

I. Defining the Site

In each new chapter, I request that you copy files from the **H•O•T CD-ROM** to a folder on your hard drive. In this exercise, you will revisit how to define a site based on the contents of the folder. Because each chapter of this book features different files, each chapter is defined as its own distinct site, so you will go through the process of this exercise many times. Normally, if you were working on a single site, you would most likely define your site once. If you switched projects, however, you would need to define a new site. Dreamweaver MX 2004 allows you to manage multiple sites, which is helpful if you have multiple clients or projects for which you plan to use the program.

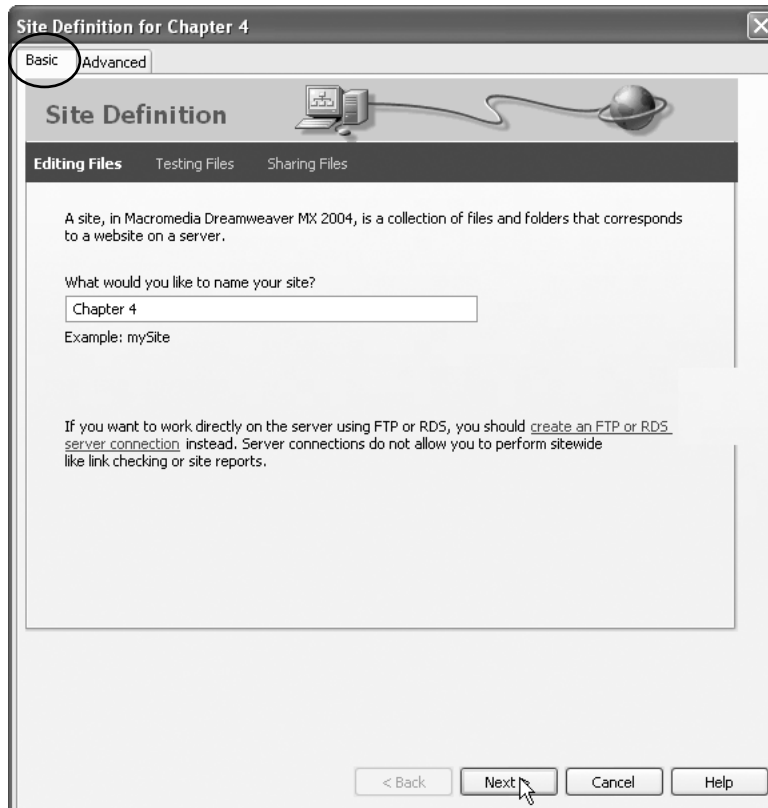
1. Copy the **chap_04** folder from the **H•O•T CD-ROM** to your hard drive.

2. Choose **Site > Manage Sites** to open the **Manage Sites** window. This window lets you add new sites, edit and make duplicates of existing sites, export and import sites, and remove sites.

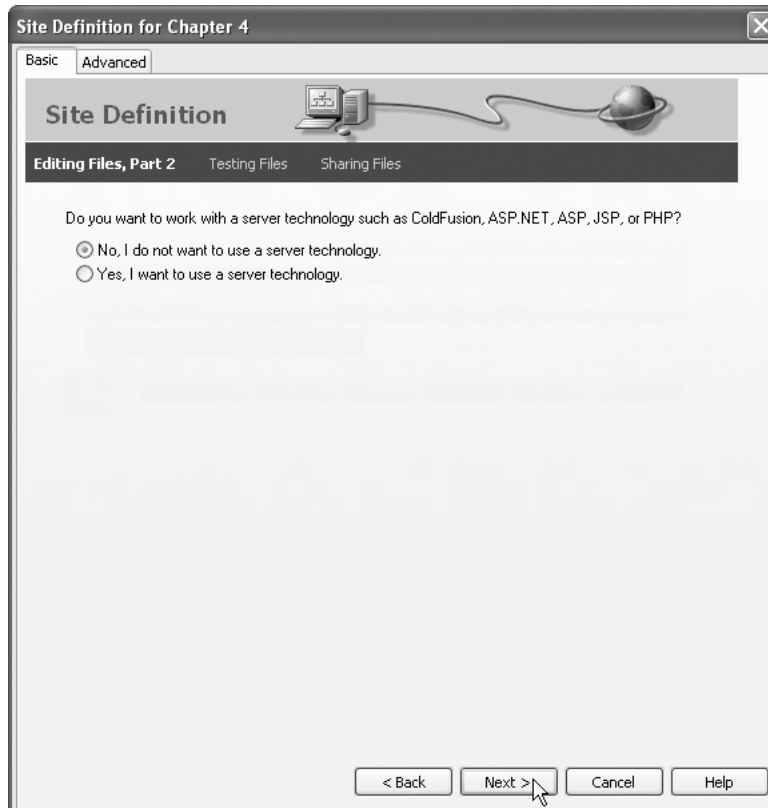


3. Click the **New** button, and from the small drop-down menu, choose **Site**, which will open the **Site Definition** window.

Note: The **FTP & RDS Server** option involves more advanced workflow and will not be covered in this book.

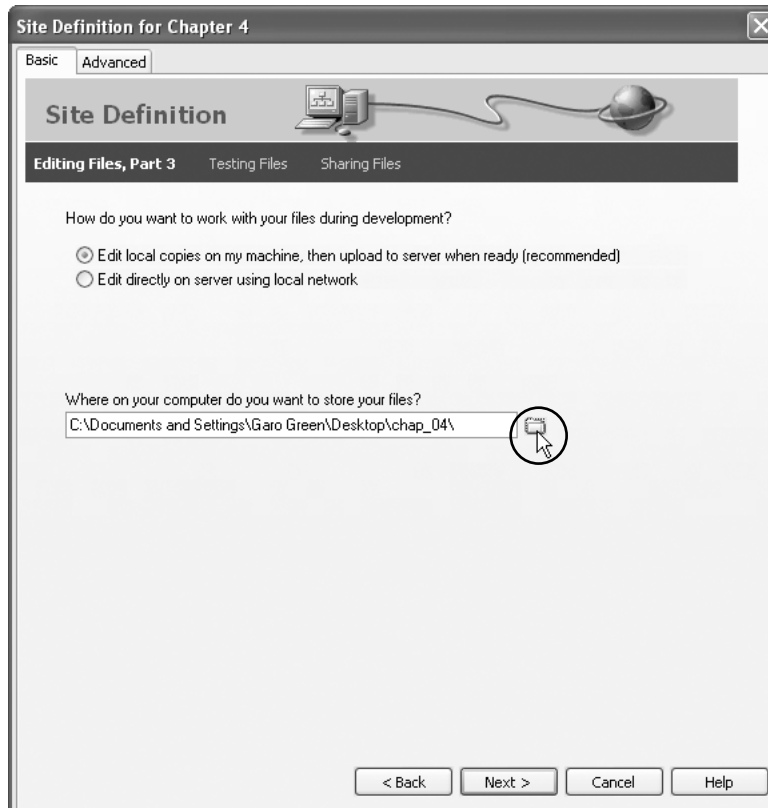


4. Make sure the **Basic** tab, in the upper-left corner, is selected. In the **What would you like to name your site?** text field, type **Chapter 4**. This defines the name for your site. This name is an internal naming convention used by Dreamweaver MX 2004. I suggest you give each site a name that is relevant to you. You can use any name you want, including special characters, such as spaces, dashes, and so on. Click **Next**.



5. Make sure the **No, I do not want to use a server technology** radio button is selected. This tells Dreamweaver MX 2004 you are creating a static Web site and are not going to use a server technology, such as ASP or CFM, with your site. A server technology is necessary if you are creating a Web site that connects to a database to generate dynamic data. Click **Next**.

Don't worry if you change your mind later. You can change all of the settings you define for your site at a later date. Phew!



6. Make sure the **Edit local copies on my machine, then upload to server when ready (recommended)** radio button is selected. This tells Dreamweaver MX 2004 that you want to create the Web pages on your computer and upload them when you are ready. This is the most common way to create and publish Web pages.

7. Click the small folder icon to open the **Browse** dialog box. Locate the **chap_04** folder on your **Desktop**:

- **Mac:** Highlight the **chap_04** folder and click **Choose**.
- **Windows:** Double-click the **chap_04** folder to open it. Click **Open**.

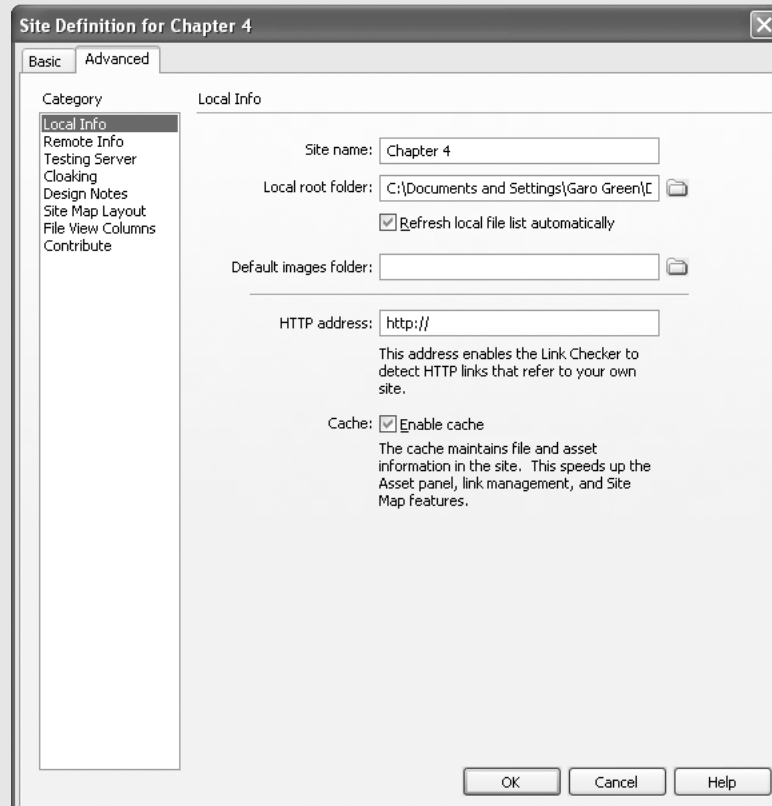
This specifies the folder you want to use as the local root folder for your site. In this case, you are using the **chap_04** folder as the local root folder. Each site you define in Dreamweaver MX 2004 must point to a folder that you are using as the local root folder. Click **Next**.



