

Index

A

A-LBs. *See* A-list bloggers
A-list bloggers (A-LBs), 240
About.com E-Commerce Solutions, 336
above the fold, definition of, 293
Access NetFront Browser, 154
accessorizing your website, 63
 favicon
 creation, 83
 definition of, 82
 image converted to, 83
 feeds, 75
 FeedBurner, 80
 Feedroll RSS Viewer, 76
 NewsGator, 77
 Firefox, bullet, 67
 free content, 82
 lists, 64
 bulleted, 64
 customized bullet styles, 65
 definition, 73
 dictionary-style, 73
 nesting, 75
 numbered, 68
 numbering styles, 71
 NewsGator, 77–78
 weather module, 81
Accredited Internet Professional (AIP), 285
ad network, 292
ad view, 291
Add Me!, 228
administrative fees, 336

Adolescent Vocabulary
 Attrition Syndrome, 21
AdSense, 287, 294
 account, 296, 300
 ad code, 301
 ad format, 303
 ad options, 301
 banner ad format, 308
 channels, 304
 contextual ads, 295
 home page, 298
 hot spots, 306
 JavaScript code, 305, 308
 popularity of, 295
 restrictions, 296
 revenue-increasing techniques, 306
 rules, 306
advertising, 232, 287
 action, 288
 ad formats, 288–290
 ad networks, 293
 BurstMedia, 293
 Casale Media, 294
 contextual ad, 294
 Google AdSense, 294
 Tribal Fusion, 294
 ValueClick, 294
 Yahoo! Publisher Network, 294
 bad rap, 287
 banner ad, 290
 choice of banner exchange or ad network, 292
 above the fold, 293
 ad formats, 293
 ad position, 293
 credit ratio, 292
 image specifications, 293
 minimums, 292
 multiple ads, 293
 payment, 292
 site type, 293
 click-through, 290
 click-through ratio (CTR), 291
 cost-per-action (CPA), 291
 cost-per-click (CPC), 291
 cost-per-thousand (CPM), 291
 effective cost-per-thousand (eCPM), 291
 Google AdSense, 295
 account, 296, 300
 ad code, 301
 ad format, 303
 ad options, 301
 banner ad format, 308
 channels, 304
 contextual ads, 295
 home page, 298
 hot spots, 306
 JavaScript code, 305, 308
 popularity of, 295
 restrictions, 296
 revenue-increasing techniques, 306
 rules, 306
 hot spots, 306
 impression, 291
 interstitial, 291
 lingo, 288

- myth, 288
- run-of-site, 291
- selling ad space, 292
 - ad network, 292
 - banner exchange network, 292
 - direct selling, 292
- unique users, 291
- affiliate program(s), 311
 - Amazon.com Associates Program, 313
 - choice of, 314
 - check thresholds, 314
 - commission base, 314
 - commission exceptions, 314
 - commission rates, 314
 - direct versus general links, 314
 - exclusivity, 314
 - site restrictions, 314
 - CPA program, 312
 - CPC program, 312
 - CPM program, 312
 - definition of, 313
 - description of, 312
 - pointers, 316
 - referral fee, 313
 - research, 314–315
 - setting up, 315
- AIP. *See* Accredited Internet Professional
- alert box, 248
- Amazon.com, Associates Program, 313
- America Online, 190
- anchor, 128
- anchor tags, 129
- ancient media, 114
- anonymous authentication, 220
- ASCII text, 5
- Associates Program, Amazon.com, 313
- Atomz, 148

- attribute(s), 19
 - action, 89, 94
 - alt, 143, 158
 - background, 48
 - border, 39
 - cellspacing, 49
 - checked, 97
 - class, 120, 159
 - colspan, 46
 - href, 129
 - JavaScript, 262
 - maxlength, 95
 - media, 157, 159
 - method, 90
 - multiple, 101
 - name, 262
 - onChange, 150
 - onSubmit, 268, 274
 - rowspan, 48
 - selected, 102
 - size, 95, 101
 - src, 91, 247, 262
 - style, 25, 43, 65, 84, 115
 - value, 92, 94, 177
 - wrap, 95
- authentication, basic, 222

B

- banner ad, 290
- banner exchange, 292
- Big Four skills, 280
- billable hours, 280
- BlackBerry, 156
- blo.gs, 239
- blog, 233
 - headlines, 233
 - name, 79
 - page updates, 128
 - sites, 238
- blog-specific indexes, 239
- bloggers, A-list, 240
- BlogHop, 239
- blogging, 239–240

