

Hour 3: Creating a Web Page

Web sites are made up of a series of interconnected documents (pages) that a visitor can surf through using something called *hyperlinks*. Hyperlinks are pieces of text or images that, when you click on them, take you to another page or another area on the current page. The pages themselves are simply text documents that utilize Hypertext Markup Language (HTML) to create the links.

There was a time when you needed to write HTML by hand in order to create even the simplest of Web pages. With the advent of applications such as Adobe GoLive, you no longer need to write all the syntax yourself. You put together the page the way you want it to look, and GoLive will write the HTML for you in the background.

In this hour, you'll learn about

- Creating a new Web page in GoLive
- The Document window and editing modes
- How to view the HTML that GoLive generates
- The HEAD section
- Using a pre-set page width as a guide for designing
- Setting basic page attributes
- Previewing your page in GoLive and in a browser

Making a New Page

When you constructed your first Site File in Hour 2, "Creating a Site File," GoLive automatically created a page named `index.html` and placed it into the Files list. That file will become your home page. As you continue to build your Web site, you will need to add more pages to your Files list. You should work with your Site File open as we explore two ways of placing a new page into your Web site, and then learn how to work with those new pages.

To Do: Create a New Page

To create a new page in your Files list, use one of these two methods. Remember, you should have your Site File open, and the Files Tab selected.

Method 1: To create a new page using the Objects palette, complete the following steps:

1. Open the Objects palette by choosing Window, Objects from the menu, or by pressing Cmd+2 (Mac) or Ctrl+2 (Windows).
2. Click the Site tab, which has a GoLive icon on it.

3. Drag the Page icon from the palette to the Files tab of your Site File (see [Figure 3.1](#)).
4. A newly created page will be named `untitled.html` by default. You can now type in the name of your choice over the word `untitled`. Include `.html` or `.htm` as the extension so that it will be recognizable by a Web browser.

Figure 3.1

Drag the Page icon from the Objects palette to the Files tab of your Site File.

Note - For a complete explanation of file type extensions, including those used on the Web, visit <http://whatis.techtarget.com>.

Method 2: To create a new page from the File menu, complete these steps:

1. From the menu choose File, New, or press `Ctrl+N` (Windows) or `Cmd+N` (Mac). A new untitled page will open.
2. Now you must save the page into your Site Root Folder for it to appear in the Files list. From the menu choose File, Save, or press `Ctrl+S` (Windows) or `Cmd+S` (Mac).
3. In the Save As dialog box, click the two-way arrow next to the GoLive icon to reveal a pop-up list that includes the following choices: Root Folder (Mac) or Root (Windows), Stationeries, and Components (see [Figure 3.2](#)).

Select Root Folder (Mac) or Root (Windows). This automatically brings you to the correct folder on your hard drive into which you will now save the page.

Figure 3.2

Click the two-way arrow next to the GoLive icon to choose the Site Root Folder root from the pop-up list.

Tip - We strongly recommend that you do not use generic names such as `page1.html` and `page2.html` for your pages. Later, when you want to edit your pages, you will have a hard time remembering which page is which. If you have a site that has information on services and products and contains a contact form, you could name those files `services.html`, `products.html`, and `contact.html`. Then the filename itself will help you determine the content of the page.

Maintain consistency in your naming structure. It is generally easiest to do so by using only lowercase letters in your filenames. Some hosting services exclude the use of spaces and certain characters that might confuse the server. Some of those characters are `%`, `\`, `/`, `:`, and `?`, but check with your hosting service for a complete list.

By default, all newly created pages in GoLive open in Layout mode. Layout mode is the visual editor that enables you to place images, text, and multimedia elements into your page without writing any HTML code. GoLive writes it for you. We'll briefly describe the other viewing and editing modes available to you in this hour, and you can find in-depth instructions on how to use them later in this book.

