

Seven Easy Steps to HTML Success – Video Version



By Linda Joseph

Learn the whole website process, [click here](#):

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Version 07



About the Author



Linda Joseph

Linda Joseph is an educator and Internet business consultant with twelve years of experience in the corporate world managing projects, organizing teams, developing products, and setting goals. For the last fifteen years she has been raising and teaching her two children.

Linda currently teaches courses on web design, Internet business basics, and business building to teens and adults. She also provides website consulting for several Christian organizations.

In addition to teaching, Linda is also manager for a private membership protégé program that enables anyone to start their own Internet business.

“Dear Linda,
I was so excited when I realized what you were teaching in the video. It took me nearly 45 minutes to view it—but I rewound and continued listening to try to get as much of it in my head as I could.
You were able to explain it to me, the novice, perfectly.
I've been looking for this type of scenario, but just didn't know what it was called.
Many thanks for your help. I will be looking forward to other tutorials.”
Jean

Websites that show you how to start your business now:

- [*My Internet Tutor*](#) – Step by Step Tutorials show you How
- [*Website Creation Package*](#) – Everything you need to start your Internet business
- [*My Internet 101*](#) – Roadmap to Internet business success
- [*Web Tech Tutorials*](#) – Video tutorials for beginners
- [*Web Tech Tips*](#) – Tips and tricks for Internet marketing
- [*Affiliate Blog*](#) – Information on affiliate marketing and management

Introduction

Welcome! I applaud you for taking an interest in your own education and/or that of your child! We live in an ever-changing world of technology. The Internet has grown dramatically over the past ten years, and it will continue an exponential upward trend over the next ten years.

I have seen how the Internet has changed the way I shop, the way I find information for home schooling, the way I research solutions for health problems, the way I travel, and much, much more. Can you imagine how our children will be using the Internet?

It is important for us to understand some of the basics of the Internet, but it is critical for our children to learn the basics in order to be competitive in their world. I liken it to typing. Typing was the most practical class I ever took in high school. This training will be the most practical gift you can give your children to equip them for success.

I have created this book to help others get started in their understanding of website design. The instruction in this book is very logical in its structure and should prove easy to follow. All you have to do is sit back and enjoy learning HTML.

I have found that visual instruction provides better understanding and retention. You will notice inactive links, in this e-book to over 20 video tutorials. These instructional video tutorials were produced to enhance and improve the learning experience. They explain the concepts as well as show how to complete the assignments and give a view of the end result.

You will find a couple of active links to my instructional videos in this version. Watching the videos will enable you to see how quickly you will learn by watching someone show you how, versus learning by reading. I have used these techniques in the live classes I have taught, and they have been quite effective. To get your copy of the video version of this book, [click here](#).

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If you haven't registered, please send an e-mail to registerfreebk@aweber.com, and I will show you how you can earn money by giving away the Silver (free) Version of this book!



How to Make Linguine: An Introduction to HTML



[Watch Video Tutorial 01](#)

I love the way young people look at the world. Their ability to think outside the box and be creative is stimulating. At the beginning of a recent class, I asked the students what the acronym “HTML” stood for. Naturally there is always one free-thinking individual who comes up with a great answer. “How to Make Linguine” was a classic answer and naturally received a round of giggles!

Actually, HTML is the acronym for Hyper Text Markup Language. That is a rather boring title but is quite appropriate. HTML is a language used to code Internet web pages. HTML allows you to make your web page look the way you want it to look. You can mark up your text by specifying the font size, style, and color as well as making it bold, italicized, or underlined. Hyper allows you connect to sites around the world or navigate your own page or website. You can also make tables, insert images, add backgrounds, and much more.

Whenever you want to visit the World Wide Web, you use a browser. Browsers are designed to read and properly display HTML. Some of the popular browsers are: Internet Explorer, Firefox, AOL, and Netscape. It is important to know there might be some discrepancies in how different browsers interpret the HTML in a file. Today Internet Explorer is used by over 80% of online viewers, and therefore you need to make sure your web page displays properly on Internet Explorer.

HTML files can be saved as normal text files. When these files are opened with a text editor, you will see all the HTML tags and information. When the HTML file is opened in a browser, you will see the document as it was meant to be seen. A normal text file has a .txt extension. An HTML file can have the following extensions: .htm, .html, or .shtml. In order for a browser to properly display an HTML file, you need save the file with one of the HTML extensions.



There are several HTML editors. The most popular editors are FrontPage and Dreamweaver. It appears that most professional website designers use Dreamweaver. FrontPage is a less expensive but has many of the same features as Dreamweaver. NVu is another good editor, and the price is right—it is free.

For this e-book we are going to use a plain text editor (like Notepad, Emacs, or Wordpad) and a browser (Internet Explorer). If you have a Windows operating system, go to the lower left corner of your monitor and click the “Start” button. Your text editor should be listed. If not, go to your Programs files and look for it in the Accessories folder. When you save your document in the text editor you need to make sure you manually add the extension .html and change the file type to “All Files.” (Go to Video 02 if you want to watch me show you how..)

Take a look at this sample HTML. (This code looks confusing now but will make sense by the end of this e-book.) What do you observe?

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```

<html>
<head>
<title>Web Tech Tips</title>
</head>
<BODY background="images/mamasbackgroundcompressed.jpg" >
<center>
<table width="700" border="4" align="center" cellpadding="0" cellspacing="0" bordercolor="blue" bgcolor="white"
style="border-style: inset; padding-left: 0px; padding-right: 0x; padding-top: 0px; padding-bottom: 0px">
<tr>
<td background="graphicsbyladykaybackground3.jpg"><center>

<br> <a href="home.htm">
    <font color="#C0C0C0"><a href="http://www.webtechjo.com"target="_blank">
        <tr>
        <td width="553" valign="top" cellpadding="5" cellspacing="5">
        <table cellpadding="0" cellspacing="0" border="0" width="100%" height="100%">
            <tr>
            <td cellpadding="5" cellspacing="5" height="100%" width="100%">
                <!-- MSCellFormattingType="content" -->
<table border="0" width="100%" height="100%" cellpadding="6" cellspacing="0">
                <tr>
                <td width="100%" height="100%" valign="top">
                    <h1 align="center"><font color="#FF0000" face="Verdana">Jumpstart the
                    Success of Your Internet Business in Half the Time By Using These Tips
                    and Tricks!</font></h1>
                    <p>&nbsp;</p>
                    <ul>
                        <li>
                            <p align="left"><font face="Verdana"><b>Easy tips maximize your searches <br></b>
                            (Saves you time and effort.)</font></li>
                    </ul>

```

STEP 1: Back to the Basics with the Alligator



[Watch Video Tutorial 02](#)

I have been teaching my children for over ten years. Math has always been one of my favorite subjects to teach. When my son couldn't keep the "greater than" and "less than" symbols straight, I turned to a more experienced homeschool mom, who suggested that the symbols were simply the mouth of the alligator.

The next day I eagerly showed my son the mouth of the alligator, which always ate the larger number because he was a hungry and greedy creature. My son loved the explanation, and soon his equations featured enhanced alligator teeth and eyes.

I am sure you noticed in the example on the last page that there were many alligators. When you place certain commands within the jaws of two alligators, you are making something known as a tag. (It looks like both alligators are eating the tag.) For example the `` tag is saying to start bold text, and the `` tag is saying to stop bold text. The tag with the slash (/) is known as the closing tag or end tag. Many opening tags or start tags require a following closing tag, but not all do. Tags make up the entire structure of an HTML document.

The start tag, end tag, and text in between are known as an *element*. For example, the following is an HTML element:

```
<i>This text is italic</i>
```





Note: Tags in HTML are NOT case sensitive. For example, `<title>` and `<Title>` both mean the same thing and are interpreted as being the same. Due to emerging standards, I would recommend using lowercase.

Various attributes can be added to the tags. These attributes can be used to define background, color, alignment, and much more. These will be explained in further detail as we look at specific tags.

At the end of this e-book you will understand all the basic HTML tags and will be able to design your own web page.

I've divided the basic tags step into five sections:

1. **Document Structure Tags**
2. **Heading Tags**
3. **Paragraph Tag**
4. **Format Tags**
5. **Ruled Line Tag**

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1. Document Structure Tags

HTML documents have two parts: the head and the body. The head contains the title of the page and various tags used by the search engines. Except for the title, the information in the head is not meant to be read by humans. The body is the main part of the document. It contains all the information you want the website visitor to see.

Example of basic HTML document structure:

```
<html>
  <head>
<title>Title goes here</title>
  </head>
  <body>
  Body goes here
  </body>
</html>
```

You will notice that I have indented the header tags and the body tags. If you indent certain tags you will find it easier to edit and troubleshoot your HTML code. I will show you later how to do this. (Please Note: These indentations and blank lines will be ignored by the HTML browser.)

```
<html>...</html>
```

This is an html document.

```
<head>...
</head>
```

This is the head portion read by machines.

```
<body>...
</body>
```

This is the main part of the web page read by humans.

```
<title> ... </title>
```

This is the title of the document.

The title tag goes in the header section of the document. The title appears in the top of the browser.



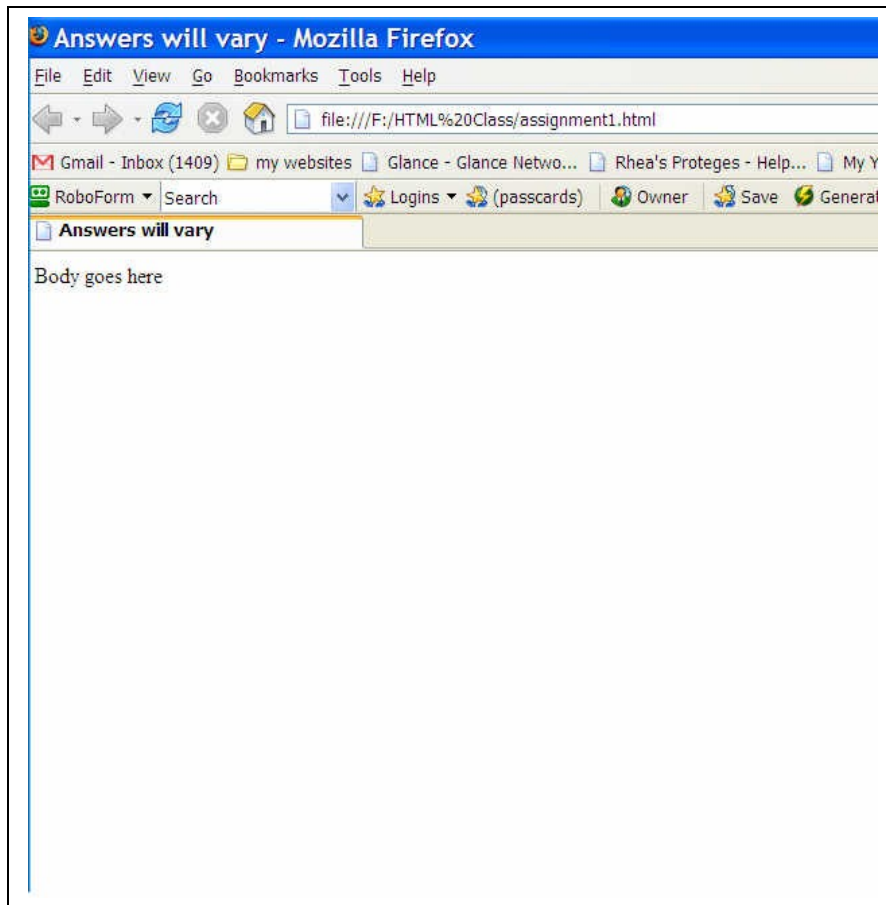


Note: The title should be a brief description of the topic of your web page and should contain at least one keyword.

I will open a text editor and type in the standard HTML document structure. The title will be: “Title goes here.” I will save the document as an HTML file and then open the document in Internet Explorer. (For more detail look at the video.)