- Boards2Go, 107
- BoardServer, 107
- Bravenet, 105–107
- breadcrumbing, 145
- browser buttons, validation, 176
- BrowserCam, 168
- building blocks. *See* tags, basic
- Building Your First E-Commerce Site, 336
- bullet lists, customized styles, 65
- bulleted lists, 64
- bulletin boards, 107
- Bulletproof Web Design Contracts, 282
- BurstMedia, 293
- business. *See* web design business

C

- CafePress, 319
- Cardservice International, 318
- Casale Media, 294
- cascading style sheet, 119
- cell(s)
 - aligning text inside, 43
 - definition of, 34
 - self-contained, 35
 - space between, 49
 - text wrapped inside, 35
 - width, 49
- cell padding, 49
- cell phones, 153
- Certified Web Professional (CWP) certification, 285
- CGI. *See* Common Gateway Interface
- CGI 101, 105
- CGI Directory, 105
- CGI Resource Index, 105
- CGI-Joe, 104
- CGIexpo.com, 105

character(s)
 code, HTML, 146
 code continuation, 250
 common, 16
 encoding, 171
 entities, 15
 feet, 26
 illegal, 218
 set, 171

character references, 15–16

Chat-Forum, 106

chat rooms, 106
 JavaScript-based, 106
 sites offering, 106

click-through, 290

click-through ratio (CTR), 291

CINet Reviews, 186

code continuation character, 250

Common Gateway Interface (CGI), 103
 resources, 105
 scripts, 106, 184

comp.infosystems.www.
 authoring.cgi newsgroup, 105

Complete Idiot's Guide to Creating a Web Page and Blog, The, 4, 277

Complete Idiot's Guide to a Smart Vocabulary, The, 124

Complete Idiot's Guide to Windows XP, The, 124

CompuServe Graphics
 Interchange format, 19

contextual ads, 294–295

cost-per-action (CPA), 291, 312

cost-per-click (CPC), 291, 312

cost-per-thousand (CPM), 291, 312

counter programs, 226
 eXTReMe Tracker, 226
 Motigo Webstats, 226

Site Meter, 226
 WebCounter, 227
 Yahoo! Access Counter
 Index, 227

CPA. *See* cost-per-action

CPC. *See* cost-per-click

CPM. *See* cost-per-thousand

Create a Watertight Web Site
 Design Contract, 282

credit card transactions, 320

credit ratio, 292

CSS
 mobile browsers and, 157
 validator, 169

CSS Validation Service, 173

CTR. *See* click-through ratio

CWP certification. *See* Certified Web Professional certification

Cyberduck, 190

cyberselling. *See* e-commerce

D

database of products, 332

DDNS service. *See* dynamic DNS service

dedicated server, 183

deep link, 177

default website, 209, 217
 adding files, 211, 213
 adding folders, 211, 215
 changing home page, 214
 folder examination, 209
 IIS Manager, 210
 permissions, 211
 renaming of, 217

definition list, 73–75

design, 111
 anchor, 128
 ancient media, 114
 contract, 282
 “Eye Candy,” 112

good content, 112
 being yourself, 114
 having fun, 114
 passion, 113
 stories, 114
 style gurus, 113
 text, 113
 topics, 113
 voice, 113

good design, 112
 avoiding graphical faults, 112
 consistency, 112
 content, 112
 easy to find, 112
 welcome mat, 112

graphical faults, 112

hypertext, 130

page layout, 126
 copyright info, 126
 current status of page, 126
 feedback mechanism, 127
 internal links, 128
 link to home page, 127
 main heading, 126
 page elements, 126
 reader accommodation, 127
 signature, 126
 title, 126

server-side includes (SSI), 131
 echo tag, 133–134
 include tag, 131–132
 SSI config tag, 134

site organization, 121
 home page, 123
 layout, 124
 links, 124
 one-track web page, 122

style, definition of, 115

style sheets, 115

- embedded style sheet, 116
- external style sheet, 119
- inline styles, 115, 120
- style classes, 120
- <style> tag, 116
- WordPerfect, 115
- dictionary, spell-check, 175
- dictionary-style lists, 73
- direct selling, 292
- directory(ies), 140
 - CreatingAWebSite, 140
 - definition of, 140
 - file referencing, 141
 - files sitting in, 19
 - Graphics, 140
 - multidirectory setup, 141
 - names, 6
 - parent, 141
 - Ramblings, 140
- DOCTYPE declaration, 171–172
- domain name, 182
 - registrar, world's biggest, 320
 - registration, 278
- domain registrars, discount, 182
- dot com domain, 278
- dynamic DNS (DDNS) service, 205, 208