8. Make sure the **How do you connect to your remote server?** option is set to **None**. You will learn more about connecting to a remote Web server and how to upload files later in Chapter 20, “*Getting It Online*.” Click **Next**.



9. The next screen displays a summary of the settings you have specified for this site. Take a moment to review the information on this screen. If you have made a mistake, you can click **Back** to return to any of the previous screens to make any needed changes. Click **Done** if everything looks okay.

NOTE | Basic and Advanced Tabs

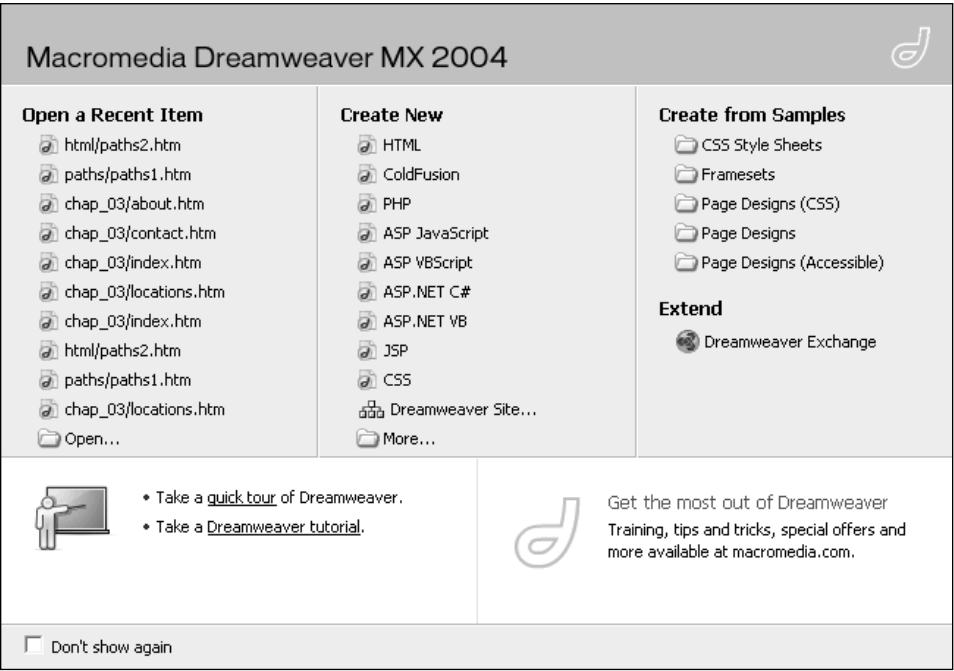
You might have noticed that the Site Definition window contains two tabs: Basic and Advanced. These tabs serve the same purpose: They both let you define a site. The Basic tab is more of a wizard approach, where you define a site by answering a series of questions. This is a great place to start if you are new to Dreamweaver MX 2004. The Advanced tab is where more experienced Dreamweaver MX 2004 users will go to define a site. The Advanced tab gives you direct access to all the options necessary to define a site and work with other site features, such as Design Notes, modifying the Site Map Layout options, and changing the Site panel column options. As you become more experienced with Dreamweaver MX 2004, you will find yourself using the Advanced tab to define your sites.

2.

Creating and Saving a New Document

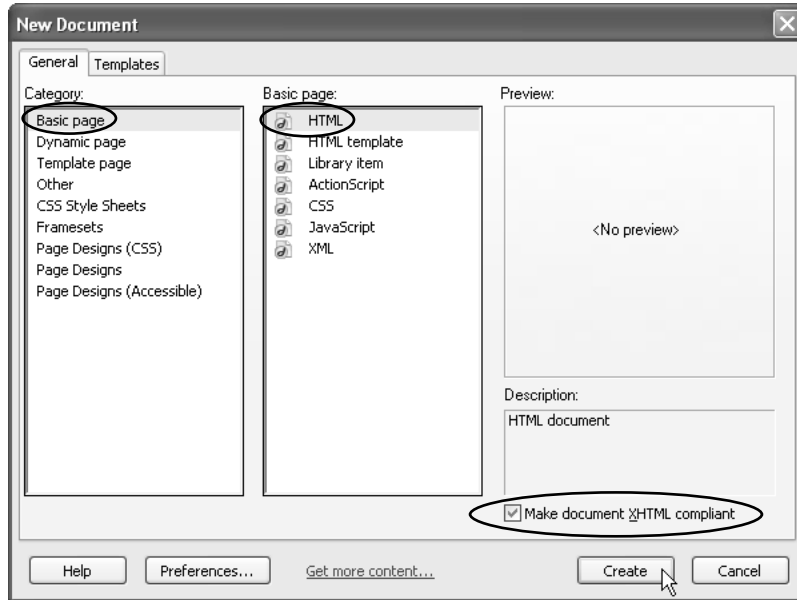
This next exercise teaches you how to create and save a document in Dreamweaver MX 2004. You will be saving this document as **index.html**, which has special significance in HTML, and almost always means that it is the beginning page of a site. Additionally, you will learn to set the title of this document to **Welcome to laEyeworks**.

1.
- If a blank document window is already open, close it and don't save any changes if you are prompted. Each time you open Dreamweaver MX 2004, by default it will open to the start page, which lets you create a wide variety of documents by simply clicking on a link. (You can disable the start page in the preferences, which is explained in Chapter 2, "Interface.")



The start page is a quick and easy way to create new documents. However, it does not give you access to all of the new page templates inside Dreamweaver MX 2004 or let you control some other options, such as creating a new page using XHTML instead of HTML. To access all of the new page templates, just follow the next few steps.

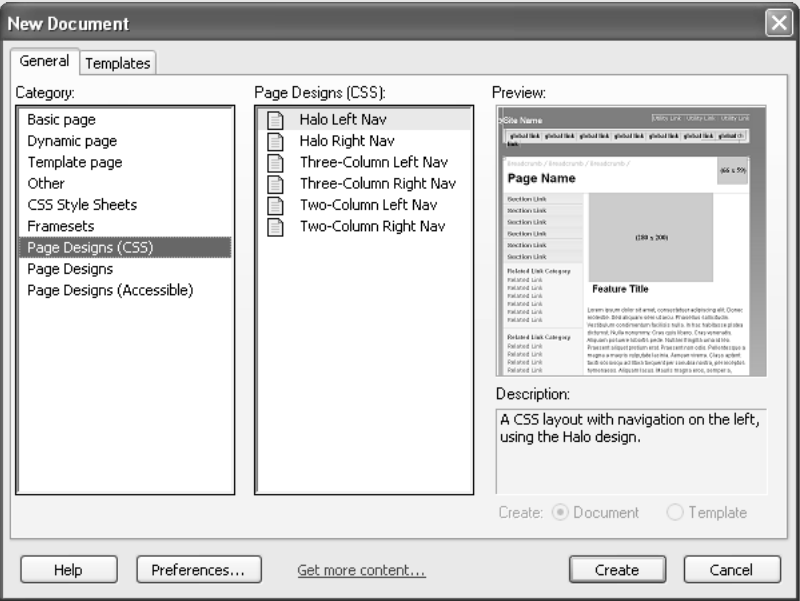
2.
- Select **File > New**. This will open the **New Document** dialog box, which lets you choose a template for your new document.



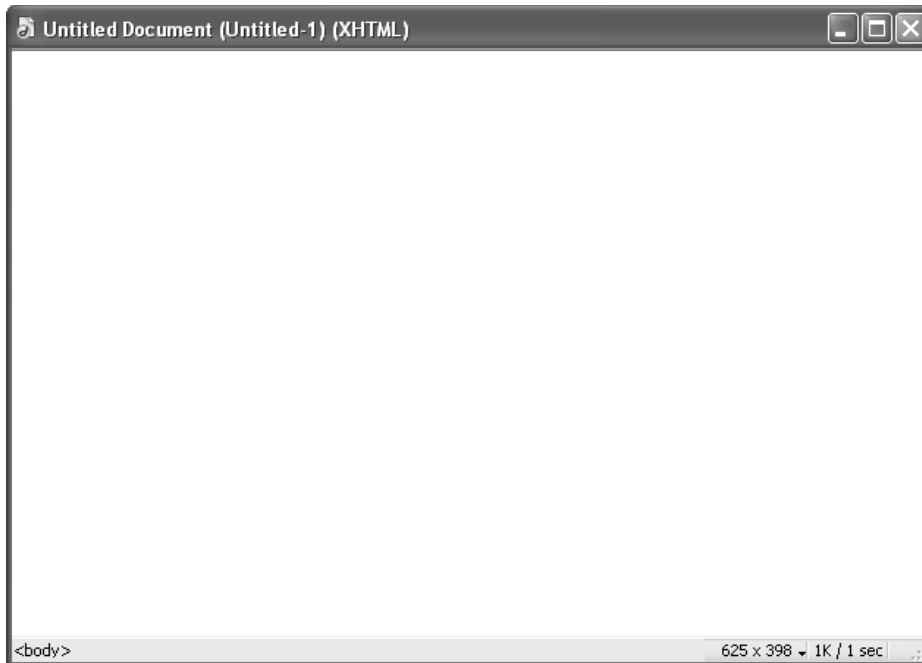
3. Make sure the **Basic page** category is selected and then choose **HTML** under the **Basic page** section. This tells Dreamweaver MX 2004 that you want to create an HTML page. Click the **Make document XHTML compliant** check box to create a new page with XHTML instead of HTML. Click **Create**.

Only the new document window gives you the ability to make a new XHTML document; the start page doesn't offer this option. Sure, you can convert your HTML documents in XHTML later (you will learn how to do this in Chapter 12, "XHTML"), but why not do it the correct way right from the start? A quicker way to create XHTML pages would be to change the General preferences in Dreamweaver MX 2004 so it generates XHTML for all new pages. All you have to do is click a single check box. ;-) Hey, if you don't want to use XHTML, that's fine with me. There aren't any XHTML police around, but I strongly recommend that you do because it is the current Web standard for creating Web pages and will work fine in older browsers.