```
<html>
<head>
<title>Answers will vary</title>
</head>
<body>
Body goes here
</body>
</html>
```

Example 1: Basic HTML Structure Tags



Example 1 Results



[Watch Video Tutorial 03](#)

(If your attempt does not look like this, please check your code. If you cannot figure out the problem, watch the video.)

2. Heading Tags: `<hx>` `</hx>`

Heading tags are used to provide various sizes of headings for different parts of your document. You want to use these tags to grab the attention of your visitor. The heading tags also tell what the following section of your web page is about. The heading tags are used by the search engines for indexing your site.

There are six different sizes. “x” can be replaced with the numbers 1-6. HTML automatically adds an extra blank line before and after a heading.



Note: Make sure you use keywords in your heading tags.

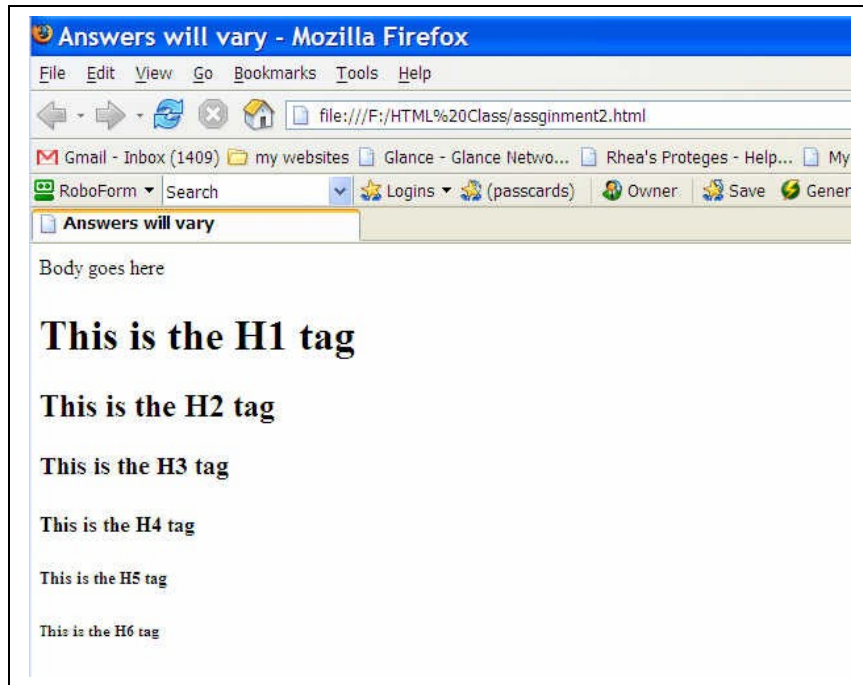
Example 2: Open Example 1 in the text editor. In the body section add the following tags:

```
<h1>This is the H1 tag</h1>  
<h2>This is the H2 tag</h2>  
<h3>This is the H3 tag </h3>  
<h4>This is the H4 tag </h4>  
<h5>This is the H5 tag </h5>  
<h6>This is the H6 tag </h6>
```

```
<html>
<head>
<title>Answers will vary</title>
</head>
<body>
Body goes here
    <h1>This is the H1 tag</h1>
    <h2>This is the H2 tag</h2>
    <h3>This is the H3 tag </h3>
    <h4>This is the H4 tag </h4>
    <h5>This is the H5 tag </h5>
    <h6>This is the H6 tag </h6>
</body>
</html>
```

Example 2: Heading Tags

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Example 2 Results



[*Watch Video Tutorial 04*](#)

3. Paragraph Tag: `<p> </p>`

As with any writing, you need to divide your text into paragraphs. This tag allows you to create paragraphs. Like the heading tags, HTML automatically adds an extra blank line before and after a paragraph.

Example without paragraph tags: In the body section of the document, type at least 50 words.

(NOTE: If you bought the full digital download version, the file “SEO paragraph.txt” was included. You may open this file to cut and paste the three paragraphs.)

The following paragraph will show how to use the paragraph tags. If you just type in your information without using the paragraph tag, the words will run together. Not only is this hard to read, but you will also lose your visitors very quickly. Make sure your web copy paragraphs are short and easy to read.

```
<html>
<head>
<title>Answers will vary</title>
<body>
Body goes here
    <h1>This is the H1 tag</h1>
    <h2>This is the H2 tag</h2>
    <h3>This is the H3 tag </h3>
    <h4>This is the H4 tag </h4>
    <h5>This is the H5 tag </h5>
    <h6>This is the H6 tag </h6>
```

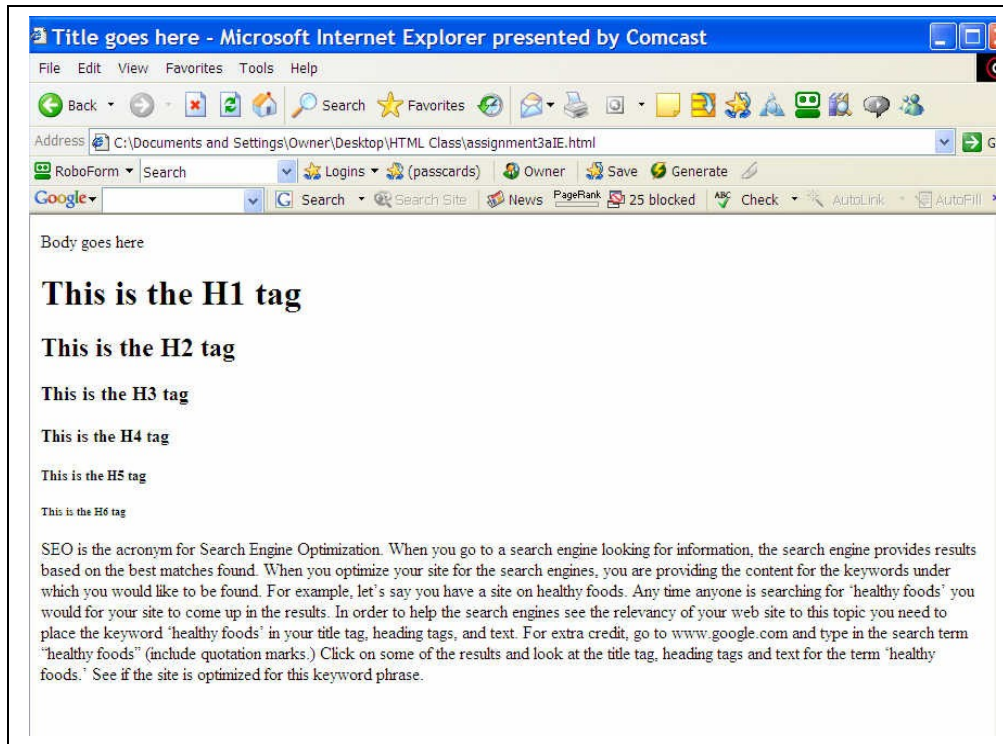
SEO is the acronym for Search Engine Optimization. When you go to a search engine looking for information, the search engine provides results based on the best matches found. When you optimize your site for the search engines, you are providing the content for the keywords under which you would like to be found. For example, let's say you have a site on healthy foods. Any time anyone is searching for "healthy foods" you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword "healthy foods" in your title tag, heading tags, and text. For extra credit, go to www.google.com and type in the search term "healthy foods" (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term "healthy foods." See if the site is optimized for this keyword phrase.

```
</body>
```

```
</html>
```

Example 3a: No Paragraph Tags





Example 3a Results

Example 3b: Add paragraphs tags to the text to make it easier to read.

```
<p>
```

SEO is the acronym for Search Engine Optimization. When you go to a search engine looking for information, the search engine provides results based on the best matches found. When you optimize your site for the search engines, you are providing the content for the keywords under which you would like to be found.

```
</p>
```

```
<p>
```

For example, let's say you have a site on healthy foods. Any time anyone is searching for "healthy foods" you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword "healthy foods" in your title tag, heading tags, and text.

```
</p>
```

```
<p>
```

For extra credit, go to www.google.com and type in the search term "healthy foods" (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term "healthy foods." See if the site is optimized for this keyword phrase.