E

- Eatonweb Portal, 239
- eBay, 319
- e-commerce, 317
 - big-time, 336
 - credit card transactions, 320
 - database of products, 332
 - Google Checkout support, 320
 - hosting companies, 318–319
 - hosting service, 320
 - hosts allowing for, 184
 - in-house, 336
 - order-taking system, 321
 - credit card transactions, 335
 - MailForm, 334
 - order form creation, 321
 - order processing, 334
 - product list, 332
 - transaction fees, 335
 - packages, 320
 - payment gateway, 335
 - PayPal, 320
 - renting online retail space, 318
 - businesses hosting retail presence, 318
 - CafePress, 319
 - domain name, 318
 - eBay, 319
 - Etsy, 320
 - hidden fees, 318
 - HostWay, 320
 - Network Solutions, 320
 - reports, 318
 - residency requirement, 318
 - security, 318
 - set-up fee, 318
 - SiteGround, 320
 - store limitations, 318
 - Yahoo! Small Business, 320
 - store limitations, 318
 - storefront, in-house, 321
 - swipe terminal, 335
 - tutorials, 336
- eCPM. *See* effective cost-per-thousand
- effective cost-per-thousand (eCPM), 291
- e-mail
 - address, form fields and, 268
 - link, 86, 88
 - mailbox, 183
 - service, web-based, 86
 - sociability with, 86
 - spam crawlers and, 251
- embedded style sheet, 116
- entity name, 15
- Epinions.com, 185
- error message, firewalls and, 204
- Etsy, 320
- event, 263
- eXtensible Markup Language (XML), 234
 - image, 238
 - Sitemaps XML Protocol, 231
- eXTReMe Tracker, 226
- eXtropia, 105

F

- favicon
 - creation, 83
 - definition of, 82
 - image converted to, 83
- Feed2JS, 76
- feedback mechanism, 127
- FeedBurner, 77, 80
- Feedroll RSS Viewer, 76
- Fetch, 190
- file extension, 5
- File Transfer Protocol (FTP)
 - password, 191
 - server, 199
 - user name, 191
- Findahost, 187
- Firefox, 67, 168, 177
 - alert message, 258
 - border styles, 42
 - bullet, 67
 - definition list, 74
 - file loading, 7
 - remote users running, 199
 - validation, 177
 - web page creation, 4

firewalls, 203
font family, 26
font size, 24
footer, 55, 127
FormBuddy, 104
forums, 106
Free Web Site Hosting
 Providers in the Yahoo!
 Directory, 186
Free Web Space 411, 186
FREE Website Providers, 186
FreeFind, 148
FreeWebspace.net, 186
FrontPage, 184
FTP. *See* File Transfer
 Protocol
FusionBot, 148

G

generic family names, 26
GeoCities, 278
geographic index, 240
GIF, 18–19
 converting graphics to, 18
 limitation of, 17
Globe of Blogs, 239
Gmail, 86
GoDaddy.com, 182, 278
Google, 148
 account, password for, 300
 AdSense, 287, 294
 account, 296, 300
 ad code, 301
 ad format, 303
 ad options, 301
 banner ad format, 308
 channels, 304
 contextual ads, 295
 home page, 298
 hot spots, 306
 JavaScript code, 305,
 308
 popularity of, 295

restrictions, 296
revenue-increasing tech-
 niques, 306
rules, 306
Checkout, 320, 335
favicon, 82
home page, 82
logo, 83
search, validation services,
 177
 site map, 151
Graph-X, 18
Groupee, 107
guest books, 104

H

header, definition of, 55
home page, default, 214
HostFinders, 187
HostIndex, 187
hostlist.htm, 185
HostWay, 320
Hotmail, 86
HREF. *See* Hypertext
 Reference
HREF attribute, replaced, 129
HTML. *See* Hypertext
 Markup Language
HTTP. *See* Hypertext
 Transport Protocol
hwg-business, 284
hypertext, 130
Hypertext Markup Language
 (HTML), 3, 245
 character codes, 12, 146
 code, 214
 interpretation, 168
 validation, 167, 177
color names, 29
color techniques, 28
comment tags, 246
file type, 6
files, saving, 5

heading tags, 14–15
knickknacks, 4
lists, types of, 75
mobile browsers and, 157
pages, DOCTYPE declara-
 tions for, 173
radio buttons, 99–100
table. *See* tables
tags, 7
Toolbox, 174–175
validator, 169, 177
Writers Guild Contract
 FAQ, 282
Hypertext Reference (HREF),
 22
Hypertext Transport Protocol
 (HTTP), 204

