it opens in a new window. If the viewer is not interested, they can close the window and move on. If their interest is high, they might take a ten minute detour, but when the window is finally closed the view is again at your site.
6. Try to avoid using JavaScript for menus, animation or image buttons. In the longer run you will be happier with simple text style links put into a table that repeats on every page. These are much easier to change (and you will change them) and are much easier for the robots to navigate and index your site properly.
7. Let me close this list with one very important rule. I have not seen this covered by other authors, but I am sure someone else has covered it. Even is you use blinking lights, scrolling texts, and outrageous music (God forbid!), always, always SPELL CHECK. Have you ever tried to do this with Notepad? If your editor does not have a spell checker then copy the document to a word processor and check it. Then make your spelling corrections manually in your original document. Don't copy and paste back to the original or you may have some new problems introduced by the word processor.

In closing, just step back and look at your page and check on various browsers and screens if you can. Ask others to critique it for you. Then you will be ready to publish!

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## Maxmillian\*s Gold: Submitting Your Web Site to Search Engines



**Written by: Ronald J. Saunders**

**Web Site: Maxmillian.com**

The importance of submitting your web site to a search engine is paramount. If you consider the methods that most people use to search the internet, you will begin to understand that the search engines are how most people find what they are looking for on the internet. Even though you may spend a great deal of time thinking of a catchy easy to remember domain name, many people will forget it, will be unsure of the exact spelling, or forget where that dash was supposed to go in the name. These are just some of the reasons that people will turn to a search engine to find your particular web site.

Most sites can rely on search engines for any where from 40% to a full 100% of their overall site traffic, depending on the types and volume of other advertising sources in use. Even sites that use zero advertising can rely upon search engines to send them traffic, so long as the site is in the search engines databases.

The volume of traffic received from the search engine depends strongly upon how well a site is positioned in the search engine result pages (SERP's) for keywords relevant to the stated purpose and product/service offerings of the website. For best results, a site seeking traffic from the search engines should be in the first two pages of results --- generally the top 20 sites listed.

### AN OVERVIEW OF THE MOST IMPORTANT SEARCH ENGINES

When looking at the statistics for various search engines and the traffic generated by the search engines, it becomes even more apparent that being listed in the search engine results are crucial. According to <http://www.searchenginewatch.com/>, from December of 2004, search specific search engine results were derived from:

Google - 35%

Yahoo - 32%  
MSN - 16%  
AOL - 9%  
Excite - 4%  
AskJeeves - 2%  
Others - 2%

These results are consistent with other search engine statistics found on the Internet. Far and away Google and Yahoo are the top two search engines that deliver results, followed by MSN and AOL.

Each of the above is a Spider Search Engine. Most of these sites also include an internal Directory. A Directory and a Spider are two different types of engines. A Directory is an organized set of links put together by human beings. A Spider is software that visits a site and archives what it finds. Some spiders archive an entire site, while others archive only the first few hundred words on each page. Google takes all of the data found on a website and generates their SERP's from all of the content taken from a site.

Some of the most well known Directories are:

Yahoo  
DMOZ.org (Open Directory)  
LookSmart

## HOW TO SUBMIT DIRECTLY TO POPULAR SEARCH ENGINE DATABASES

Below are direct submission links for some of the more popular search engines-

Google- <http://www.google.com/intl/en/addurl.html>

Yahoo- <http://search.yahoo.com/info/submit.html>

MSN- <http://search.msn.com/docs/submit.aspx?FORM=WSDD2>

AOL (now takes all of their search results from the Google database) <http://www.google.com/intl/en/addurl.html>

Excite- [https://secure.ah-ha.com/guaranteed\\_inclusion/teaser.aspx](https://secure.ah-ha.com/guaranteed_inclusion/teaser.aspx)

AskJeeves- has discontinued accepting submissions  
<http://sp.ask.com/docs/ad/p8a.html>

## AN OVERVIEW OF SEARCH ENGINE SUBMISSION SERVICES

Search engine submission services can be a great asset to those who do not wish to spend the time or energy doing it themselves. Different search engine submission services offer a variety of pros and cons depending on what kind of service you are wanting.

[www.addme.com](http://www.addme.com) offers a free submission service that will place your web site into 14 different search engines. For a fee, based upon how many sites you wish to submit, they offer a submission services that places your web site into 1,500 search engines. The paid services also offer a page analyzer and many other features.

[www.freewebsubmission.com](http://www.freewebsubmission.com) offers, as the name implies, a free submission service. Signing up with them is a very simple straightforward process. They offer a no frills type service, just a cut and dry submission of your web site into 20 search engines.

[www.submitexpress.com](http://www.submitexpress.com) is similar to [addme.com](http://www.addme.com) in services offered. You have a choice between a free submission service that will place your site into 40 search engines, or a paid service that will place your web site into a reported 75,000 search engines. They also offer special features with a paid subscription. Prices are comparable to those at [addme.com](http://www.addme.com).

[www.submit-it.com](http://www.submit-it.com) does not offer any free search engine submission. They have only three available pricing packages but do offer a number of special features that come with the paid subscription.

## AUTOMATE TASKS USING SEARCH ENGINE SUBMISSION SOFTWARE

Smart web site owners utilize search engine tools in the process of getting their web site submitted to search engines. These search engine tools automate much of the process for you and can save you a great deal of time. Doing all of the necessary tasks on your own would take hours upon hours to complete. Two examples of search engine software tools Are Web Submission Gold, and MaxmillianSoft MaxEasy Website Submitter.

The Web Submission Gold software optimizes web pages and submits them to top ranking search engines, while tracking search engine rankings and web site traffic. It also offers advice on how to optimize your web pages as well as suggestions for keywords that will increase your sites traffic. This product will support up to five web pages and can generate a large amount of data for you to analyze if you wish. This product retails for \$349.00.

The MaxmillianSoft MaxEasy Website Submitter offers website submission to 66 search engines. While other search engine tools state that they will submit to more websites, it is rather futile to worry about these other search engines that actually provide very little traffic. Once MaxmillianSoft MaxEasy Website Submitter places your website into Google, it will show up in

nearly all of the other search engine databases as well! Another advantage of MaxEasy is that it is very simple so understand and use. Why overload yourself with data that you do not need. Best of all, this software retails for a mere \$9.95, quite a price difference! You can purchase the software at <http://www.maxmillian.com> .

## HOW OFTEN TO SUBMIT YOUR SITE

One question that website owners often ask is "how often should I submit my website to a search engine?" This will vary dependent upon the search engine that you are utilizing. As a general rule for search engines you should resubmit your website every time you make any major changes or add new content to it. Others recommend once every 90 days for spider search engines and once for directories.

## IN CONCLUSION

So as you can see there are many reasons to submit a website to a search engine. Primarily, if you do not submit it, you will hardly get any traffic whatsoever. If you want traffic, you need to submit your website to the search engine databases; and if you want more traffic than your competitors, then you need to utilize a website submission tool that will allow you to stand above the competition. If you do not want to spend a lot of your time working to beat your competitors to the top of the search engines, then you need to use a search engine tool, because most likely they are using them too. .

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