



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

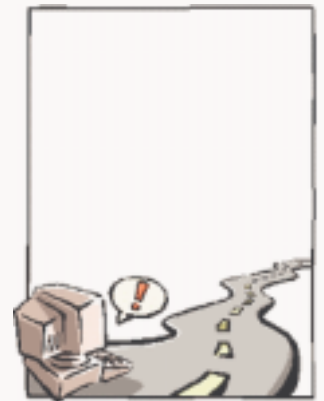


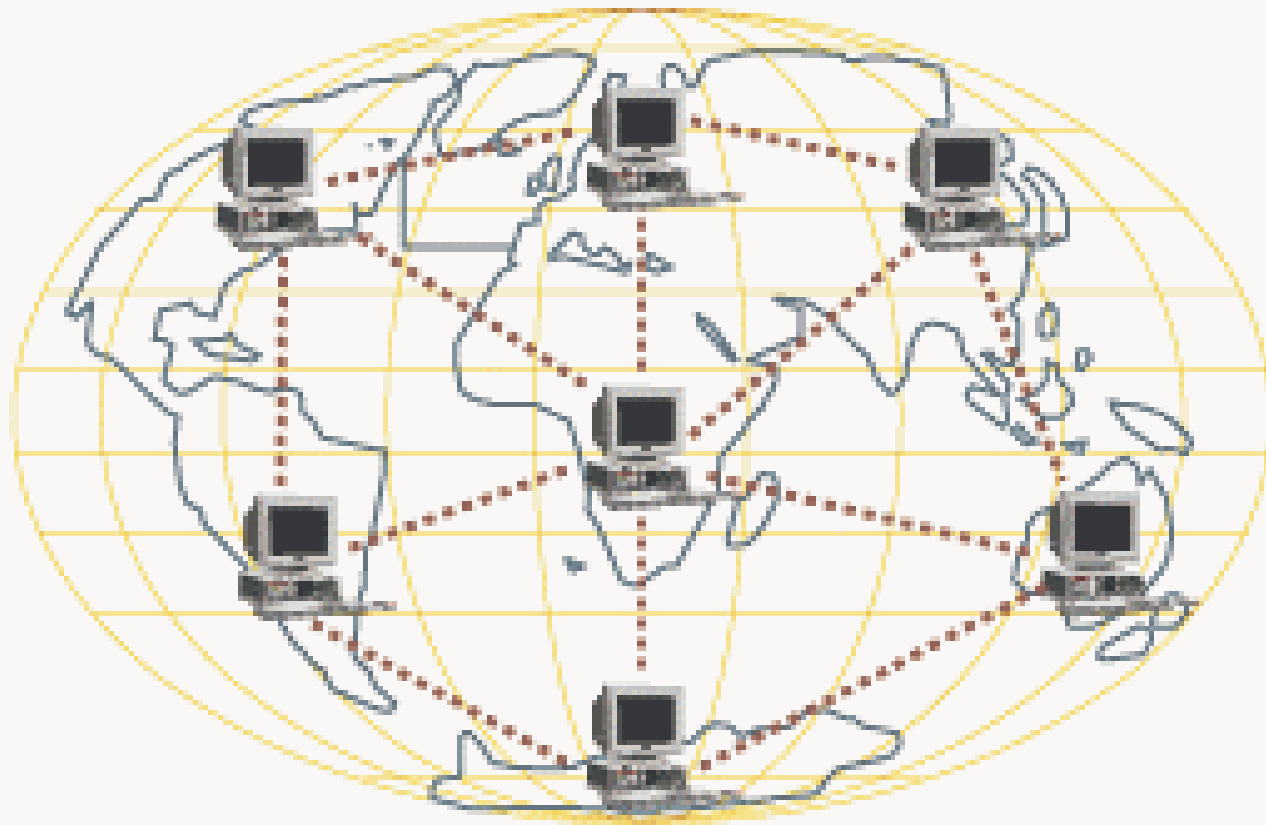
internet 101