NOTE | The New Document Dialog Box



The New Document dialog box gives you access to many templates that you can use for creating new pages in Dreamweaver MX 2004. These templates are designed to give you the necessary code to begin creating pages for specific purposes. Within each category are a number of different template options. For example, within the Framesets category are a number of different frameset designs. All of the templates are designed to save you time and get you started in the right direction. Some categories have a check box that will make sure the code is XHTML-compliant. The Templates tab at the top is reserved for templates that you will learn how to create later in Chapter 17, “*Templates/Libraries*.”

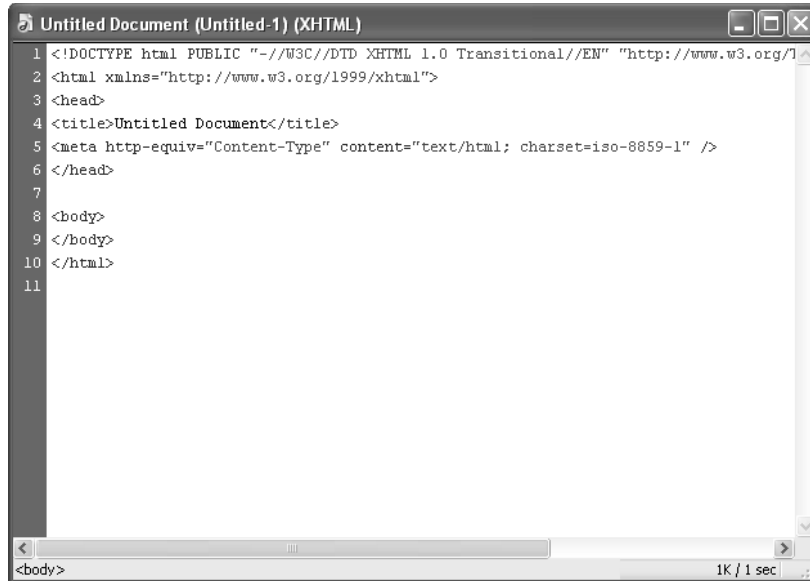


The New Document window will close, and a new blank XHTML document window will open. My window is currently maximized to its largest size; that's why I have a little tab in the upper-left corner. If your window isn't maximized, or you're on a Mac using Dreamweaver MX 2004, then you won't have this cute little tab.

4. Click the **Code** button in the **Document** toolbar to change the view of the page to **Code** view. (If your **Document** toolbar isn't visible, select **View > Toolbars > Document** to make it visible.)

As you probably guessed, the Code view displays only the code of your page. Some people find looking at all this code kind of difficult or downright scary. Well, if you want to be a professional Web designer/developer, you really need to know code and feel comfortable working with it, and not limit yourself to just the visual editing environment of Dreamweaver MX 2004. Consider this lesson "Code 101."

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When the window is not maximized, you will see (XHTML) in its title bar. This is yet another way to tell you are working with an XHTML document. The code in lines 1 through 3 tell the Web browser (and the rest of the curious world) that this page is an XHTML page and not an HTML page. As long as you see this code, you can be assured that your page is considered a true XHTML page.

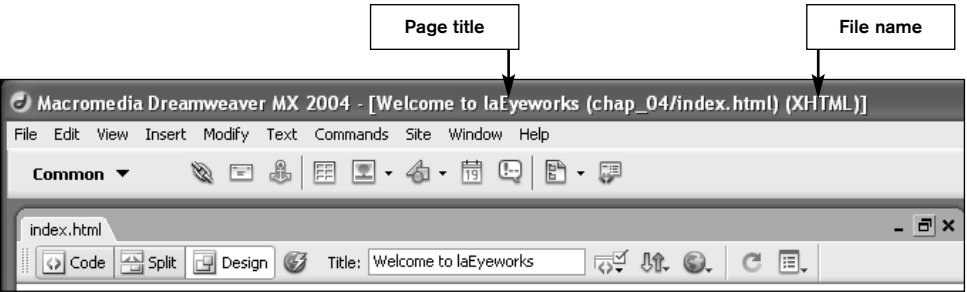
5. Click the **Design** button in the **Document** toolbar to return to the default **Design** view of your page.



6. In the **Document** toolbar's **Title** text field, type **Welcome to laEyeworks**. Press **Enter** (Windows) or **Return** (Mac). This will define the page title for this page. The page title appears at the top of the browser when the page is being viewed and is the name used by browsers and Web pages when this page is bookmarked. Right now the page is blank, but you're going to turn it into a cool and functional Web page in a jiffy.

Before you go on, it is very important that you save your file first. All of the site management benefits introduced in the last exercise depend on Dreamweaver MX 2004 knowing the name of your file. Because of this, the program constantly notifies you if you are working on an unsaved document. Besides, no one wants to unexpectedly lose work, and this practice is good insurance against system crashes and/or a power outage. Anytime you see an asterisk () next to the file name of the page, you know that you have made changes to your page that have not been saved yet!*

7. Save the file as **index.html** inside the **chap_04** folder on your hard disk. Leave this file open—you will be using it in the next exercise.



If your document window is maximized, the page title and the file name will be displayed to the right of the Dreamweaver title bar, at the very top of the window



If your document window is not maximized, the page title and the file name will be displayed in the title bar of each document window

There are two names in the title bar of your document panel. The first is the title of the document (Welcome to laEyeworks). The second name is the file name (index.htm), which shows up to the right of the title. The title can be different from the file name, as in this example.

File Names versus Titles

As you create Web pages with Dreamweaver MX 2004, you will need to specify various names for your files, folders, sites, and so on. This might not seem tricky at first glance, but two different names are actually associated with HTML files: the file name and the title.

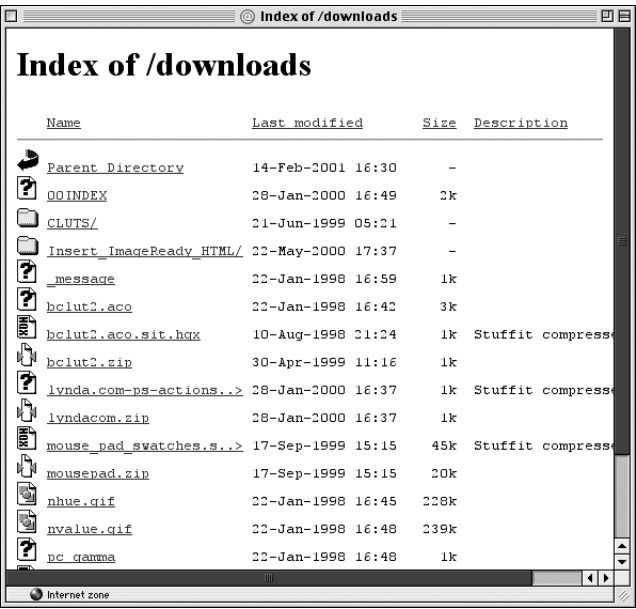
When you save a document, you will be assigning its file name. The file name must always end with the **.htm** or **.html** extension. The other name associated with the document is called the title. The file **index.html** here, for example, has been assigned the title “Welcome to laEyeworks.”

It is essential that file names do not contain spaces or special characters. Page titles, however, are much more flexible, and you should make them more descriptive than the file name. When the page is viewed from a Web browser, the title will be much more visible to your end user than the file name. Also, when end users bookmark this page, the title will appear in their bookmark lists. When search engines index the page, it is often categorized by page title as well.

The Significance of index.html

You just created a document called index.html. What you may or may not appreciate is that this particular file name has special significance. Most Web servers recognize the index.htm (or index.html) as the default home page. You can use .htm and .html interchangeably; both will be recognized by the Web server as HTML pages. If you type the URL <http://www.lynda.com>, for example, what you will really see is <http://www.lynda.com/index.html>, even though you didn't type it that way. The Web server knows to open the index.html file automatically without requiring the full URL to be typed. Therefore, if you name the opening page of your Web site with the file name index.html, the Web server will know to automatically display this file first.

Taking this concept one step further, you can have an opening page for each section of your Web site, not just for your home page. This feature has definite advantages—among them, your users won't find themselves looking at a generic index, like in the following screen shot.

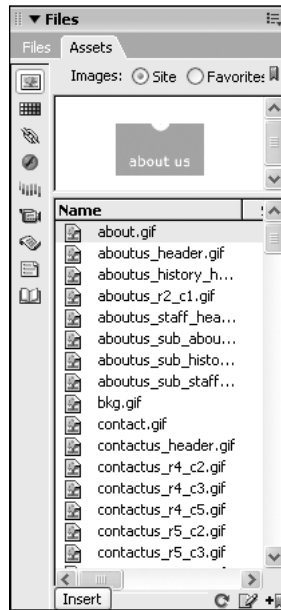


*If you do not have an **index.html** file in your site, browsers will display a general list of your files, such as this example.*

This is why the file name index.html is so significant. It's also the reason most professional Web developers use it as the root file name, although on some servers a different name is used, such as default.html. What you may not realize is that you are not limited to just one index.html on your site. You can have an index.html inside each folder that represents a category for your site, such as Company, Services, Store, and Products.

3. Inserting Images

In this exercise, you will continue working with the index.html file and learn to insert images for your page's headline, logo, and navigation buttons.

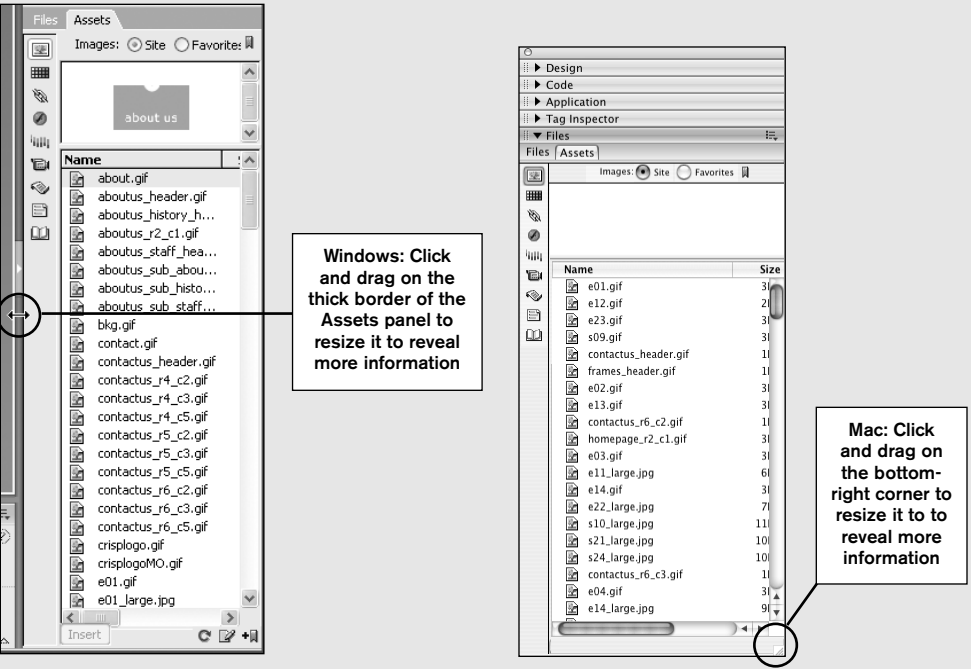


1. Make sure the **Assets** panel is open by choosing **Window > Assets** or by pressing **F11**.

Inserting images from the Assets panel ensures that you are working only with images from within your local root folder. This is a good thing, because inserting images from outside your local root folder will cause problems when you try to upload your page to the Web server.

