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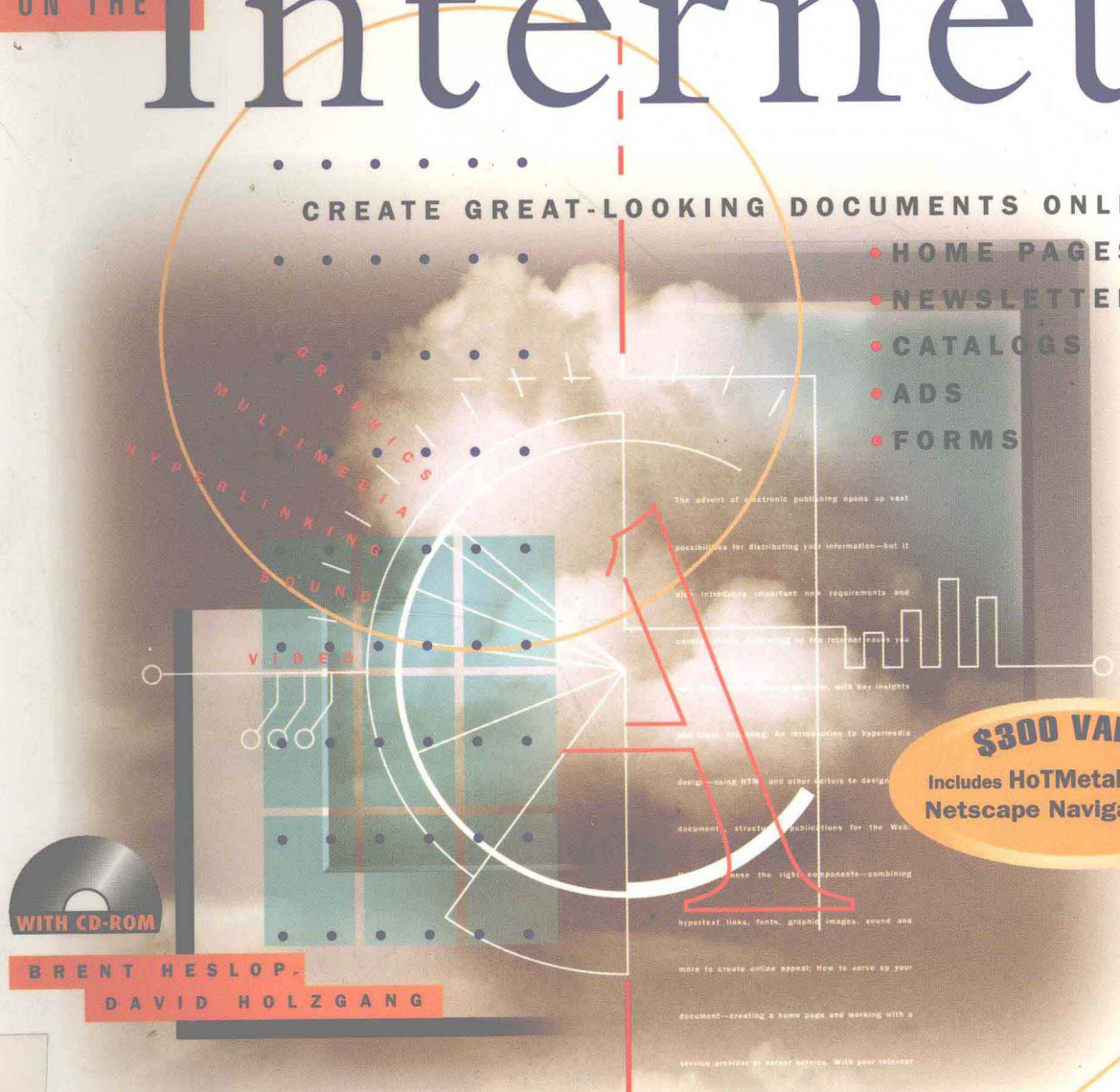