I

IIS. *See* Internet Information
 Services
image(s)
 adding to web page, 19
 alignment option, 20
 -based site map, 152
 conversion of, 18
 conversion of to link, 142
 file, 19
 formats, 17
 home page, 209
 maps, 159
 overuse of, 17
 specifications, banner
 exchange network, 293
 suggestions for, 17
 table, background, 48
 wrapping text around, 20
 XML, 238
index, 147
inline style, 115
internal links, 128
International Webmasters
 Association, 285

Internet, corrosion of the social, 86

Internet Explorer, 27, 168

- cellspacing attribute, 49
- document loaded into, 10
- file loading, 7
- image in, 17
- remote users running, 199
- table in, 46
- validation, 168
- web page creation, 4

Internet Explorer Mobile, 154, 160

Internet Information Services (IIS), 198

- Basic Authentication component, 220
- built-in, 199
- Log File Fields, 223
- logs, 222
- Management Console, 199
- Manager, 210
- programming features, 201

Internet Protocol (IP), 202

Internet service provider (ISP) 180, 187

intranet, 198

IP. *See* Internet Protocol

IP address

- description of, 202
- permanent, 206
- public, 208

ISP. *See* Internet service provider

items, 236

Ivan Hoffman's Articles for Web Site Designers and Site Owners, 282

J-K

Java applets, 106

JavaScript, 149, 245–246, 261, 321

attributes, 262

case sensitivity, 249

examples, 248

- detection of users
- browser, 257
- hiding e-mail address
- from spam crawlers, 251

JavaScript functions, 255

- message display, 248
- pop-up box, 248
- putting data and time into page, 252

forms, 268

- form data confirmation, 270
- form fields, 268

JumpToIt, 150

mortgage calculator, 273

mouseover, 261

navigator.appName, 257

navigator.appVersion, 257

navigator.userAgent, 257

Netscape, 257

password protection, 264–265

- linking, 265
- script, 266

password system, 264

product list, 332

<script>tag, 246

- external JavaScript file, 247
- inserting script, 247
- script adjustment, 247
- script reuse, 247
- thwarting, 270

JavaScript code, Google AdSense, 305

JavaScript function, 247

JavaScript language, 246

JavaScript-based navigation techniques, 159

JavaScript/AJAX, 106

JPEG, 19

- advantage of, 18
- converting graphics to, 18

L

language chiropractor, 21

link(s)

- checking, 175
- conversion of image to, 142
- drop-down list, 149
- text descriptive, 175

List, The, 187

lists, 64

- bulleted, 64
- customized bullet styles, 65
- definition, 73
- dictionary-style, 73
- nesting, 75
- numbered, 68
- numbering styles, 71

login name, provider-assigned, 187

logo, Google, 83

M

Mac OS X, 169

- new text file, 4
- Safari, 7
- TextEdit, 4

MailForm, 104, 334

mailing lists, 232, 283–284

mailto link, 86, 127

malformed pages, culprit of, 167

marketing tool, 232

markup validator, 173

Master.com, 148

Matt's Script Archive, 105

microbrowsers, 154

Microsoft

- FrontPage, 184

- Internet Explorer, 27, 168
 - cellspacing attribute, 49
 - document loaded into, 10
 - file loading, 7
 - image in, 17
 - remote users running, 199
 - table in, 46
 - validation, 168
 - web page creation, 4
 - Internet Explorer Mobile, 154, 160
 - Office Live, 279
 - Windows
 - new text file, 4
 - Notepad, 4
 - password, 201, 221
 - user name, 201, 221
 - Windows Meeting Space, 199
 - Windows Vista, 4, 169
 - authentication, 222
 - Business Edition, 199
 - Firewall, 204
 - IIS installation, 199
 - log files, 222
 - as server, 199
 - simultaneous data request limit, 200
 - validation, 169
 - World Wide Web
 - Publishing Service, 216
 - Windows XP, 169
 - Word, 115
 - Minimo, 154
 - mobile browsers, 153–154
 - Access NetFront Browser, 154
 - bad news, 154
 - bandwidth, 155
 - cell phones, 153
 - device browsers, 154
 - Microsoft Internet Explorer Mobile, 154
 - Minimo, 154
 - mobile simulators, 156
 - mobile style sheet, 157
 - Openwave Mobile Browser, 154
 - Opera Mini, 154
 - Opera Mobile, 154
 - PC browsers and, 158
 - collapsing table structure, 161
 - comparisons, 158
 - hiding elements from mobile browsers, 159
 - mobile-friendly coding, 158
 - personal digital assistants (PDAs), 153
 - Picxel, 154
 - pocket PCs, 153
 - popular, 154
 - screen resolution, 155
 - third-party, 154
 - mobile devices
 - browsers, 154
 - screens, 159
 - mobile simulators, 156
 - Motigo Webstats, 226
 - mouseover, 261
 - Multicity, 106–107
 - MyBB, 107
-
- ## N
-
- navigation, 139
 - breadcrumbing, 145
 - directories, 140
 - CreatingAWebSite, 140
 - file referencing, 141
 - multidirectory setup, 141
 - parent, 141
 - Ramblings, 140
 - web hosting company, 140
 - disorganized website, 140
 - drop-down lists of links, 149
 - elements, 140
 - Google site map, 151
 - index, 147
 - making site searchable, 146
 - search engine, 147
 - search feature, 146–147
 - search hosts, 148
 - navigation bar, 141
 - button creation, 145
 - converting image to link, 142
 - graphics program, 144
 - layout, 141
 - link border, 143
 - toolbar button design, 144
 - web page toolbar, 143
 - organization, 140
 - search hosts, 148
 - Atomz, 148
 - FreeFind, 148
 - FusionBot, 148
 - Google, 148
 - Master.com, 148
 - PicoSearch, 148
 - site map, 151
 - NCSA, 105
 - nesting lists, 75
 - NetFront, 156
 - NetMechanic, 174
 - Network Solutions, 320
 - news aggregator, 80, 233
 - NewsGator, 77–78
 - newsgroups, 232
 - Notepad, 30
 - numbered lists, styles, 71

