

Web Publishing I
Knight Library, IT Curriculum
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Welcome to Web Publishing I, the introductory class to learning how to create your own web page! In this class, you will learn how to:

- Create a basic web page
- Enhance your web page
- Publish your web page on the Internet

To view the web pages and teaching materials used in this class, go to this web page:
<http://libweb.uoregon.edu/it/webpub/>

What is HTML?

HTML stands for **HyperText Markup Language**, a computer language used to describe how you want your page appear on every computer on the Internet. Like any language, HTML has its own rules that must be followed if you want your page to display correctly!

Every web page has several basic elements (called "tags):

<code><html> </html></code>	To open and close your web page
<code><head> </head></code>	The heading of your web page (where the title goes)
<code><title> </title></code>	The title of your web page (displayed in the title bar of your browser)
<code><body> </body></code>	This is where you will enter the content of your web page!

Notice that most tags have an opening tag and a closing tag. It is important to include both tags, in the right order!

Exercise #1: Create your first web page!

1. Open "Notepad" or another basic text editor on your machine ("SimpleText" for a Mac)

2. Type the following, being careful not to make typing errors:

```
<html>
<head>
<title>My First Web Page</title>
</head>
<body>
<p>My first web page!</p>
<p>This is my first web page, to get me started on web publishing. It may not look like much
now, but it will get better.</p>
<p>In the mean time, I can:
<br>practice a lot,
<br>or visit www.builder.com for help
</p>
<p>Your Name<br>
October 2001</p>
</body>
</html>
```

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3. Save this file as *index.html* in the *My Documents* folder, which is located on the desktop, or in the *C:\Guest* folder. On your own computer at home, you could select any folder (directory) you wanted.
4. In the web browser, open the file you just saved. (Hint: look under the File menu for an option such as "Open Page..." or "Open..." then browse your computer's hard drive to find your file.

Note that the address (URL) in the location bar of your browser begins with *file://*. This tells you that the web browser is reading the page from your local computer, rather than a web server.

5. Congratulations! You've created your first web page!

Exercise #2: Publish Your Web Page

1. Open the FTP software. (Note: the software used in this process is available on the *Duckware* CD-ROM.)
 - Windows users: use *WS_FTP*
 - Mac users: use *Fetch*
2. Open a connection to your web server.

The two most common UO web servers are *darkwing* (for faculty, staff, and graduate students) and *gladstone* (for undergraduate students). The host names are *darkwing.uoregon.edu* and *gladstone.uoregon.edu*, respectively.

- **WS_FTP:** Fill in the "Session Properties" dialog box with the appropriate host name and your username and password for that host or web server. Make sure there is no checkmark next to the "Anonymous Login" box (otherwise, your password will be revealed). Once you've made the connection, you should see two windows: the left window represents the files and directories (folders) on your local computer, and the right windows shows the files and directories in your personal space on the remote (or web) server.
- **Fetch:** Fill in the "New Connection" dialog box with the appropriate host name and your username and password for that host or web server. Once you've made the connection, you should see a window showing the files and directories (folders) in your personal space on the remote (or web) server.

Before you can publish your web pages to a UO server, you need to create a directory in which to store your web files. This directory is the only one from which web files can be read. **Do this step only once.**

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- **WS_FTP:** Click on the "MkDir" button next to the remote (right) window. Type *public_html* in the box and click "OK." If this new directory doesn't appear immediately in the list on the right side, click on the "Refresh" button.
- **Fetch:** From the "Directories" menu, select "Create New Directory," then type *public_html* in the box and click "OK." Your new folder may display as something like */home1/yourid/public_html* - this is normal.

Double-click on the *public_html* folder to open it. **Important:** You will always put your web files inside this folder.

Now transfer your *index.html* file to the web server.

- **WS_FTP:** Locate the folder containing your *index.html* file in the left window. Double-clicking on an arrow moves you up through the folder hierarchy. Double-clicking on a folder name takes you inside that folder. Make sure a checkmark appears in the box next to "Auto" underneath the windows showing your files. Select the file you want to transfer, then click on the arrow pointing toward the remote server window (-->). Your file should now be listed in the remote window.
- **Fetch:** From the "Remote" menu, select "Put Folders and Files..." then find the folder containing your web file, and "Add" the file to the list. Click "Done." A dialog box will appear; accept the default by clicking the "OK" button.

Finally, test your web page by viewing it in your web browser. To do this, type the URL for the page into the location bar in the browser window. The URL will be very similar to:

<http://darkwing.uoregon.edu/~jsmith/index.html>

or

<http://gladstone.uoregon.edu/~jsmith/index.html>

Of course, you will substitute your own username for *jsmith* in the examples above. Remember to press the Enter key after you've typed in the URL.

Note the tilde (~) in front of the username - this is a clue you can use in deciphering URLs that usually indicates the web page is a personal one rather than an institutional one.

Congratulations again! You're ready now to start adding to your web page and learning some more HTML.

