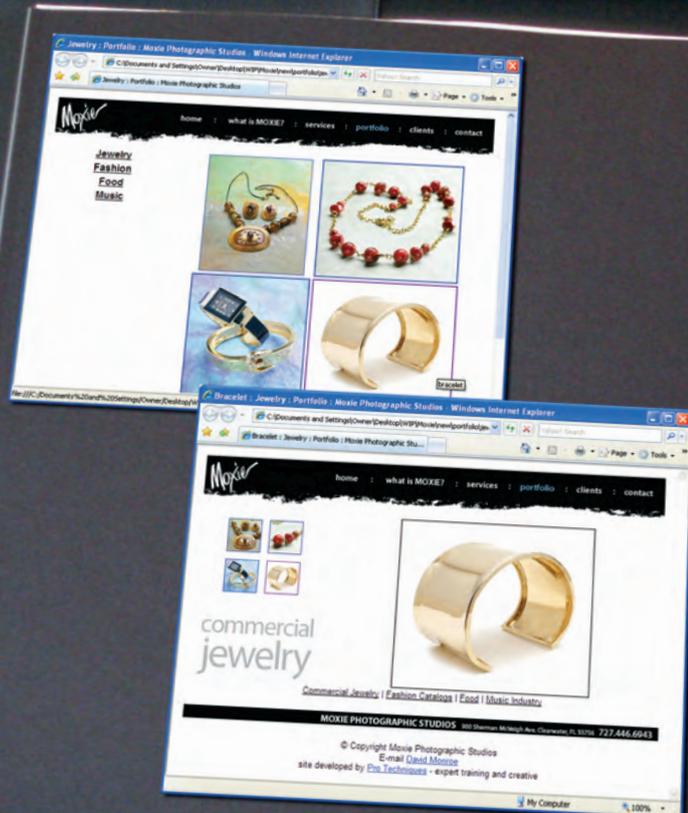


Moxie Digital Portfolio

Your client, David Monroe, is the owner of Moxie Photographic Studios. He already has a basic Web site for his business, but he has hired you to organize and implement a new set of digital portfolio pages.

This project incorporates the following skills:

- Examining the existing and new site contents
- Creating, exporting, and removing site definitions in Dreamweaver
- Creating a flowchart to plan the new site organization
- Moving files around in a site root folder
- Creating relative links between pages in a site
- Defining absolute links to external sites and email addresses
- Creating image links and image maps
- Improving searchability with file names and titles
- Hiding site files from a Web server



The Project Meeting

Client Comments

My basic Web site used to be enough of a digital presence, but lately I've been getting a lot of phone calls from potential clients, asking what types of photography I do and ordering samples of my work. Even though I think the physical prints have a stronger visual impact, it's getting expensive to send hard-copy samples in the mail — and a number of potential clients have specifically asked for a digital portfolio instead of prints.

I already created the Web pages for my new digital portfolio, but I don't know what links to use, and I'm not sure how to create them. I've also heard that there are certain things you should do to improve a site's search engine rating — which is obviously important for a small business like mine.

Art Director Comments

This project underscores the importance of a well-organized Web site. Moxie's existing site is simple, so you can drop everything into the root folder. But the more pages you add to a site, the more complex it becomes — until it's almost impossible to make sense of what you have where. All Web sites — even those with only a few pages — should be designed with a good organizational plan, making it much easier to add or modify pages later.

Once you have a handle on the organization, make sure the pages link to each other properly. Visitors get frustrated very quickly when they're forced to return to the home page every time they want to jump to a different set of pages. You need to build links between the different pages in the site, as well as add an external link and email link so that users can easily contact our client.

The last thing you should do is add page titles and change file names to give a better indication of what's on each page. That will make the site more accessible to people with screen-reader software, and it will also improve the site's ratings on search engines.

Project Objectives

To complete this project, you will:

- Create a Dreamweaver site definition and export old site definitions
- Plan site organization using a flowchart
- Create new folders within the site root folder
- Use various methods to move files from one place to another within the site
- Create links between pages using several techniques available in Dreamweaver
- Differentiate between relative and absolute links
- Copy and paste uniform links from one page to another within the site
- Create image map hotspots and links
- Improve searchability and usability using page names and titles
- Cloak site files to hide them from the Web server

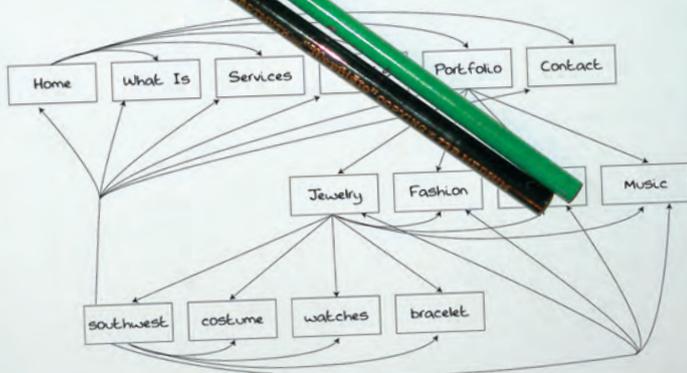
Moxie Photographic Studios

Root (/) folder - /index.html
/clients.html
/services.html
/contact.html
/what.html
/styles.css

/images/ folder - banner_clients.gif banner_contact.gif
banner_index.gif banner_port.gif
banner_swcs.gif banner_what.gif
bottom_banner.gif homeworks.gif
MoxieLogo.gif whatis.gif

/resources/ folder - portfolio_notes.doc
portfolio_images.psd

/portfolio/ folder - portfolio.html
/jewelry/ folder
/fashion/ folder
/food/ folder
/music/ folder
pages/ folder



Stage 1 Exploring Existing Site Structure

When you start a new project that involves updating an existing site, your first task is to assess the file and folder structure. Doing so gives you a good idea of what the site contains.

A small site with only a few pages requires very little organization; in fact, you can usually place all of the files (Web pages and image files) in one folder. Larger sites, however, require careful organization of file names, Web pages, and image files. A good site design with excellent organization speeds development now, and also makes it much easier to update the site later.

CREATE A SITE DEFINITION

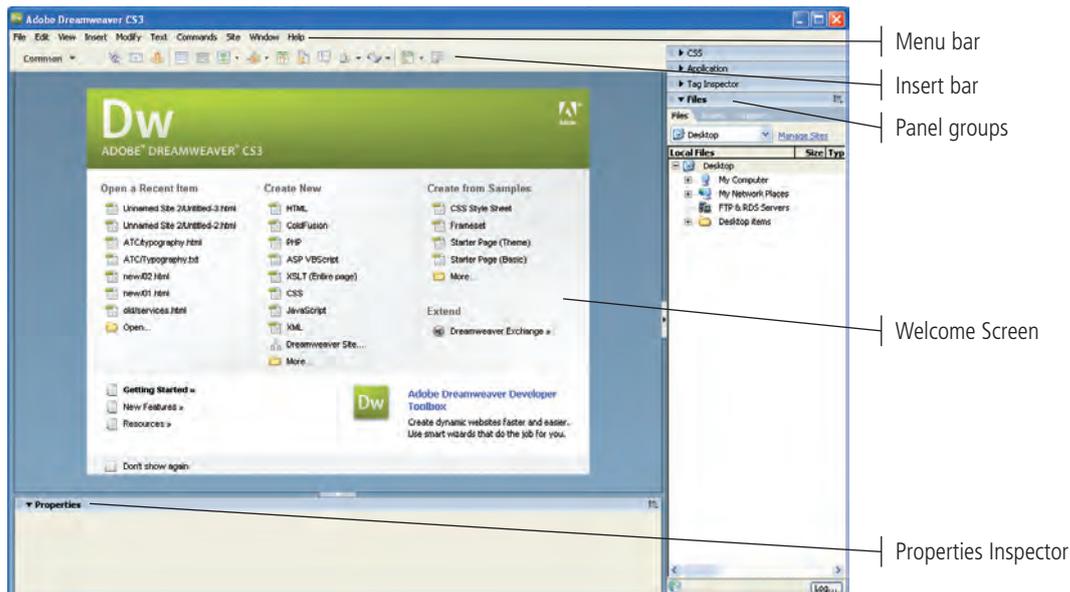
Web sites are designed so that all of the Web pages, image files, style sheets, and other resources are found under a common (**root**) folder. The root folder of a Web site is its base folder. For example, if you open your browser and go to CSSZenGarden.com, the page you see in your browser is found in the root folder of the Web site. Other folders can also be placed inside (below) the root folder of the Web site, such as an images folder.

1. **Copy the Moxie folder from the WIP folder on your resource CD to your WIP folder where you will save files.**
2. **Copy the contents of the RF_Dreamweaver>Moxie folder into your WIP>Moxie folder.**

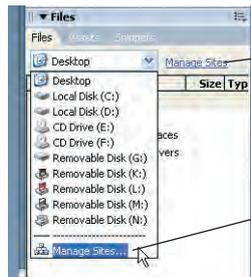
The files for this project need to be in a location where you can save changes, which is not possible when working directly from the resource CD. When you work through the exercises in this project, you should only access the files from your WIP>Moxie folder and not from the RF_Dreamweaver>Moxie folder.
3. **Launch Dreamweaver. If your screen does not look like the image shown below, choose Window>Workspace Layout>Default (Macintosh) or Window/Workspace Layout>Designer (Windows) to revert the interface to the default settings.**

Note:

If the Welcome Screen is not visible, you can choose Dreamweaver>Preferences (Macintosh) or Edit>Preferences (Windows), choose the General category, check the Show Welcome Screen option, and click OK. After you quit and then relaunch the application, the Welcome Screen will be visible.



4. In the Files panel, click **Manage Sites** or open the **Directory** menu and choose **Manage Sites**.



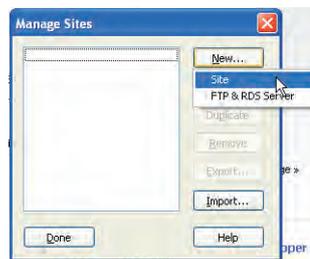
If available, clicking **Manage Sites** opens the **Manage Sites** dialog box.

This option performs the same function as clicking the blue **Manage Sites** link to the right of the **Directory** list.

Note:

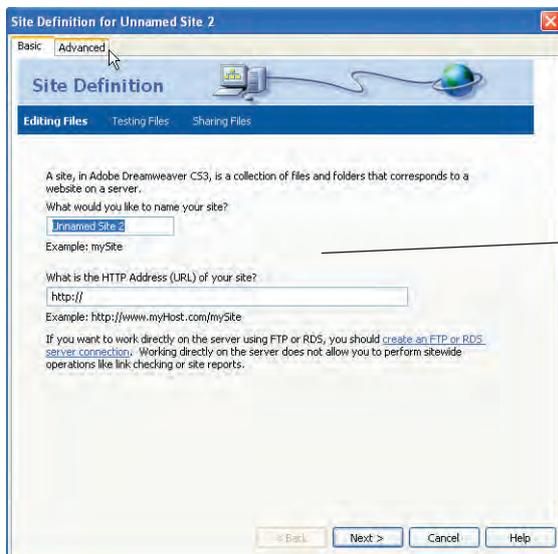
*In the **Directory** menu, sites that have already been defined appear below the drives on your computer and/or network. Simply choose from this list to switch to another site.*

5. In the **Manage Sites** dialog box, click the **New** button and choose **Site** from the pop-up list.



6. If the **Site Definition** dialog box appears in its basic form (as shown below), click the **Advanced** tab at the top of the dialog box.