O

Online Commerce
Introduction to eCommerce, 336
online retail space, 318
 businesses hosting retail presence, 318
 CafePress, 319
 domain name, 318
 eBay, 319
 Etsy, 320
 hidden fees, 318
 HostWay, 320
 Network Solutions, 320
 reports, 318
 residency requirement, 318
 security, 318
 set-up fee, 318
 SiteGround, 320
 store limitations, 318
 Yahoo! Small Business, 320
Openwave, 154, 156
Opera browser, 156
Opera Mini, 154, 156
Opera Mobile, 154
order form, 332
order-taking system, 321
 credit card transactions, 335
 MailForm, 334
 order form creation, 321
 order processing, 334
 product list, 332
 transaction fees, 335

P

page checker, 167
page-checking services, 175
page layout, 126
 copyright info, 126
 current status of page, 126
 feedback mechanism, 127

 internal links, 128
 link to home page, 127
 main heading, 126
 page elements, 126
 reader accommodation, 127
 signature, 126
 title, 126
page titling, 11
Paint Shop Pro, 18
ParaChat, 106
parent directory, 141
password, 220
 bulletproof, 264
 default page, 264
 form used to get, 89
 FTP, 191
 Google account, 300
 guessing, 264
 needs, strict, 274
 -processing script, 266
 protection, 264
 linking, 265
 script, 266
 scripts, 264
 system, 264
 Windows, 201, 221
payment gateway, 335
PayPal, 292, 320, 335
PDAs. *See* personal digital assistants
personal digital assistants (PDAs), 153
PicoSearch, 148
Picsel, 154
Pliner.Net, 106–107
pocket PCs, 153
pop-unders, 293
pop-up box, 248
port forwarding, 207
product database, 332
programming
 language, JavaScript, 149, 246
 setting the focus, 269
publicity, 225

attention-getting techniques, 238
 A-list blogger, 240
 blog-specific indexes, 239
 blogging, 239
 geographic index, 240
 referral URLs, 241
 webring, 239
audience size measurement, 226
 counter program, 226
 hosting provider statistics, 226
blo.gs, 239
blog-specific indexes, 239
 BlogHop, 239
 Eatonweb Portal, 239
 Globe of Blogs, 239
 Technorati, 239
blogging, 239–240
eXTReMe Tracker, 226
mailing lists, 232
member profiles, 232
Motigo Webstats, 226
news aggregator, 233
newsgroups, 232
RSS validator, 237
search engines, 227
 composing <meta> tags, 229
 <meta> tag, 228
 sitemap file, 230
 submitting your site, 227
sharing content, 233
site announcement, 232
Site Meter, 226
sitemap file, 228
syndication, 233
 description, 233
 feed access, 237
 RSS file building, 234
WebCounter, 227
Yahoo! Access Counter Index, 227