```
</p>
```

```
<html>
```

```
<head>
```

```
<title>Title goes here</title>
```

```
</head>
```

```
<body>
```

```
Body goes here
```

```
<h1>This is the H1 tag</h1>
```

```
<h2>This is the H2 tag</h2>
```

```
<h3>This is the H3 tag </h3>
```

```
<h4>This is the H4 tag </h4>
```

```
<h5>This is the H5 tag </h5>
```

```
<h6>This is the H6 tag </h6>
```

```
<p>
```

SEO is the acronym for Search Engine Optimization. When you go to a search engine looking for information, the search engine provides results based on the best matches found. When you optimize your site for the search engines, you are providing the content for the keywords under which you would like to be found.



</p>

<p>

For example, let's say you have a site on healthy foods. Any time anyone is searching for "healthy foods" you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword "healthy foods" in your title tag, heading tags, and text.

</p>

<p>

For extra credit, go to www.google.com and type in the search term "healthy foods" (include quotation marks). Click on some of the results and look at the title tag, heading tags and text for the term "healthy foods." See if the site is optimized for this keyword phrase.

</p>

</body>

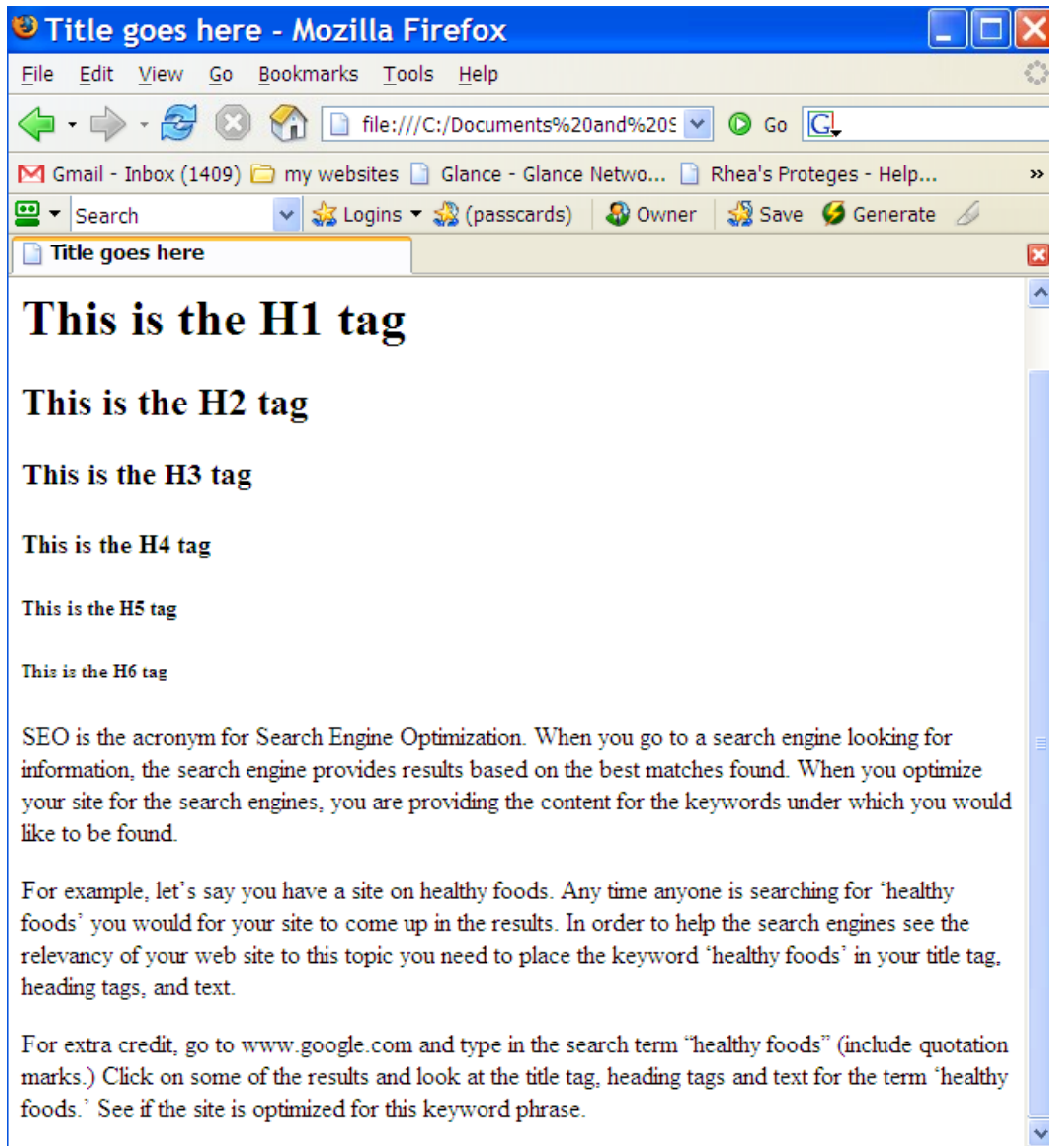
</html>

Example 3b: Paragraph Tags

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www.WebsiteCreationPackage.com

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Example 3b Results



[Watch Video Tutorial 05](#)

4. Format Tags: `<i></i><u></u>
 align`

The format tags are critical to making a readable, attractive website. I think you would agree that just plain text is rather boring.

a.) **The “b,” “i,” and “u” tags allow you to make your text bold, italic, or underlined.**

`` Bold Tag

`<i></i>` Italics Tag

`<u></u>` Underline Tag

Any text placed between the beginning and end tag will take on the assigned attribute.

For instance:

`bold` will produce: **bold**

`<i>italics</i>` will produce: *italics*

`<u>bold underlined</i>` will produce: **bold underlined**

Example 4a: Pick different text from the above example to highlight using these tags.

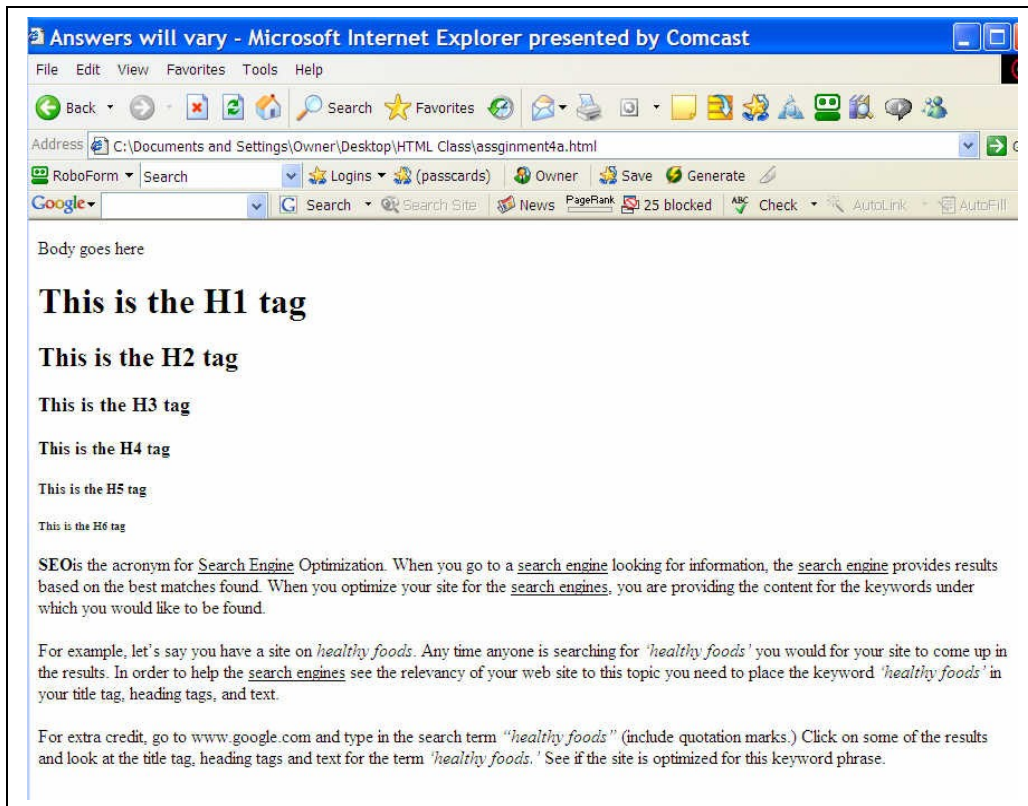
Bold: “SEO” (paragraph 1)

Italic: “healthy food” (paragraph 2,3)

Underline: “search engine” (paragraph 1,2)

```
<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
    <h1>This is the H1 tag</h1>
    <h2>This is the H2 tag</h2>
    <h3>This is the H3 tag </h3>
    <h4>This is the H4 tag </h4>
    <h5>This is the H5 tag </h5>
    <h6>This is the H6 tag </h6>
<p>
<b>SEO</b> is the acronym for <u>Search Engine</u> Optimization. When you go to a <u>search engine</u>
looking for information, the <u>search engine</u> provides results based on the best matches found. When you
optimize your site for the <u>search engines</u>, you are providing the content for the keywords under which
you would like to be found.
</p>
<p>
For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is searching for <i>"healthy
foods"</i> you would like for your site to come up in the results. In order to help the <u>search engines</u> see
the relevancy of your website to this topic, you need to place the keyword <i>"healthy foods"</i> in your title tag,
heading tags, and text.
</p>
<p>
For extra credit, go to www.google.com and type in the search term <i>"healthy foods"</i> (include quotation
marks). Click on some of the results and look at the title tag, heading tags, and text for the term <i>"healthy
foods."</i> See if the site is optimized for this keyword phrase.
</p>
</body>
</html>
```

Example 4a: Format Tags: Underline/Italics/Bold



Example 4a Results



[Watch Video Tutorial 06](#)

b.) The br tag is for line break.

This tag allows you to create a new line wherever the br tag is placed. If this is not used, the text will simply wrap around to the next line when it reaches the end of the current line. You would use this tag when you want a new line but don't wish to start a new paragraph.



**NOTE: The `
` tag does not have a closing tag!**

Example 4b: Add the br tag after each header tag.

```
<h1>This is the H1 tag</h1> <br>
<h2>This is the H2 tag</h2> <br><br>
<h3>This is the H3 tag </h3> <br><br>
<h4>This is the H4 tag </h4> <br> <br><br>
<h5>This is the H5 tag </h5> <br>
<h6>This is the H6 tag </h6> <br>
```

```
<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
    <h1>This is the H1 tag</h1> <br>
    <h2>This is the H2 tag</h2> <br><br>
    <h3>This is the H3 tag </h3> <br><br>
    <h4>This is the H4 tag </h4> <br><br><br>
    <h5>This is the H5 tag </h5> <br>
    <h6>This is the H6 tag </h6> <br>
</p>
```

SEO is the acronym for Search Engine Optimization. When you go to a search engine looking for information, the search engine provides results based on the best matches found. When you optimize your site for the search engines, you are providing the content for the keywords under which you would like to be found.

</p>

<p>

For example, let's say you have a site on *healthy foods*. Any time anyone is searching for *"healthy foods"* you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword *"healthy foods"* in your title tag, heading tags, and text.

</p>

<p>

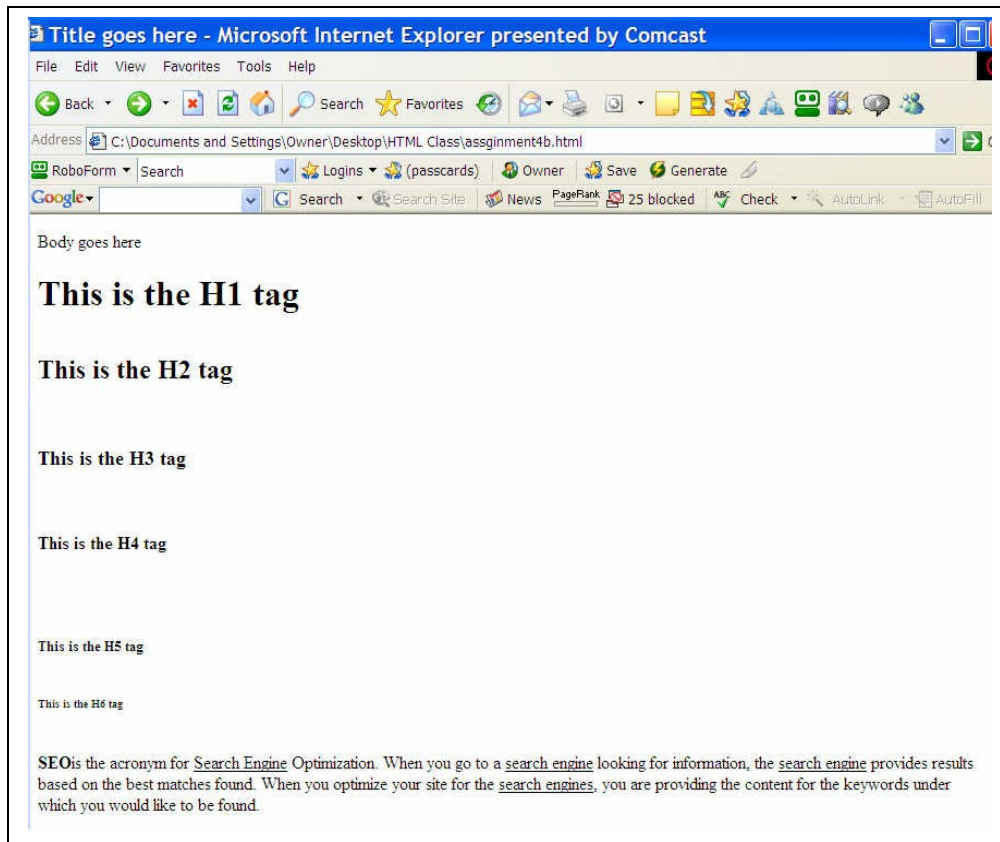
For extra credit, go to www.google.com and type in the search term *"healthy foods"* (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term *"healthy foods."* See if the site is optimized for this keyword phrase.

</p>

</body>

</html>

Example 4b: Format Tags: Line Break



Example 4b Results



[*Watch Video Tutorial 06*](#)

c.) **The font tag will allow you to set the font style, color and size.**

```
<font face= xx size= xx color=xx>text with specified attributes </font>
```

Style: Times Roman, Arial

Size: 1-7

Color: black, blue, red, yellow



NOTE: The style, size, and color commands can be placed inside the font tag.

Example 4c: Change the font on specific words and phrases in header tags.

H1: This (Arial, 7, blue)

H2: is (Tahoma, 5, red)

H3: the (Verdana, 3, yellow)

H4: H4 (Arial, 1, orange)

H5: tag (Tahoma, 7, green)

H6: This is (Verdana, 2, brown)

```
<html>
<head>
<title>Answers will vary</title>
</head>
<body>
Body goes here
      <h1><font face="arial" size="7" color="blue">This</font> is the H1 tag</h1>
<h2>This <font face="tahoma" size="5" color="red">is</font> the H2 tag</h2> <br>
```



```
<h3>This is <font face="verdana" size="3" color="yellow">the</font> H3 tag </h3> <br>
<h4>This is the <font face="arial" size="1" color="orange">H4</font> tag </h4> <br> <br>
<h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font> </h5> <br>
<h6><FONT face="verdana" size="2" color="brown">This is </FONT>the H6 tag </h6>
<p>
<b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a
<u>search engine</u> looking for information, the <u>search engine</u> provides results
based on the best matches found. When you optimize your site for the <u>search engines</u>,
you are providing the content for the keywords under which you would like to be found.
</p>
<p>
For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is searching for
<i>"healthy foods"</i> you would like for your site to come up in the results. In order to help the
<u>search engines</u> see the relevancy of your website to this topic, you need to place the
keyword <i>"healthy foods"</i> in your title tag, heading tags, and text.
</p>
<p>
For extra credit, go to www.google.com and type in the search term <i>"healthy foods"</i>
(include quotation marks). Click on some of the results and look at the title tag, heading tags,
and text for the term <i>"healthy foods."</i> See if the site is optimized for this keyword phrase.
</p>
</body>
</html>
```

Example 4c: Format Tags: Fonts



Example 4c Results



[Watch Video Tutorial 07](#)

d.) The align tag gives you the ability to align your text on the left, center, or right.

