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4th Edition

Building a Web Site

FOR

DUMMIES®

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- Plan and design a great-looking Web site

Work with HTML, CSS, and navigation plans

Collect and create content that gets attention

Take your site online and attract visitors who come back

David A. Crowder
Author of Google Earth For Dummies



Building a Web Site

FOR
DUMMIES®
4TH EDITION

by David A. Crowder



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About the Author

David A. Crowder has authored or coauthored nearly 30 books on subjects ranging from computers to historical mysteries, including popular bestsellers such as *Sherlock Holmes For Dummies*, *Building a Web Site For Dummies* and *CliffsNotes Getting on the Internet*. He was selling hypertext systems back in the days when you had to explain to people what the word meant. He's been involved in the online community since its inception and is the recipient of several awards for his work, including *NetGuide Magazine's* Gold Site Award.

He is the son of a teacher and a college president, and his dedication to spreading knowledge, especially about the computer revolution, goes beyond his writing. He also founded three Internet mailing lists (discussion groups), JavaScript Talk, Java Talk, and Delphi Talk, all of which were sold to Ziff-Davis. One of his most treasured memories is the message he received from an old-timer on one of those lists who said that he had never seen such a free and open exchange of information since the days when computers were built by hobbyists in home workshops.

When he isn't writing, he spends his time with his wife Angela, wandering through villages in the Andes or frolicking in the Caribbean surf.

Dedication

For Angela. *Eres mi sol, nena, eres mi luna.*

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Introduction

Maybe you already have your own Web site and you're not quite satisfied with it. Or perhaps you're still in the planning stages and want to know what you can do to make your site as good as it can be. You've been to Web sites that have all the bells and whistles, and you wouldn't be human if you weren't just a wee bit envious. Well, now you can have it all too. In *Building a Web Site For Dummies*, 4th Edition, I show you some of the best stuff around, and I tell you just how to go about putting it on your site.

About This Book

This isn't just another Web design book. It's special. Really. I set out to write the one book I'd want by my side if I were looking to set up a really fancy Web site and not break the bank doing it. I tracked down and tested zillions of Web-site enhancements and selected the top of the line to share with you. And I'm honestly proud of the results. I've authored or coauthored more than 20 books on computers and the Internet, and this one is my hands-down favorite.

It's full of things you're sure to love. It's packed with fun stuff, but it's got plenty of serious stuff, too, like how to get past the hype and really make money through your Web site. You'll wonder how in the world you ever got along without having these features on your Web site.

How to Use This Book

Keep this book next to your computer and never lend it to anybody. It's far too precious for that. Make your friends buy their own copies. If you need to make space on your bookshelf, throw away anything else you own to make room for it. When you travel, take it with you. Hold it in your arms at night and tell it how much you love it.

Each chapter is a stand-alone entity. (Don't you just love that word?) You don't have to read the whole thing, and it's a rare person who will read the book from cover to cover right off the bat. Go ahead — hit the table of contents or the index

and jump to the parts you're most interested in. But don't forget to explore the rest of the book after you're done with the parts that excite you most. You won't regret spending the time — you'll find wonders in every chapter.

Foolish Assumptions

I assume that you have a favorite Web-page creation program — whether it's Dreamweaver, plain old Notepad, or the UNIX-based text editor `vi` — and you know how to use it. So when I say to copy and paste text or save your file, you know what you need to do. Just in case you don't have a good Web-authoring program, I include sources for some good HTML editors in this book.

Conventions Used in This Book

It's all organized; I promise. Even though it's rather plebeian compared with finding free content for your site, lots of people worked very hard to make sure that this book follows some straightforward rules and typographical conventions.

Code listings, of which there are plenty, look like this:

```
<HTML>
<HEAD>
<SCRIPT>
...
</SCRIPT>
<TITLE>
...
</TITLE>
</HEAD>
...
```

HTML elements in this book are in uppercase, and their attributes are in lowercase, as in this example:

```
<INPUT type="hidden" name="answer" value="yes">
```

If the value of an attribute is in normal type, you enter it exactly as shown. If it's in italics, it's only a placeholder value, and you need to replace it with a real value. In the following example, you replace *myownimage* with the name of the image file you intend to use:

```
<IMG src="myownimage">
```