Working with the Assets Panel

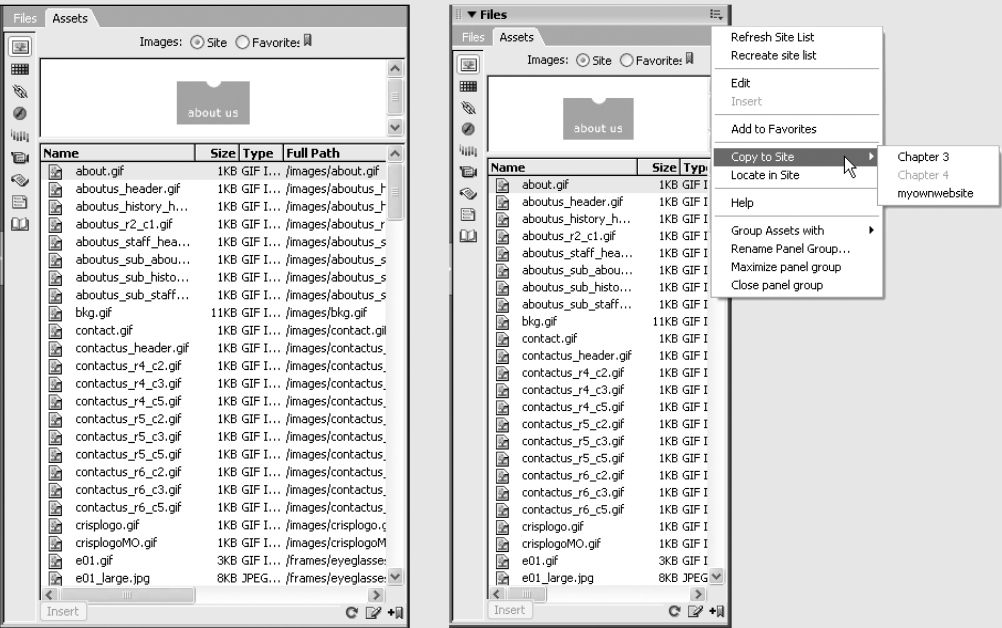
The Assets panel is an incredibly powerful and useful feature in Dreamweaver MX 2004 and is one of the panels you will use most often. This panel maintains a listing of all the asset types (images, colors, links, movies, scripts, library items, and templates) within the current local root folder. Each type of asset is separated into its own category so you can easily and quickly find what you are looking for. You can even designate an asset as a “favorite,” which places that asset in the “favorites” group, which is a customized asset group that contains items you use most often. This is a really powerful feature when you have hundreds or thousands of assets within your local root folder. That might sound like a lot of assets, but you will be surprised how quickly all those items add up!



The Assets panel is really small by default and some of its features are hidden from view. In these images, you can see that the Images group contains information about the file size, type, and path of the various images listed in this group. Each asset group has different columns that relate to that specific asset type. By default, the assets are listed in alphabetic order from A–Z. You can reverse this by clicking on the Name column at the top. In fact, all of the columns can be arranged in ascending or descending order by clicking on the column name—another handy-dandy feature of the Assets panel. ;-)

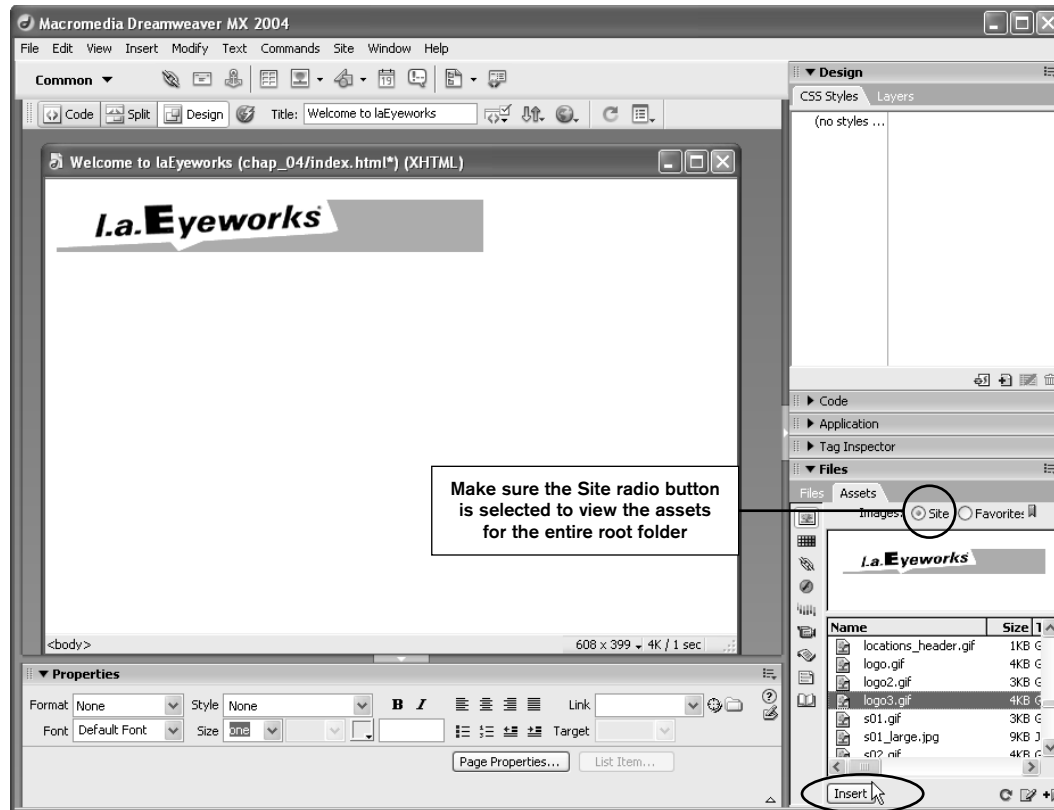
continues on next page

Working with the Assets Panel *continued*



The Assets panel options menu lets you easily copy assets between the various sites that you have defined. You can also refresh the listing, which is sometimes helpful when you add new assets to a site and Dreamweaver MX 2004 is already open.

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2. Within the **Assets** panel, make sure the **Site** radio button is selected at the top, then locate and select the **logo3.gif** file. Click **Insert** at the bottom of the **Assets** panel. This will insert the selected image onto your page.

3. In the document window, click to the right of the **header.gif** image to deselect it, and press **Enter** (Windows) or **Return** (Mac) to create a paragraph break, causing a space to form between the headline graphic and the next image.

4. Within the **Assets** panel, select the **glasses2.jpg** file. Click **Insert** at the bottom of the **Assets** panel. This will insert the selected image onto your page.

5. Click to the right of the image to deselect it, and then press **Enter** (Windows) or **Return** (Mac). This inserts another paragraph break between this image and the next, which creates an extra line between the two images.

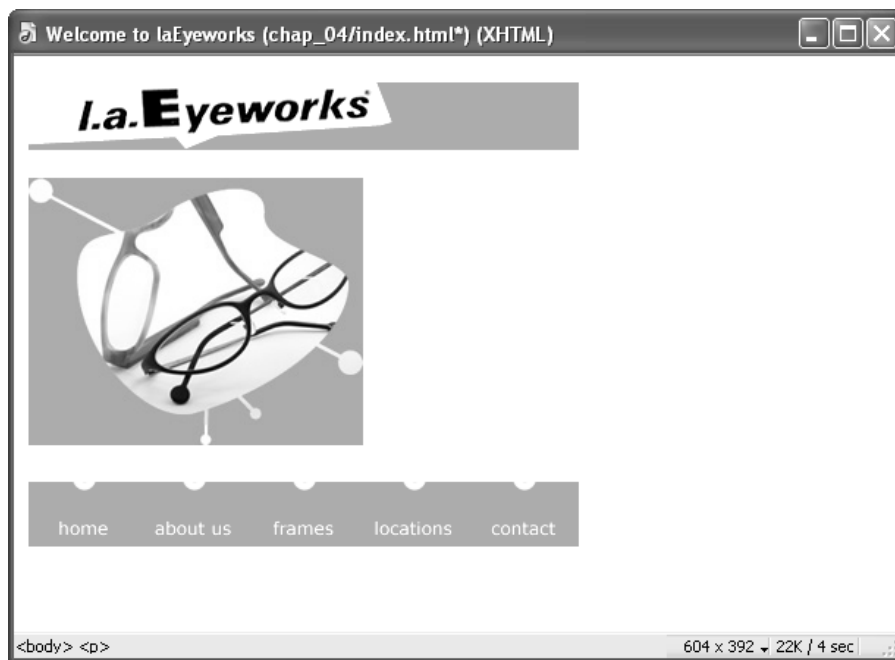
6. Within the **Assets** panel, select the **home.gif** file. Click **Insert** at the bottom of the **Assets** panel.

7. Within the **Assets** panel, select the **about.gif** file. Click **Insert** at the bottom of the **Assets** panel.

8. Within the **Assets** panel, select the **frames.gif** file. Click **Insert** at the bottom of the **Assets** panel.

9. Within the **Assets** panel, select the **locations.gif** file. Click **Insert** at the bottom of the **Assets** panel.

10. Within the **Assets** panel, select the **contact.gif** file. Click **Insert** at the bottom of the **Assets** panel.



This is what your page should look like at this point.



11. Click the **Code** button to see the **Code** view for this page. Even though you've added only a few images to the page, you can see that quite a bit of code is needed to make this happen.