```
<align=left>
```



NOTE: The align command can be placed inside other tags. For instance, it can be added to the H1 command or the font command.

The center command can be used alone: `<center> </center>`

Example 4d: Align the header tags in different positions.

H1: center

H2: left

H3: right

H4: center

H5: left

H6: right



```

<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
<center>
    <h1><font face="arial" size="7" color="blue">This</font> is the H1 tag</h1>
</center>
<h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2 tag</h2> <br>
<h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag </h3>
<br>
<h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag </h4>
<br>
<h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font> </h5>
<h6 align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the H6 tag </
h6>
<p>
<b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a
<u>search engine</u> looking for information, the <u>search engine</u> provides results
based on the best matches found. When you optimize your site for the <u>search engines</u>,
you are providing the content for the keywords under which you would like to be found.
</p> <p>
For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is searching for
<i>"healthy foods"</i> you would like for your site to come up in the results. In order to help the
<u>search engines</u> see the relevancy of your website to this topic, you need to place the
keyword <i>"healthy foods"</i> in your title tag, heading tags, and text.
</p> <p>
For extra credit, go to www.google.com and type in the search term <i>"healthy foods"</i>
(include quotation marks). Click on some of the results and look at the title tag, heading tags,
and text for the term <i>"healthy foods."</i> See if the site is optimized for this keyword phrase.
</p> </body>
</html>

```

Example 4d: Format Tags: Align



Example 4d Results



[Watch Video Tutorial 07](#)

5. Ruled Line Tags: `<hr>`

Horizontal lines are used to separate different areas of a web page. As with the font tag, you may add certain attributes to the hr tag.



NOTE: The `<hr>` tag does not have a closing tag.

```
<hr>
```

Plain hr tag will produce a line the full width of the screen.

```
<hr width=xx size=xx noshade>
```

Width: fixed pixel width, percentage

Size: number of pixels thick

Noshade: turn off the line's shading

Line width can be identified by pixels: `<hr width=50>`

Or by percentage: `<hr width=50%>`

Line thickness is identified by pixels: `<hr size=7>`

You may also use several attributes within one tag.

```
<hr width=50% size=10 noshade>
```



**NOTE: You can also add the color attribute inside the `<hr>` tag.
However, not all of the browsers will add the color.**



NOTE: To add a vertical line you simply exchange the placement of the size and width.

For example: `<hr width="2" size="200">` will give you a vertical line that is
2 pixels wide and 200 pixels long.

Example 5:

Add a plain line between the H1 and H2 tags.

Add a line 45% the width of the screen between H2 and H3 tags.

Add a line 20 pixels width, 75% of the width of the screen between the H3 and H4 tags.

Add a plain line with no shading between the H4 and H5 tags.

```
<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
<center>
  <h1><font face="arial" size="7" color="blue">This</font> is the H1 tag</h1>
</center><br>
  <hr>
  <h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2
tag</h2>
  <hr width="45%">
  <h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag
</h3>
```

```

<hr width="75%"size="20">
  <h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag
</h4> <br>
  <hr>
  <h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font> </h5>
  <h6 align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the
H6 tag </h6>
<p>
<b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a
<u>search engine</u> looking for information, the <u>search engine</u> provides results
based on the best matches found. When you optimize your site for the <u>search engines</u>,
you are providing the content for the keywords under which you would like to be found.
</p>
<p>
For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is searching for
<i>"healthy foods"</i> you would like for your site to come up in the results. In order to help the
<u>search engines</u> see the relevancy of your website to this topic, you need to place the
keyword <i> "healthy foods" /i> in your title tag, heading tags, and text.
</p>
<p>
For extra credit, go to www.google.com and type in the search term <i>"healthy foods"</i>
(include quotation marks). Click on some of the results and look at the title tag, heading tags,
and text for the term <i>"healthy foods."</i> See if the site is optimized for this keyword phrase.
</p>
</body>
</html>

```

Example 5: Ruled Line Tags



Example 5 Results



[*Watch Video Tutorial 08*](#)

Step 2: Linking Fluffy to the World

Most people have a favorite pet that they want to share with the world. Even Joel Comm, a well-known Internet guru, has a blog for his terrier, Socrates. When I first demonstrated how easy it was to insert an image, the first question one of my students asked was, “Can I put a picture of Fluffy on my site?”

My answer was, “Yes you can!” All you have to do is use the image tag.

Images ``

Img: short for Image

Scr: short for source

Location: where image is stored



[Watch Video Tutorial 09](#)

There are several formats for images: gif, jpg, bmp, png, etc. For your website you want to use either a .gif or .jpg file format. You can use the Paint program that comes with Windows to save your photo as a .gif or .jpg file.

Gif - Graphic Interchange Format can be read by most browsers.

Jpg - Joint Photographic Experts Group can be read by browsers; best for photos.

The tag needs the location of the image specified between the quotation marks. The image can be stored on your computer or on the Internet. For our class, you want the image stored your computer.



NOTE: Store you images in a folder named ‘images’ in the same folder as your HTML document.

You can add HEIGHT and WIDTH attributes to the image tag, which will allow the image to take proper proportions on a browser that is currently viewing the images.

It is also recommended to use the ALT attribute, ALT=“what picture is” , to tell a person what a picture is in case it is still loading or for the visually impaired. (At first reading, that doesn’t make sense. How can an ALT tag help those who can’t see well? If they have a program that “reads” the web text, the program can “read” the image.)



NOTE: You can change the size of the image by changing the “height” and “width” values. Be careful not to distort your image.



NOTE: The image tag does not have a closing tag.

```

```

The image is located in the image folder.

```

```

The image is located at this website in the images folder.

ALIGNMENT:

You can align the image in the bottom, middle, or top of the text by using **align=“top, bottom or middle”** inside the image tag.

For instance:

```

```

You can align inside a paragraph by inserting the image tag inside the paragraph tag.

For example:

```
<p> This paragraph will wrap around the image. The image appears to float.  
</p>
```



NOTE: To have your page load faster, include the image width and height in your image tag. Be careful with your use of images. A page that takes a long time to load will lose visitors.

Example 6a: Add an image between the heading tags and the paragraphs.



NOTE: If you bought the Gold/Video Version of this book, the image “bullet1.jpg” was included.

You may open this file to copy and paste the image.

If not, find an image on your computer to insert.

The name of the image is bullet1.gif

```

```

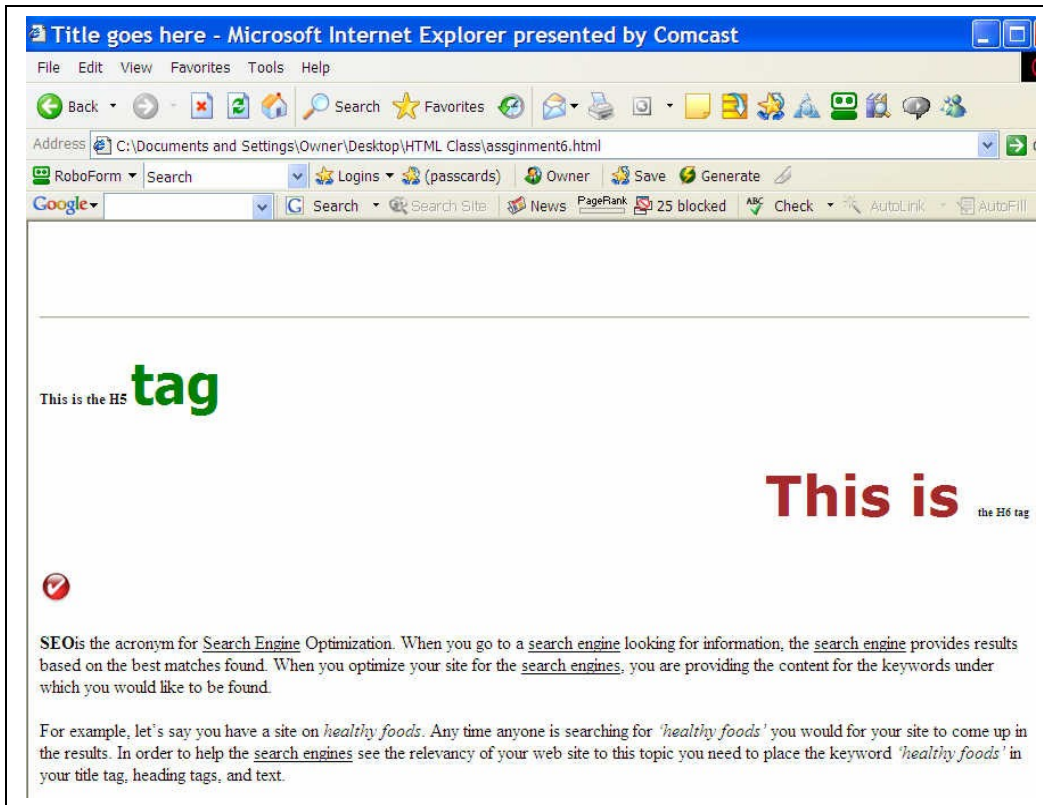
```

<html> <head>
<title>Title goes here</title>
</head>
<body> Body goes here
<center> <h1><font face="arial" size="7" color="blue">This</font> is the H1 tag</h1>
</center><br> <hr>
    <h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2
tag</h2> <br><br>    <hr width="45%">
    <h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag
</h3> <br><br>    <hr width="75"size="20">
    <h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag
</h4> <br> <br><br>    <hr>
    <h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font> </h5> <br>
    <h6 align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the
H6 tag </h6> <br>

    
<p> <b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a
<u>search engine</u> looking for information, the <u>search engine</u> provides results
based on the best matches found. When you optimize your site for the <u>search engines</u>,
you are providing the content for the keywords under which you would like to be found. </p>
<p> For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is
searching for <i>"healthy foods"</i> you would like for your site to come up in the results. In
order to help the <u>search engines</u> see the relevancy of your website to this topic, you
need to place the keyword <i>"healthy foods"</i> in your title tag, heading tags, and text. </p>
<p> For extra credit, go to www.google.com and type in the search term <i>"healthy foods"</i>
(include quotation marks). Click on some of the results and look at the title tag, heading tags,
and text for the term <i>"healthy foods."</i> See if the site is optimized for this keyword phrase.
</p>
</body> </html>

```

Example 6a: Image Tag



Example 6a Results



[Watch Video](#)



NOTE: Sometimes it is difficult to establish a path to your image. Don't worry. When you start to use the editor, you will be able to display your image simply. (If you bought the full digital download version, I show you a way around this problem.)

We talked about linking Fluffy to the world. We just learned how to add an image to our web page. Now we are going to learn about links.

If you remember, the acronym HTML stands for HyperText Markup Language. When you read most documents, you read them linearly. That is, you typically read it in sequence. Hypertext is text which contains links to other texts. It allows you to jump around.

Links are the heart of the World Wide Web! Your site should link to various places on your website pages and to other websites. (You also want other websites to link to your site.)

To add a link you use the link tag. It has an anchor and a destination.

```
Links <a href="location"></a>
```



[Watch Video Tutorial 11](#)

The location of the link is placed between the quotation marks. If you link to a particular place on your website, you simply add the web page.

For example,

`About Us` would send the visitor to our “About Us” web page.

To link to other websites you need to put the complete URL such as <http://www.MyInternet101.com> between the quotation marks. For example:

`Go Search Google` would send the visitor to the Google search page.

If you wanted to link to Fluffy, you would put the location of the image of Fluffy.

For example: `See a picture of Fluffy`

Anchored text links are links that show the text as a link. In the examples above, the anchor text links are: About Us and Go Search Google. In our SEO example, I would want an anchor text of “Healthy Foods,” which is my keyword phrase. (Whatever is between the `<a>` and `` tags will be colored and underlined.



NOTE: If you are referencing a folder on a web page, use a closing slash.

For example: `Adsense info`

You can also use this tag to send an e-mail to a specific e-mail address. Simply add: <mailto:user@yourhost.com> between the quotation marks.

For example:

`Send an e-mail to Linda`

“Send an e-mail to Linda” will appear blue and underlined; when clicked it will open your default mail client with this address in the “To:” line.





NOTE: If you want e-mails from this link to have a specific subject line, add this tag: subject="specific subject".

Example 6b:

Add a link to Google in the third paragraph where we mention to go to Google and do a search. Make "Google" the anchor text.

Add an e-mail link to my e-mail address at the end. The text should say: "If you have any questions, e-mail Linda."