The Document Window and Its Tabs

Open one of your newly created pages by double-clicking its icon in the Files list. You will see a series of tabs across the top of the window; a little triangle and a Page icon at the top left and a pop-up list at the bottom right. The opened page itself in Layout mode is what we refer to as the Document window (see [Figure 3.3](#)).

Figure 3.3

The Document window.

The tabs across the top of the page are used to switch between viewing and editing modes. They are

- **Layout**—Layout is the visual mode that works like a page layout program. You drag images onto the page, type text, and use GoLive grids, tables, and floating boxes to position elements exactly the way you like them.
- **Frames**—Frames mode enables you to drag and drop ready-made frame sets (represented by icons) from the Frames tab or Objects palette into the Frame Editor. For more on using frames, please refer to Hour 11, "Designing Pages with Frames."
- **Source**—This is where the HTML code is actually generated. This mode is fully editable, and changes made here are reflected in the other modes. For more on editing pages in the Source mode, please read Hour 21, "Working with Source Code in GoLive."
- **Outline**—Another unique and powerful way to edit your page is by using the Outline mode. The HTML tags are arranged in groups, each with a pop-up list of the attributes available for it from which you can choose. This is very handy for more advanced users who are familiar with HTML. For more on editing pages in the Outline mode, please read Hour 21.
- **Preview**—Clicking this tab hides the grids, tables, floating boxes, and so on that you have used to place objects on your page, thus allowing you to better see what your Web page will look like in a browser.
- **Frame Preview (Mac only)**—This mode enables you to preview frame sets. (Windows users can preview frame sets in Preview mode.)

Tip - GoLive enables you to choose the mode in which you prefer to have pages open through a setting in the preferences. By default, pages open in Layout mode. To change this, select Edit, Preferences from the menu, and then under General, select a new default mode from the pop-up list.

Viewing the Source Code (HTML)

Before you go any further, take a look at the HTML that GoLive generated when you created a new page. You are using GoLive, which means you don't have to actually write the HTML yourself, but there is no reason why you shouldn't take a look at it so that you can better understand how it works. Click the Source tab at the top of the new page to go into the Source Editor where you will view the HTML source code (see [Figure 3.4](#)).

Figure 3.4

Take a look into the Source Editor to see the HTML that GoLive writes upon creating a new page.

HTML is a series of mark-up tags that direct a browser how to display text and images on a page. Most often, although not always, a tag comes as part of a set, with an opening and closing version. Opening tags are encased inside these characters: `<tag>`, while closing tags are identical to their partner with the addition of a slash / at the front of the `</tag>`.

As you can see, an HTML document begins with the `<html>` tag. Next is the head section of the document, which houses code that is used by the browser, but unseen by the user. For example, a piece of code identifying the author of the page might go here. (For more information on usage of the HEAD section, refer to "Using the HEAD Pane" later in this hour.) The HEAD section opens with a `<head>` tag, and closes with a corresponding `</head>` tag. Next is the body section, which holds the syntax for the area that displays to the user; that is, the text, images, multimedia elements, and links that appear on a page. The body section opens with a `<body>` tag, and closes with a corresponding `</body>` tag. Finally we come to the closing `</html>` tag, which ends the document.

Viewing a Page in Layout and Source Simultaneously

In GoLive 5, you have the ability to work in the Layout Editor, and through the use of the new Source Code window, which can be opened simultaneously, see your changes reflected immediately in the syntax. Likewise, you can make changes directly in the Source Code window and see your design updated in the Layout Editor as you do so. Let's explore this technique a little by switching back into Layout mode by clicking the Layout tab of the Document window and opening the Source Code window by selecting Window, Source Code from the menu. Take a look at the HEAD section.

To reveal the HEAD portion of the page while in Layout mode, click the little triangle at the top left of the page (see [Figure 3.5](#)). A pane will open that by default has three icons inside it. This is the HEAD section of your Document window. The icons represent three tags that have been written into the HEAD section of the HTML page.

Figure 3.5

Click the triangle at the top left of the page to open the HEAD portion of the Document window.