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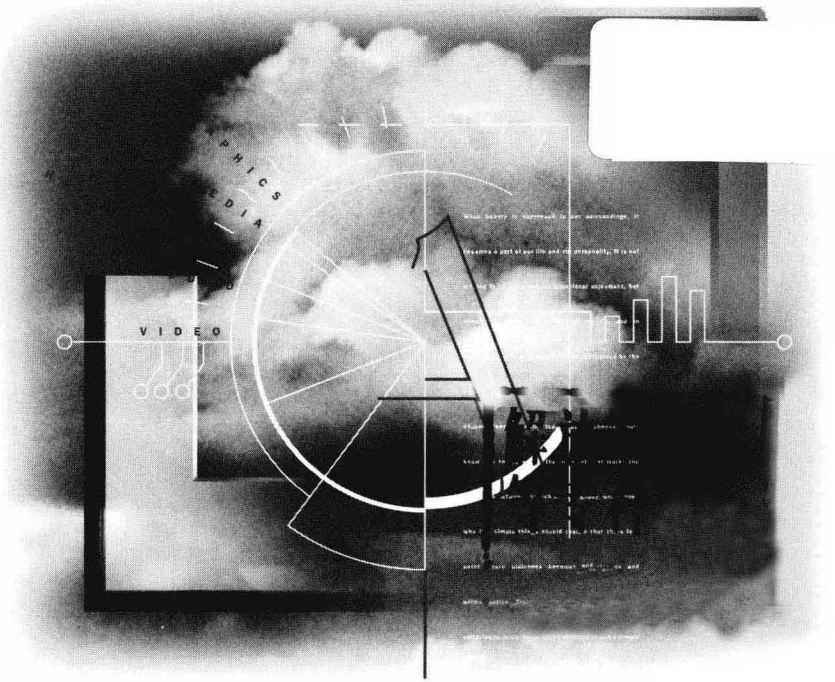

FOR MACINTOSH

Create Great-Looking Documents Online:
Home Pages, Newsletters, Catalogs, Ads & Forms

Brent Heslop & David Holzgang

VENTANA

HTML Publishing on the Internet for Macintosh: Create Great-Looking Documents Online: Home Pages, Newsletters, Catalogs, Ads & Forms
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Library of Congress Cataloging-in-Publication Data
Heslop, Brent D.
HTML publishing on the Internet for Macintosh: create great-looking documents online: home pages, newsletters, catalogs, ads & forms / Brent Heslop & David Holzgang. — 1st ed.
p. cm.
Includes bibliographical references and index.
ISBN 1-56604-228-3
1. Hypertext systems. 2. HTML (Document markup language) 3. Internet (Computer network) 4. Macintosh (Computer)
I. Holzgang, David A. II. Title.
QA76.76.H94H48 1995
005.75—dc20 95-652
CIP

Book design: Marcia Webb
Cover illustration: Tom Draper Design
Acquisitions Editor: Cheri Robinson
Art Director: Marcia Webb
Design staff: Bradley King, Charles Overbeck, Dawne Sherman
Editorial Manager: Pam Richardson
Editorial staff: Angela Anderson, Amy Moyers, Beth Snowberger
Developmental Editor: Tim C. Mattson
Project Editor: Jessica Ryan
Print Department: Kristen DeQuattro, Dan Koeller, Wendy Bernhardt
Production Manager: John Cotterman
Production staff: Patrick Berry
Index service: Richard T. Evans, Infodex
Proofreader: Angela Anderson
Technical review: Matthew Saderholm

First Edition 9 8 7 6 5 4 3 2 1
Printed in the United States of America

Ventana Communications Group, Inc.
P.O. Box 13964
Research Triangle Park, NC 27709-3964
919/544-9404
FAX 919/544-9472

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About the Authors

Brent Heslop has co-authored over 14 books on a wide range of computer topics. He is a co-author of Ventana's *HTML Publishing on the Internet for Windows*. He is a partner in Bookware, a technical writing firm with offices on the East and West coasts. Brent is a frequent contributor to *PC Magazine* and other computer-related magazines. Currently he is teaching classes on HTML publishing for the University of California, Santa Cruz. He lives in Mountain View, California, with his lovely wife Kim and their devoted dog Cassius.