Dreamweaver offers two ways to create a site definition. The basic form offers only the basic functionalities, while the advanced form offers additional options. You will use the advanced form in this book.



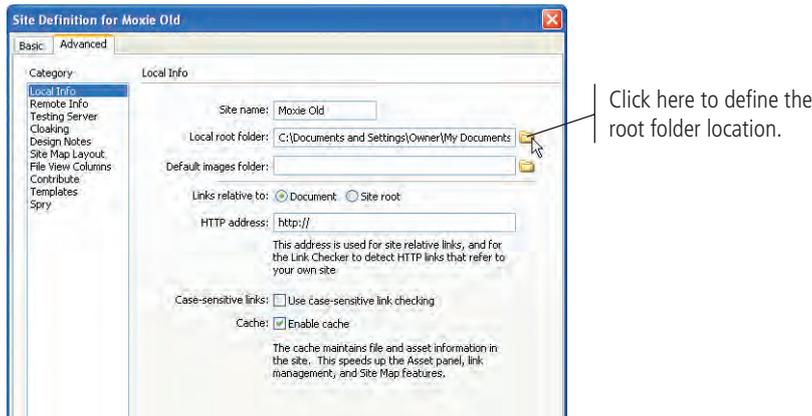
The basic version of the **Site Definition** dialog box uses a wizard-like method to help you define a new site. Although the basic version might be a little easier to configure for the first time, it does not offer any of the advanced options; once you have defined a site or two, it's faster to use the advanced version of the **Site Definition** dialog box.

7. In the **Site Name** field, type **“Moxie Old”**.

The site name in Dreamweaver does not need to be the Web site's **URL** (uniform resource location, which is the Internet address of a Web site, Web page, image, style sheet, or any other Web resource file). The site name can be any name that will allow you to easily recognize the Web project.

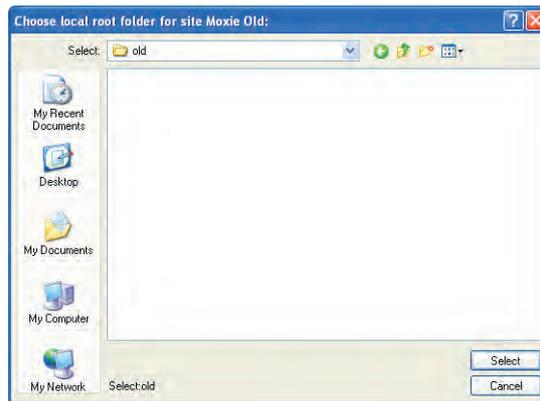
This site name is only for the site identification within Dreamweaver. For example, you could use “Jimmy’s Web site” as the site name within Dreamweaver to describe the Web site (bbq-tips.com) you are creating for your friend (Jimmy).

8. Click the folder icon to the right of the Local Root Folder field.

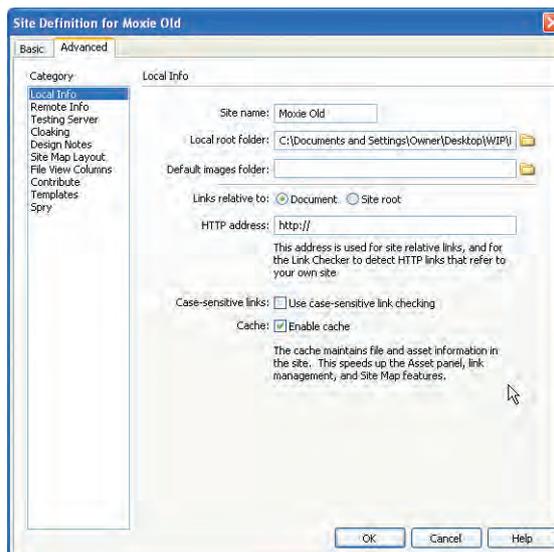


Part of the process of defining a site within Dreamweaver is to specify a particular folder as the root folder of the Web site. Clicking the Local Root Folder button opens a navigation dialog box where you can find the folder you want to use.

9. Navigate to the WIP>Moxie>old folder and click Choose/Select.



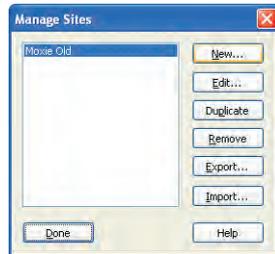
There is no default images folder defined in this exercise, so that portion of the Site Definition dialog box does not need to be set. You aren't required to insert the URL of the Web site either.



10. Click OK to close the Site Definition dialog box.

11. In the Manage Sites dialog box, make sure the Moxie Old site appears in the list of sites, and then click Done.

The Manage Sites dialog box can be used for more than just creating new site definitions. The most common uses are editing an existing site definition (to correct spelling or add new properties to the site definition) and removing a site definition once you've finished the site.



12. Continue to the next exercise.

Advanced Site Definition Categories

In addition to the local information (the site name, root folder location, etc.), you can define a large number of advanced options in the other categories of the Advanced Site Definition dialog box.

The **Remote Info** category allows you to specify the Web server on which the final version of the pages you create will be loaded. You enter the method of transfer such as **FTP** (File Transfer Protocol), as well as the password and username for uploading your site to the remote server.

The **Testing Server** category is used to specify the programming language used on a local server. In a corporate environment, your local computer is typically used for development purposes (a development server), and the remote server is the production server. In this environment, you use the Testing Server category to specify the location of the development server and its features.

The **Cloaking** category allows you to enable or disable cloaking and set cloaking file types. Cloaking is a feature of Dreamweaver that allows you to prevent certain files or folders from being uploaded to your Web server, such as files that contain preliminary information that you don't want site visitors to see.

The **Design Notes** category allows you to specify whether you want to keep and share design notes. Design notes contain information about a site, such as what changes are unfinished or how a particular price was set. These notes are meant to be shared with other designers; they do not upload to the Web site.

The **Site Map Layout** category allows you to manage the layout of the site map, which is an alternative to the Files panel; it displays the pages in your site and allows you to see links between the pages. When you view the files on your site using the expanded view, in addition to file names, you can also see other properties of the files such as file size and modified date. The File View Columns category allows you to enable and disable these and other columns, as well as change the column order.

Contribute is an Adobe application designed for organizations where many people contribute content to a Web site, but they are not responsible for its design. The Webmaster controls the permissions and the design of the site. The Contribute category enables compatibility of the site with the Contribute application.

The **Templates** category allows you to prevent Dreamweaver from changing the relative paths to files located in the Templates folder. This little-used feature has been added to the application in response to Dreamweaver users who encountered problems with their designs.

The **Spry** category allows you to define the default Spry assets folder location.

EXAMINE THE OLD SITE

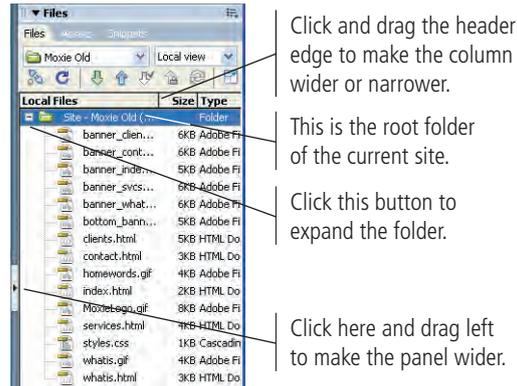
One aspect of defining a Web site in Dreamweaver is that the application reads all of the pages in the site (a process that can take a few minutes in a large site) and notes the links between pages and which images are in which pages. These associations between files are stored in a cache that Dreamweaver creates when a new site is defined.

When pages are either renamed or moved from one folder to another, Dreamweaver recognizes that other pages and image files are related to the moved or renamed files, and the program prompts you to update the links in all of the affected files.

1. With Moxie Old showing in the Directory menu of the Files panel, examine the files in the Moxie Old site folder.

If you can't see the list of files or the list does not match the one shown here, click the down arrow/+ to expand the site folder and show the file list.

There are only 15 files in the root folder: 5 HTML documents, 9 GIF files (GIF is an acronym for Graphic Interchange Format, one of the Web-ready image file formats), and 1 CSS file (CSS is an abbreviation for Cascading Style Sheets, a file that sets the style and design properties of the Web site).



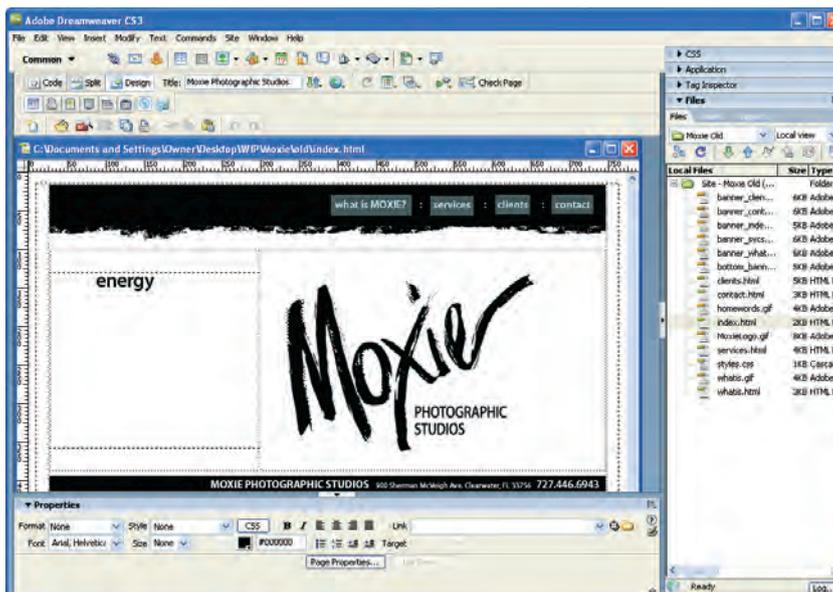
Click and drag the header edge to make the column wider or narrower.

This is the root folder of the current site.

Click this button to expand the folder.

Click here and drag left to make the panel wider.

2. Double-click index.html to open the file in Dreamweaver.



Note:

When a browser downloads a Web page, it reads the code of the page, requests the image files from the defined locations, and displays them within the page for the visitor. In Project 3, you learn more about image files and how they are referenced in Web pages. For now, you should know that images in Web pages are not embedded into Web pages; they are merged into the Web page by the browser.

Note:

When a site is defined in Dreamweaver, the Manage Sites link at the top of the Files panel is replaced by a menu that defaults to Local view. A series of buttons also appears below the two menus.