Now look at the Source Code window, where you will see the actual HTML that the icons represent. Click the first of the three icons and notice how the corresponding syntax is highlighted in the source code (see [Figure 3.6](#)).

Changes you make in Layout mode are simultaneously made in the source code, and changes in the source code are reflected in Layout mode. One caveat: When you make a change in the Source palette, you must click back into the Layout view to see the change. This is true whether you are working with elements in the HEAD pane, or elements in the main portion (the BODY) of the Document window.

Figure 3.6

As you select an item in Layout mode, the syntax for that element is highlighted in the Source Code window.

Using the HEAD Pane

Of the three icons in the HEAD portion of your document, the first two are META tags. The META element provides information about the HTML page to either the server or the browser. Search engines also use information in META tags as part of their method of indexing sites, along with other criteria such as the page title. (For details on how to properly use META tags to work with search engines, please read Hour 24, "Making Your Web Site Search Engine Ready.") The third icon in the HEAD section is the TITLE tag.

You have probably witnessed the workings of <HEAD> tags on a page and might not even have known it. Have you ever surfed to a page that had a message like, "Our Web site has moved, we'll take you to the new site momentarily," and within seconds another page loaded without you ever having touched your mouse? Have you ever entered a Web site and had a little window pop open automatically while the home page was loading without having clicked on anything? These things can occur as a result of instructions being given to the browser by the page.

In this section you'll learn how to complete several tasks using the HEAD portion of the Document window in Layout mode, including how to insert and set the attributes of a <HEAD> tag, and how to change the page title.

Giving Your Page a Title

Every page that you create for your Web site should be given its own title. Do not confuse the title of the page with the filename; they are two different things. For example, you might want to create a page in your site that has information about your company. The title of the document might be "Welcome to Nicco Media," whereas the filename might be `welcome.html`. What you select as a title will appear in the title bar of the browser window when a user views your page (see [Figure 3.7](#)).

Figure 3.7

"Welcome to Nicco Media" is the title of the page.

Tip - Search engines such as HotBot, Excite, and AltaVista place great importance on the title of a page when indexing Web sites. We strongly suggested that you use very descriptive titles that include keywords to facilitate satisfactory search engine indexing. For example, if your site is about flea collars, you might create a page title like, "Welcome to Acme Flea Collars where your dog or cat will get rid of his fleas forever!"

Notice that we used the word *fleas* twice, and used *dog* and *cat*, which are good keywords for this topic. For further details, please refer to Hour 24.

When you make a new page, Adobe GoLive automatically inserts the words "Welcome to Adobe GoLive 5" in the title field at the top left of the page. You must remember to change these words to something that better indicates the actual content of your page.

While in Layout mode, you can make the change on the page itself or in the Page Inspector. The syntax for the page title is written into the HEAD section of the document between the opening `<title>` and closing `</title>` tags.

To Do: Changing the Title on the Page Itself

To change the title in the title field at the top left of the Document window, complete the following steps:

1. Click and drag the mouse to select the words in the title field (see [Figure 3.8](#)).
2. Type your new title over the current text.
3. Click back in the Document window.

Figure 3.8

Type your new title over the current text in the title field.

To Do: Changing the Title in the Page Inspector

You can also use the Page Inspector to alter the title. To change the title in the Page Inspector, complete the following steps:

1. Click the small, blue Page icon at the top left of the Document window.
2. Open the Page Inspector, if it is not already open, by selecting Window, Inspector menu.
3. In the Page Inspector, type your title into the field called Title (see [Figure 3.9](#)).

Figure 3.9

Type the new title into the Title field in the Page Inspector.

If you have the HEAD pane of the Document window open, clicking the TITLE icon will also reveal the Page Inspector where you can change the page title in the same way. You can also alter the page title in Source and Outline modes, or in the Source Code window. For more information on these options, please refer to Hour 21.

Using GoLive HEAD Tags

Inserting tags into the HEAD pane of your document in Layout mode is a simple matter of locating

the icon of the tag you desire in the Objects palette, dropping it into the HEAD pane, and then setting its attributes in the Inspector.