David A. Holzgang is a recognized authority on automated text and document handling and printing in distributed systems. He is the author of many leading books on programming, desktop publishing and graphics. David is the founder and managing general partner of the Cheshire Group, which is a software development and consulting organization. The Cheshire Group specializes in graphics and graphics programming and has developed programs and presentation material in both the IBM and Macintosh environments. He lives and works in the San Francisco Bay area.

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Acknowledgments

No one person can tackle as fast changing a topic as publishing on the Internet. Numerous people supplied us with valuable information and software for which we are extremely grateful. First and foremost we want to thank Elizabeth Woodman at Ventana Communications Group, Inc. and our agent, Matt Wagner, at Waterside Productions for having the foresight to publish this book. One person we want to thank in particular for his research and contributions to this book is David McConville, who wrote Chapter 9, "Adding Scintillating Sound & Vivid Video." His great expertise and writing skill helped make this a better book.

Essential to writing a book on publishing on the Internet is an Internet connection. We are in debt to Rich White at Best Internet Communications for letting us use Best Internet Communication's service to set up the Web site used for examples in this book. Rich helped us by answering many of our questions and kept us on the cutting-edge by sharing up-to-date information about relevant Web publishing technologies throughout this project.

The greatest source of information about the Internet comes, of course, from the Net itself. We used many sites as resources for this book, and have tried to note each one in the text where appropriate. We hope that these listings will give you a head start on building your own list of valuable sites. This community of information is part of what makes the Internet a great resource on so many topics. In that regard, we would like to especially thank Jon Wiederspan for his work in putting together a great site that is a primary resource for anyone who wants to use the Macintosh on the Internet.

His site, at http://www.uwtc.washington.edu/Computing/WWW/Mac/Directory.html, is a great place to get all types of information on Macintosh Internet software, general Macintosh development topics and related goodies.

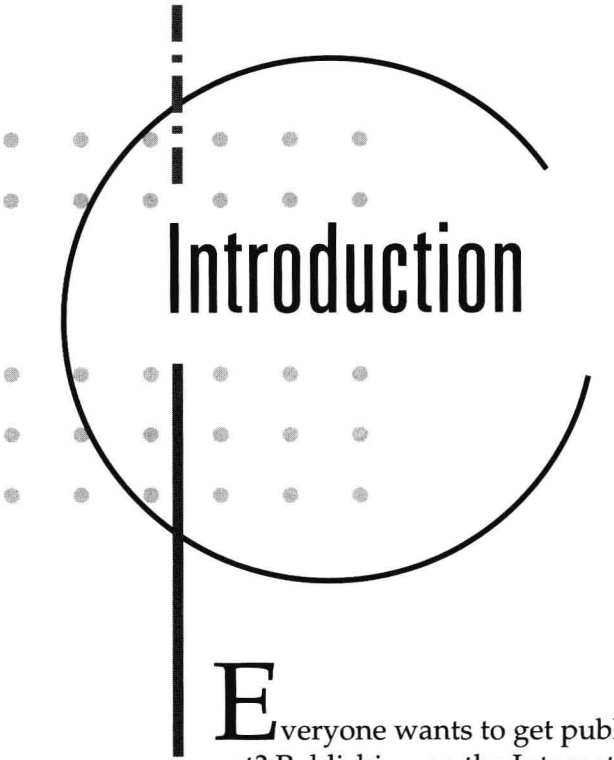
Many thanks to Cheri Robinson, Max Leach and Colin Soloway at Ventana Communications, who were instrumental in setting up the CD-ROM. We especially want to thank all the companies and individuals that let us include their software on the Companion CD-ROM. Some companies and products were essential to writing this book and deserve special recognition. SoftQuad helped us throughout this project, in particular we want to thank Lucy Ventresca for supplying us with HoTMetaL PRO and HoTMetaL LITE and late-breaking news, Liam Quin for his technical review and Donald Teed for answering our many questions. A special thanks to John Hahn at Netscape Communications for letting us include the commercial version of Netscape Navigator. We were overjoyed that Michael Dawson let us include a full-functioning evaluation version of the WebSTAR Server and Guy Stevens let us include a full-functioning evaluation version of InterServer Publisher and their respective related utilities. We are grateful to Tammy Wing at Image Club Graphics, Inc. for letting us include some impressive clip art and digital photos. Natalie Angelillo at PhotoDisk and Ann Burgraff at CMCD helped by supplying us with some great digital photo samples. Thanks also to Rick Brown for keeping us in the know about Adobe Acrobat products and letting us include Adobe Acrobat Reader.

