

Basics of Creating a Web Site

What is Html?

The World Wide Web transfers files in "Hyper Text Markup Language" format over the internet. Html language, known as "code," uses "tags." For example, to make text appear as bold on the web, there are tags to begin bold text and and end tag to end the bold command within the page's html code. There are many software applications, known as html editors, that will generate the html code for you to easily create web pages without knowing html.

How Does a Web Site Work?

A web site consists of one or more individual web pages in html format that are saved on a web server. Individuals using the a web browser can either go directly to this web address, (drawn from the server name, folder and file path, for example,

<http://mywebserver/myfolder/mysubfolder/myfilename.htm>) or links can be arranged to this direct address from other sites. To set up a site, you will need space and access to a web server, and software to create html pages.

What does http:// mean?

Http stands for hyper text transfer protocol. It communicates to the internet that you will be transferring a hyper text mark up language (html) page over the internet, as opposed to email format (smtp), ftp (file transfer protocol), or telnet. Web Browsers are software that reads and displays html. The // means to go to the root of the server. There is also an https format for "secure" encrypted transmission.

What are the Parts of a Web Address?

A web address consists of the letters http:// to denote the protocol, or language for transferring data, that your browser will use. Next is the main server name and domain, for example www.bus.umich.edu/ denotes the World Wide Web bus server within the umich educational domain. The server is followed by the folder and file path on the server to a specific file.

How Do I Make A Web Page?

A web page consists of text, graphics and links, also called "hyperlinks." You can create a web page in Word if the web tools have been installed, or using a specific html editor like Microsoft FrontPage or Macromedia's Dreamweaver. Simply type in the text, insert the graphics, and select the text or graphics then choose Insert - Hyperlink from the menu. While it still

may be useful to learn html coding to fine tune your web pages and problem solve, it is not necessary to know any html to have a great web site. Save it on a web server without any spaces in the filename.

Is there a Difference Between .htm and .html Extensions

No, but all hyperlinks and references must match whichever one you use.

What is Index.htm or Default.htm?

Your home page for each folder must be named index.htm or default.htm to automatically open. There is no difference which one you use as long as your web server recognizes both. Each subfolder within your site can have a home page with this name. If you do not use this name, visitors will have to type in the exact complete file name, including the file extension.

How Do I Organize My Site?

Start simple and keep all of your files in the same folder for easy linking. To link pages, choose Insert menu – Hyperlink and enter the full file name with extension.

For a more complex site, start by planning it on paper. You can create subfolders then create links using the folder and file name. For example, in your site home folder you create you create a folder named PracticeExercises with files named try1.htm and try2.htm that you want to link from your default, the path would be [Practice/try1.htm](#). If you want to link from the try1.htm back to the file named Excerises.htm in the parent directory, the path would be [../Excercises.htm](#). To link to a default or index page, you simply type the path to the folder name and can omit the file name, for example, to link to the default page of the practice folder from its parent folder, the path would be [Practice/](#).

What Graphics Can I Use?

Html can support .GIF or .JPG graphic formats. For the Macintosh, .pict files are also supported. You cannot use .TIF, .PSD, .BMP or other types of graphics and must save them as .gif or .jpg files. Graphics must be "Inserted" into the html page - do not copy and paste - it won't work when the page is viewed over the web! The graphic file must also be present on the same web server (we recommend saving it in the same folder as the web page on the server or in an Images subfolder.) or it will appear as a "broken" graphic. Graphics should be saved and sized as small as possible before inserting - see the [Setting Up a Smart Site](#) page.

What About Using Other Formats, Viewers and Plugins?

Other file formats may be used which require specific viewers or plug ins, such as .pdf files which require Acrobat Reader, .swf files which require Shockwave flash plug in, .rm real media files which require real player plug in, and others. Avoid files that require plug ins that are not commonly installed on most computers or you will frustrate your visitors.

How Do I Create Adobe Acrobat Files?

Most web users have Acrobat Reader plug in installed for viewing PDF files - it is not unreasonable to expect them to have it. To create a PDF file, you will need to use Adobe Distiller that comes within the full Adobe Acrobat Suite - it is not enough just to have the Acrobat Reader installed. Faculty and Staff may request from the Helpdesk. Be sure to select "screen optimized" in the dialog box to create a PDF file.