To Do: Adding a Tag to the HEAD Pane of Your Page

To add a tag to the HEAD pane of your page, complete the following steps:

1. Click the triangle next to the Page icon in the upper-left corner of the Document window, which opens the HEAD section pane.
2. Choose Window, Objects from the menu.
3. Click the Head tab of the Objects palette (see [Figure 3.10](#)).
4. Drag the icon of your choice from the Objects palette and drop it into the HEAD section pane.

Figure 3.10

The Head tab of the Objects palette.

If the HEAD section pane is closed, drag the icon from the Objects palette to the triangle at the top left of your Document window, which will toggle the HEAD pane open, and then drop the icon into it. After the icon is placed into the HEAD pane, you need to set its attributes in the Inspector. (For details on setting the attributes of keyword and description META tags, please refer to Hour 24.) You can find detailed descriptions of the rest of the HEAD icons and their uses in the Adobe GoLive 5 online help files.

Setting the Width of Your Page

When developing a Web site, you will have to assume some information about your audience's system specifications, such as the following:

- Monitor size and resolution
- Operating system
- Network
- Browser type and version
- Color depth

For example, if you are designing a site where you know your target audience is high end users who will be accessing the pages on an intranet running Windows 2000, through Internet Explorer 5 and on 17-inch monitors, you can safely design pages to that audience's specifications. If you are not certain, you will have to design for the lowest common denominator, which generally means designing for multiple browser versions and platforms, several operating systems, including both Windows and Mac, and for 14- to 15-inch monitors at varying resolutions and color settings. You should also consider how well a page will print given the width of the design. We recommend that you use a

standard page width of 580 pixels or fewer when creating your design. GoLive assists you in setting the width of your page for designing.

To Do: Setting Page Width

Follow these steps to set your page width:

1. Open a new page in GoLive by choosing File, New, from the menu, or typing Ctrl+N (Windows) or Cmd+N (Mac). A new untitled page will open.
2. Locate the Window Size menu in the lower-right corner of the page. Pull down the list. The numbers in the list reflect the width of a page in pixels.
3. Click 580 from the list to design for 14- or 15-inch monitors, and 780 for 17-inch monitors (see [Figure 3.11](#)).

Figure 3.11

To set the width of your Document window, choose 580 for 14- or 15-inch monitors, or 780 for 17-inch monitors.

The Window Size menu also offers Window Settings as an option. This feature enables you to set the default size of your Document window and the position on your monitor that you would like any new page that GoLive creates to be situated.

Caution - The Window Size settings are for your own use when designing in GoLive. The users' actual browser windows are not affected by these settings. They still have the ability to resize their windows to whatever size they would like. The Window Size settings are to help you determine how your pages will look at certain widths.

To Do: Setting Default Options

To set your default size and location options, complete the following steps:

1. Place your page in the position on your monitor screen where you would like all new pages to open.
2. Set the default page size as described previously.
3. Select Windows Settings from the Window Size menu in the lower-right corner of the page.
4. In the dialog box that appears, check the HTML Windows box.
5. Click the OK button.

To remove your settings and restore the default options for page size and location, follow the same steps, but choose Use Default Settings instead of OK (see [Figure 3.12](#)).

Figure 3.12

To restore the default settings, choose Use Default Settings in the Window Settings dialog box.

Setting the link, alink, and vlink Colors

You might have noticed during a Web surfing session that hyperlinks are usually in color, and that sometimes the link changes color as you click on it and changes color again after you have visited the page to which the link led you. What you witnessed are the link, alink, and vlink colors. The *link color* is the color a link will appear before it has been clicked. The *alink* (active link) *color* appears while the mouse is clicking the link. The *vlink* (visited link) is the color of the link after the user has already visited it.

By default, when no color is specified, most Web browsers will display links as blue, alinks as red, and vlinks as magenta. Many Web designers nowadays, however, specify these colors to compliment the color scheme used throughout the rest of the site.