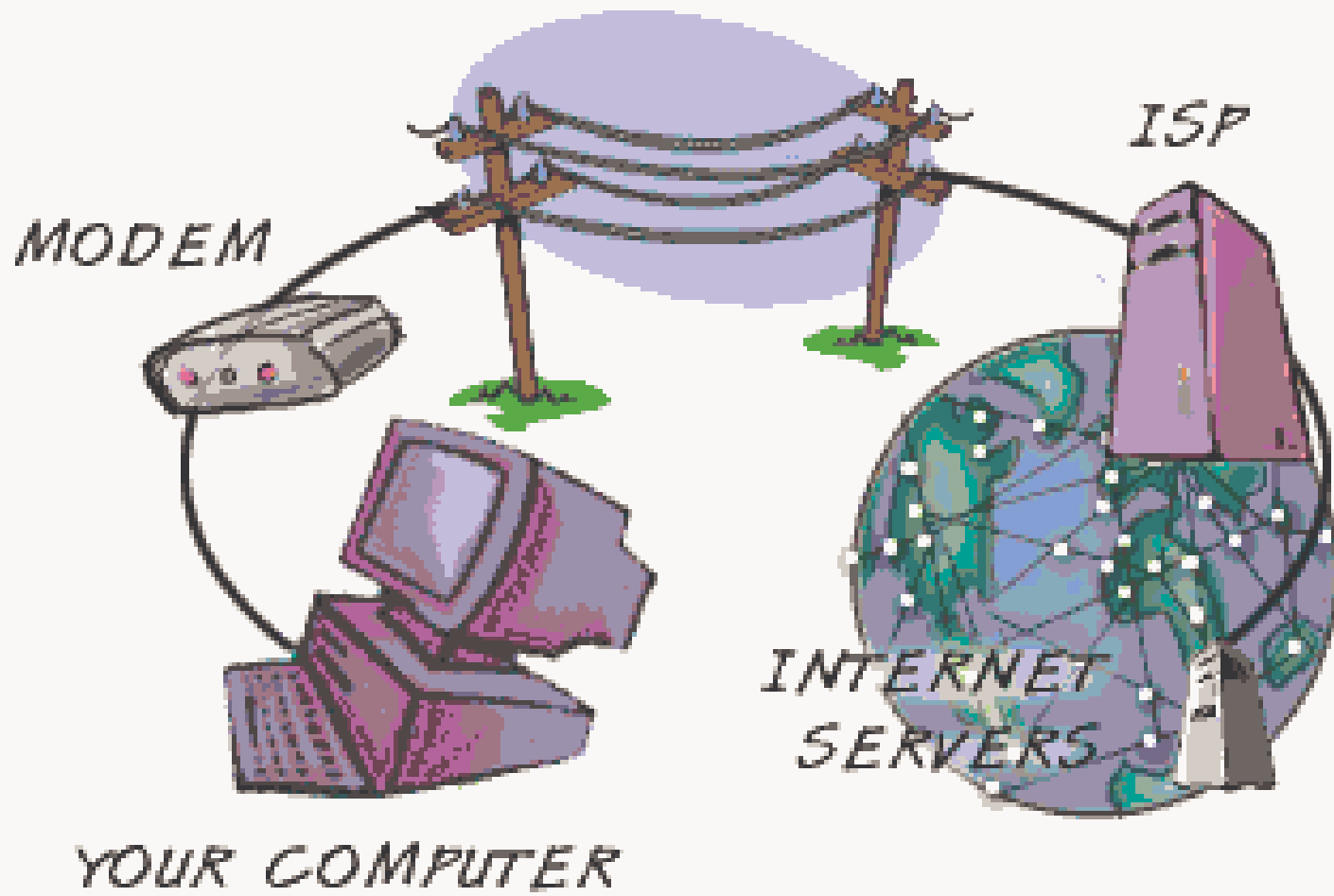
A walk-around

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)

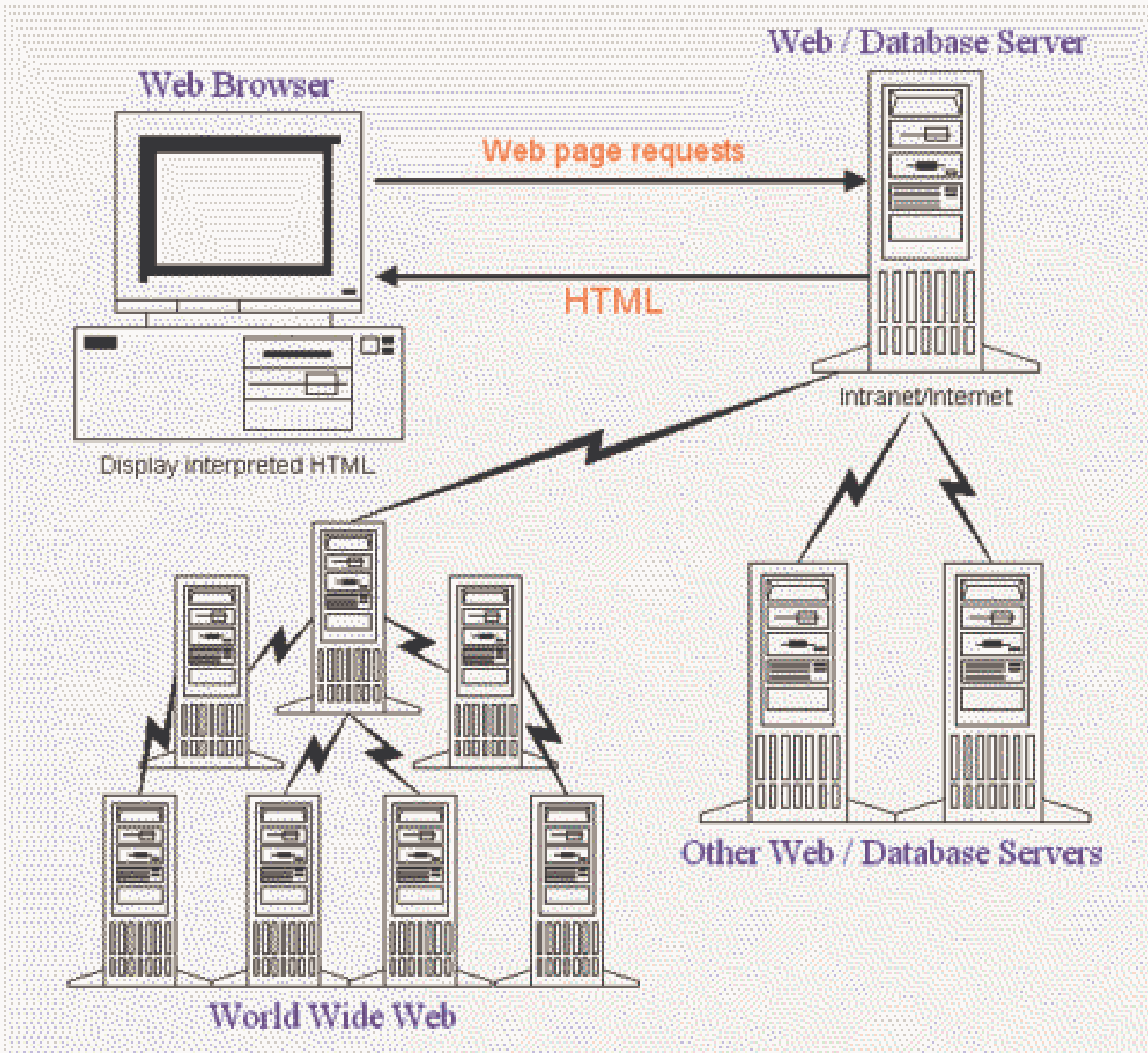
- Then in 1992, the world changed, engineers at University of Illinois developed the Mosaic browser and gave it away for free
- The WWW is only one application of the Internet.