*I strongly suggest that you get into the habit of looking at the Code view of your page as often as possible. It's a great way to make yourself feel more comfortable with what goes on behind the scenes. **Note:** If your code doesn't wrap to fit inside the document window, you can make it do this by choosing **View > Code View Options > Word Wrap**. Click the **Design** button (located to the right of the **Code** button) to return to the **Design** view of your page.*

12. Save your file and leave it open for the next exercise.

TIP | Other Ways to Insert Images

There are many ways to insert images in Dreamweaver MX 2004. In this exercise, you learned how to use the Assets panel to insert images onto your page. I think this is not only the quickest way, but also the safest way to insert images onto your page. Why? First, only images within your local root folder are listed in the Assets panel. Second, by inserting images from within your local root folder, you ensure that the proper paths will be created, so everything works when you upload your page to a remote Web server. But the Assets panel isn't the only way to insert images in Dreamweaver MX 2004. Here are five ways to insert images:

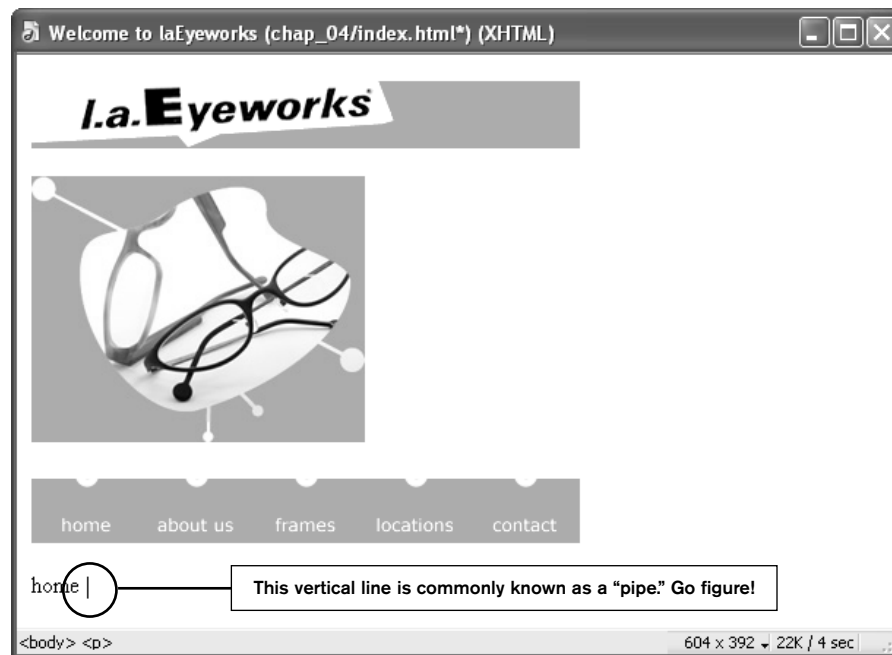
- Select **Insert > Image**.
- Click the **Image** button in the **Insert** panel.
- Press **Ctrl+Alt+I** (Windows) or **Cmd+Option+I** (Mac).
- Click and drag from the **Assets** panel onto the page.
- Click and drag from the **Files** panel onto the page.

As you become more comfortable with Dreamweaver MX 2004, you should use the method that feels most comfortable.

4. Inserting Text

Adding text to your Web page is simple in Dreamweaver MX 2004. Just like with your favorite word processor, you can simply start typing text on your page and the text will appear.

In this exercise, you will add some text at the bottom of your page as an alternate navigation system, which is useful to users who might have images turned off in their browser settings or to those who are browsing in a nongraphical browser (such as those used by sight-impaired audiences).

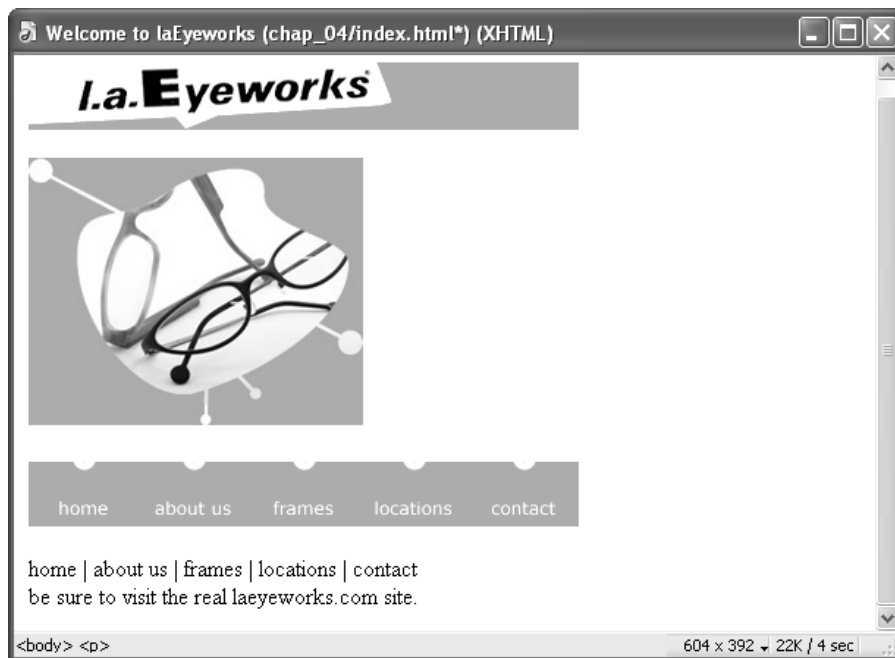


1. Click to the right of the **contact.gif** file you inserted in the last exercise and press **Enter** (Windows) or **Return** (Mac) to create a paragraph break. Type **home**, press the **spacebar**, press **Shift+backslash** to insert a small vertical line (**|**), or “pipe,” and press the **spacebar** again.
2. Type **about us**, press the **spacebar**, press **Shift+backslash** to insert a pipe, and press the **spacebar** again.
3. Type **frames**, press the **spacebar**, press **Shift+backslash** to insert a pipe, and press the **spacebar** again.
4. Type **locations**, press the **spacebar**, press **Shift+backslash** to insert a pipe, and press the **spacebar** again.

5. Type **contact**.

6. Press **Shift+Enter** (Windows) or **Shift+Return** (Mac) to create a line break. This puts your type-insertion cursor on the next line without introducing a two-line paragraph return.

7. Type **be sure to visit the real laeyeworks.com site**.

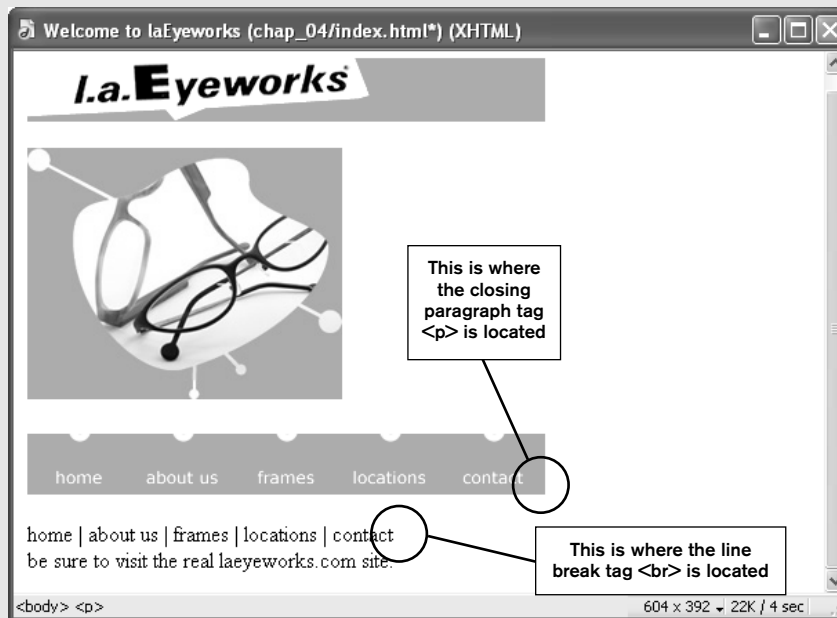


This is what your page should look like now.

8. Save your file.

NOTE | Paragraph versus Line Breaks

You may have noticed that each time you pressed **Enter** (Windows) or **Return** (Mac), Dreamweaver MX 2004 skipped down the page two lines. Pressing this key inserts a single paragraph break (one line of blank space between paragraphs). The HTML tag for a paragraph break is `<p>`. This is useful when you want to increase the space between different paragraphs. However, there will be times when you just want to go to one line directly below the one you are working on without introducing extra space. Pressing **Shift+Enter** (Windows) or **Shift+Return** (Mac) inserts a line break instead. The HTML tag for a line break is `
`. Knowing the difference between a `<p>` and a `
` will allow you to control the spacing between lines of text. You will learn to do this in Chapter 12, “XHTML.”



The paragraph tag `<p>` will enter an extra blank line between the closing paragraph tag `</p>` and the next line of content. The line break tag `
` will place content on the very next line. You can see both of these here.

continues on next page

NOTE | Paragraph versus Line Breaks *continued*


```

1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <title>Welcome to laEyeworks</title>
5 <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
6 </head>
7
8 <body>
9 <p></p>
10 <p></p>
11 <p><img src=
  "images/about.gif" width="75" height="50" />
  </p>
12 <p>home | about us | frames | locations | contact<br />
13   be sure to visit the real laeyeworks.com site.
14 </p>
15 </body>
16 </html>
17

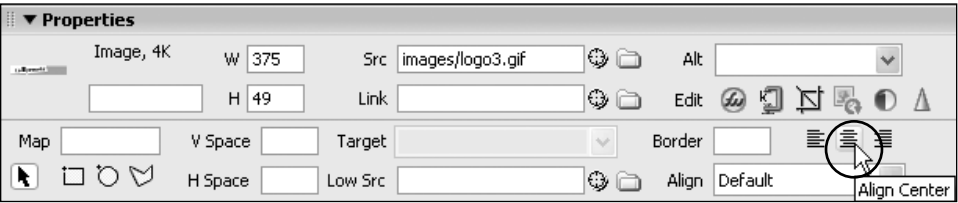
```

This is what the closing paragraph tag `</p>` and the line break `
` tag look like in the XHTML code. **Note:** If your screen looks different from mine, that's because I changed a setting in the Code View panel called Word Wrap.