3. Choose File>Preview in Browser and select your preferred browser to preview the page.



4. Click the links in the top banner image to explore the old site.



Note:

Press Option-F12/F12 to preview a page in your primary browser. Press Command/Control-F12 to preview the page in your secondary browser.

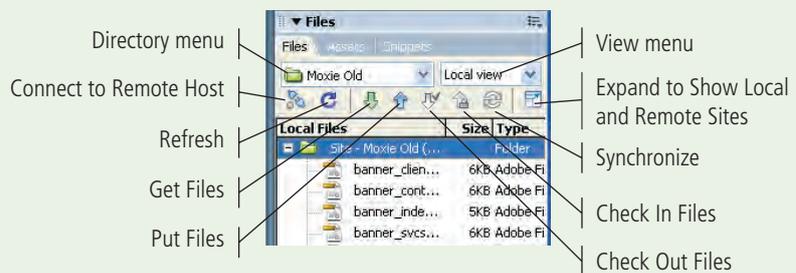
The Files Panel in Depth

DREAMWEAVER FOUNDATIONS

By default, the Files panel displays the files on your local computer. You can also choose to view the files on the remote or testing servers by selecting those options from the View menu, or you can select Map view to see a graphic representation of your site structure.

The top of the Files panel also includes buttons that allow you to manage the files in your site.

- The **Connect to Remote Host** button establishes a connection with the remote server (if you have defined it). Otherwise, clicking this button opens the Site Definition dialog box.
- The **Refresh** button refreshes the file list that is displayed in the panel.
- The **Get Files** button copies the selected files from the remote server to the local folder. If the Enable File Check In and Check Out option is active, the copied files are available on the local site in read-only mode, which means you can't modify them. You must click the Check Out Files button to edit the files.
- The **Put Files** button copies the selected files from the local folder to the remote server. If a new file is added to the server, and if the Enable File Check In and Check Out option is active, the file's status is Checked Out.



- The **Check Out Files** button copies the selected files from the remote server to the local folder and locks the files so only the user who checked out those files can edit them.
- The **Check In Files** button copies the selected files from the local folder to the remote server and makes the copied files read-only in the local folder. To edit these files, you need to select them and click the Check Out Files button.
- The **Synchronize** button synchronizes the files between the local folder and the remote server so the same version of the files appears in both places.
- The **Expand** button shows both local files and the remote site (if one has been defined). The expanded Files panel has two panes. The left pane displays the files on the remote or test server; the right pane displays the site files on the local computer.

5. Close your browser and return to Dreamweaver.

6. In Dreamweaver, choose File>Close to close index.html.

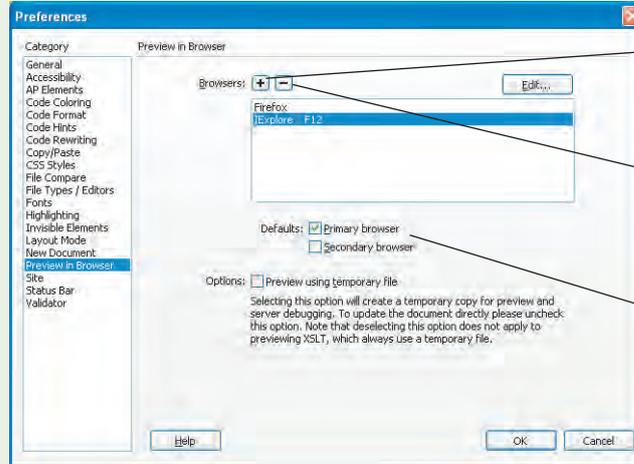
You can also close a document in Dreamweaver by clicking the red Close button in the top-left corner (Macintosh) or the “X” Close button in the top-right corner (Windows) of the document window.

7. Continue to the next exercise.

Browser Preferences

DREAMWEAVER FOUNDATIONS

To change which browsers are available in the Preview menu, use the Preview in Browser pane of the Preferences dialog box. (Choosing Edit Browser List in the File>Preview in Browser submenu opens this pane directly.) You can also define the primary and secondary browsers, which can then be accessed using the associated keyboard shortcuts.



Click here to add a browser to the list.

Click here to remove a browser.

Designate primary and secondary browsers.

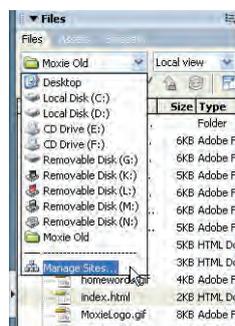
EXPORT AND REMOVE A SITE DEFINITION

As you gain experience designing and developing Web sites, your site definition list will continue to grow — and a longer list becomes increasingly difficult to manage. To keep your list under control, you can remove or export old site definitions from the list.

When you remove a site definition, you are not deleting the actual files and folders from your computer; you are simply removing their registration from Dreamweaver’s site definition list. This way, when you need to work on a site you created last year, for example, all you need to do is reinstate the appropriate site definition settings.

Rather than simply removing a site definition from Dreamweaver, you can export a site definition from the Advanced options in the Site Definition dialog box. When you export the site definition, you can later import that definition to restore the same settings and options that you already defined.

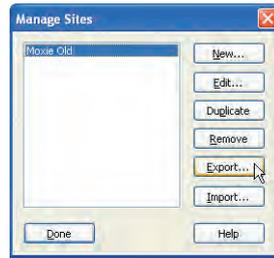
1. With the Moxie Old site showing in the Directory menu of the Files panel, choose Manage Sites from the bottom of the panel Directory menu.



Note:

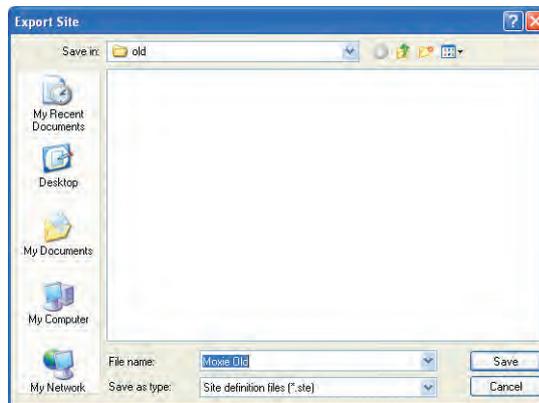
As you work through the projects in this book, you remove the site definitions for previous projects so that your site list remains manageable. You should also get into the habit of exporting site definitions before you remove them so you can quickly reinstate the site definitions if necessary.

2. In the Manage Sites dialog box, click the Moxie Old site name, and then click the Export button.



3. Make sure the current folder is WIP>Moxie>old and click Save.

This function creates a “.ste” file that stores the Dreamweaver site definition settings.



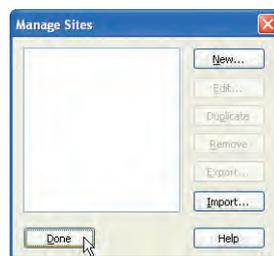
4. In the Manage Sites dialog box, make sure Moxie Old is selected in the list, and then click Remove.
5. Click Yes to confirm the removal of the Moxie Old site definition.

After exporting the settings, you can easily remove the site definition from the list. Remember, you are not deleting the files from the site; you are simply removing the site definition from Dreamweaver.



6. At the bottom of the Manage Sites dialog box, click Done.

When you want to reinstate the site definition, simply click the Import button, navigate to the root folder of the site you want to reinstate, and import the .ste file. All of the settings will be reinstated — saving you a great deal of time and effort.



7. Continue to the next exercise.

CREATE THE NEW SITE DEFINITION FOR MOXIE

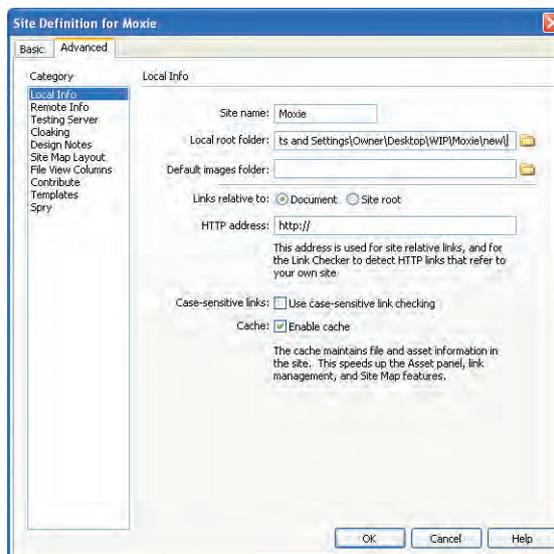
As a Web site designer, you'll find that sites are in constant flux. The small changes you make will require little (if any) reorganization. When you make large changes, however, you must check to ensure that everything works properly, with no broken links or empty pages.

In this exercise, you'll see that the portfolio pages and files were simply dropped into the Web site's root folder — a very poor organizational choice when making such a large change to the site. Your job is to correct this organizational error.

1. Choose **Manage Sites** from the **Directory** menu in the **Files** panel.
2. Click the **New** button at the top of the **Manage Sites** dialog box and choose **Site**.
3. Make sure the **Advanced** tab of the **Site Definition** dialog box is showing, and type “**Moxie**” in the **Site Name** field.

If no one has used your workstation since you completed the previous series of exercises, and if you haven't done anything else in Dreamweaver, the **Site Definition** dialog box automatically opens in **Advanced** mode; Dreamweaver remembers the last-used state of the dialog box.

4. Click the button to the right of the **Local Root Folder** field. Navigate to the **WIP>Moxie>new folder** and click **Choose/Select**.



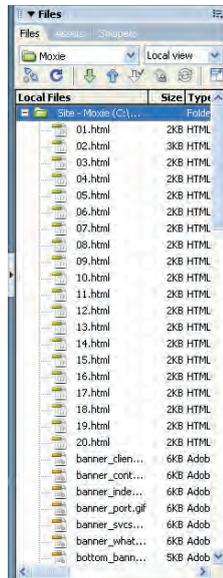
5. At the bottom of the **Site Definition** dialog box, click **OK**.
6. At the bottom of the **Manage Sites** dialog box, click **Done**.
7. Continue to the next exercise.

EXAMINE THE NEW SITE FILES

There are many files in the messy and disorganized Moxie New folder. The first step in organizing the new portfolio files is to examine the Web page files and understand what they contain.

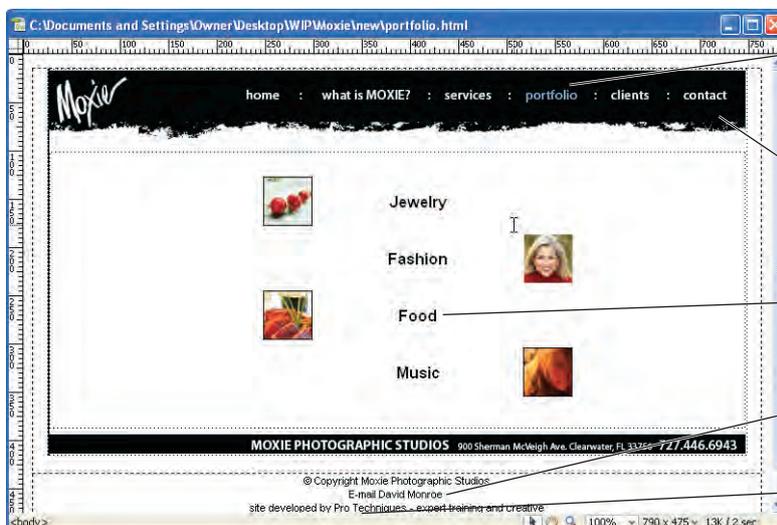
1. With the new Moxie site showing in the Directory menu of the Files panel, expand the site root folder and examine the files in the site.

