Webmaster Ground School

SWS Spring 2003 Section Meeting
Seminar goals

• Provide a base understanding of Internet terminology
• Define a Web site
• Provide guidelines for authoring a Web site
Agenda

- Internet 101
- Authoring a Web site
- SWS Web hosting services
- Tips and notes
internet 101

A walk-around
What Is the Internet?

• A worldwide collection of computer networks that communicate using a common software standard—TCP/IP
• Created by the US DoD 25 years ago.
• The infrastructure: cables, computer networks, phone lines, etc.
• The high speed fiber trunks are owned by the telephone companies
What is the World Wide Web?

- The part of the Internet that provides information to users using **HTTP** (hypertext transport protocol)
- Originally conceived as a way for physicists to share their research data. Brought to life in 1989.
World Wide Web (continued)

- Then in 1992, the world changed, engineers at University of Illinois developed the Mosaic browser and gave it away for free.
- The WWW is only one application of the Internet. Other applications include email, chat rooms, and newsgroups.
WWW terms

- Web information is stored in documents called **Web pages**
- Web pages are files stored on computers called **Web servers**
- Computers reading the Web pages are called **Web clients**
- Web clients view the pages with a program called a **Web browser**
WWW terms (continued)

- Each Web page has a unique address—a **URL** (uniform resource locator)

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http://www.mysite.com/sports/golf.htm
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- Web pages are written in **HTML** (markup language) using **tags**
<!doctype html public "-//w3c//dtd html 4.0//en"
"http://www.w3.org/tr/rec-html40/loose.dtd">

<html>
<head>
<title>my web page</title>
<meta name="description" content="Chapter Home Page">
<meta name="author" content="yourname">
<meta name="keywords" content="Bay Cities, 99s,...">
</head>
<body text="#ff0000" bgcolor="#0000ff">
<P align="center">
<font face="arial" size="5">99s Love to Fly!</Font>
<img src="images/plane.gif" width=100 height=120>
<center>
<P><b><a href="calendar.html">Attend Our Events</a></b></P>
</center>
</body>
</html>
How Web pages work

• In your browser, you specify information that you want to see

• The browser
  • selects the protocol to use: http, ftp, https, ...
  • sends your URL request
  • receives and translates what comes back
  • displays text, images by interpreting the HTML
  • runs any embedded programs, like Java or music
What Is a Web site?

- Instruction and text files—.html/htm
- Graphic files
- Disk storage somewhere
Notes about graphics

- Two main graphic formats—.jpg and .gif
- Photographs—easiest, fastest, and cheapest graphics; save as JPG
- Transparent GIF—a GIF that has one of its colors set to be transparent. When displayed against a background, the images appears to “float”.
Graphics (continued)

- Interlaced GIF—a method of saving a GIF so that it downloads in “layers.” Helps to speed up downloading.
- Image map—a graphic used as a navigation tool. Linked information is defined as a “hot spot” in the graphic.
More terminology

• Upload, download
• Telnet—an uploading program
• Other Internet protocols
  → ftp—file transfer protocol
  → news—for usenet news groups
  → mailto—to send email
  → HTTPS—secured HTTP
• Cascading style sheet—optional style template for a Web page
Terminology (continued)

- IP address—the Internet protocol number that identifies your machine or a server on the Internet, ie. 65.18.210.151
- MB—megabyte, used to measure disk storage. (The sws99s Web site is about 6MB)
- PDF—Adobe’s Portable Document Format
- cgi-bin and htdocs—common directories in a hosting account
Terminology (continued)

- Java — a programming language by Sun Microsystems. Runs as a program.
- Javascript — scripting language embedded in the Web page. Interpreted by the browser.
Taking Flight

Authoring a Web site
Preflight—*Getting ready*

- **You must…**
  - Be brave on your computer and the Internet
  - Have a good Internet connection

- **Select your identify style**
  - Domain name—www.baycities.org
    - $8.75 to $20/yr
  - Subdomain—baycities.sws99s.org
  - Share an account—www.tangella.org/baycities
Getting ready (continued)

• Get some disk space
  → Your own hosting account
    • $6-25/month
  → Park on the SWS hosting account
  → Subdomain on the SWS hosting account
  → Space on some other account
Getting ready (continued)

• Software
  ➔ Visual HTML tool—WYSIWYG
    • No Microsoft FrontPage on SWS site
  ➔ FTP tool—cuteftp, WS_FTP Pro
  ➔ Winzip—for .zip files
  ➔ Graphic editing tool—Paint Shop Pro
Getting ready: Nice to Haves…