Q-R

QuickChat, 106

radio buttons, 99–100

RDF Site Syntax, 233

real simple syndication (RSS),
75, 233

feed, 75–76

file

building of, 234

uploading of, 237

URL of, 238

reader, 237

validator, 237

referral program, 313

Register.com, 182, 278

Responders.com, 104

Response-o-matic, 104

RGB values, 28–29, 48

Rich Site Summary, 233

RingSurf, 240

router, port forwarding on,
207

RSS. *See* real simple syndica-
tion

RSS Channel Editor, 238

RSS2HTML, 76

S

Safari, 4

alert message, 258

file loading, 7

Mobile, 154

remote users running, 199

scalability, definition of, 185

script, 89

ScriptSearch, 105

search engine(s)

crawler, 228

getting your site on, 227

composing <meta> tags,
229

getting noticed, 228

sitemap file, 230

submitting, 227

services submitting site to,
228

sitemap file for, 230

submitting your site, 227

webring search, 240

search feature, 147

search hosts, 148

Atomz, 148

FreeFind, 148

FusionBot, 148

Google, 148

Master.com, 148

PicoSearch, 148

selection lists, 101

selling. *See* e-commerce

server(s), 180

bandwidth restrictions, 197

DDNS, 208

dedicated, 183

directory, 188

FTP, 199

logs, 222

Microsoft Vista as, 199

shared, 183

virtual, 183

web

how to find, 180

operating systems, 183

restrictions, 197

website file directory on,
187

server-side include (SSI), 132

config tag, 134

echo tag, 133–134

include tag, 131–132

server-side technology, 131

shared server, 183

shopping cart, 320

Silicon Snake Oil, 85

site design. *See* design

site map, 151, 230

file, 228, 230

image-based, 152

XML protocol, 231

Site Meter, 226

site navigation. *See* navigation

SiteGround, 320

sociability, 85

BoardServer, 107

Boards2Go, 107

Bravenet, 105–107

CGI 101, 105

CGI Directory, 105

CGI Resource Index, 105

CGIexpo.com, 105

chat room, 106

Chat-Forum, 106

Common Gateway

Interface (CGI), 103

comp.infosystems.www.

authoring.cgi newsgroup,
105

e-mail, 86

eXtropia, 105

feedback, 88

check boxes, 97

data delivery, 103

form, 89

guest books, 104

multiline entries, 95

radio buttons, 99

reset button, 92

selection lists, 101

submit button, 90

test script, 99

text boxes, 92

FormBuddy, 104

forums, 106

Groupee, 107

MailForm, 104

Matt's Script Archive, 105

Multicity, 106–107

MyBB, 107

NCSA, 105

ParaChat, 106

Pliner.Net, 106–107
QuickChat, 106
Responders.com, 104
Response-o-matic, 104
ScriptSearch, 105
selection lists, 101
spammers, 87
Yahoo's CGI Index, 105
societal breakdown, predictions of, 86
Society of Internet Professionals, 285
spam crawlers, 251
spamdexing, 230
spammers, 87
spell-check dictionary, 175
SSI. *See* server-side include
style sheet(s), 115
 embedded style sheet, 116
 external style sheet, 119
 inline styles, 115, 120
 style classes, 120
 <style> tag, 116
 validator, 173
 WordPerfect, 115
subdomain name, 183
Submit Express, 228
swipe terminal, 335
syndication, 233
 definition of, 233
 description, 233
 feed access, 237
 RSS file building, 234

T

tables, 33
 background image, 48
 basic web page layout, 50
 border(s), 35
 styles, 41–42
 width, 39
 caption, 35

cell, 34
 aligning text inside, 43
 cellspacing attribute, 49
 definition, 34
 padding, 49
 self-contained, 35
 text wrapped inside, 35
 width, 49
column, 34
design, 49
 header and footer, 55
 margins, 50
 three-column site, 60
headers, 35
how to build, 34
 aligning text inside cells, 43
 background color, 48
 background image, 48
 border styles, 39
 caption, 39
 cell width, 49
 headers, 38
 one-row table, 35
 space between cells, 49
 spanning text across rows or columns, 46
 table width, 48
 tacking on rows, 37
Internet Explorer, 46
mobile browsers, 161
row, 34
tags, 35
text tags, 35
tag(s)
 anchor, 129
 applying styles to, 117
 bulleted lists, 64
 common error, 9
 deprecated, 172
 DOCTYPE declaration, 171
 HTML, 7
 NewsGator, 79
 SSI, 132
 echo, 134
 include, 132
 table, 35
 text formatting, 23
tags, basic, 3
 basic web page, 8
 character reference, 15–16
 codes, 4
 color, 28
 page background, 30
 page text, 30
 RGB codes, 29
 techniques, 28
 common characters, 16
 directory names, 6
 file extension, 5
 Firefox, 4, 7
 font formatting, 23
 combining text formats, 24
 font family, 26
 font size, 24
 tags, 23
HTML, 7
 codes, 4, 12
 knickknacks, 4
images, 17
 adding image to page, 19
 converting graphics to GIF or JPEG, 18
 GIF, 17
 JPEG, 18
 wrapping text around image, 20
Internet Explorer, 2, 7
links, 22
MacOS, 4
new text file, 4
Notepad, 30
page loading, 4
page titling, 11
Safari, 4