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)

Protocol | **Domain** | **Directory** | **Document**
<http://www.mysite.com/sports/golf.htm>

- 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>
</center>
</body>
</html>
```

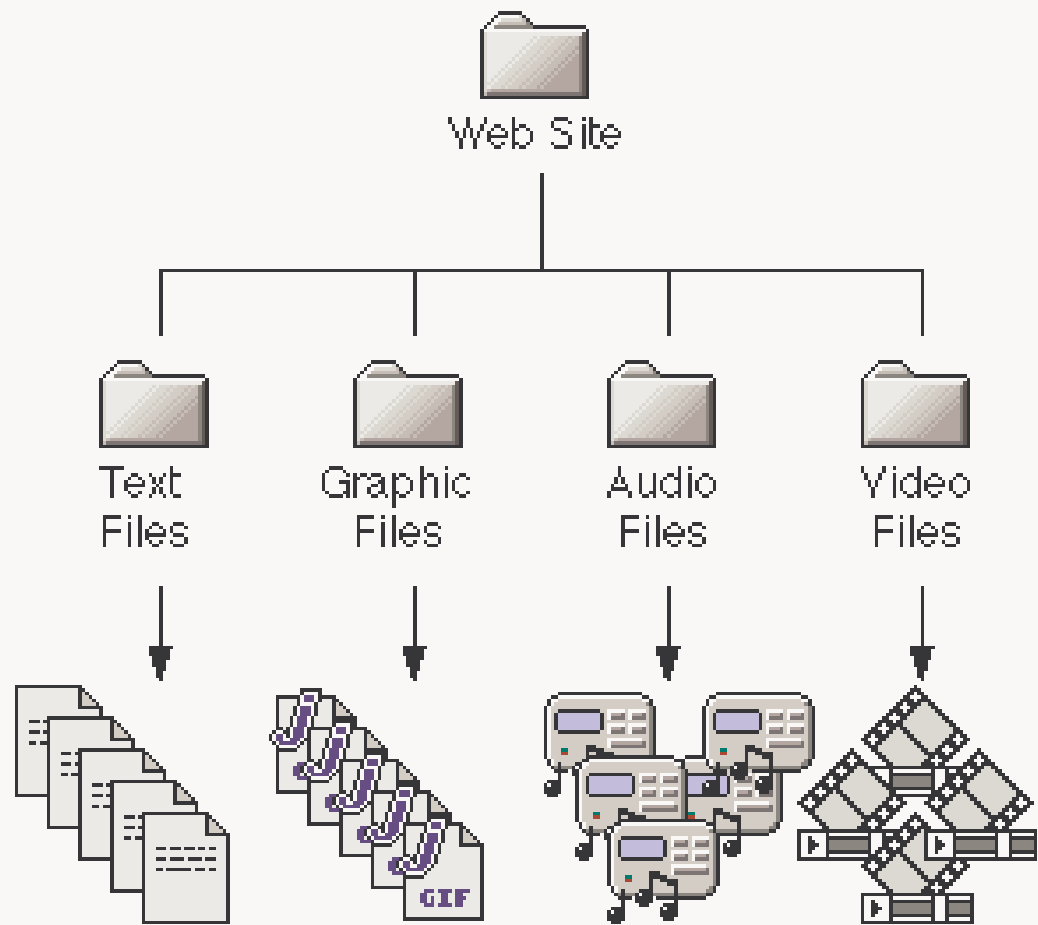
How Web pages work

- 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”.