5. Centering Images and Text

Now that you have added the images and text to your page, it's time to learn how to center them. This section shows you how to use centering procedures with text and images. Keep in mind that this is the first alignment technique you are learning and you will learn many other alignment techniques throughout this book.

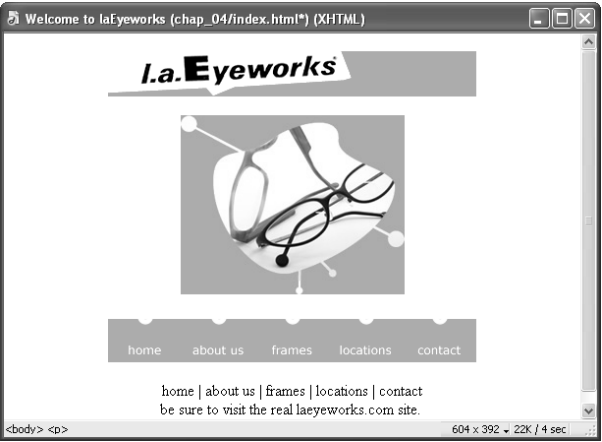
1. Select the **laEyeworks** logo image from the previous exercise (**logo3.gif**) at the top of the screen.



2. Click the **Align Center** button in the **Properties inspector**. This will snap the logo to the center of the screen.

3. Hold down the **Shift** key and click on the remaining images on the page. Still holding down the Shift key, select the text at the bottom of the screen. Holding down the **Shift** key allows you to select multiple items at once.

4. Click the **Align Center** button in the **Properties inspector**.



Your page should look like this at the end of the exercise.



```

1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <title>Welcome to laEyeworks</title>
5 <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
6 </head>
7
8 <body>
9 <p align="center"></p>
10 <p align="center"></p>
11 <p align="center"><img src=
  "images/about.gif" width="75" height="50" />
  </p>
12 <p align="center">home | about us | frames | locations | contact<br />
13   be sure to visit the real laeyeworks.com site.
14 </p>
15 </body>
16 </html>

```

5. Click the **Code** button in the **Document** toolbar to see the code for this page. Notice that a bunch of `<align="center">` attributes were added to various tags in order to center the images and text elements on the page.

Although this method of controlling Web page layout is somewhat outdated, it is a great example of how a few tags can drastically change the appearance of a page.

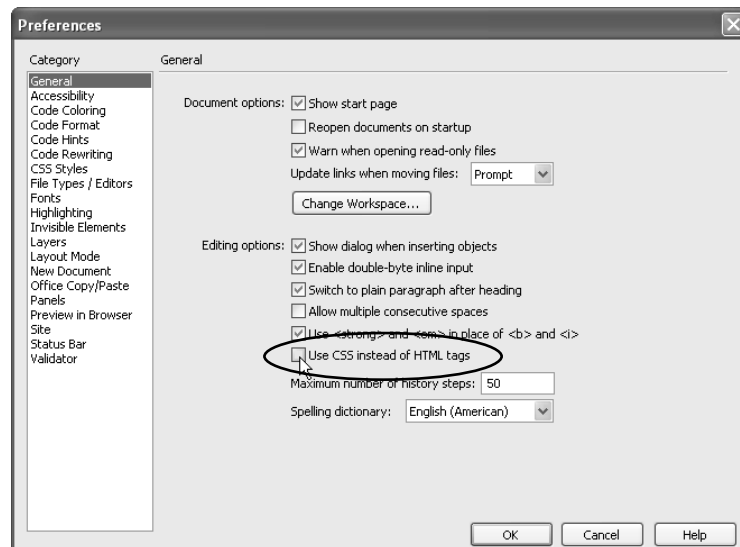
6. Save the file and leave it open for the next exercise.

6. Modifying Page Properties

This exercise walks you through changing the colors of your page, using the Page Properties panel. The Page Properties feature controls many important attributes of your page, including the document title (which you learned about in Exercise 2), margin settings, and the colors you set for your text and links.

The Page Properties window has two modes: HTML/XHTML mode and CSS mode. By default, Dreamweaver MX 2004 is set up to use CSS to define the properties of each page you create. Depending on your needs, this may or may not be appropriate. Although I am a huge proponent of using CSS, especially for setting page properties, I do realize that it may not be what everyone needs. So, in this exercise you will learn how to use HTML/XHTML to define the page properties, and later in Chapter 9, “*Cascading Style Sheets*,” you will learn how to use CSS to define the page properties. How do you like that deal? ;-)

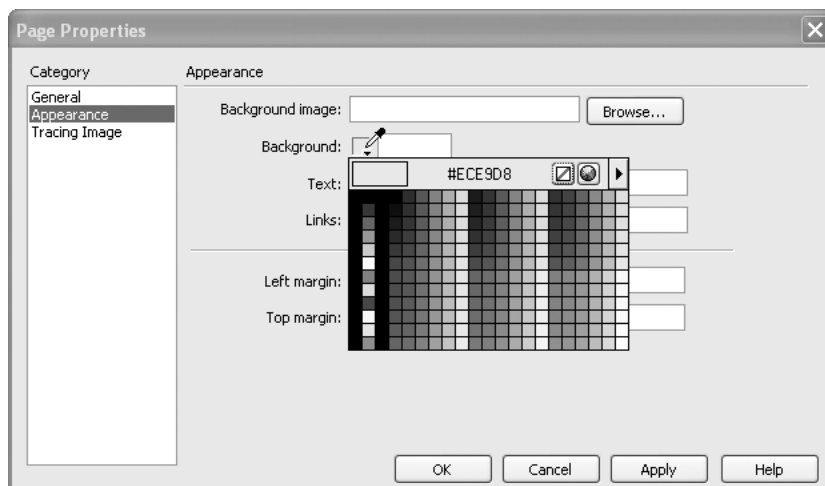
1. Select **Edit > Preferences** to open the **Preferences** window. This window contains a bunch of options that let you modify how Dreamweaver MX 2004 operates and handles certain tasks, such as using CSS or HTML to set the page properties. You get a chance to work with many of these preferences as you move through this book, so don't worry about all of them right now.



2. Make sure the **General** category is highlighted in the left side of the window. Remove the check from the **Use CSS instead of HTML tags** check box. This will force Dreamweaver MX 2004 to use XHTML tags to define the page properties instead of CSS. Notice that by default, Dreamweaver MX 2004 is set up to use CSS to define the page properties. You will learn more about the impact this has on your pages in Chapter 9, “*Cascading Style Sheets*.” Click **OK**.

3. Select **Modify > Page Properties** or use the shortcut—**Ctrl+J** (Windows) or **Cmd+J** (Mac)—to access **Page Properties**.

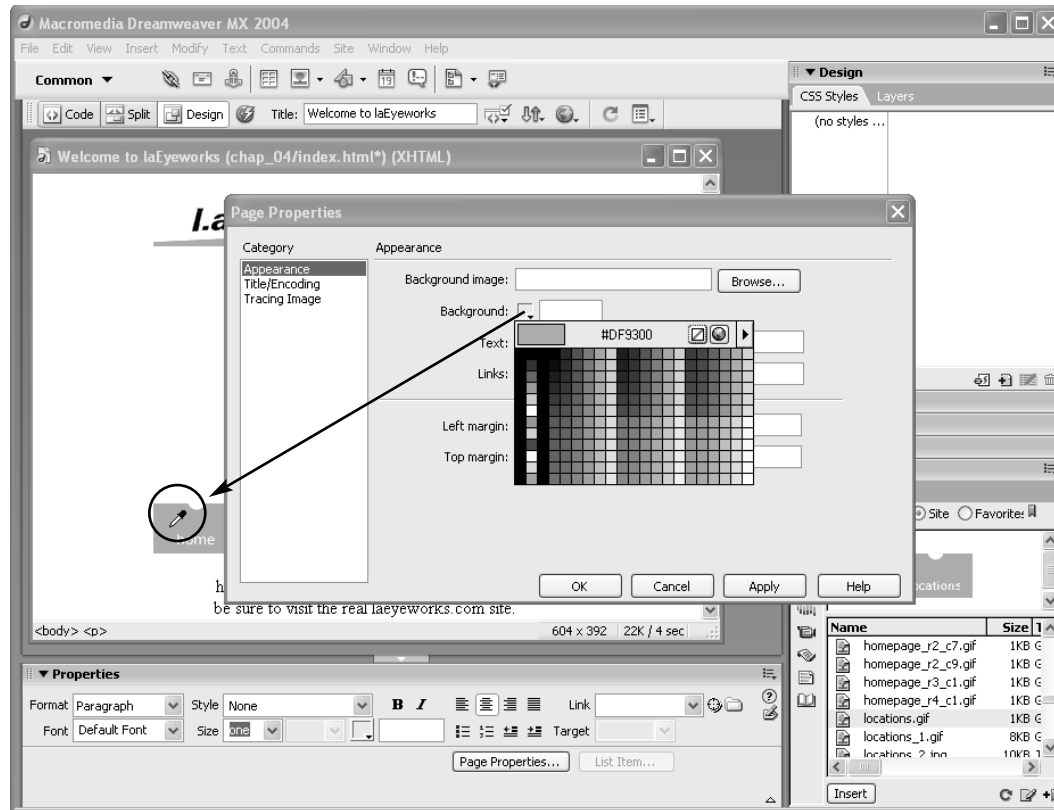
4. Move this panel to the side so you can see the **Page Properties** and your document at the same time. Click **Appearance** in the **Category** pane to make the appearance options available.



This is what the Page Properties window looks like when you use HTML/XHTML to define the various properties. It looks very different when you use CSS to control the page properties.