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Exercise #3: Enhancing Your Web Page:

Now we'll add some more tags to your web page to start to make it look better. The following tags can help to organize and emphasize text on your web page:

<code><h#> </h#></code>	Formats page headings; # represents a number between 1 and 6, where h1 is the largest, and h6 is the smallest
<code><p> </p></code>	Paragraph tag--at the beginning and end of each paragraph
<code> </code>	Starts/ends an Unordered (or bulleted) list. Used with <code></code>
<code> </code>	Defines each item within a list. Used with <code></code> or <code></code>
<code> </code>	Starts/ends an Ordered (or numbered) list. Used with <code></code>
<code>
</code>	Creates a line break; generally used to break short lines of text
<code><hr></code>	Places a horizontal line, or "rule" across the page
<code> </code>	Emphasizes text, generally through the use of italics
<code> </code>	Makes text stand out, generally by making it bold

Here is one possible solution of adding these tags to your web page:

```
<html>
<head>
<title>My First Web Page</title>
</head>
<body>

<p><h1>My first web page!</h1></p>
```

```
<p>This is <strong>my first web page</strong>, to get me started on web publishing. It may
not look like much now, but <em>it will get better.</em></p>
```

```
<p>In the mean time, I can:
<ul>
<li>practice a lot,</li>
<li>or visit www.builder.com for help</li>
</ul>
</p>
```

```
<hr>
<p>Your Name<br>
October 2001</p>
</body>
</html>
```

Remember that every time you make a change to your web page, you need to click the "Reload" button in your web browser to see the changes!

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Adding Links to your pages:

You may wish to create links from your web page to other pages you have created, or other pages of interest. Also, you can create a link to an e-mail address, to encourage your visitors to send you an e-mail.

Creating links to web pages:

To link to a web page, use this code:

` ` Where "..." is the address of the web page to which you are linking

On your web page, your link might look like this:

visit `www.builder.com` for help

There are two kinds of links:

- **absolute**, meaning you type in the full address (`http://...`) of the page. The full address of the web page is needed any time the page to which you are linking is not located on the same server or in the same directory as the page you are editing
- **relative**, where you only enter the file name (`index.html`). Relative links can be created to any web page in the same directory as the page you are editing.

Creating Links to an e-mail address:

To add an e-mail link, use the same `` code as above, but replace the `http://` address with `"mailto:youremailaddress@wherever.com"`. For example:

`Stephanie Michel`

Adding Images:

Images can add color and pizzazz to your web pages. To add an image to a page, you will need to use this tag:

`` Where `img src` = the location of your image (in your web directory, or on the web), and `alt` = a text description of the image, for those who are unable to view it.

The Web Publishing II workshop gives more detail about adding images to your pages. For this class, we will add a link to an image that is available on the Internet.

1. Go to the Web Publishing I: Exercise 3 page:
`http://libweb.uoregon.edu/it/webpub/wp1/exercise3.html`
2. Find an image that you like. Copy the address below the image.
3. Insert the image into your web page, adding a tag like this:
``

4. Look at your web page, click "Reload" and you should now see your image!

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Last words of advice:

- It is good practice to name your home page *index.html*. Browsers automatically default to *index.html* if someone typing in the address of your page does not type in the full name (for example, they only type `http://darkwing.uoregon.edu/~smichel/`). If you don't have an *index.html* file, the browser will instead show a list of everything in your *public_html* directory, including any in-progress or semi-private files you may have there!
- What you have now is a web *page*. A web *site* is made of several pages which link to each other. You can work on this as you practice your skills. Note: when you make a link to a web page in your same *public_html* directory, you don't need to type in the full address, just the name of the file (i.e. *home.html*, *cicle.gif*)
- Sign and date your web pages (name, email address, and date last modified). This let's people know who created the page, and an updated date shows that the page is being maintained
- An excellent way to improve your web publishing skills is to look at the page source of other people's pages. This isn't full-proof, since some neat web pages are using advanced programming languages or something you can't access, but it's often useful to see how other people are doing neat things on the web
- Beware of the three most common errors in HTML documents:
 - **typos**: one small typing mistake can mess up the rest of your web page. Be particularly careful when typing greater than/less than brackets, and open and close all quotation marks!
 - **missing pieces**: Remember to close every tag that you open. Otherwise, the browser doesn't know when to stop applying that element. Many browsers are unforgiving about this, and may not display your web page at all, or your page will look very odd
 - **nesting errors**: Be sure to open and close your tags in the correct order. Otherwise, your page may not display at all (if you mix up the order of essential tags like `<body>` and `<html>`), or will look strange:
incorrect: `Text here`
correct: `Text here`
- Use a validation service to be sure that your HTML coding is correct. Validators, such as W3C's HTML Validation Service (<http://validator.w3.org/>), can help you to look for errors and diagnose problems.
- Be knowledgeable about copyright and the web's rules of the road; images, style sheets, scripts, layout and design are very personal and should not be borrowed or copied without permission.