Caution - Using nonstandard colors for links can potentially cause Web site visitors some confusion. For a relevant discussion on this topic visit <http://www.webreference.com/dlab/books/html-pre/42-3.html#42-3-2>.

To Do: Changing Link Colors

If you want to change the colors of these settings, complete the following steps:

1. Open the Page Inspector, if it is not already open, by selecting Window, Inspector from the menu.
2. Select the small Page icon at the top left of the page by clicking it.
3. In the Inspector, click one of the color fields showing to open the Color palette, or select Window, Color from the menu.
4. Choose one of the various tabs at the top of the Color palette and locate the color of your choice. (For more info on the usage of the Color palette, see Hour 1, "Understanding the GoLive Interface.")
5. Click once on the color. The new color will replace the old one in the color well indicating the color change (see [Figure 3.13](#)).

Figure 3.13

Click a color field, select the color of your choice from the Color palette, and click to apply it.

Setting the Page Background Color

You are not stuck with the dreary gray default background color that appears in some browsers when no color is specified.

To Do: Changing the Page Background

GoLive makes it very easy for you to change the page background color in the Layout mode:

1. Open the Page Inspector, if it is not already open, by selecting Window, Inspector from the menu.
2. Click the small Page icon at the top left of the Document window.
3. In the Page Inspector, you will see the word Background and under it the word Color. Clicking the color field next to it will open the Color palette.
4. Click on a color to apply it to the page background.

You can also apply a background color to a page by dragging and dropping a color chip from the Color palette onto the Page icon at the top left of the Document window.

Note - You may also use a background image on your HTML page. For directions on how to place an image in the background of your page please see Hour 5, "Using Graphics on Your Web Page."

Previewing Your Page

In subsequent hours, you will learn how to place text and images on your page, how to create hyperlinks, and much more. You will probably be eager to see what your work is beginning to look like as you go along. There are two ways for you to preview your pages, one from within GoLive and the other in a browser.

Previewing in GoLive

Previewing your page in GoLive is a simple matter of clicking the Preview tab at the top of the Document (page) window (see [Figure 3.14](#)). This hides any grid lines, table outlines, and other visual layout items, while preserving the layout itself. While in Preview mode, you will not be able to make any edits, or move items around on the page. You can only look at what you have created. To edit, you must choose Layout, Source, or Outline mode.

Figure 3.14

To preview your page in GoLive, click the Preview tab at the top of the document (page) window.

Note - On the Mac there are actually two preview tabs at the top of the Document

window. The tab at the far right is for previewing frame sets. For more information on how to build and preview frame sets, please refer to Hour 11.

Previewing in Your Browser

Before you can preview a page in your browser, you need to tell GoLive which browsers you have installed on your computer, and of those, which you would like to use to preview your pages.

To Do: Selecting a Browser for Previewing

Follow these steps to select the browsers for previewing:

1. Open the Preferences panel by selecting Edit, Preferences, or Ctrl+Y (Windows), Cmd+Y (Mac).
2. Scroll down the left pane until you come to Browsers and select it to view the Browsers preferences.
3. Click the Find All button at the bottom of the right pane.
4. GoLive will search through your hard drive to find any browsers you have installed, and will list them in the right pane. These browsers will be available to you from the Show in Browser button in the Toolbar. To the right of each browser in the list is a check box. Select the browser that you would like to have as your default for previewing your work by clicking the check box next to the browser of your choice (see [Figure 3.15](#)).
5. Close the Preferences panel by clicking the OK button.

Note - Multiple browsers will open when you click the default browser button if more than one is checked in the preferences.

Figure 3.15

Select the browser you want as your default for previewing by clicking the check box next to it.

Now that you have designated the browsers you would like to use for previewing, you need to know how to switch to one of them to preview your page.

To Do: Previewing the Page

To preview your page in the default browser you selected in the Preferences panel:

1. Open the page you want to preview.
2. Click the browser icon at the right end of the Toolbar (see [Figure 3.16](#)).

3. The browser will open and preview your page for you.

Figure 3.16

The browser preview icon is on the far right of the Toolbar.