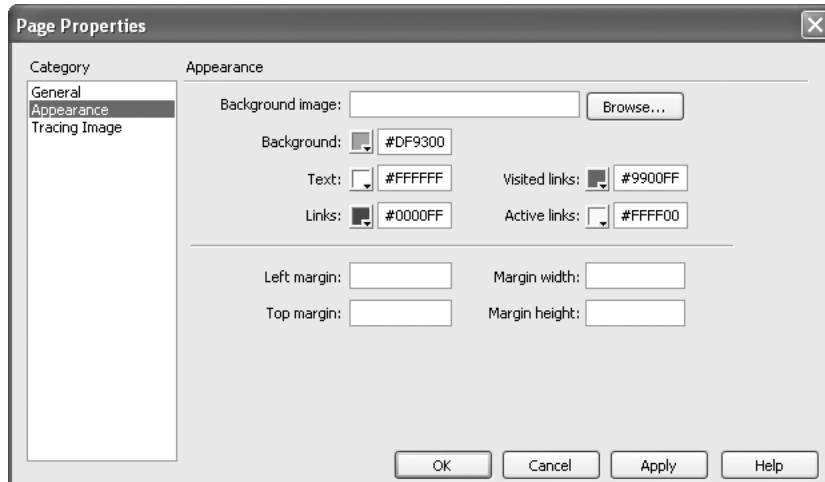
5. Click the small box to the right of the word **Background**. This will open the Dreamweaver MX 2004 color picker.

4. Basics | Dreamweaver MX 2004 H•O•T



6. With your mouse button depressed, move the **eye dropper** outside of the **Page Properties** panel and release the mouse on the background of the **home** image. This will set the background color of your page to match the edge of this image. To instantly see the results, click **Apply**. Don't click **OK** yet, because you still need to set more colors in the upcoming steps.

7. Click inside the text box next to the **Text** option. Type **#FFFFFF**. Click **Apply**. You just colored all your text white in this document. The **Apply** button is actually accepting your changes; it is not merely a preview. Clicking it is the same as clicking **OK**, except that it does not close the panel.

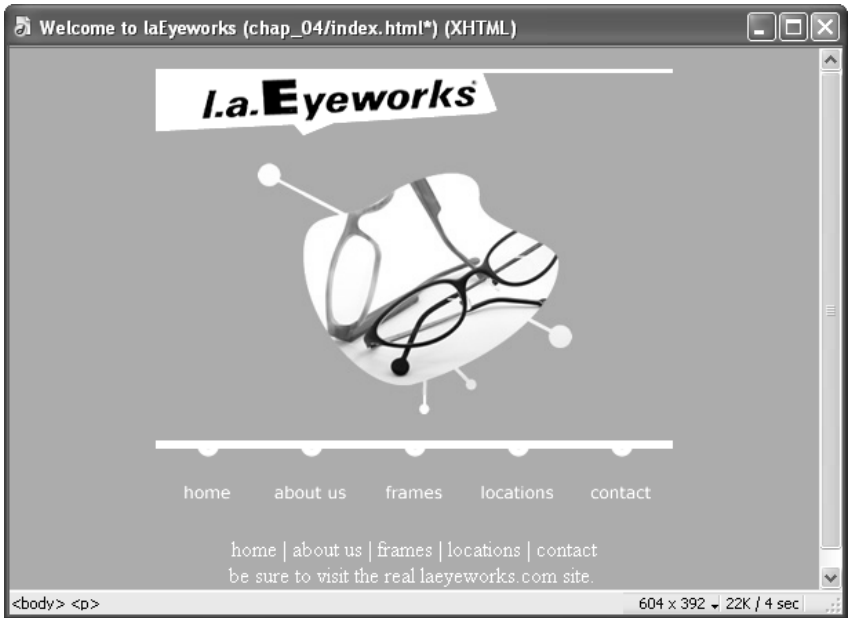


To set other colors, you can insert your own values.

8. Type **#0000FF** for the **Links** option, which will set the link text in this document to a shade of blue. Type **#9900FF** for the **Visited links** option, which will set visited link text to purple, letting the user know that that link has already been viewed. If you want, you can set the **Active links** color to **#FFFF00**, which makes the links on the page turn yellow when the mouse is clicked.

9. You could also choose a color by sight, instead of typing in a hexadecimal value. Click the box to the right of the words **Active links** and the color picker will open. Move the **eye dropper** over the background of the page and click. This will set the active link color to the same color as the background. The only time an active link color shows is when the mouse button is clicked on the link.

10. Click **OK**.



This is what the results of this exercise should look like. You won't see the link color yet because this page doesn't have any links set yet. Oh don't worry, you will get to do that in the next exercise. ;-)

11. Save the document and leave it open for the next exercise.

NOTE | What Is Browser-Safe/Web-Safe Color?

Browser-safe colors are the 216 colors supported by browsers across platforms (Mac and Windows). If you use the browser-safe colors inside the Page Properties settings, you reduce the risk of having your colors shift when people view your Web pages. Frankly, since most computers have video cards that display millions of colors and ship by default in that mode, you can pretty much forget about Web-safe colors and work with any color you want. This wasn't true just a few years ago, but more and more developers are adopting this practice, and it's really making the Web a lot more colorful and interesting.

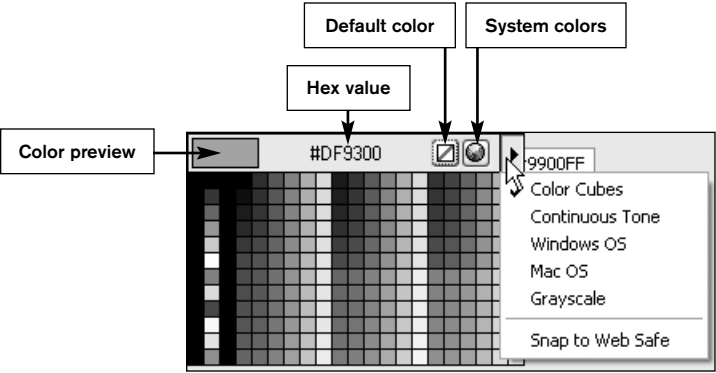
The Page Properties Panel

The Page Properties panel does more than just set the colors of the links and your document title. As I mentioned earlier, the Page Properties window has two modes: HTML/XHTML mode and CSS mode. See the following chart for an explanation of all the HTML/XHTML features. You will learn more about the CSS Page Properties features in Chapter 9, “*Cascading Style Sheets*.”

HTML/XHTML Page Properties		
Category	Property	Description
General	Title	The title of your page is what will appear in the title bar of the Web browser and when your page is bookmarked. This name can contain as many characters as you want, including special characters, such as %(#*!.
	Encoding	Specifies the language for the characters and fonts used in the document.
Appearance	Background image	If you want a background image for your Web page, you would specify it here. A background image can be any GIF or JPEG file. If the image is smaller than the Web browser panel, it will repeat (tile).
	Background	Sets the background color. The values can be in hexadecimal format or by name, such as red, white, and so on.
	Text	Sets the default text color. It can be overwritten for specific areas of text.
	Links	Sets the color for links. This option can be overwritten for specific links.
	Visited links	A visited link color specifies how the link will appear after a visitor has clicked it.
	Active links	The active link color specifies how the link will appear while someone clicks it.
	Left margin	Sets the left margin value in pixels. This attribute is supported only in Internet Explorer 4.0 or later.
	Top margin	Sets the top margin value in pixels. This attribute is supported only in Internet Explorer 4.0 or later.
	Margin width	Sets the margin width value in pixels. This attribute is supported only in Netscape Navigator 4.0 or later.
	Margin height	Sets the margin height value in pixels. This attribute is supported only in Netscape Navigator 4.0 or later.
Tracing Image	Tracing image	Tracing images are used as guides to set up the layout of your page. They can be any GIF, JPEG, or PNG file.
	Transparency	Sets the transparency level of your tracing image.

The Dreamweaver MX 2004 Color Pickers

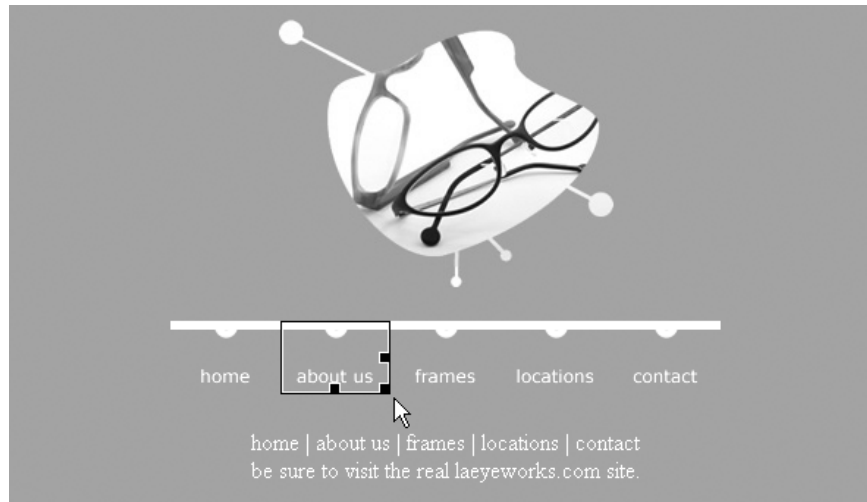
From the Page Properties dialog box, Dreamweaver MX 2004 gives you access to five different color pickers, from which you can select the colors for your pages. Two of the color pickers, Color Cubes and Continuous Tone, are browser-safe, and they're arranged in a manner that makes it easy to select pleasing color combinations. To understand each function of the color picker drop-down menu, see the following chart.



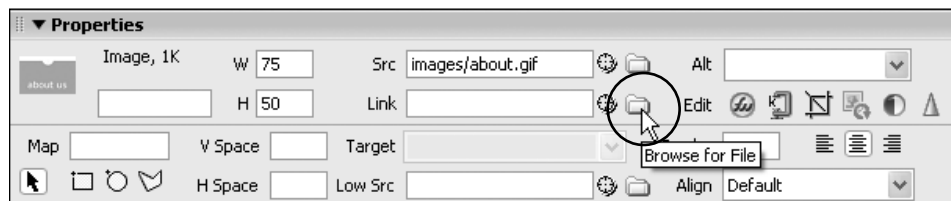
Color Picker Options	
Option	Description
Color preview	Gives you a preview of the color that is currently selected or the color that the eye dropper is picking up.
Hex value	Displays the hexadecimal value of the current color or the color that the eye dropper is picking up.
Default color	Removes any colors you have selected. If you do not specify a color in the Page Properties, the user's browser will determine what colors are used for the different text options.
System colors	Opens the system color options for your computer—these options will vary between the Mac and Windows operating systems.
Color options	This drop-down menu lets you choose from five different color arrangements. The Color Cubes and Continuous Tone options contain only Web-safe colors. The Windows and Mac options contain the system colors for the Windows and Mac operating systems. The Grayscale option contains grays ranging from black to white.
Snap to Web Safe	Automatically switches non-Web-safe colors to their nearest Web-safe values.