• A REAL fast Internet connection
• Software
  → More powerful HTML tool (Dreamweaver)
  → Adobe Acrobat for PDF files
  → a popup blocker
• Scanner
• Digital camera
Flight Plan

Spend time planning

- Search the Web for site examples
- Define 1 or 2 site goals
- Sample goals
  - Educate the public about aviation or about the 99s
  - Communicate information to chapter members
  - Attract new members
Planning (continued)

- Define your audience profile
  - Age, flying experience
  - Why are they coming to your site?
  - Sex, education, computer experience
- Produce a great outline
- Content, content, content, content, content
  - Stay focused
  - Rank your information
Planning (continued)

• Don’t duplicate content
  ➔ Point to the International Web site for forms and applications
  ➔ Add pointers to Int'l and SWS calendar
• Plan for future expansion
Outline example

A. Home page
   1. Who are we? What are the 99s?
   2. Where we meet? When?
   3. The area/airports that we cover

B. Meetings
   → Upcoming programs, archive of past speakers

C. Activities
   → Calendar, event write-ups, trip reports
Planning (continued)

• Convert your outline to a site map
  ➔ Define folders for large areas
  ➔ Define a file naming convention

• Create an intuitive structure, links, and navigation
Web page templates

- Use a light background, dark text
- Keep it simple
- Use colors instead of graphics for links
- Sketch your home and sub page design
  - Use the sample templates that come with your HTML tool
  - Use ideas from other sites
  - Save time… buy a template...
welcome to our website


Sed diam nonummy eumod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Place your images and content here.
Web page content

- Make your pages consistent
- Keep the home page short
- Double check your work
- Take a minimalist approach, people don’t read
- Review your audience profile.
- What are you providing that will bring readers back?
Take off

Creating the site

- Create site files on your computer
- Test on your local system
- Proof read, spell check, design/link check
- Log into your account
- Upload files with FTP tool
- Test, have others test—Windows, Mac, Internet Explorer, and Netscape
- Print out your main pages
Flight Following

Announcing your site

- Search engines
- Contact Pam O'Brien and Kelli Gant to get your chapter site added to the 99s Web sites
- Add the URL to your chapter newsletter
- Announce your site in your *Southwesterly* chapter report
- Contact area flying clubs and airport Web sites
Enroute

- Keep your site up to date
- If you can’t update your site often, don’t put in dated material
- Backup your files
- Answer your mail
Tips and Notes
Tips and Notes

- Get a good HTML book
- File extensions .html and .htm are equal
- The default page of any folder is *index* or *default*
- Learn by looking at the source of a Web page that you like
  → IE: View>source
  → Netscape: View>Page Source
Tips and Notes (continued)

- Put graphic files in a common directory
- Remember that all artwork and content has copyrights
- Fonts
  - Stick to standard san-serif fonts, like arial
  - Use color sparingly
Tips and Notes (continued)

• Layout
  ➔ Use tables to layout your pages
  ➔ Put navigation links on the top or left sides

• File naming
  ➔ Use all lowercase letters
  ➔ Keep filenames short
  ➔ Don’t use spaces
Tips and Notes (continued)

- Defining file location, the HREF tag
  - Absolute — the complete path
    - www.sws99s.org/section/meetings.html
  - Relative — the path to one file as it relates (is relative to) another
    - section/meetings.html
    - ../images/logo.gif
SWS Hosting Account Status
Online resources

- google.com — *search engine*
- Webmaster resources
  - builder.com
  - webmaster-planet.com
  - learnthenet.com/english/section/webpubl.Htm
    — *how to build a Web site*
Resources (continued)

- Domain name registration
  - Network Solutions
  - Domain Registry of America
  - Cheap-Domain Registration

- Software
  - download.com, some free stuff
  - shopper.com, online software dealers
  - amazon.com
Resources (continued)

• FTP tool
  → Cuteftp, $40, Cuteftp Pro $60 cuteftp.com
  → WS_FTP Pro, market leader, $40

• Templates (also search: web site templates)
  → 4templates.com—inexpensive site templates
  → steves-templates.com

• HTML help
  → htmlprimer.com
  → htmlhelp.com
Resources (continued)

- HTML editors
  - WebPage Construction 6.0, *Beginners*, $16, Amazon
  - Coffeecup HTML Editor 9.5 $49.00 coffeecup.com (and other cool tools)
  - Hotdog Pagewiz, $69.95, sausage.com
  - NAMO Webeditor 5.0, $34.99 special, Amazon
  - *Top of the line*, Dreamweaver, $350
Resources (continued)

- Popup blocker
  - Popup stopper companion, panicware.com
  - Coffeecup Popup Blocker, coffeecup.com