There are 95 files in the root folder: 26 HTML files, 52 JPEG (an image file format) files, 14 GIF files, 1 CSS file, 1 Word document (.doc file), and 1 Photoshop image file (identified by the “.psd” extension). Except for the Word and Photoshop files, all of the files in the folder are Web-ready.



2. Open portfolio.html by double-clicking the file name in the Files panel.

This page is identified as the portfolio page by its file name, as well as by the word “portfolio” in blue letters at the top of the page. (The designer of this site used blue to identify the current page.) This page is also the gateway page for the different photographic portfolios that your client wants to promote: commercial jewelry, fashion catalogs, food, and music industry. These words will serve as the links to the portfolio pages for these categories.



The word “portfolio” is blue, indicating that the current page is part of the portfolio group of pages.

The top banner image will be made into an image map, with each phrase defined as a hotspot link to a different page.

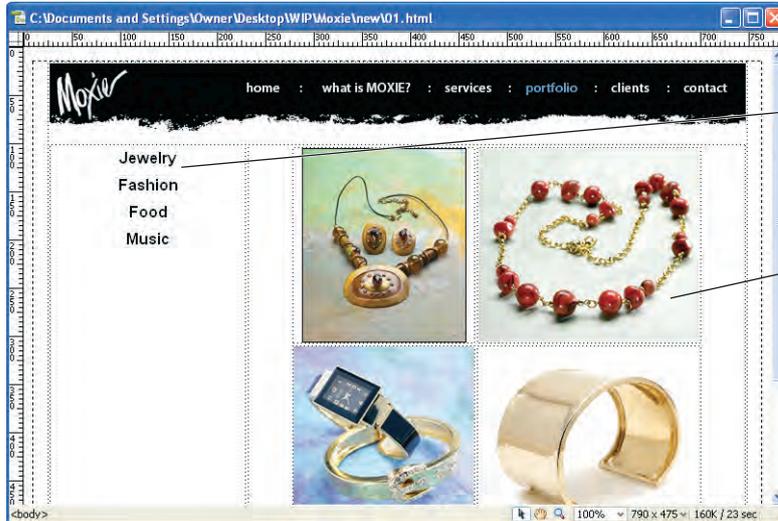
Each of these lines of text will be a link to the respective portfolio page.

“David Monroe” will become an email link to your client’s email address.

“Pro Techniques” will be a link to the Web site of the original site designer.

3. Close portfolio.html and open 01.html by double-clicking the file name in the Files panel.

This page is the gateway page to the jewelry photographs that David Monroe wants to display. From the appearance of the four images in the middle of the page, there are four jewelry photographs available for this portion of the portfolio. Each of the four lines of text in the top left of the page will be a link to another portfolio on the site.

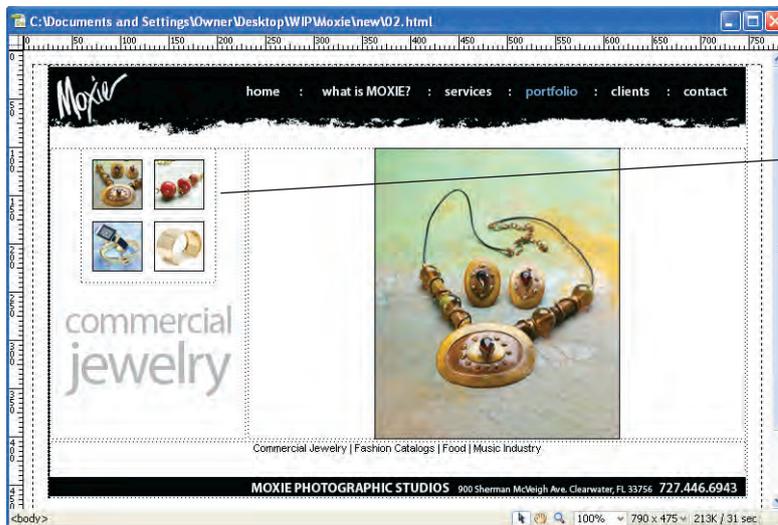


Each of these lines of text will be a link to the home page for that category of Monroe's portfolio.

Each of these images will be made into a link to open a page with a larger version of the associated photo.

4. Close 01.html. One by one, open 02.html, 03.html, 04.html, and 05.html and examine the content of the files.

These four Web pages display larger photographs that make up the jewelry section of the portfolio.



Each of these images will be made into a link to open the associated Web page.

5. Close any open files from the previous step and, one by one, open 06.html, 11.html and 16.html.

These pages are the gateway pages to the fashion, food, and music collections of portfolio photographs. Similar to the jewelry collection, there are four photographs (and pages) for each portfolio collection.

6. Close any open files, and then continue to the next exercise.

File Types on the Web

Many different file types can be found on the Internet. The basic document is an HTML file, which can have either .htm or .html as the file name extension. The most common image file types are **GIF** and **JPEG** (Joint Photographic Experts Group, with the extension of .jpg or .jpeg).

In addition to GIF and JPEG, **PNG** (Portable Network Graphics) image files are gaining in popularity.

The most recent image file type is **SVG** (Scalable Vector Graphics); code in an SVG file tells the browser how to draw shapes on screen. This format is supported only by recent versions of the Firefox and Opera browsers.

CSS (.css) files contain instructions that tell browsers how to display information in associated Web pages.

JavaScript (.js) files are similar to CSS files in that their content is not normally seen; instead, JavaScript content is responsible for the behaviors and animation effects that appear in a browser.

Many Web pages that appear to be HTML files have extensions such as .cfm, .php, .jsp, .asp, or .aspx. These extensions are reserved for Web pages generated by programming code—otherwise known as **dynamic pages**. For example, if you are a registered member of a particular Web site, you might see “Welcome back, Susan!” at the top of the page. The programming code in that particular page reads your browser’s cookie, retrieves your name from

the members’ database, and inserts your name into the appropriate place on the page. If you viewed the page code, it would appear to be standard HTML — and it is, except that parts of the page were generated by programming code that replaced “Welcome back \$personal_name!” with “Welcome back, Susan!”

The extension .cfm is associated with the Cold Fusion programming language; .php is associated with the **PHP** (PreHypertext Processor) programming language; .jsp is associated with Java Servlet Pages (a language based on Java); and .asp and .aspx are associated with Microsoft Active Server Pages (ASP) and ASP.Net respectively.

Some file formats require browser **plugins** (accessory programs built into your browser). Flash (.fla) is an animation format that you can use to create basic animations, as well as play videos and interact with databases such as a hotel reservation system. Shockwave (.swf) is a relative of Flash, used to create Web-based games.

Various video formats (.wmv, Windows Media Video and .qt, Quicktime) and audio formats (.mp3) are also found on the Web. Some Web-based video and audio files can only be viewed (or heard) while your browser is connected to the Internet (known as streaming video or audio); other video and audio files must be downloaded before you can see/hear them. This is not related to the file type, but rather to the code that tells the Web page how to handle the files.



PLAN FOLDER ORGANIZATION

Although it is possible to put 95 files in the root folder of a Web site, managing the files this way would be very challenging. A well-organized site is an easy-to-manage site. Ideally, organization occurs before the site is constructed, but you can certainly add organization to sites that already exist.

There are no absolute rules to follow for organizing files and folders — other than the general principle of keeping related components together so you know where to find certain files when you need for them.

In this exercise, you use a paper and pencil to sketch out a plan for organizing the site’s files. As you become more comfortable with this process, you will be able to complete this process in your head — but having a sketch allows you to clearly communicate your ideas to your client.

- 1. With the Moxie site showing in the Directory menu of the Files panel, double-click index.html in the panel to open that file in a new document window.**
- 2. Get a piece of paper and a pen or pencil and write “Moxie Photographic Studios” at the top of the paper.**

The original pages of this site (home page, about us, contact us, etc.) serve the most important functions of the site: telling the reader who we are, what we do, what have we done before, and how to contact us. These basic pages form the root of the site, and should therefore appear within the root folder of the site.

3. Write “Root (/) folder –” near the top of the paper. To the right of the hyphen, write the following list:

`/index.html`
`/clients.html`
`/services.html`
`/contact.html`
`/whatis.html`

Note:

The leading forward slash (/) is a standard representation for the root folder; all of these files appear within the root folder of the Web site.

4. Below the last HTML file, write “/styles.css”.

This CSS (Cascading Style Sheets) file describes the style properties of the pages in the site; the style file should also appear in the root folder of the site. While it is common practice to put the style file in the root folder of a site, if there are multiple CSS files, you typically create a styles folder to hold all of the CSS files for the site.

Note:

The file name “index.html” is the file-naming convention for the home page of the Web site or the default page of a specific folder.

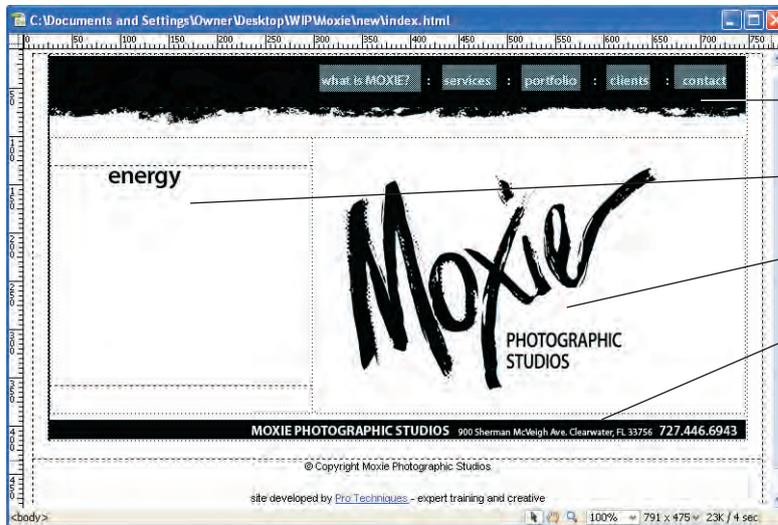
5. In Dreamweaver, examine the graphic images in the index page.

The animated image in the middle left and the large Moxie logo in the middle right are used in the index page.

The bottom banner image appears in every root page.

The top banner image is slightly modified for each root page.

Other root pages (whatis.html, clients.html, etc.) include other images that are specific to those pages, so those images should be near the root pages.



Top banner image

Animated image

Moxie logo image

Bottom banner image

Note:

Dreamweaver does not allow animations to run, so only the first frame of the animation (the word “energy”) is visible.