7. Creating Links with Images and Text

The capability to link to pages and sites is what makes the Web dynamic. This exercise shows you how to set up links using the Dreamweaver MX 2004 Properties inspector.

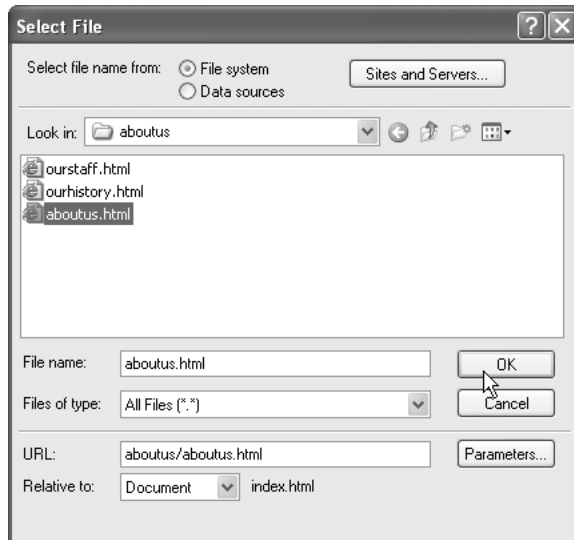


1. Select the **about.gif (about us)** image in the lower-left part of the screen.



2. Click the **Browse for File** icon, next to the **Link** option, in the **Properties inspector**.

Note: If your *Properties inspector* panel is smaller than what is shown here, click the arrow in the lower-right corner to expand it.



3. Browse to **chap_04/aboutus/aboutus.html** and click **OK** (Windows) or **Choose** (Mac).

Congratulations, you have just created your first relative image link. Why is it relative? It is relative simply because it linked to a document within this site, not to an external Web site.

4. Highlight the **frames.gif (frames)** image in the lower-left corner of the screen.

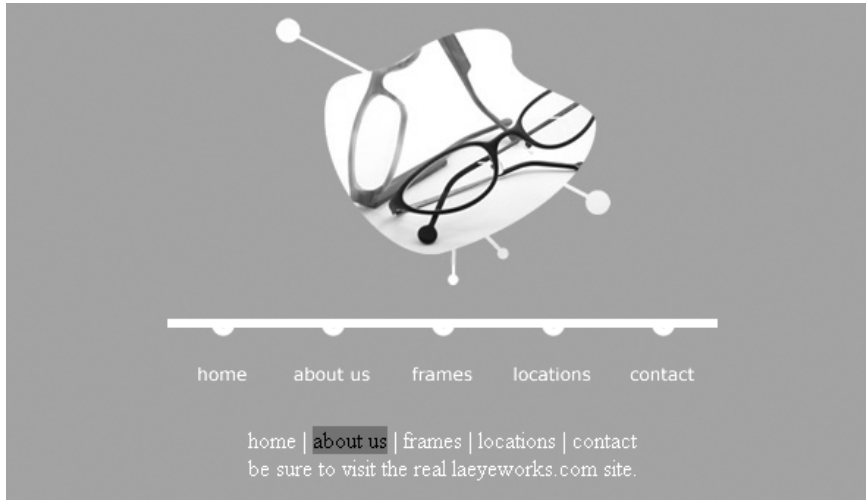
5. Click the **Browse for File** icon next to the **Link** option in the **Properties inspector**.

6. Browse to **chap_04/frames/frames.html**. Click **OK**. This image is now linked to the **frames.html** page inside the **frames** folder.

7. Repeat this process for the remaining two navigation icons (**locations/locations.html** and **contactus/contactus.html**, respectively).

*You have just successfully added links to the images on this page! If you want to preview the links in a browser, press **F12** and click any of the images. **Note:** If a browser does not launch when you press **F12**, refer to Chapter 2, "Interface," to learn how to specify a browser to preview your pages.*

Next, you will create some links using text. The process is almost identical, except you will be selecting text instead of images.



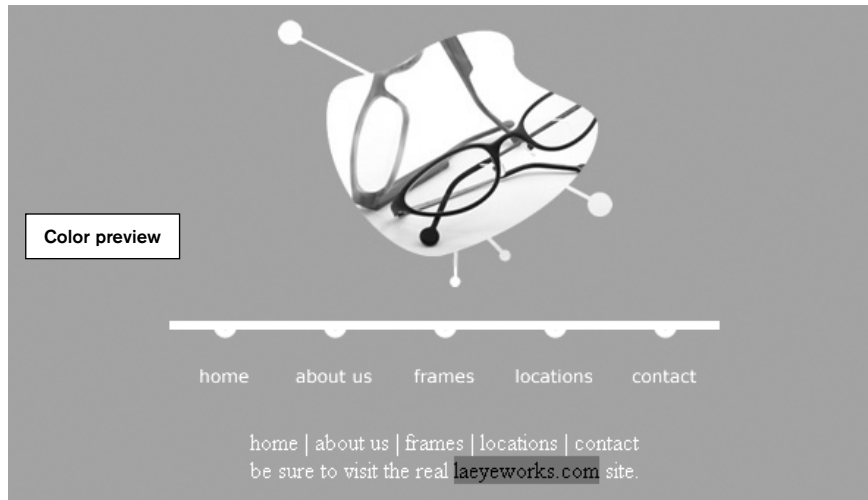
8. Highlight the words **about us** in the lower-left corner of the page.

9. Click the **Browse for File** icon in the **Properties inspector**.

10. Browse to **chap_04/aboutus/aboutus.html**. Click **OK**.

11. Repeat this process for each phrase in the text navigation bar at the bottom of the screen. Be sure to link the text at the bottom of the page to the same page as the corresponding images.

*As you create the text links, you will notice the color of the text change. This happens because you set the **Links** color option in the **Page Properties** to **red**, and Dreamweaver MX 2004 is previewing that setting for you.*



12. Highlight the word **laeyeworks.com** at the bottom of the page.

13. Type **http://www.laeyeworks.com** into the **Link** option in the **Properties inspector** and press **Enter** (Windows) or **Return** (Mac).

*Congratulations, you just created your first absolute link. It's an absolute link because it begins with an **http** header and includes the full address.*

14. Save the file. You don't want to lose any of your work!

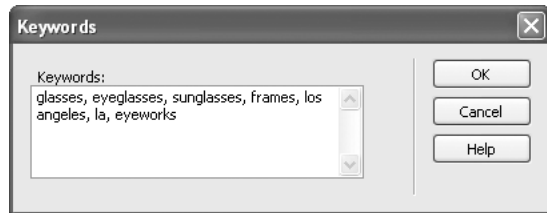
15. If you want to preview all of your links, press **F12** to launch a browser and try them out.

Note: *Only the links you created on the index.html page will be working. You will learn some effective and fancy ways to work with linking in Chapter 5, "Linking."*

8. <meta> Tags

One of the big challenges (aside from building a Web site) is letting the search engines know that your site exists. There are two steps to getting your site listed: the first is to list it with all the various search engines out there, and the other is to insert **<meta>** tags into your HTML so the search engines can find you on their own and correctly index your site. Many search engines send robots (also called spiders) out to search the Web for content. When you insert certain **<meta>** tags into your document, you make it much easier for the search-engine robots to understand how to categorize your site. This exercise shows you how to enter **<meta>** tags with specific attributes, so you can make your Web page more search-engine friendly.

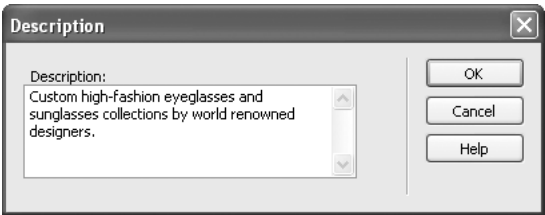
1. Select **Insert > HTML > Head Tags > Keywords**. This option opens a small window where you can enter in the keywords for a particular page. Keywords are words that reflect the content of a particular page.



2. Type **glasses, eyeglasses, sunglasses, frames, los angeles, la, eyeworks**. Basically, you're listing words that someone might use in a search engine to bring up your site.

3. Click **OK**.

4. Select **Insert > HTML > Head Tags > Description**. This option opens a small window where you can enter in the description for a particular page. The **Description** is used by many search engines to describe the contents of a particular page in their listings.



5. Type **Custom high-fashion eyeglasses and sunglasses collections by world renowned designers.**

6. Click **OK**.

```
1 <?xml version="1.0" encoding="iso-8859-1"?>
2 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
   "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5 <title>Untitled Document</title>
6 <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
7 <meta name="Keywords" content="glasses, eyeglasses, sunglasses, frames, los angeles,
   la, eyeworks" />
8 <meta name="Description" content="Custom high-fashion eyeglasses and sunglasses
   collections by world renowned designers." />
9 </head>
10
11 <body bgcolor="#DF9300" text="#FFFFFF">
12 <p align="center"></p>
13 <p align="center"></p>
14 <p align="center"><a href="index.html"></a><a href="aboutus/aboutus.html"></a><a href="frames/frames.html"><img src=
   "images/frames.gif" width="75" height="50" border="0" /></a><a href=
   "locations/locations.html"></a><a href="contactus/contactus.html">** information inside the **<head>** tag? Visitors to your site won't be able to see the **<meta>** tag information because it's only visible inside your HTML. It's a part of authoring the page that has nothing to do with appearance—and everything to do with helping the search engines find your site.

8. Save and close this document.



**WARNING | Keyword and Descriptions**

Keywords are **<meta>** tag values that specify certain words to help Internet search engines index your site. Many search engines limit the number of keywords you can use. Choose your words wisely and use no more than 10 to 15 keywords that best describe your site's contents.

Descriptions are **<meta>** tag values that also help various search engines index your site. Some search engines will actually use in their directory the very descriptions you specify to describe your site. Again, some search engines limit the number of characters indexed, so keep it short and simple! If you would like more information about **<meta>** tags, check out these URLs:

**Web Developer: META Tag Resources**

[http://webdeveloper.internet.com/html/html\\_metatag\\_res.html](http://webdeveloper.internet.com/html/html_metatag_res.html)

**Search Engine Watch**

<http://searchenginewatch.com/webmasters/meta.html>

*Onward ho! You just built a page, colored it, set links, and added **<meta>** tags all in one chapter.*

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