We also want to express our thanks to John Wiechman at A Clean Well-Lighted Place for Books for letting us use ACWLP as an example throughout the book and John Scott for letting us help write and publish the information for their Web pages.

Additionally we want to thank Cheri Robinson, Pam Richardson, Angela Anderson, Tim Mattson, Patrick Berry and John Cotterman at Ventana Press who helped in the production of this book. We want to thank Jessica Ryan, our editor, who offered valuable insight and guidance to help improve this book. Jessica went beyond the call of duty in order to help us keep the book as up-to-date as possible by making numerous last minute changes.

Dedication

We want to thank our wives Kim Merry and Shirley Grant for supporting us through this entire project.



Introduction

Everyone wants to get published on the Internet, and why not? Publishing on the Internet is one of the most important and exciting happenings in computing since the launching of the PC revolution back in the early '80s. This book focuses on the most effective and by far the most popular Internet publishing method, publishing on the World Wide Web using HTML and HTTP.

Who Needs This Book?

Any Macintosh user who is interested in how to publish pages on the World Wide Web will find the answers in this guide. Even if you don't want to create the pages yourself, this book offers helpful information as to what you need to do to have someone publish Web pages for you. Knowing how Web publishing works can save you time and money. Many services charge between $100 to $200 an hour to create Web pages. So if you're interested in creating a presence for yourself or company on the Internet, this book will step you through the entire Web publishing process.

This book is written for the new user as well as the seasoned Net surfer. If you are already familiar with HTML, you'll find it includes numerous Web design tips, powerful Web publishing tools and a valuable HTML reference. If you're not familiar with the Web, the first part of the book gives a concise introduction to the Web and hypermedia publishing.

What's Inside?

The book is divided into four sections: The Elements of Hypermedia Design; Working With the Pieces; Putting the Pieces Together; and four appendices.

Chapter 1, "The World Wide Web & Hypermedia Publishing," introduces you to Internet jargon and provides a broad overview of publishing on the Internet.

Chapter 2, "HTML Editors & Converters," helps familiarize you with the most popular HTML editors and converters that exist to create Web documents.

Chapter 3, "Structuring Information in Web Documents," provides a short introduction to structuring and designing effective hypertext documents.

Chapter 4, "Getting Started With HoTMetaL PRO," introduces you to the HoTMetaL LITE editor, which is included on the Companion CD-ROM, and shows you how to install and use it to create HTML documents. This chapter forms the basis for the next several chapters, which will lead you through the process of creating Web pages.

Chapter 5, "Creating Your First Web Document," is a hands-on guide to creating a home page, the cornerstone of your Web site.

Chapter 6, "The Art of Linking," shows you how to exploit the power of links to publish complex Web documents and connect to files and other Web documents around the world.

Chapter 7, "Creating Your Text Appeal," introduces you to the many possibilities for creating and formatting text using HTML.

Chapter 8, "Getting Graphic With Images," explains the basic HTML tags for creating Web documents with hyperlinks and explains how to include images. Although the hands-on examples

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are centered around using HoTMetaL PRO, the standard HTML codes, called tags, are also included for anyone interested in using another HTML editor.

Chapter 9, "Adding Scintillating Sound & Vivid Video," takes a look at publishing multimedia files, both sound and video, on the Internet.

Chapter 10, "Forms, Databases & CGI," gives step-by-step instructions for creating forms and using the Common Gateway Interface to publish interactive documents.

Chapter 11, "Looking Good on the Net," shares examples of unique, professionally designed Web documents that you can use as design examples to help you look good on the Net.