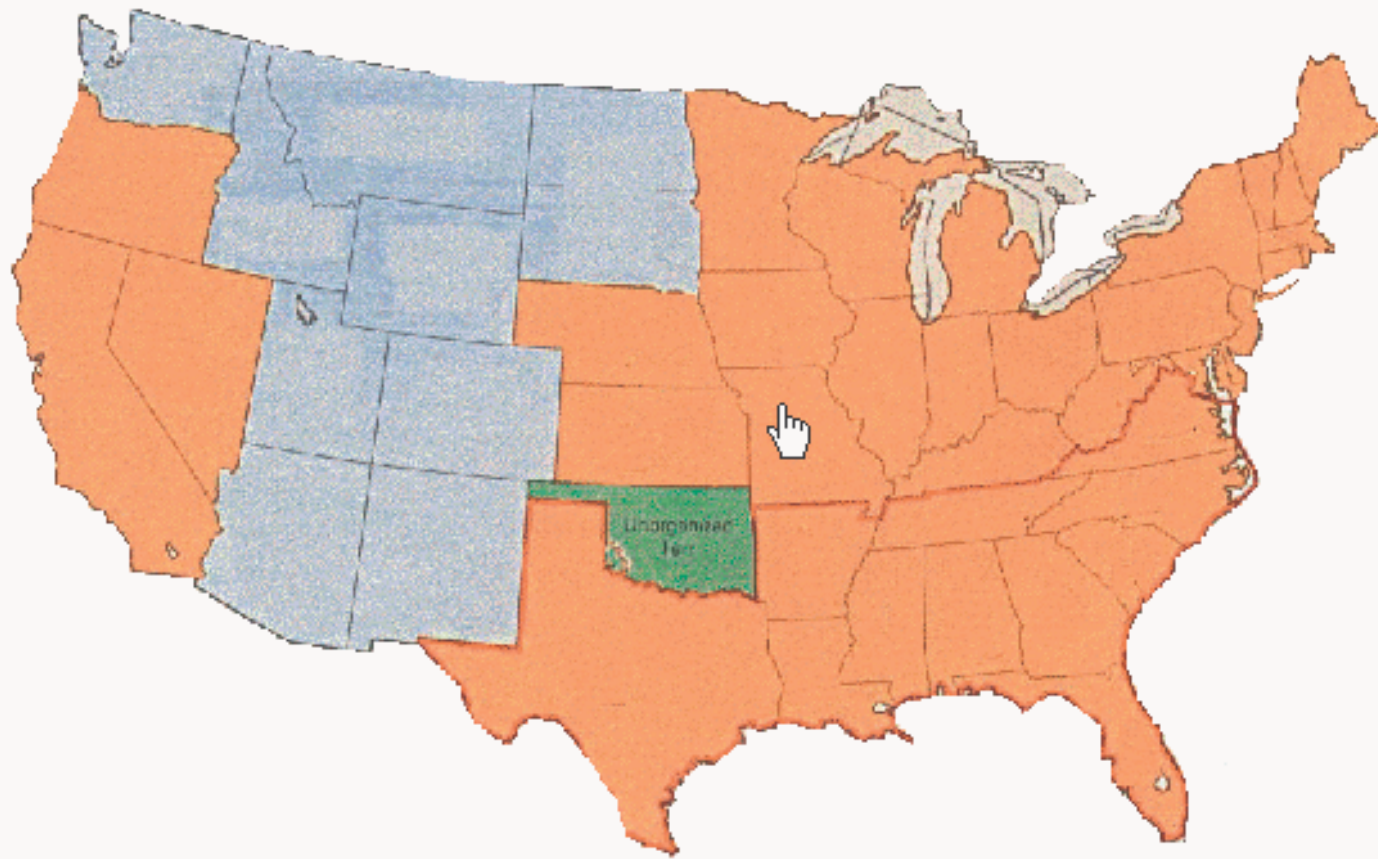
Standard GIF

Transparent GIF



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...