```
<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
<center>
    <h1><font face="arial" size="7" color="blue">This</font> is the H1 tag</h1>
</center><br> <hr>
    <h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2
tag</h2> <br><br>    <hr width="45%">
    <h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag
</h3> <br><br>
    <hr width="75"size="20">
    <h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag
</h4> <br> <br><br>
    <hr>    <h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font>
</h5> <br>
    <h6 align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the
H6 tag </h6> <br>

    
<p>
```

SEO is the acronym for Search Engine Optimization. When you go to a search engine looking for information, the search engine provides results based on the best matches found. When you optimize your site for the search engines, you are providing the content for the keywords under which you would like to be found.

</p>

<p>

For example, let's say you have a site on *healthy foods*. Any time anyone is searching for *"healthy foods"* you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword *"healthy foods"* in your title tag, heading tags, and text.

</p>

<p>

For extra credit, go to [Google](http://www.google.com) and type in the search term *"healthy foods"* (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term *"healthy foods."* See if the site is optimized for this keyword phrase.

</p>

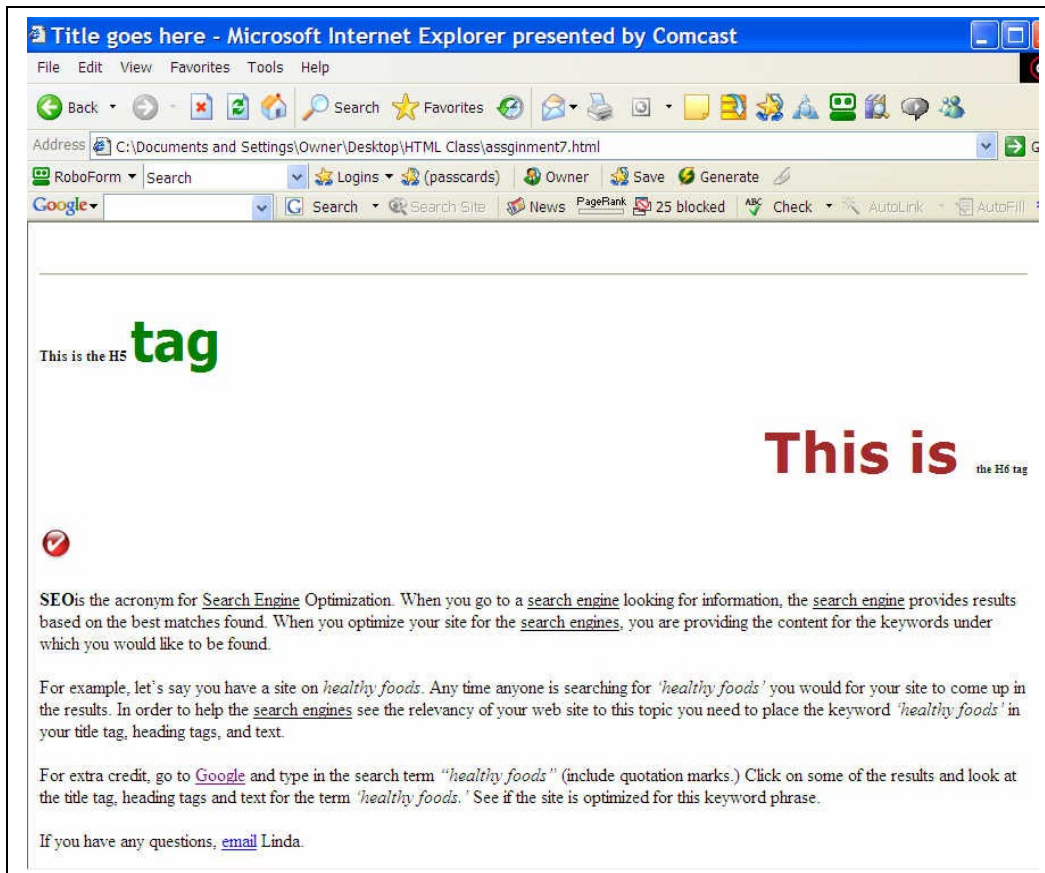
If you have any questions,

[e-mail](mailto:Linda@webtechtips.com) Linda.

</body>

</html>

Example 6b: Link Tag



Example 6b Results



[Watch Video Tutorial 12](#)

Combining Links and Images

There will be times you will want to have an image that is hyperlinked to another web page or website. If the visitor clicks the image, they will be taken to the embedded link.

To do this, simply place the image tag inside the link tag. For example:

```
<a href=http://www.myinternet101.com></a>
```

If you click on this image you will be taken to www.myinternet101.com.

You may also use the ALIGN tags with images!

Insert the “align=” inside the image tag to align left, right, or center.

When an image is also a link, it has a border around it by default. You can control the width of the border by using “border=n” within the image tag.

N= number of pixels wide

N= 0 will remove the border. This is the width of the border (n = 0 for no border).

For instance:

```
<a href="http://www.myinternet101.com/"></a>
```

Will align the image to the right of the screen with no border.

Example 6c:

Make the bullet1.gif we added in assignment 6 a clickable graphic. Link the graphic to www.myinternet101.com. Move the image to the center with a border of 5 pixels.

```

<html>
<head>
<title>Answers will vary</title>
</head>
<body>
Body goes here
<center>
    <h1><font face="arial" size="7" color="blue">This</font> is the H1
tag</h1></center><br>
    <hr>    <h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2
tag</h2> <br><br>
    <hr width="45%">
    <h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag
</h3> <br><br>
    <hr width="75"size="20">
    <h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag
</h4> <br> <br><br>
    <hr>    <h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font>
</h5> <br>
    <h6 align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the
H6 tag </h6> <br>

    <a href="http://www.myinternet101.com/"> </a>
<p>
<b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a
<u>search engine</u> looking for information, the <u>search engine</u> provides results
based on the best matches found. When you optimize your site for the <u>search engines</u>,
you are providing the content for the keywords under which you would like to be found.
</p><p>
For example, let's say you have a site on <i>healthy foods</i>. Any time anyone is searching for
<i>"healthy foods"</i> you would like for your site to come up in the results. In order to help the
<u>search engines</u> see the relevancy of your website to this topic, you need to place the
keyword <i>"healthy foods"</i> in your title tag, heading tags, and text.
</p><p>

```

For extra credit, go to [Google](http://www.google.com) and type in the search term *"healthy foods"* (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term *"healthy foods."* See if the site is optimized for this keyword phrase.

</p>

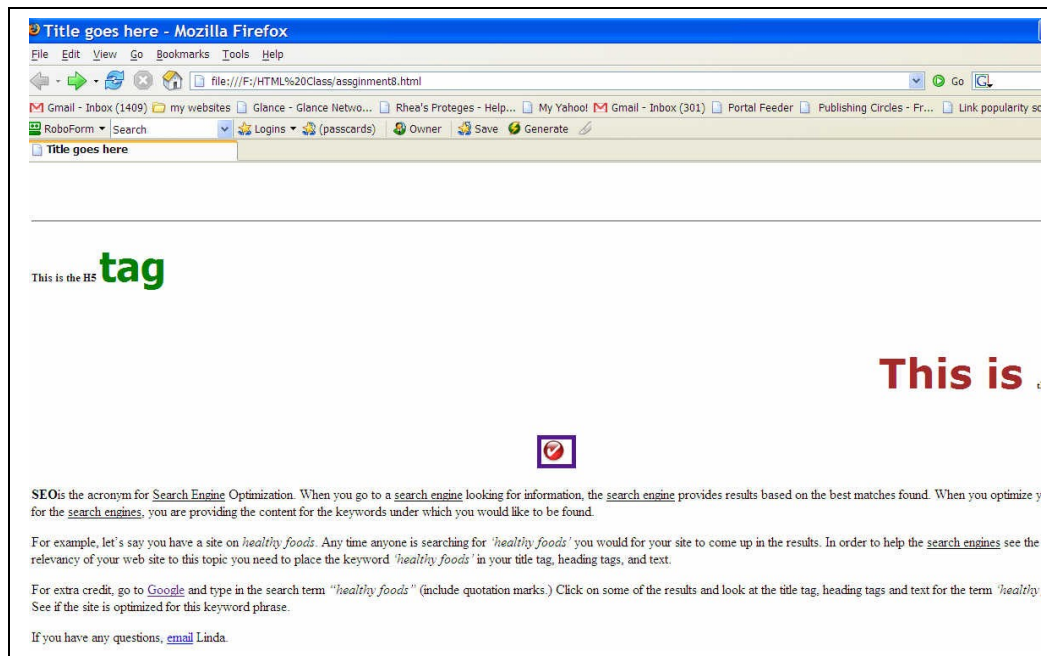
If you have any questions,

[e-mail](mailto:Linda@webtechtips.com) Linda.

</body>

</html>

Example 6c: Making an Image a Link



Example 6c Results



[*Watch Video Tutorial 13*](#)

Step 3: How to Make Your “To Do” List



[Watch Video Tutorial 14](#)

I do not know of a homeschool mom who does not make lists. We have lists for chores and lists for menu items. There are lists of things to write about after a field trip or reading lists.

Since homeschool moms can't live without lists, I have included how to make lists in HTML. As with any word processor, you can add ordered or unordered lists to your web page. There are different tags for ordered and unordered lists. However, the items inside the list all use the same tag: ``.

If you want to make an ordered list, you use the ordered list tag:

Ordered List: ``

The ordered list is sometimes referred to as the numbered list. This tag will automatically consecutively number the items in the list.

For example, to list the four basic HTML tags in order, use these tags:

```
<ol>
<li>The HTML Tag</li>
<li>The Header Tag</li>
<li>The Body Tag</li>
<li>The Title Tag</li>
</ol>
```


RESULT:

The HTML Tag
The Header Tag
The Body Tag
The Title Tag



NOTE: If you want Roman numerals or an alphabetical list, simply use either `type="I"` for Roman numeral or `type="A"` for alphabetical inside the beginning `` tag

If you want to make an unordered list, use the unordered list tag:

Unordered List: `` ``

This is the most popular type of list. The ul tag will place a symbol in front of each item on the list.

For example, to list the formatting tags unordered, use these tags:

```
<ul>
<li>The Bold Tag</li>
<li>The Italic Tag</li>
<li>The Underline Tag</li>
</ul>
```

RESULT:

- The Bold Tag
- The Italic Tag
- The Underline Tag

There is no limit to the number of items you may have in either type of list.



NOTE: For some variety, insert type="circle" or type="square" inside the beginning ul tag.

Another note: You may have lists within lists.

The last type of list we will cover is the definition list. Below is the tag:

Definition List: `<dl> </dl>`

This list type isn't used as much of the other two types of lists. Rather than the `` for each list item, it uses:

`<dt>` for Definition Term

`<dd>` for Definition of the Term



NOTE: These two tags do not need closing tags.

For example, to list the definition of two terms, use these tags:

```
<dl>
<dt>keywords
<dd> the words and phrases typed into search engines while looking for products & services
<dt>optimize
<dd>use keywords that customers use and your competition doesn't
</dl>
```

RESULT

keywords

the words and phrases typed into search engines while looking for products & services

optimize

use keywords that customers use and your competition doesn't

SPECIAL BONUS VIDEO ! THIS LINK WILL SHOW YOU THE ACTUAL VIDEO!



View the special bonus video now.

**This is just one sample of the over 20 videos in the Gold/Video Version
of this easy guide to HTML Success.**

**There are over 20 video tutorials that take you step by step through how to use the tags,
how to complete the assignments, and what the end result should look like.**

To learn more about the Gold/Video Version of *7 Easy Steps to HTML Success*, [click here](#) now!

Example 7:

Create an unordered list of four benefits. Place this list in the center of screen under heading 1.

Easy to use, Saves you time, Generates cash, Helps others

```
<html>
<head>
<title>Title goes here</title>
</head>
<body>
Body goes here
<center>    <h1><font face="arial" size="7"  color="blue">This</font> is the H1 tag</h1>