text, 11
 headings, 13
 paragraphs, 12
 special characters, 15
 TextEdit, 30
 title, 10
 Vista, 4
 web page creation, 4
 new text file, 4
 page loading, 4
 saving HTML files, 5
 web browser, 6
 web page editing, 4
 white space, 11
 Windows XP, 4
 Technorati, 239
 text boxes, 92
 text editor, 5
 TextEdit, 30
 third-party payment service, 335
 TopHosts, 187
 Tribal Fusion, 294

U

UAC credentials, 200, 204, 206, 211
 UltraEdit, 169
 unique users, 291
 Universal Transfer Format (UTF), 171
 Unix computers, 193
 uploading, 190. *See also* web, getting your site on
 definition of, 189
 directory creation, 193
 URL
 advertiser, 302–303
 advertising, 232
 mistyped, 168
 page entry, 231
 referral, 241
 referring, 226

sitemap file and, 228
 text box, 174
 user name, 220
 form used to get, 89
 FTP, 191
 provider-assigned, 187
 Windows, 201, 221
 UTF. *See* Universal Transfer Format

V

validation, 167
 browser buttons, 176
 BrowserCam, 168
 deep link, 177
 double-checking your site, 168
 Firefox, 177
 HTML Validator, 177
 Internet Explorer, 168
 links, 175
 malformed pages, 167
 NetMechanic, 174
 page-checking services, 175
 validation tools, 177
 vaporlink, 177
 W3C validation service, 169
 CSS validation service, 173
 Markup Validation Service, 169
 validator
 CSS, 169
 HTML, 169
 markup, 173
 NetMechanic, 174
 RSS, 237
 style sheet, 173
 W3C, 170–171
 ValueClick, 294
 vaporlink, 177
 Verio, 279

virtual server, 183
 virtual store, 318
 visitor feedback, 88
 Vista
 authentication, 222
 Business Edition, 199
 Firewall, 204
 IIS installation, 199
 log files, 222
 as server, 199
 simultaneous data request limit, 200
 validation, 169
 World Wide Web
 Publishing Service, 216

W

watermark ad, 183
 W3C. *See* World Wide Web Consortium
 weather module, 81
 web, getting your site on, 179
 Cyberduck, 190
 Fetch, 190
 Mac users, 190
 Unix computers, 193
 uploading, 190
 adding FTP address, 190
 directory creation, 193
 sending files via FTP, 192
 web file changes, 194
 ways to find web host, 185
 commercial web hosts, 186
 comparisons, 185
 free web hosts, 186
 host reviews, 185
 word of mouth, 185
 web home, 187
 common faux pas, 190
 hard disk, 189
 login name, 187

- server directory, 188
- subfolders, 189
- uploading duties, 189
- user name, 187
- web address, 188
- web browser(s)
 - cache, 83
 - detection, 257
 - image formats, 17
 - mobile, 154
 - page loaded into, 4
- web design business, 277
 - advertising and promotion, 283
 - business cards, 284
 - mailing lists, 283–284
 - online promotion, 283
 - real-world promotion, 284
 - word of mouth marketing, 283
- Big Four skills, 280
- business plan, 278
 - business improvement, 279
 - customer service, 279
 - expenses, 278
 - goal, 278
 - income, 279
 - name/domain, 278
 - professional help, 279
 - rates, 279
 - target market, 278
 - time allocation, 279
- certification, 284
 - Certified Internet Web Professional Program, 285
 - International Webmasters Association, 285
 - Society of Internet Professionals, 285
 - World Organization of Webmasters, 285
- contracts, 282
 - Bulletproof Web Design Contracts, 282
 - Create a Watertight Web Site Design Contract, 282
 - HTML Writers Guild Contract FAQ, 282
 - Ivan Hoffman's Articles for Web Site Designers and Site Owners, 282
 - Web Developers Contract Swap File, 282
 - Website Design Contract, 282
 - Zenful Creations Web Site Design Contract, 282
- GeoCities, 278
- GoDaddy.com, 278
- lawyer, 282
- rates, 279–280
 - billable hours, 280
 - client type, 280
 - consultations, 280
 - expenses-and-profits method, 281
 - experience, 280–281
 - other designers, 280–281
 - per-project fee, 281
 - site type, 280
 - skills, 280–281
 - tracking time, 281
- Register.com, 278
- Verio, 279
- Yahoo! Small Business, 279
- Web Developers Contract Swap File, 282
- Web Developers Journal Electronic Commerce Tutorial, 336
- web host(s)
 - CINet Reviews, 186
 - commercial, 186
 - Findahost, 187
 - free, 186
 - HostFinders, 187
 - HostIndex, 187
 - List, The, 187
 - reviews, 185
 - server uptime, 184
 - TopHosts, 187
 - Web Host Directory, 187
 - Yahoo! Directory, 187
- web hosting. *See also* website hosting
 - buyer's guide, 181
 - anonymous FTP, 184
 - bandwidth, 182
 - cgi-bin, 184
 - company, domain name, 183
 - dedicated server, 183
 - domain name, 182
 - e-commerce, 184
 - e-mail mailbox, 183
 - free host ad requirements, 183
 - FrontPage support, 184
 - FTP service, 184
 - operating system, 183
 - scalability, 185
 - scripts, 184
 - shared server, 183
 - storage space, 181
 - subdomain name, 183
 - tech support, 184
 - uptime, 184
 - virtual server, 183
 - website statistics, 184
 - directories, 187
 - e-mail mailboxes, 183
 - Epinions.com, 185
 - provider(s), 180, 186
 - CGI scripts, 104
 - commercial, 181
 - e-commerce package,