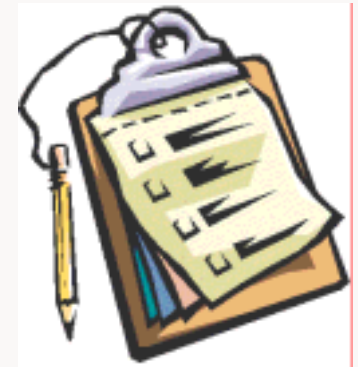
- A REAL fast Internet connection
- Software
 - More powerful HTML tool (Dreamweaver)
 - Adobe Acrobat for PDF files
 - a popup blocker
- Scanner
- Digital camera



Flight Plan

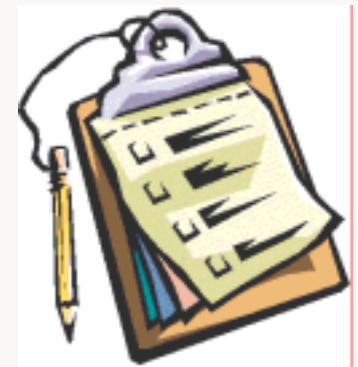
Spend time planning

- 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



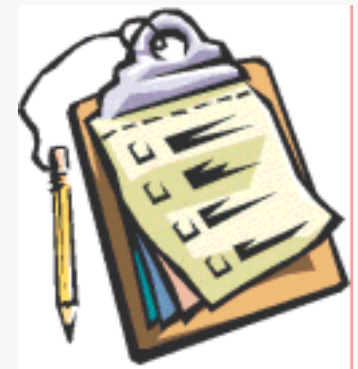
Planning (continued)

- 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
 - 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

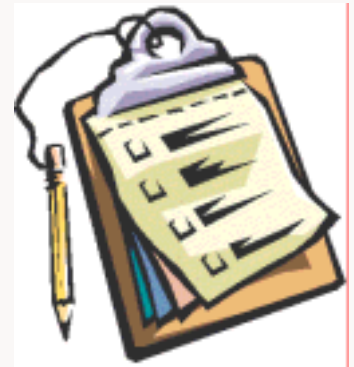
→ Upcoming programs, archive of past speakers

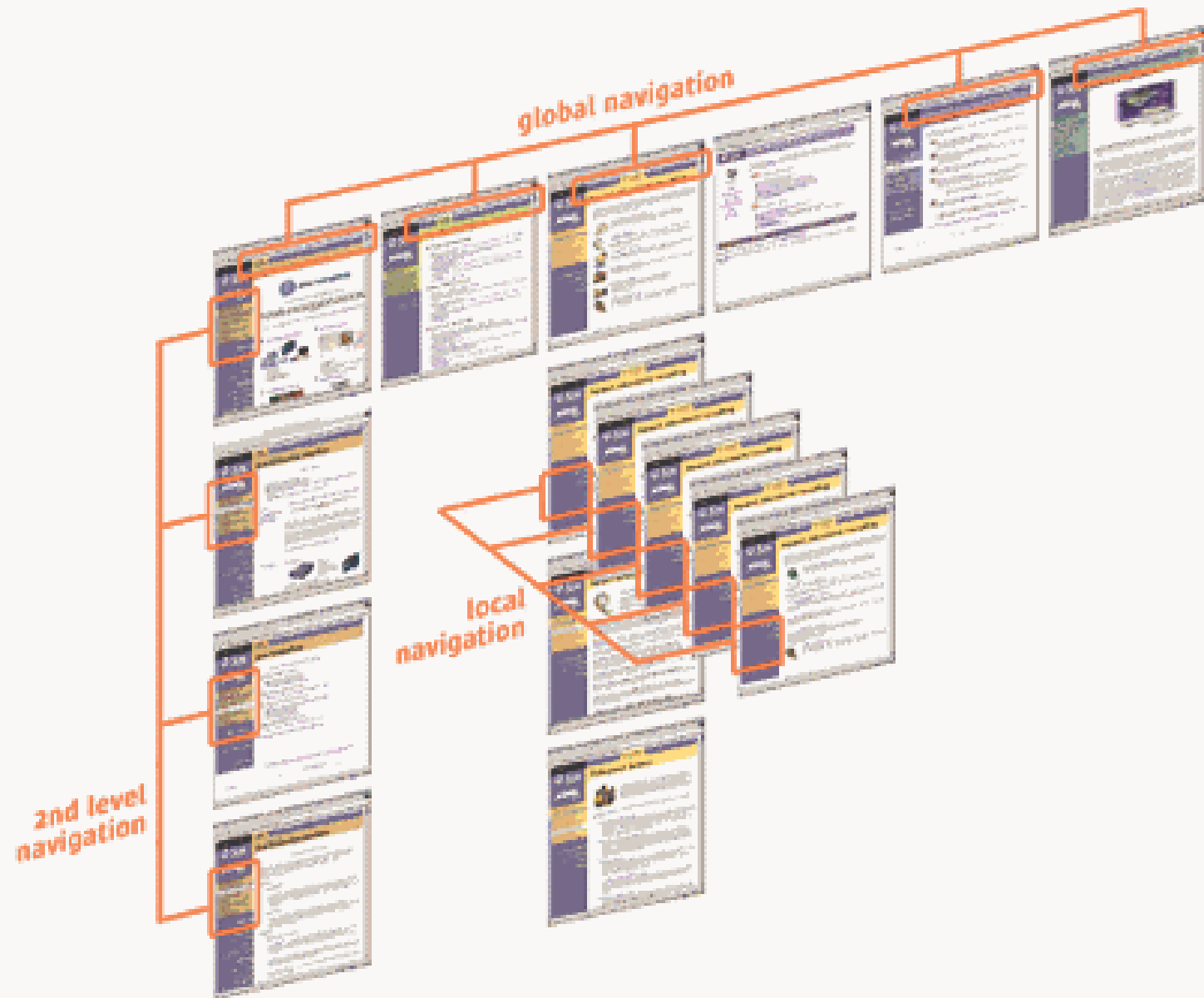
C. Activities

→ Calendar, event write-ups, trip reports

Planning (continued)

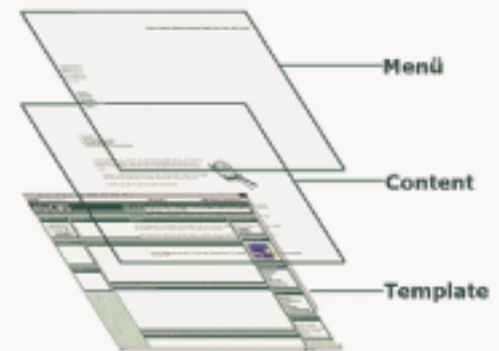
- Convert your outline to a site map
 - Define folders for large areas
 - Define a file naming convention
- Create an intuitive structure, links, and navigation





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...



yoursite.com

Link

Link

Link

Link

Link

Subheading

Your Link

Your Link

Your Link

Your Link

Your Link

Subheading

Your Link

Your Link

Your Link

Your Link

Your Link

Place your content here.



[First Link](#)[Second Link](#)[Third Link](#)[Fourth Link](#)[Fifth Link](#)[Sixth Link](#)

welcome to our website

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy. Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

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Company Name

Your Link Your Link Your Link Your Link Your Link

Your Text Link

Your Text Link

Your Text Link

Your Text Link

Your Text Link

Place your images and content here.

Text Link

Text Link

Text Link

Text Link

Text Link

Place your content here.

yoursite.com


Your Link

Place your content here.

Your Link

Your Link

Your Link

 company name

[your link](#)

[your link](#)

[your link](#)

[your link](#)

[your link](#)

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

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