    <ul>
    <li>Easy to Use</li>
    <li>Saves You Time</li>
    <li>Generates Cash</li>
    <li>Helps Others</li>
    </ul>
</center><br><br><h2 align="left">This <font face="tahoma" size="5" color="red">is</font> the H2 tag</h2>
<br><br><hr width="45%">
    <h3 align="right">This is <font face="verdana" size="3" color="yellow">the</font> H3 tag </h3>
<br><br><hr width="75"size="20">
    <h4 align="center">This is the <font face="arial" size="1" color="orange">H4</font>tag </h4> <br>
<br><br>
    <hr>    <h5>This is the H5 <font face="tahoma" color="green" size="7"> tag</font> </h5> <br><h6
align="right"><FONT face="verdana" size="2" color="brown">This is </FONT>the H6 tag </h6> <br>
    <center><a href="http://www.myinternet101.com/"> </a></center>
<p><b>SEO</b>is the acronym for <u>Search Engine</u> Optimization. When you go to a <u>search engine</
u> looking for information, the <u>search engine</u> provides results based on the best matches found. When
you optimize your site for the <u>search engines</u>, you are providing the content for the keywords under
which you would like to be found. </p><p>
```

For example, let's say you have a site on *healthy foods*. Any time anyone is searching for *"healthy foods"* you would like for your site to come up in the results. In order to help the search engines see the relevancy of your website to this topic, you need to place the keyword *"healthy foods"* in your title tag, heading tags, and text. </p><p>

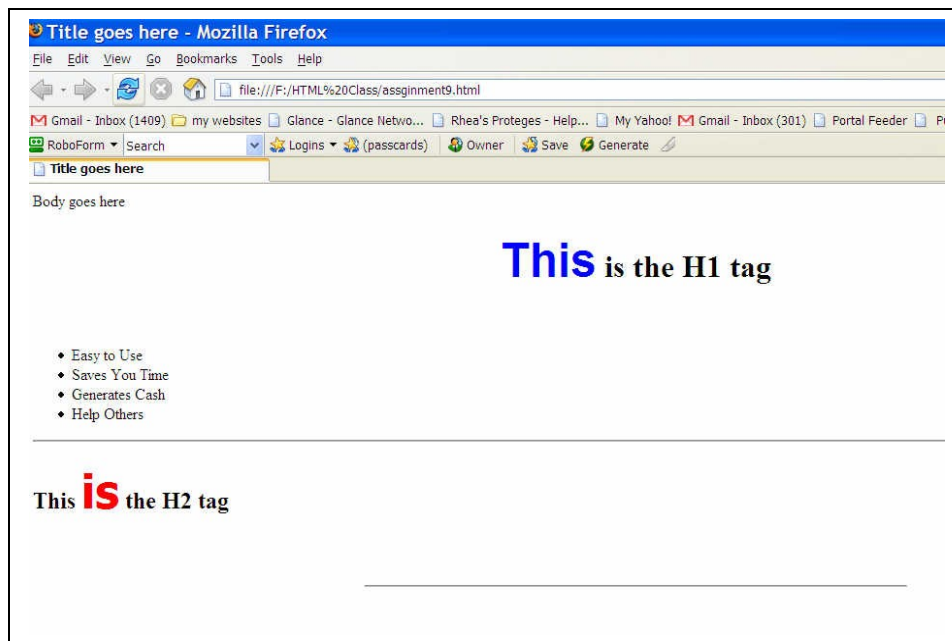
For extra credit, go to Google and type in the search term *"healthy foods"* (include quotation marks). Click on some of the results and look at the title tag, heading tags, and text for the term *"healthy foods."* See if the site is optimized for this keyword phrase.</p>

If you have any questions,

e-mail Linda.

```
<dl>
<dt>keywords
<dd> the words and phrases typed into search engines while looking for products & services
<dt>optimize
<dd>use keywords that customers use and your competition isn't
</dl>
</body>
</html>
```

Example 7: Unordered List Tags



Example 7 Results



[*Watch Video Tutorial 15*](#)

Step 4: Organizing around the Table



[Watch Video Tutorial 16](#)

The word “table” conjures up a variety of images. Our kitchen table is the center for many activities. Whether it is sharing a meal or agonizing over a math problem, listening to Bible reading or creating a building project, the table is at the center of it all. It does not matter how the table is made, simply that it is functional.

In the same way, tables help organize the function of your website. Tables are crucial to learn for web design. You will use tables to set apart data, turn sections into columns, and locate images.

The basic components of the table are the columns and rows. Each individual portion of the table is called a cell. For instance, a table with two rows and two columns would have four cells.

Table Tags: `<table></table>`

Row Tags: `<tr></tr>`

Data Tags: `<td></td>` (defines the columns)

Each table must have an opening and closing table tag.

Each row in the table has an opening `<tr>` tag and a closing `</tr>` tag.

Each column in the table has an opening `<td>` tag and a closing `</td>` tag.

A row tag and column tag are needed for each row and column in the table. These tags must be placed inside the table tag. Both the row and column tags require a closing tag.



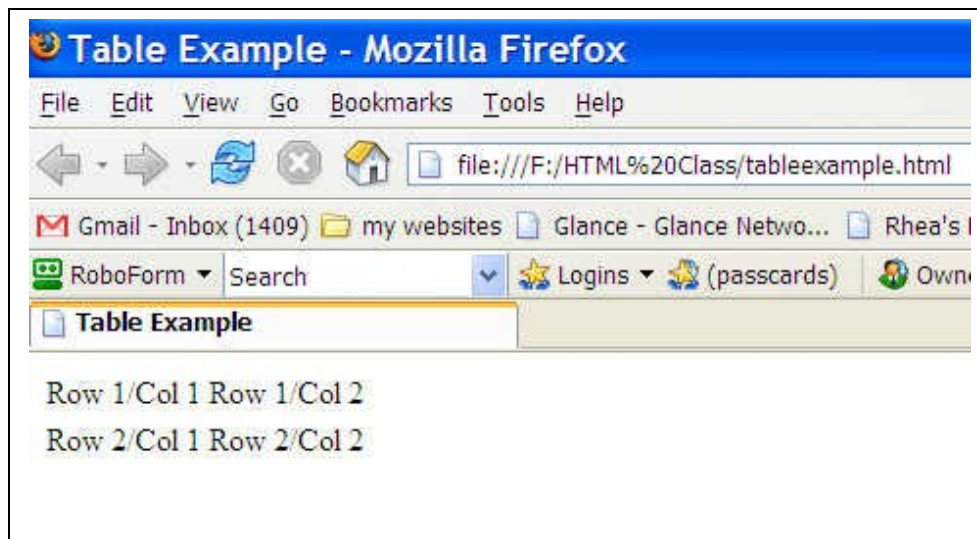
For instance, a table with two rows and two columns would look like this:



Note: The column tags are within one row tag. The indentation helps you to read the table code.

```
<table>
  <tr>
    <td>Row 1/Col 1</td>
    <td>Row 1/Col 2</td>
  </tr>
  <tr>
    <td>Row 2/Col 1</td>
    <td>Row 2/Col 2</td>
  </tr>
</table>
```

Example: Basic Table Structure



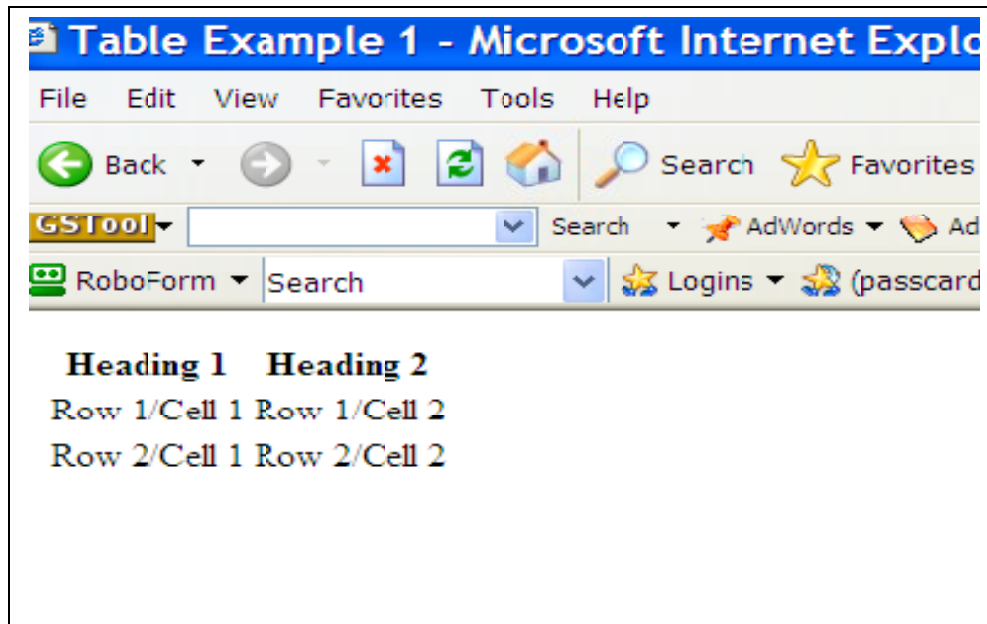
Basic Table Structure Results

Now I am going to add a table header tag: Table Header Tag `<th> </th>`

This tag will place bold text centered in the top cell.

```
<table>
    <th> Heading 1</th>
    <th> Heading 2</th>
<tr>
<td>Row 1/Cell 1</td>
<td>Row 1/Cell 2</td>
</tr>
<tr>
<td>Row 2/Cell 1</td>
<td>Row 2/Cell 2</td>
</tr>
</table>
```

Example: Basic Table Structure with Table Headings



Result: Basic Table Structure with Table Headings

Table Attributes: Border=xx, Width=xx, Height=xx, Align=xx, VAlign=xx

Border

To add a border simply insert “border=xx” inside the opening table tag.

Border=number of pixels wide

For example:

`<table border=5>` will add a border 5 pixels wide.



**NOTE: If there is no border attribute, there will be no border.
You could insert “border=0” if you wanted to remind yourself that
you did not want a border on this particular table.
This is helpful when you want to align text and/or images in rows or
columns but don’t want a visible border.**

Width

The width of the table can be defined as an absolute number or as a percentage of the screen.

Width=number of pixels

or

Width=percentage of screen

For example:

`<table width=700>` will make a table that is 700 pixels wide

`<table width=75%>` will make the table 75 percent of the screen



Height

The height of the table can be defined as an absolute number or as a percentage of the screen.

Width=number of pixels

or

Width=percentage of screen

For example:

`<table height=700>` will make a table that is 700 pixels high

`<table height=75%>` will make the table 75 percent of the screen



**NOTE: You typically will use this attribute for cells that need to be a specific size.
I generally allow my web page copy to determine the height of my web page.**

Align

Align in the table tag will align the entire table to the left, right, or center.

Align within a cell will align the contents horizontally within the cell.

`Align=` left, right, or center

VAlign

VAlign will align the content vertically with the table or cell.

`Valign=` top, middle, or bottom



Example: Make a Simple Table

Make a table with a border of 3 pixels centered:

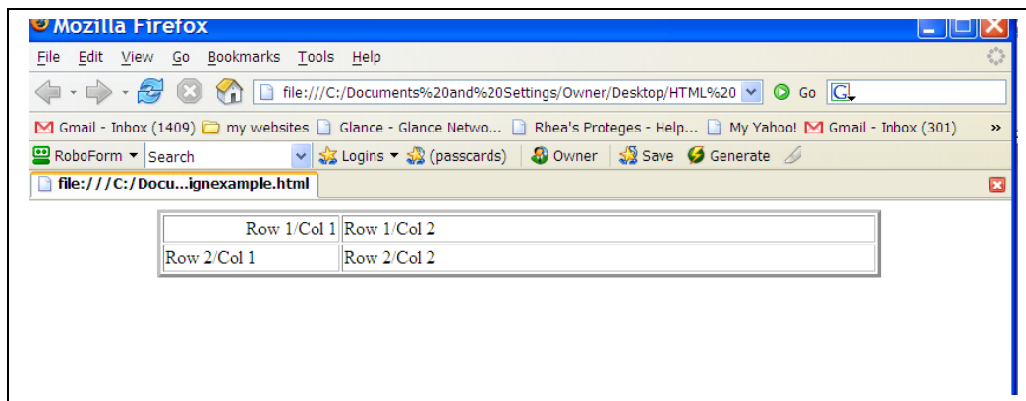
The width of the table is 75% and the height is 40 pixels.

Make row1/col1 width of 25% and align to the right.

Make row1/col2 a width of 75% and align left .