Chapter 12, "Service Providers & Server Services," and Chapter 13, "Servers at Your Service," explain the different Web publishing alternatives, including using a service provider, server service or setting up a Web server and publishing Web documents from your own Mac.

In the Appendices you'll find an annotated HTML reference section that includes HTML tags and Netscape extensions to HTML. Each HTML tag entry includes the standard syntax, an example and cross-references to similar or associated HTML tags and Netscape extensions. Also included is a comprehensive resource listing of Internet publishing-related programs and periodicals.

About the Online Companion

The *HTML Publishing on the Internet Online Companion* is an informative tool as well as an annotated software library. It aids in your understanding of HTML authoring and publishing on the World Wide Web, while at the same time providing you with the resources and utilities you need to accomplish these tasks. The *HTML Publishing on the Internet Online Companion* hyperlinks Chapter 11 of the hard-copy book to the World Wide Web sites it references. So you can just click on the reference name and jump directly to the resource you are interested in.

Perhaps one of the most valuable features of the *Online Companion* is its Software Archive. Here, you'll find and be able to download the latest versions of all the freely available software mentioned in *HTML Publishing on the Internet for Macintosh*. This software ranges from HTML editors, converters and templates, such as HoTMetaL PRO and BBEdit Lite, an outstanding freeware general editor, with the BBEdit HTML Tools package to allow you to add HTML markup to text documents prepared with BBEdit Lite, to many of your essential publishing programs, such as WebMap, a tool for making image maps, and SoundEffects, an editor for audio files. To access the Online Companion, connect via the World Wide Web to http://www.vmedia.com/pim.html.

About the Companion CD-ROM

We are proud to include on the Companion CD-ROM a special version of the highly acclaimed HoTMetaL editor, HoTMetaL PRO 2.0. This version, known as HoTMetaL LITE, is fully functioning, but does not contain some of the advanced import and export features of the full-blown version 2.0. To present Web document examples that can be applied to the real world, we use A Clean Well-Lighted Place for Books, a real bookstore, for most of the book's examples. A Clean Well-Lighted Place for Books is one of the premier general bookstores in the San Francisco Bay area.

Free voice technical support for *HTML Publishing on the Internet* is offered but is limited to installation-related issues and is available for 30 days from the date you register your copy of the book. The number for technical support is 1-919-544-9404. After the initial 30 days and for non-installation-related questions, please send all technical support questions via Internet e-mail to help@vmedia.com. Our technical support staff will research your question and respond promptly via e-mail.

What You Need

Other than an Internet connection, this book includes all you need to get started publishing on the World Wide Web. The Companion CD-ROM includes several of the Web-related applications and Web publishing tools explained in the book, including the newest commercial release of Netscape Navigator. Over twenty graphic image files and an assortment of graphic tools explained in Chapter 8 are also on the Companion CD-ROM. For example, we have included both the GraphicConverter application that allows you to save GIF graphics in interlaced format, for faster display, and the Transparency application that lets you save graphics with a transparent background so the image appears to float on the Web page. On the multimedia front, we have included the shareware application SoundEffects, an impressive sound editor. To help you publish your documents, the CD also includes two demonstration versions of the most popular Macintosh Web server (HTTP) program for publishing Web documents: StarNine's WebSTAR server, the commercial successor to Chuck Shotten's tremendously popular MacHTTP and InterCon' exciting new InterServer. See Appendix B, "About the Companion CD-ROM," for a complete listing of the CD's contents.

The World Wide Web is moving at an incredibly fast pace. Netscape Communications, creator of the popular Netscape Navigator, which is quickly becoming the de facto-standard Web browser, is continually adding powerful extensions to HTML. Many sections in this book were rewritten for the late-breaking Netscape extensions. At the rate things are changing on the Internet, it's nearly impossible to provide information that is 100 percent up-to-date. For that reason, wherever possible, we have also given you the Internet addresses of sites and tools that we have used so you can check them out for yourself. If you find something we've missed or if you have any comments about this book, we would appreciate hearing from you. Please send us e-mail at either of the following addresses.

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