6. Below the list of Web pages on your paper, write “/images/ folder –”. To the right of the hyphen, list the images that appear in the root pages of the site.

The format `/images/` means an images folder will be created in the root folder of the site. By coincidence, all of the image files that are common to the root pages are in GIF format. (In fact, all GIF files in the site — with the exception of commjewelry.gif, fashioncat.gif, food.gif, and music.gif — will go into the root images folder.)

7. Below the list of GIF image files on your paper, write “/resources/ folder –”. To the right of the hyphen, list the Word file (portfolio notes.doc) and the Photoshop file (portfolio images.psd).

The Word and Photoshop files contain preliminary information that helped the designer build the portfolio Web pages, but these files are not part of the Web site. While you might be tempted to simply delete these files, there are various techniques for keeping these background or resource files without including them within the Web site. You’ll learn one of these methods later in this project.

8. On the paper, write “/portfolio/ folder –”. To the right of the hyphen, write “portfolio.html”.

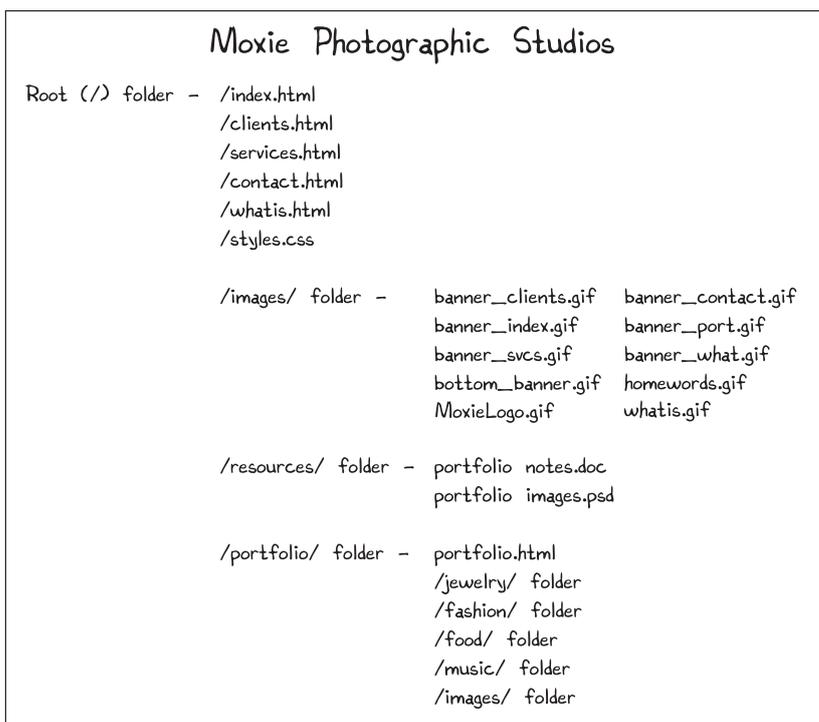
You might wonder why this page doesn’t stay in the root folder. The reasons for keeping it in the root folder or moving it into its own folder are equally strong. Because there are many other portfolio pages with images of individual photos, the portfolio group of files is best placed within its own folder.

9. Below portfolio.html, write (on separate lines):

- /jewelry/ folder**
- /fashion/ folder**
- /food/ folder**
- /music/ folder**
- /images/ folder**

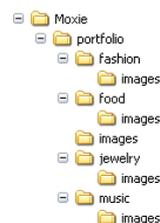
Each portfolio category is assigned its own folder. The page **02.html** contains a jewelry photograph; when moved to its appropriate folder, the page will be located at **/portfolio/jewelry/02.html**. All of the portfolio images will be moved into the **/portfolio/images/** folder so that they all remain together.

This is how our organizational mockup looks:



Note:

*If the number of portfolio images grows to a much larger number, it might be beneficial to create an image folder for each portfolio category (such as **/portfolio/jewelry/images/**). That way, the specific images for the pages in the **/portfolio/jewelry/** folder would be located nearby, making it easier to find and change the images or pages if necessary.*



10. Close index.html, and then continue to the next exercise.

Search Engine Optimization Considerations

SEO (search engine optimization) is the art of improving the ranking of a Web site and its pages within **SERPs** (search engine results pages, or the pages that list the results of a search). Search engines certainly use the content of a page for ranking purposes, but they also use folder and file names. Putting portfolio pages within a portfolio folder improves the ranking of those pages.

Many content management systems (CMS) and blogs manipulate the URL of a page so that the URL contains the title of the article. For example, an article on WebStandards.org titled **Scared of the Dark?** can be found at <http://www.webstandards.org/2006/05/10/scared-of-the-dark/>. In addition to the article title, you can see in the URL that the article was created on May 10,

2006. Each portion of the URL in this example displays searchable content, and the URL provides meaningful information for search engines and users alike.

Compare the WebStandards.org URL with http://www.gov.on.ca/ont/portal/!ut/p/.cmd/cs/.ce/7_0_A/.s/7_0_24P/_s.7_0_A/7_0_24P/_/en?docid=EC002001 which (believe it or not) is the URL of the English homepage of the Government of Ontario Web site. To a search engine, this complicated URL doesn't mean anything, and therefore this type of URL doesn't rank highly in SERPs.

When planning the organization of a Web site, carefully consider the folder and file names so they are not a hindrance to good search engine ranking.

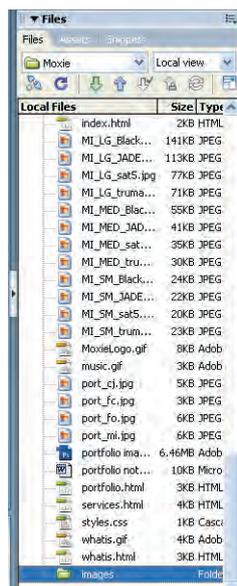
CREATE FOLDERS

Once you have mapped a clear plan for organizing your site, you can begin to implement that plan by creating new folders in Dreamweaver.

1. With your Moxie site open in the Files panel, scroll to the top of the Files panel and click to select the site name at the top of the list.
2. Control/right-click the site name and choose New Folder from the pop-up menu.



3. Type "images" and press Return/Enter to apply the new folder name.



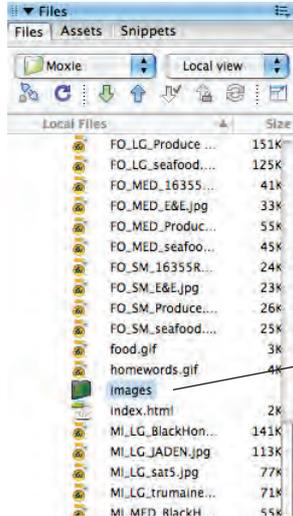
Note:

If after pressing Return/Enter, the folder name remains untitled, Control/right-click the untitled folder, choose Edit>Rename (or press F2), and correct the name.

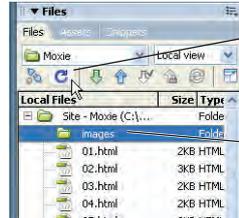
4. In the Files panel, click the Refresh button.

When folders and files are created, they appear at the bottom of their containing folders.

On Macintosh, Dreamweaver alphabetizes folders along with all other files and folders; on Windows, Dreamweaver alphabetizes folders at the top of the list (above individual files); refreshing the site forces Dreamweaver to sort the files and folders into their preferred order.



On Macintosh, folders are alphabetized along with all other files in the site.



Refresh button

On Windows, folders are alphabetized at the top of the site list, above individual files.

Note:

Press F5 to refresh the file list in the Files panel.

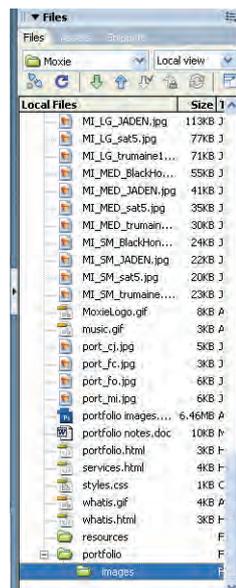
5. Control/right-click the site folder at the top of the Files panel and choose New Folder again.

6. Type “resources” and press Return/Enter to apply the new folder name.

7. Add another new folder named “portfolio” to the site.

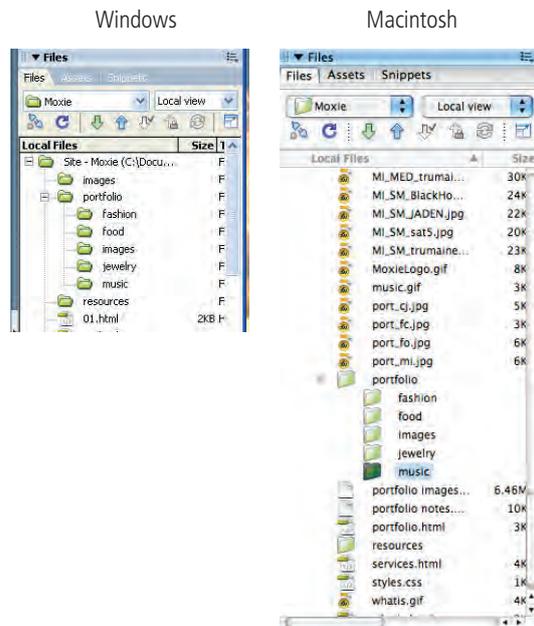
8. Control/right-click the new portfolio folder and choose New Folder. Type “images” and press Return/Enter.

By selecting an existing folder before creating a new folder, the new folder is created under the selected folder.



9. Add four more folders to the portfolio folder: “jewelry”, “fashion”, “food”, and “music”.

10. Click the Refresh button at the top of the Files panel.



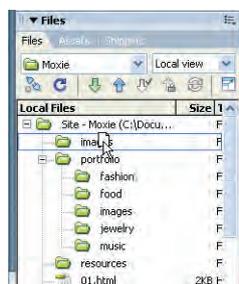
11. Continue to the next exercise.

SORT AND MOVE IMAGE FILES

Now that you’ve created the required folder structure, you can begin to sort the various files into their appropriate folders. You can drag one image at a time, or you can move multiple images at once. In this exercise, you continue to reorganize the existing site by moving the images to the folders you created in the previous exercise.

1. With your Moxie site open in the Files panel, click and drag **banner_clients.gif** into the main **images** folder in the root folder (not the /portfolio/images/ folder).

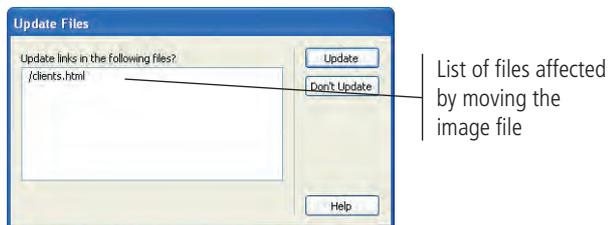
Make sure you drag the file over the name of the folder or folder icon; if you drag the file too far to the left or right, Dreamweaver will not move the file.