```
<table border=3 width=75% height=40 align=center>
<tr>
<td width=25% align=right>Row 1/Col 1</td>
<td width=75% align=left> Row 1/Col 2</td>
</tr>
<tr >
<td valign=top>Row 2/Col 1</td>
<td valign=bottom>Row 2/Col 2</td>
</tr>
</table>
```

Example: Making a Simple Table



Example Results: Simple Table

Example 8a:



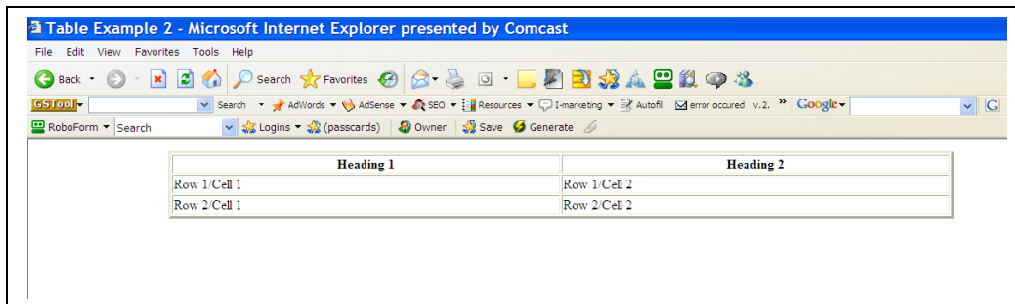
Add a border of 3 pixels to the table.

Center the table.

Make the table width 75% of the screen.

```
<table border="3" align="center" width="75%" >
<th> Heading 1</th>
      <th> Heading 2</th>
<tr>
<td>Row 1/Col 1</td>
<td>Row 1/Col 2</td>
</tr>
<tr>
<td>Row 2/Col 1</td>
<td>Row 2/Col 2</td>
</tr>
</table>
```

Example 8a: Table Tags with Border, Align, & Size



Example 8a Results



[Watch Video Tutorial 17](#)

Example 8b:

Let's go back to the simpler table without the previous added attributes of size. Remove width attribute.

```
<table border="3" align="center" >
<th> Heading 1</th>
<th> Heading 2</th>
<tr>
<td>Row 1/Cell 1</td>
<td>Row 1/Cell 2</td>
</tr>
<tr>
<td>Row 2/Cell 1</td>
<td>Row 2/Cell 2</td>
</tr>
</table>
```

Example 8b: Table Tags: Border & Align



Example 8b Results



[Watch Video Tutorial 18](#)

Table Attributes: Cell Padding: cellpadding="xx"

Cell padding is the space between the cell content and its borders.

Table Attributes: Cell Spacing: cellspacing="xx"

Cell spacing is the distance between the cells.

Example 8c:

Give this table a cell padding of 10 pixels.

```
<table border="1" cellpadding="10">
<tr>
<td>First</td>
<td>Row</td>
</tr>
<tr>
<td>Second</td>
<td>Row</td>
</tr>
</table>
```

Example 8c: Cell Padding

Heading 1	Heading 2
Row 1/Cell 1	Row 1/Cell 2
Row 2/Cell 1	Row 2/Cell 2

Example 8c Results



[*Watch Video Tutorial 18*](#)

Example 8d: Cell Spacing

For example: This table would have a cell spacing of 10 pixels.

```
<table border="1" cellspacing="10">
<tr>
<td>First</td>
<td>Row</td>
</tr>
<tr>
<td>Second</td>
<td>Row</td>
</tr>
</table>
```

Example 8d. Cell Spacing Tag

Heading 1	Heading 2
Row 1/Cell 1	Row 1/Cell 2
Row 2/Cell 1	Row 2/Cell 2

Example 8d Results



[Watch Video Tutorial 19](#)



NOTE: Experiment with these two numbers to find the results you want.

Step 5: What Color Is Your Background?



[Watch Video Tutorial 20](#)

Our background is a part of who we are. It can color us in different ways. Sometimes the color can be inviting, and other times it can be distracting. As we get older our color can change. Mine tends to be more subdued. (After my salvation, my color is more inviting.) I have found that my younger students like bold and abrasive color.

With your website, you need to make sure that the background is appealing to your audience. There are several places to use background options. You can specify the color of the page, the color of the table, the color of cells, and border colors, to name just a few.

Here are the background tags:

Background Tags

bgcolor="color"

background="image.jpg"

Before we go into detail about these tags, let's take a look at defining color. As you remember, we have been defining the color by words like red, blue, and yellow.

But there are so many more colors that can be used.

Colors can be defined by color combinations. From art you know that all color can be made from a combination of red, blue and yellow, which are the primary colors. However, in web design colors are specified using red, green, and blue. The amounts of each color can be expressed in hexadecimal notation. Don't worry; I am not going to give you a math lesson. You only need to know that color can be expressed with a six-digit number.

For instance, the following colors have the associated hexadecimal notation:

White: #FFFFFF

Black: #000000

Blue: #0000FF

Red: #FF0000

COLOR can be defined by:

Color Name

Color=red

(aqua, black, blue, fuchsia, gray, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow)

Color Value

Color=#FFFFFF

Colors are combinations of Red, Green, and Blue (RGB). The value is a hexadecimal notation for this combination.

Below is a partial hexadecimal chart.



003300	003333	003366	003399
006600	006633	006666	006699
009900	009933	009966	009999
00CC00	00CC33	00CC66	00CC99
00FF00	00FF33	00FF66	00FF99
330000	330033	330066	330099
333300	333333	333366	333399
336600	336633	336666	336699
339900	339933	339966	339999
33CC00	33CC33	33CC66	33CC99
33FF00	33FF33	33FF66	33FF99
660000	660033	660066	660099
663300	663333	663366	663399
666600	666633	666666	666699
669900	669933	669966	669999
66CC00	66CC33	66CC66	66CC99
66FF00	66FF33	66FF66	66FF99
990000	990033	990066	990099
993300	993333	993366	993399
996600	996633	996666	996699
999900	999933	999966	999999
99CC00	99CC33	99CC66	99CC99

Partial Hex Chart

Some Color Tags

Background Color: **BGCOLOR**="#xxxxxx"

This tag can be used for the entire page, for a table, or for a particular cell.

If this attribute is placed inside the <body> tag, the specified background color will apply to the whole page.

If this attribute is placed inside the <table> tag, it will apply only to the table. If this attribute is placed inside the <td> tag, it will apply only to the cell.

Border Color: **BORDERCOLOR**="#xxxxxx"



NOTE: This attribute would be placed inside the opening table tag.

Text/Link Colors

Font Color: ``

Page Text Color: `<TEXT="#####">`



NOTE: Typically this is used to define the default text color for the page.

Link Color: `<LINK="#####">`



NOTE: The default color of the links.

Link Click Color: `<ALINK="#####">`



NOTE: The color of the link when being clicked — active.

Visited Link: `<VLINK="#####">`



NOTE: The color of the link after it has been clicked — visited.



NOTE: Place these text/link tags in `<body>` tag

Background Image

BACKGROUND="image.gif"

(Wallpaper/Texture Squares)

If you want an image as a background, you would use this tag. The images used are typically small squares that fill in the background of the web page by repeating themselves.



NOTE: This could be a .jpg file.

You can combine background color and image.

```
<body background="background image.jpg" bgcolor="#xxxxxx">
```

Note: Make sure that your background is not distracting.

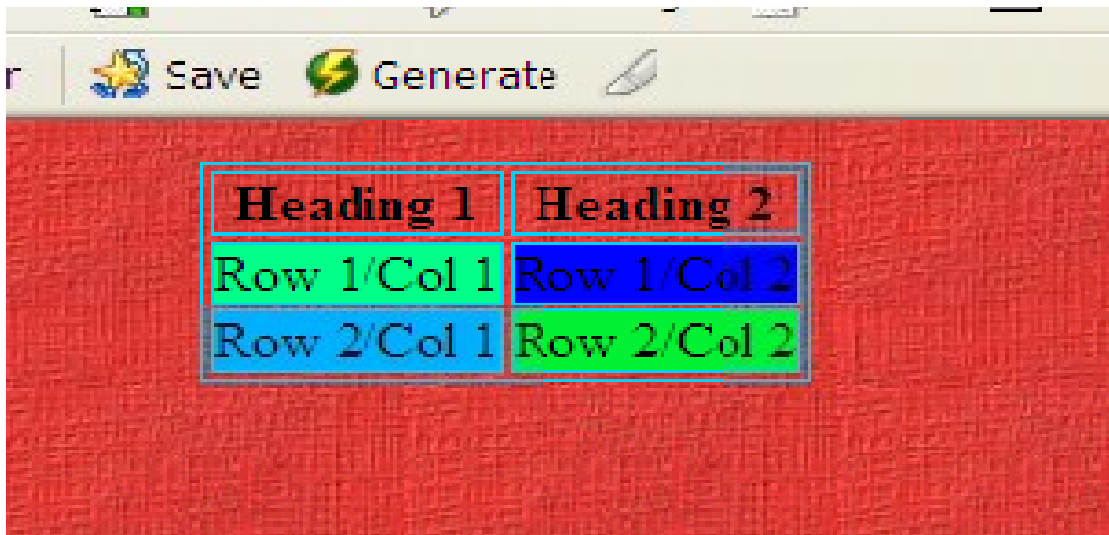
Example 9:

- Take original table with cell padding of 10.
- Make background image for page.
- Make the border color red.
- Make each cell a different background color.



```
<body background="artificial_texture.gif">
<table align="center" border="3" cellpadding="10"
Bordercolor=" #CD00FF">
<th> Heading 1</th>
      <th> Heading 2</th>
<tr>
  <td bgcolor="# 9FFF88">Row 1/Col 1</td>
  <td bgcolor="#0033FF">Row 1/Col 2</td>
</tr>
<tr>
  <td bgcolor="#CB00FF">Row 2/Col 1</td>
  <td bgcolor="#FF0033">Row 2/Col 2</td>
</tr>
</table>
```

Example 9: Background Color and Background Image Tags



Example 9 Results



[Watch Video Tutorial 21](#)

Step 6: Making a Road Map for Your Web Page



[Watch Video Tutorial 22](#)

Before you embark on a long trip, you typically will plan your route. You mark the sites you want to see along the way, where you might rest and eat, and who you want to visit.

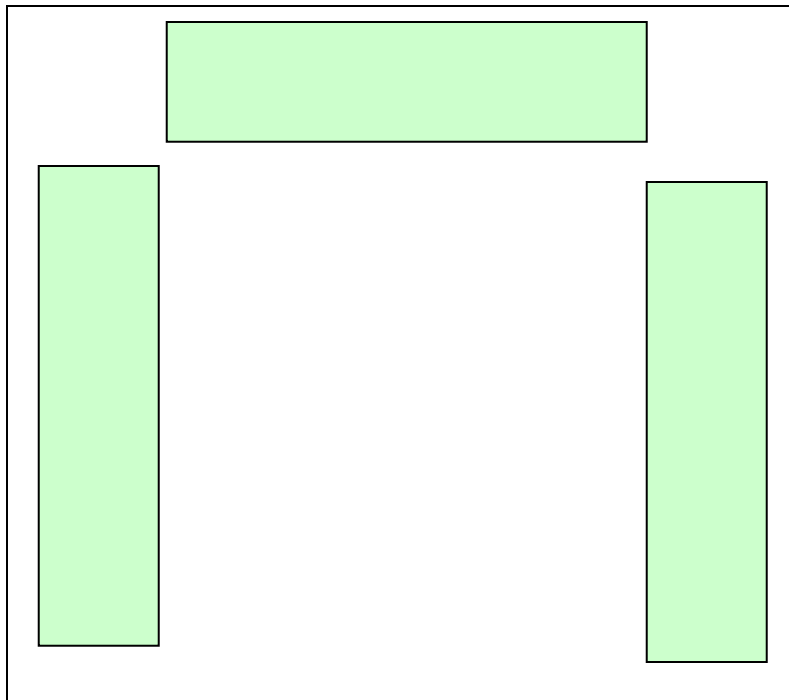
Of course, if you are like my husband, you just get in the car and go. I have seen many websites that resemble this approach. Everything is arranged in a haphazard manner, and is difficult to navigate.

Take the extra time up front to determine where you want your visitors to go and how you want to get them there. They also need a way to find their way home.

Website Navigation

It is important to have consistent navigation on each of your web pages. Whether you have you navigation on the left or right side or across the top, you want your visitors to have a consistent place to go for navigation.





Internal Website Navigation

Your website may have several pages.

Here are some of the website navigation links you might have:

Home

Products

About Us

Contact Us

Recommendations

Links

These represent possible pages you might have on your website.

You could use this code to link to your Products page:

```
<a href="products.html">Product</a>
```

Internal Web Page Navigation

If you have a long page, you can link to specific portions of your web page.

(Sometimes this is referred to as a “page anchor.”)

First name the part of the document you want to link to.

Place the following tag:

```
<a name="#specific location">location name</a>
```

To link to this part of the page, use this tag:

```
<a href="#specific location">location name</a>
```



NOTE: Make sure a “#” is at the beginning of the location name.

Example:

```
<a href="#Google">Go To Google</a><br>  
Text, text, text  
Text, text, text  
Text, text, text  
Text, text, text  
<a name="#Google">Google</a>
```

Once you have the section named, you can even call it from other pages. For example, if you created a section in `index.html` called `#Google`, you could call it from `aboutus.html` using ``.



NOTE: In this e-book I have linked to all the major sections of the book. When you go to the table of contents and click on a section, you are taken to that section through this tag.



Loose Ends

Here are three last tags I want to mention.

Div tag `<div></div>`

A div tag defines a division or section and allows you to set apart a block of content and position that content using absolute positioning.

For example:

```
<div align=center>
This will block this content and treat it as a whole.
<h4>Add a heading tag to this block of content</h4>
<p>Even add another paragraph!</p>
</div>
```

Other Attributes:

Align: left, right, center, justify

Style, id, border, positioning, background, image, more

Blockquote `<blockquote></blockquote>`

This tag will indent a quotation and add a blank line above and below the quote.

Comment Tag `<!--Place your comment here -->`

The comment tag is used to add a comment to the HTML code. This is help for you or other editors to see what you did or why you did it. This comment will be ignored by the browser and will not be displayed on your web page.



**NOTE: Make sure you have the exclamation mark after the opening of the comment tag.
You do not need one by the end tag.**

CSS: Cascading Style Sheets

Later you are going to want to learn about style sheets. Style sheets allow you set up several page properties in one place. You can then make changes very easily. (Look for this in the intermediate class. [Click here](#) for more details.)



Step 7: Opening a Window to Your World

The Internet has made the world a very small place. It doesn't matter whether someone is next door or on the other side of the world; they can see your website just the same. You can send information anywhere in the world! You can make friends and contacts in places you've probably have never been or ever will go.

Your website has the potential to be seen by millions. What do you want to accomplish with your website? We have finished the easy part and built the foundation. Now you have to begin to home in on the specifics for your site.

You need to take time and carefully consider the following:

- **SUBJECT/PURPOSE/AUDIENCE**
- **LAYOUT**
- **GRAPHICS/COLOR SCHEME**
- **CONTENT**

Subject/Purpose/Audience

The next couple of steps are critical to your website design. You need to think through the topic of your website.

What are you interested in?

Do you have a passion?

Are you an expert in an area?

Are you skilled in an area?

Once you have determined your topic, you need to establish your purpose.

What is the purpose of your website?

Do you want to give information?

Do you want to sell something?

Do you want to become a resource center?

You also need to determine your audience. Think about who would be interested in website.

What are they looking for?

Are they a specific age or gender?

What is their background?

Please send an e-mail to registerfreebk@aweber.com



Layout

Many websites use tables to provide the layout of their website. We are going to use tables to set up our website.

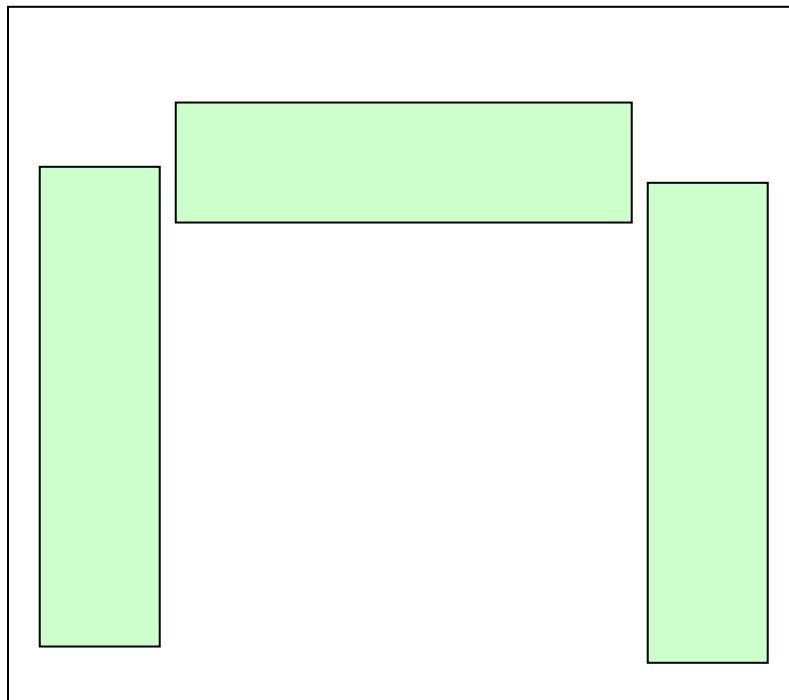
Here are some things to consider:

Do you want a header graphic at the top?

Do you want one, two, or three columns?

Where do you want you navigation buttons?

What types of information do you want to put in each of these sections?



How many pages will your website have?

You will have your Home or Index page.

Will you have a Products page?

Will you have an About Us page?

Do you need a Contact Us page?

Do you want Recommendations page?

Do you need a Links page?

Are there other pages you want?

Remember to start out simple. You can always expand later.



Graphics/Color Scheme

You need to consider the graphics and color scheme for your site. Remember that too many graphics will slow down the load time of your website and may cause you to lose visitors.

Different colors elicit different moods. I am not going to go into the science of different colors, but it is an important consideration.

You want your site to be attractive and appealing. You don't want to turn visitors away because your site is ugly! Sometimes people used washed-out colors that give a drab feeling.

Too many colors can also be distracting!

If you don't have an eye for colors, find someone who does and ask for their advice. (We offer great graphics at a super price. Go to www.WebTechEnterprises.com or [e-mail](mailto:) me for more information.)

Content

CONTENT IS KING!!!

I cannot tell you how many times I have heard that statement over the last year. The message is not fading but getting stronger!

Studies show that well over 90% of users now have a search engine for their home page and use it for around half of everything they do on the web. Most likely, unless you are advertising heavily, someone will reach your site through a search engine.

How will they find you? Probably while searching for information they will come across your site. You may find an occasional visitor looking to buy something, but most of them are just looking for information.

Even if you have a commerce website for selling products, you need to provide information that your potential customers are likely to want to read. The information you provide will keep your visitor longer and give you a better opportunity to sell to them. It is critical that you provide good, useful content.



Conclusion

Wow! This has been fun! I wish that I could have taught this to you in person! There is nothing more exciting than see a student grasp the potential.

I trust that this information has been helpful. Several students have used this information to build their websites and start their online businesses. My aim has been to provide the information in a logical, step-by-step fashion for easy consumption.

I have made several videos tutorials that walk you through everything in this e-book. It is common knowledge that most students learn best when they are presented information in several modes. The videos appeal greatly to the audio/visual learner. I have also found that the retention and understanding is greater with the video tutorials. Let me know how these video tutorials helped you learn.

The next step is to put your website online. The steps to make this happen are not difficult, but you do need to understand all pieces required. I have taught these steps to my local homeschool co-op and online to students across the country. 75% of my students have a website online when they complete the class. For more information, [click here](#).

Please feel free to ask me questions. Go to Linda@MyInternetTutor.com to submit your questions and comments.



Appendix

- [*HTML Cheat Sheet*](#)
- [*Resource Page*](#)
- [*List of Video Tutorials*](#)

HTML Cheat Sheet

Basic Tags

<code><html></html></code>	Creates an HTML document
<code><head></head></code>	Sets off the title & other info that isn't displayed on the Web page itself
<code><body></body></code>	Sets off the visible portion of the document

Header Tags

<code><title></title></code>	Puts the name of the document in the title bar
--	--

Body Attributes

<code><body bgcolor=?> </body></code>	Sets the background color, using name or hex value
<code><body text=?></body></code>	Sets the text color, using name or hex value
<code><body link=?></body></code>	Sets the color of links, using name or hex value
<code><body vlink=?></body></code>	Sets the color of followed links, using name or hex value
<code><body alink=?></body></code>	Sets the color of links on click, using name or hex value

Text Tags

<code><h1></h1></code>	Creates the largest headline
<code><h6></h6></code>	Creates the smallest headline
<code></code>	Creates bold text
<code><i></i></code>	Creates italic text
<code><cite></cite></code>	Creates a citation, usually italic
<code></code>	Emphasizes a word (with italic or bold)
<code></code>	Emphasizes a word (with italic or bold)
<code></code>	Sets size of font, from 1 to 7
<code></code>	Sets font color, using name or hex value

Links

<code></code>	Creates a hyperlink
<code></code>	Creates a mailto link
<code></code>	Creates a target location within a document
<code></code>	Links to that target location from elsewhere in the document

Formatting

<code><p></p></code>	Creates a new paragraph
<code><p align=?></p></code>	Aligns a paragraph to the left, right, or center

<code>
</code>	Inserts a line break
<code><blockquote></code>	Indents text from both sides
<code></blockquote></code>	
<code><dl></dl></code>	Creates a definition list
<code><dt></code>	Precedes each definition term
<code><dd></code>	Precedes each definition
<code></code>	Creates a numbered list
<code></code>	Precedes each list item and adds a number
<code></code>	Creates a bulleted list
<code><div align=?></div></code>	A generic tag used to format large blocks of HTML; also used for stylesheets

Graphical Elements

<code></code>	Adds an image
<code></code>	Aligns an image: left, right, center; bottom, top, middle
<code></code>	Sets size of border around an image
<code><hr></code>	Inserts a horizontal rule
<code><hr size=?></code>	Sets size (height) of rule
<code><hr width=?></code>	Sets width of rule, in percentage or absolute value
<code><hr noshade></code>	Creates a rule without a shadow

Tables

<code><table></table></code>	Creates a table
<code><tr></tr></code>	Sets off each row in a table
<code><td></td></code>	Sets off each cell in a row
<code><th></th></code>	Sets off the table header (a normal cell with bold, centered text)

Table Attributes

<code><table border=#></code>	Sets width of border around table cells
<code><table cellspacing=#></code>	Sets amount of space between table cells
<code><table cellpadding=#></code>	Sets amount of space between a cell's border and its contents
<code><table width=# or %></code>	Sets width of table — in pixels or as a percentage of doc width
<code><tr align=?> or <td align=?></code>	Sets alignment for cell(s) (left, center, or right)
<code><tr valign=?> or <td valign=?></code>	Sets vertical alignment for cell(s) (top, middle, or bottom)
<code><td colspan=#></code>	Sets number of columns a cell should span
<code><td rowspan=#></code>	Sets number of rows a cell should span (default=1)
<code><td nowrap></code>	Prevents the lines within a cell from being broken to fit



[Click here](#) to download an Excel version of this cheat sheet.

Resource Page

GETTING STARTED

- [Internet Marketing Basics](#)

INTERNET BUSINESS ROADMAP

- [My Internet 101](#)
- [Website Creation Package](#)

HOSTING

- [Gator](#)
- [Blue](#)

HTML EDITOR

- [NVu](#)
- [Frontpage](#)
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