To preview your page in one of the other browsers you added in the Preferences, complete the following steps:

1. Open the page you want to preview.
2. Click and hold the Show in Browser button on the Toolbar.
3. Select the browser of your choice from the drop-down list (see [Figure 3.17](#)).
4. The browser will open and preview your page for you.

Figure 3.17

Select the browser of your choice from the drop-down list.

Note - On Windows, you can install only one version of Internet Explorer, and although you may install several versions of Netscape Navigator (or Netscape Communicator), you can open only one version at a time. On Mac, you can install multiple versions of both browsers, but can open only one version of Netscape at a time. Despite these limitations, it is extremely important that you test your Web pages on both platforms—and on multiple browsers—to check for browser differences.

Summary

In this hour, you learned how to create a new blank HTML page and how to place or save it into the Files list of your Site File. We discussed what makes the page title different from the filename, and how to give your pages titles that include the type of descriptive keywords that search engines look for. We also worked with colors and learned how to set the text, link, active link (alink), visited link (vlink), and background page colors.

You also took a peek into the source code to see the syntax that GoLive generates and learned the basics about the HEAD section. Finally, you learned how to set up GoLive to allow you to preview your pages in a browse.

Q&A

Q. Q I forgot to change the name of my page when I saved it, and now it is called `untitled 3.html`. How can I fix it?

A. Select the file in the Files list and type the new name over the old one. GoLive will advise you

if files linking to or from that file need to be updated. When asked, tell GoLive to go ahead and update the files. All your links will remain intact.

Q. I wanted to make my page background blue, so I dragged a blue color chip from the Color palette onto my blank page, but all I got was the word, "color" in blue! What happened?

A. You need to drag and drop the color chip onto the Page icon at the top-left corner of the page, not into the body of the Document window.

Quiz

1. What do the terms *link*, *alink*, and *vlink* stand for?
 - link, angled link, vertical link
 - link, author link, version link
 - link, active link, visited link
 - link, absolute link, virtual link
2. Which three of the following tags are part of every HTML page?
 - <HEAD> </HEAD>
 - <TRUNK> </TRUNK>
 - <HTML> </HTML>
 - <BODY> </BODY>
 - <OPEN> </OPEN>
 - <END> </END>
3. In Layout mode, how many ways can you change the background color of the page?
 - 2
 - 3
 - 4
4. When saving an HTML page, you must use a file extension such as .html or .htm.
 - True
 - False
5. How do you set the viewable page width for designing your page?
 - Choose a number from the pop-up in the Page Inspector.
 - Choose a number from the pop-up in the lower-right corner of the page.
 - Choose a number from the pop-up in the Toolbar.
 - Choose a number from the pop-up in the Site window.

Quiz Answers

1. c. Link stands for hyperlink. alink is *active link*, the state of the link when the mouse clicks on it. vlink is *visited link*, the state of the link after it has been visited.

2. The three tags that are part of every HTML page are a. `<HEAD> </HEAD>`, c. `<HTML> </HTML>`, and d. `<BODY> </BODY>`.
3. a. There are two ways to change the background color of the page: Select the color in the Page Inspector, or drag and drop a color onto the Page icon in the Document window.
4. a. True, you must use a file extension such as `.html` or `.htm` when saving an HTML page.
5. b. You set the viewable width of a Document window by using the pop-up list at the bottom-right corner of the window.

Exercises

To learn more about GoLive's Web features, try these exercises:

1. Surf the Internet and take note of the titles that appear in your browser's title bar as you arrive at each new page. Could you determine the content of the page by the title alone? Try to come up with titles for your pages that reflect closely the content on the page.
2. Create a Web page, and set the background, text, link, active link, and visited link colors. Type a few words onto the page and save it. Now view the page in multiple browsers and, if possible, on several platforms (Windows and Mac).

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