2. Click Update to update the clients.html page with the new location for the banner_clients.gif image file.

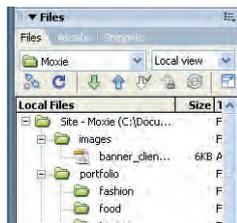
By using the Files panel to move the image file to another folder, Dreamweaver is able to check its cache, note that clients.html refers to banner_clients.gif, and request that you update the HTML file to use the new location of the image file.

If you chose Don't Update, the image will not appear in the clients.html page. If you had moved the image file using Windows Explorer or the Macintosh Finder, Dreamweaver would not be aware of the movement and you would not have the opportunity to automatically adjust the path to the image file in clients.html.



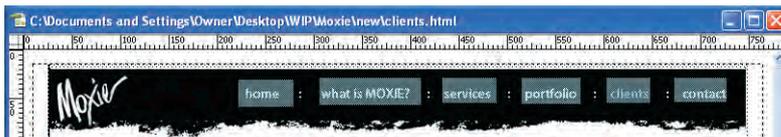
3. Examine the images folder in the Files panel.

The banner_clients.gif file is now stored in the images folder.



4. Double-click clients.html to open the file, and then examine the top banner in the page.

The top banner should appear as shown here. Dreamweaver adjusted the necessary code so the page can continue to use any of the moved image files.



Note:

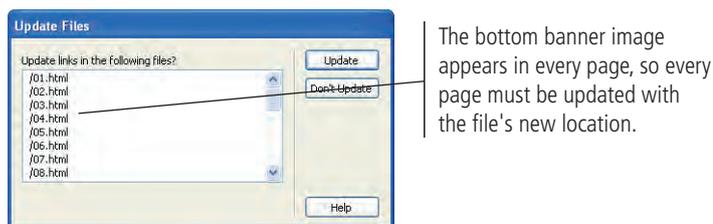
The same concept applies if you rename a file in the Files panel; you will have the opportunity to automatically update all references to the renamed file.

5. Close clients.html.

6. Drag bottom_banner.gif into the main images folder.

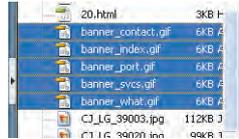
7. Click Update to update all of the files that use the bottom_banner.gif image file.

All of the pages in this project use this image file, so all of the pages must be updated with the file's new location. The update process will take a while to complete because many files need to be updated.



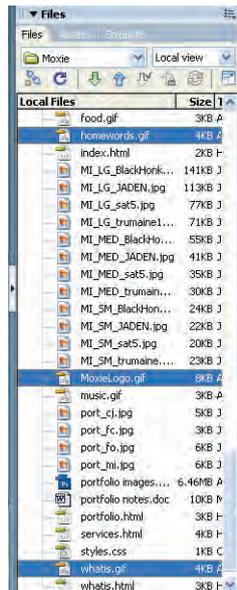
8. Click `banner_contact.gif`, and then Shift-click `banner_what.gif` to select the five contiguous image files.

You can move multiple files into a folder at the same time. The trick is to learn how to select multiple files at once. To select files that are grouped together (contiguous), simply click the first one and then Shift-click the last one; all files between the first and last are selected too.



9. Drag the selected image files to the images folder, and then click Update to update the Web pages affected by the move.
10. Click `homeworks.gif`, Command/Control-click `MoxieLogo.gif`, and Command/Control-click `whatis.gif` to select the three files.

If files are separate (non-contiguous), click the first one, then Command/Control-click each additional file you want to select.



Note:

You can also use Command/Control-click to deselect a selected file. For example, if you select a file by accident, you can deselect it by Command/Control-clicking the file name.

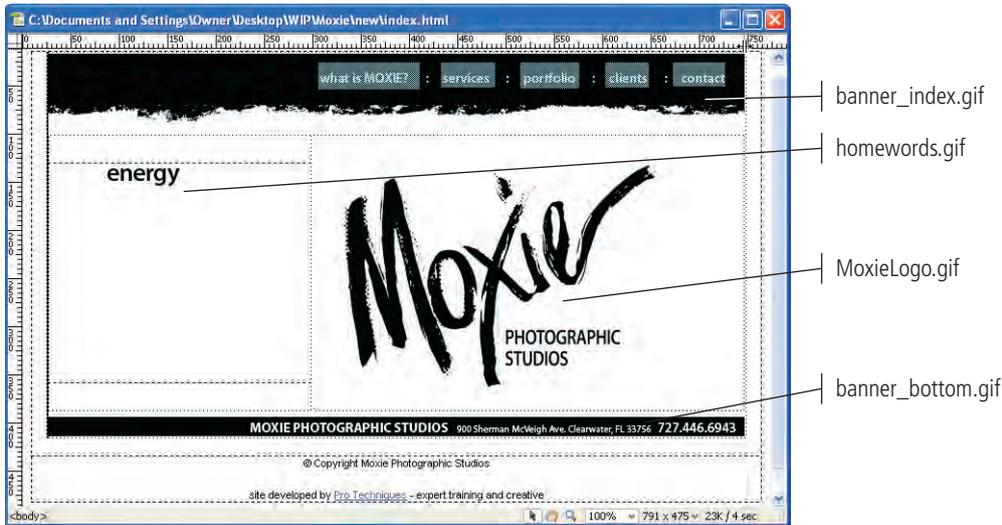
11. Drag one of the selected image files to the main images folder.

If you can't see the images folder at the top of the Files panel, drag the selected files to the top visible file name in the Files panel, and then the file list will scroll until the images folder becomes visible.

12. Click Update when you see the Update Files dialog box.

- Open `index.html` by double-clicking the file name in the Files panel. Examine the page in Dreamweaver.

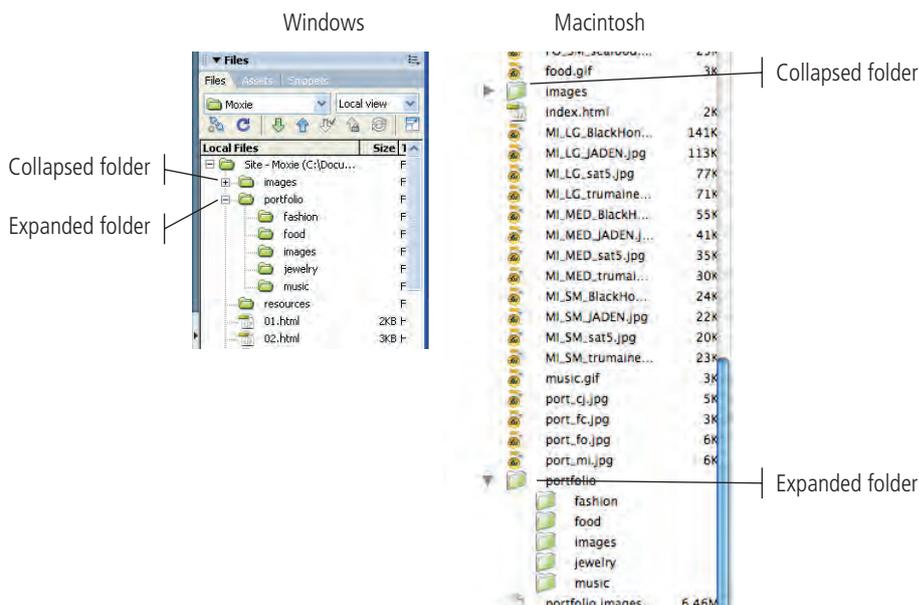
The `index.html` page contains four of the image files you moved: `banner_index.gif`, `homewords.gif` on the left (where the word “energy” appears), `MoxieLogo.gif` to the right, and `banner_bottom.gif` at the bottom.



- Close `index.html`.
- In the Files panel, click the down-facing arrow (Macintosh) or the “-” symbol (Windows) to the left of the images folder name to collapse the folder.

On Macintosh, expanded folders show a down-facing arrow; clicking that arrow collapses the folder and changes the arrow to face to the right. You can click a right-facing arrow to expand a folder and show its contents.

On Windows, expanded folders show a “-” symbol; clicking that symbol collapses the folder and changes the “-” to a “+” symbol. You can click a “+” symbol to expand a folder and show its contents.



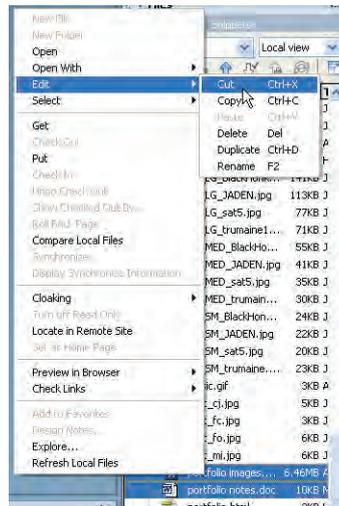
- Continue to the next exercise.

CUT AND PASTE RESOURCE FILES

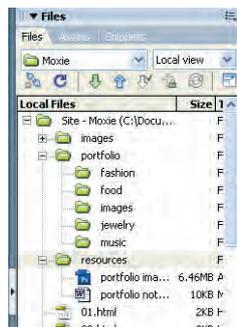
Just as there are multiple ways to select files, there are many ways to move files into or out of folders. In this exercise, you use the Cut and Paste functions to move files to new locations.

1. With the Moxie site open in the Files panel, scroll to the bottom of the files list.
2. Click once to select `portfolio images.psd`, and then Shift-click to select `portfolio notes.doc`.
3. Control/right-click one of the selected files and choose Edit>Cut from the contextual menu.

The cut files will still be visible until you paste them in the next step.



4. Scroll to the top of the Files panel and click the resources folder to select it.
5. Control/right-click the resources folder and choose Edit>Paste to paste the cut files into the selected folder. Update links to the moved files when asked.
6. Click the Refresh button at the top of the Files panel.



7. Click the down-facing arrow (Macintosh) or “-” symbol (Windows) to collapse the Resources folder.
8. Continue to the next exercise.

Note:

You can cut selected text, images, or files using Command/Control-X; copy using Command/Control-C; or paste using Command/Control-V.

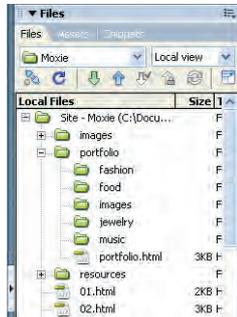
Note:

Press F5 to refresh the file list.

ORGANIZE THE PORTFOLIO PAGES

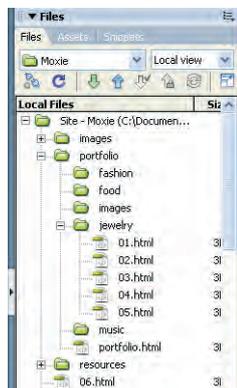
Moving files from one folder to another is just as easily done in Dreamweaver's Files panel as it is using the file management software of your operating system. However, if you moved files using Finder (Macintosh) or Explorer (Windows), the links between pages and to image files would not be updated to accommodate the new paths.

1. With the Moxie site open in the Files panel, move **portfolio.html** into the **portfolio** folder and click **Update** when prompted.



2. Move the files **01.html** through **05.html** into the **portfolio/jewelry** folder and update the links.

When you move files into a folder, that folder is automatically expanded in the Files panel.