- 318
- existing Internet provider, 180
- free hosting providers, 181
- password protection provided by, 264
- programs customized by, 104
- search feature provided by, 147
- watermark ad, 183
- web page
 - form, 89
 - header and footer, 57
 - header and three columns, 62
 - one-track, 122
 - toolbar, 143
- web server(s), 180
 - case sensitivity of, 5
 - corporate, 187
 - definition of, 180
 - how to find, 180
 - requests, 199
 - restrictions, 197
 - school, 187
 - Unix, 193
- WebCounter, 227
- webring(s)
 - definition of, 239
 - directory of, 240
 - search for, 240
- WebServer, 203
- website
 - announcement, 232
 - default, 199, 209, 217
 - adding files, 211, 213
 - adding folders, 211, 215
 - changing home page, 214
 - folder examination, 209
 - IIS Manager, 210
 - permissions, 211
 - renaming of, 217
 - design. *See* design
 - disorganized, 140
 - free content, 82
 - navigation. *See* navigation
 - organization, 121
 - password protection, 264
 - personalizing with favicon, 82
 - visitor feedback, 88
- Website Design Contract, 282
- website hosting, 197. *See also* web hosting
 - anonymous authentication, 200
 - control and customizing of website, 216
 - default document, 218
 - disabling anonymous access, 220
 - restarting of website, 217
 - server logs, 222
 - stopping of website, 216
 - default website, 209
 - adding files, 211, 213
 - adding folder, 211, 215
 - changing home page, 214
 - folder examination, 209
 - IIS Manager, 210
 - permissions, 211
 - renaming of, 217
- HTTP, 204
- IIS description, 199
- IIS installation, 200–201
 - computer names, 202
 - domain name, 208
 - firewalls, 203
 - Internet access, 205
 - IP addresses, 202
 - network access, 205
 - permanent IP address, 206
 - port forwarding on router, 207
 - router public IP address, 208
 - intranet, 198
 - reason for hosting, 198
 - UAC credentials, 200
 - Windows Vista, 199
- white space, 11
- Windows
 - new text file, 4
 - Notepad, 4
 - password, 201, 221
 - user name, 201, 221
- Windows Meeting Space, 199
- Windows Server, web hosting and, 183
- Windows Vista, 169
 - authentication, 222
 - Business Edition, 199
 - Firewall, 204
 - log files, 222
 - as server, 199
 - validation, 169
- World Wide Web
 - Publishing Service, 216
- Windows XP, 169
- Wireless Markup Language (WML), 157
- WML. *See* Wireless Markup Language
- word of mouth
 - announcing new website by, 227
 - finding host by, 185
 - marketing by, 232, 283
- WordPerfect, 115
- World Organization of Webmasters, 285
- World Wide Web Consortium (W3C), 169
 - CSS Validation Service, 173
 - Markup Validation Service, 169
 - validation services, 174
 - validator, 170

X-Y-Z

Xenus Link Sleuth, 152
xhtml validation, Google
search, 177

XML. *See* eXtensible Markup
Language

Yahoo!

Access Counter Index, 227
CGI Index, 105
Directory, 187, 228
e-mail, 86
Promotion index, 228
Publisher Network,
294–295
Small Business, 279, 320

Zenful Creations Web Site
Design Contract, 282