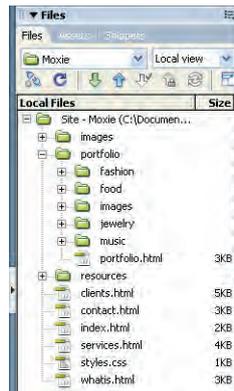


3. Collapse the **jewelry** folder.
4. Move **06.html** through **10.html** to the **portfolio/fashion** folder, update the links, and collapse the **fashion** folder.
5. Move **11.html** through **15.html** to the **portfolio/food** folder, update the links, and collapse the **food** folder.
6. Move **16.html** through **20.html** to the **portfolio/music** folder, update the links, and collapse the **music** folder.
7. Move all of the JPG image files beginning with **CJ**, **FC**, **FO**, and **MI** (48 image files in total) to the **portfolio/images** folder. Update the links.
8. Move the following files into the **portfolio/images** folder and update the links:

commjewelry.gif	fashioncat.gif	food.gif	music.gif
port_cj.jpg	port_fc.jpg	port_fo.jpg	port_mi.jpg

9. Collapse the images folder.

From the folder structure alone, the Web site appears to be better organized. You now know what to expect when you open each folder.



10. Continue to the next stage of the project.

Stage 2 Organizing the Site Navigation

Virtually all Web pages have links to other Web pages. **Hyperlinks** (the official term for links) can be created to link pages on a site to other pages within the same site, or to pages in other sites. Although it is relatively easy to create links between pages of your site, you shouldn't go overboard by creating more links than necessary. For example, you don't need to include a link between every page on a site; using this method to set up a large site would result in thousands of links on every page. A much better plan is to decide which links on any given page will help the user better navigate your site. Exploring similar sites can provide some inspiration; but ultimately, you must carefully plan the flow of links and connections between pages—always keeping the reader's usability in mind.



CREATE A FLOWCHART OF LINKS

Creating a flowchart of links between pages is an excellent exercise in planning the relationships between pages of a site. Organizing links is a simple application of a science called **information architecture**, which is the organization of a Web site to support not only usability, but also “findability.” As you organize site links, remember that your goal is to enable visitors to see a pattern in your links, which will assist them in navigating through your site.

Not every link in a site can be planned ahead of time because some connections are irregular. For example, the history department of a university site provides links to the courses offered. Some of those courses have prerequisite courses. It would be very useful to link each course to its prerequisites; but because prerequisite courses are irregular, it might be difficult to accurately sketch them in a flowchart. Instead, you can establish a general principle that all courses with prerequisite courses must provide links to those prerequisite courses.

In this exercise, you create a basic flowchart of links between pages in your site. While it might seem simplistic to sketch links between pages, in fact, the more complicated your Web site becomes, the greater the need to create a flowchart.

Note:

*Creating flowcharts should not be considered a tool for novice designers. Flowcharts are often used to map complex software programming and Web site development. In fact, a language called **UML** (unified modeling language, a standardized graphical notation that can be used to create models of systems) has been developed by professionals specifically for this purpose.*

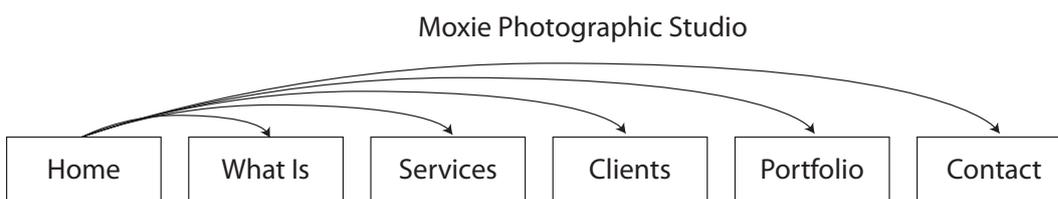
1. On a sheet of paper, write “Moxie Photographic Studio” at the top.
2. On a line below, write “Home”, “What Is”, “Services”, “Clients”, “Portfolio”, and “Contact”.

These primary pages should be accessible from every page on the site, including the individual portfolio pages; the banner image at the top of every page provides these links.

3. Draw arrows from “Home” to each of the other five page names.

You can’t know how visitors will enter your site; they might enter from the home page, the contact page, or the portfolio page. For that reason, you should provide access to all of the primary pages from the other primary pages.

To be technically thorough, you might also create lines from each root page to the other root pages. However, as you can see, that can get messy and nearly incomprehensible; the first set of arrows is enough if you understand the idea that all pages should link to all other pages at the same level.



4. From Portfolio, draw four arrows down; at the end of each, write “Jewelry”, “Fashion”, “Food”, and “Music”.

These are the four categories of portfolios that the client wants to display; they should all be accessible via links from the main portfolio page.

5. Draw arrows from Jewelry to the six primary pages (including Portfolio).

A visitor should be able to navigate from each of the portfolio category pages to all of the primary pages. Technically, this step should be repeated for each of the portfolio category pages; but as long as you understand the principle, you don’t need to draw those links.

6. Draw arrows from Jewelry to the three other portfolio category pages.

A visitor should not be forced to go back to the main portfolio page (one step backward) to go to another portfolio category. Consider the portfolio category pages as siblings of one another. It is common practice to provide links between sibling pages.

7. Under Jewelry, write “southwest”, “costume”, “watches”, and “bracelet” to represent the four portfolio photographs within the jewelry category. Draw arrows from Jewelry to these pages.

Once a visitor has reached the Jewelry category, these links allow the visitor to explore the jewelry photographs.

8. Draw arrows from each specific jewelry photograph to the other jewelry photographs.

Again, these pages (photographs) are siblings of one another; links between them allow visitors to explore all of the photographs within this category without having to return to the Jewelry category home page one level above.

Note:

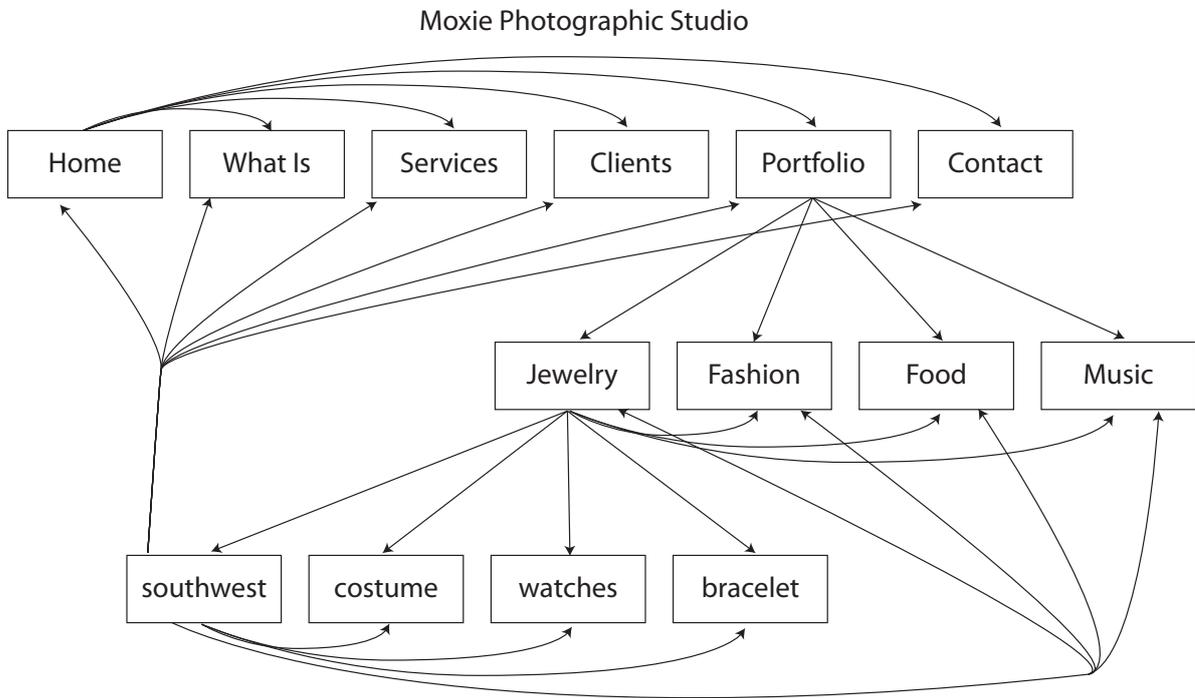
Using the terms parent, child, and sibling is simply a way of describing relationships between pages. A large Web site cannot provide links to all of the pages from its home page. By grouping pages, grouping groups of pages, and so on, you create relationships of equality between pages that are grouped together, as well between groups that are grouped together.

9. Draw arrows from the southwest page to each of the primary pages in the top row, including the Portfolio page.

Every page should be linked to the primary pages. Although this step could be repeated for each of the four jewelry pages and the twelve pages in the other three categories, as long as you understand the principle, the step is unnecessary.

10. Draw arrows from the southwest page to the Jewelry, Fashion, Food, and Music pages.

The links to the main pages provide easy access to the other portfolio categories.



11. Continue to the next exercise.

CREATE LINKS USING THE HYPERLINK BUTTON

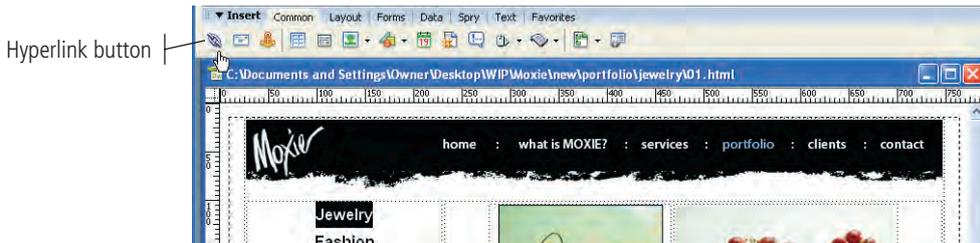
The first step to completing the navigation outlined in the previous exercise is to create links between the main portfolio pages. In this exercise, you learn to create links between pages using the Hyperlink button on the Common Insert bar.

1. With the Moxie site open in the Files panel, open 01.html from the /portfolio/jewelry folder.
2. Drag to select the word Jewelry in the top-left area of the page.



3. Click the Hyperlink button in the Common Insert bar.

The Common Insert bar contains many of the common functions you use to create Web pages. If a different Insert bar is showing, you can return to the Common Insert bar by simply clicking the Common tab.



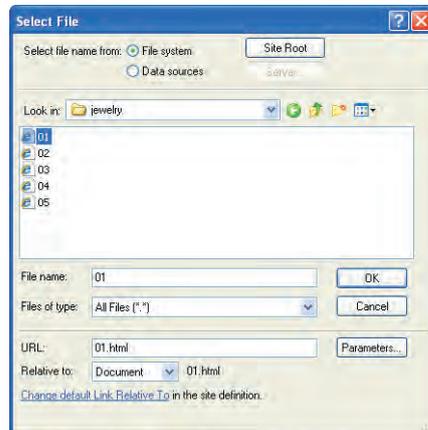
4. In the Hyperlink dialog box, click the Browse button to the right of the Link field.



Note:

You can also choose Hyperlink from the Insert menu to access this dialog box.

5. Navigate to the /portfolio/jewelry folder, select 01.html, and click Choose/OK.



The Hyperlink Dialog Box in Depth

In addition to specifying the link, the Hyperlink dialog box also allows you to determine how the link appears and how the link is accessed.

The text selected for creating a link appears in the **Text field** by default.

In the **Link field**, you can either select a file within the site you are creating, or you can type the URL of a location that is outside the Web site you're building.

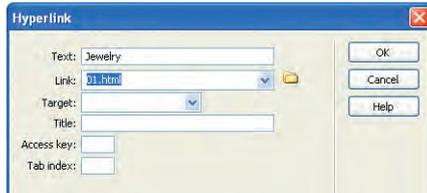
You use the **Target field** to select where the linked file will open. By default, the linked file opens in the same window or frame as the one in which the link appears (this corresponds to the `_self` option in the menu). If you select `_blank`, the linked file opens in a new browser

window. If you select `_parent`, and if the link appears in a frame within a frame, the linked file opens in the parent frame; if the link appears in a frame that is not within another frame, then the linked file opens in the full browser window. To open the linked file within the same browser window regardless of any existing frames, select `_top`.

You use the **Title field** to specify the text that appears when the cursor is placed over the link text.

To be able to access the link using the keyboard, you can either specify a key that a user can press, or the user can press Tab on the page until the link is selected. You can specify the key in the **Access Key field**, and you can use the **Tab Index field** to specify the number of times a user needs to press the Tab key to select the link.

6. Click OK in the Hyperlink dialog box to create the link.

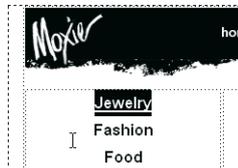


Note:

You can remove a link by selecting the linked text or object in the document and choosing **Modify>Remove Link**.

7. Examine the link in the design window.

The text is now underlined. The link text does not change to blue because the style rules for this navigation bar state that the link text is to be bold and black.



Note:

The most common links are text links where a word or group of words forms the link text. Commonly, text links are blue with an underline; but with the advent of CSS, many different styles are possible.

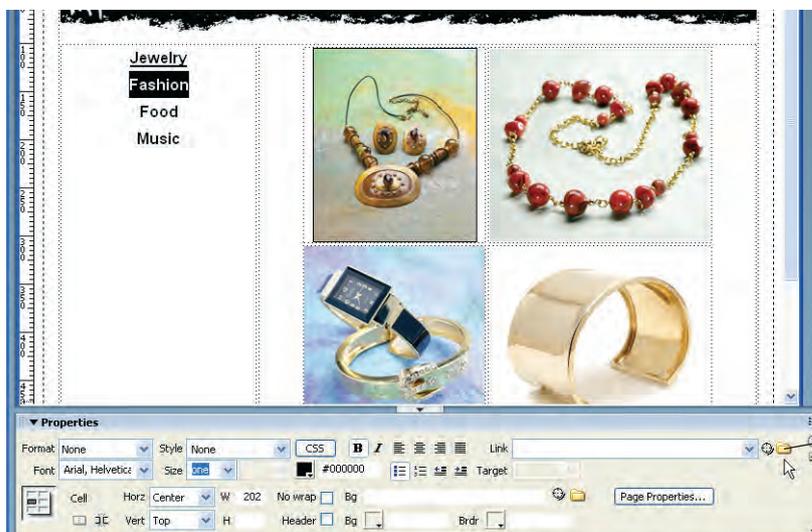
8. Save your work (File>Save) and continue to the next exercise.

CREATE A LINK USING THE BROWSE FOR FILE FUNCTION

The Browse for File function in the Properties Inspector is similar to the Hyperlink button in the Insert bar. Like most applications, Dreamweaver often includes several different ways to achieve the same result. You should use the method that is most efficient at the time. For example, if you are using a different mode of the Insert bar, you can use Properties Inspector to create a link without switching modes in the Insert bar.

1. With the Moxie site open in the Files panel, make sure 01.html is open in a document window.
2. Select the word “Fashion” below the Jewelry link you created in the last exercise.
3. Click the Browse for File button to the right of the Link field in the Properties Inspector.

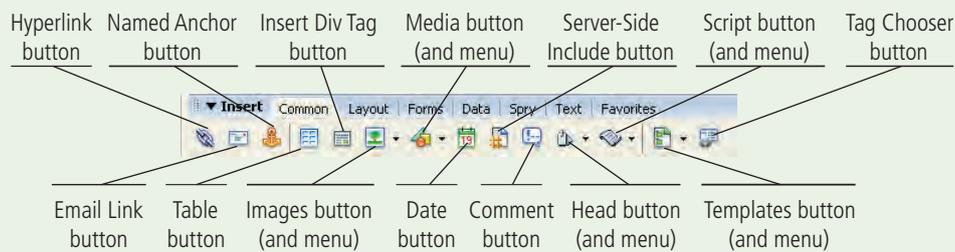
If you don't see the Properties Inspector, choose Window>Properties. The Properties Inspector's primary purpose is to review and change the properties of the selected HTML element (such as a heading, paragraph, or table cell).



Browse for File button

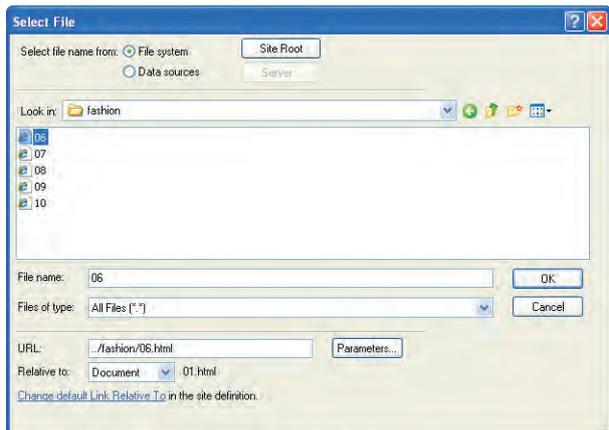
The Common Insert Bar in Depth

The Insert bar appears directly below the main menu bar. The Common Insert bar contains buttons for objects that are most frequently used. To insert an object, click the corresponding button. (Some of the terms and functions in the following descriptions will make more sense as you use those tools to complete later projects.)



- The **Hyperlink button** is used for linking text or images in a page to a file, either in the same Web site or in an external Web site.
- The **Email Link button** is used for providing links to email addresses. When a user clicks an email link, it opens the user's default email application with the email address in the To line.
- The **Named Anchor button** is used for marking locations within a page. Links can be provided to these locations from within the same page or from other pages of the same Web site or other Web sites.
- The **Table button** inserts a table within a page.
- The **Insert Div Tag button** is used for inserting new sections in a page. Each division in a page is marked by a dotted line in Dreamweaver; these dotted lines do not appear when the page is viewed in a browser. Sections are useful for inserting blocks of content that you want to format independently from other blocks.
- The **Images button** is used for inserting pictures. Click the arrow of this button to insert image-related objects such as images exported from the Adobe Fireworks application, navigation bars (containing links to other pages), rollover images (which change when the cursor is placed on them), and hotspots (sections of an image that can be linked to different targets). You can also insert an image placeholder, which reserves a portion of the page for inserting an object later.
- The **Media button** is used for inserting audio-visual files. These files could be in any format, but Dreamweaver also has functionality specific to inserting Flash, QuickTime, and Shockwave files; Java applets; and ActiveX controls.
- The **Date button** is used for inserting the date and time. An option is provided for updating the date and time whenever the file is saved.
- The **Server-Side Include button** is used for inserting a file within a page. In this case, the contents of the file are included in the page itself.
- The **Comment button** is used for inserting comments in the code that describe something about its use. These comments display only in Code view; they do not display in Design view or in the browser.
- The **Head button** is used for adding information about the page that will be used by browsers. This information is included in the properties of the page. Click the arrow to select the information you want to add.
- The **Script button** is used for adding code that will be used by the browsers to perform an action when the page is accessed. Click the arrow and choose Script from the menu to add the code. Some older versions of browsers might have the script-reading feature disabled; to display alternate content when browsers fail to read the script, choose No Script from the menu. You need to know programming languages to use this feature properly.
- The **Templates button** is used for creating a template based on the current document. Templates are useful when you need to create multiple documents based on a single layout.
- The **Tag Chooser button** is used for inserting tags in the code. Tags are elements in the code that determine the kind of content that can be included in them. Tags are included automatically when you edit pages in Design view.

4. Navigate to the /portfolio/fashion folder, select 06.html, and click Choose/OK.



Note:

You can change the destination of a link by selecting the linked text or object in the document and choosing **Modify > Change Link**. This menu command opens the same dialog box as the **Browse for File** button, where you can navigate to and select the new link destination.

5. Save the file and continue to the next exercise.

CREATE A LINK USING THE POINT TO FILE FUNCTION

The Point to File function is an excellent feature of Dreamweaver. To create a link, simply drag the Point to File button to a file in the Files panel, and a link is automatically created. This function has one minor drawback — the file must be visible in the Files panel. If the file is not visible, you must expand the folder first.

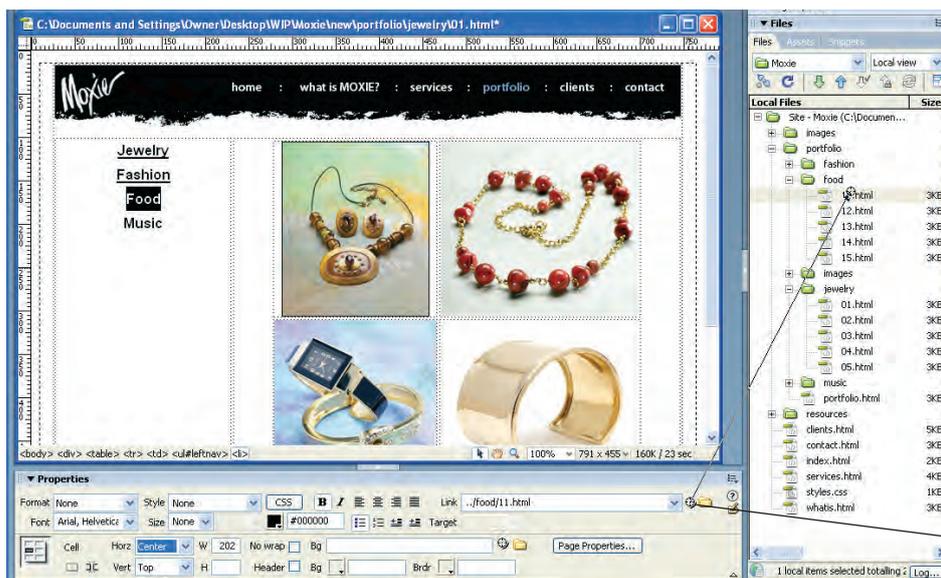
1. With 01.html (from the Moxie site) open, select the word “Food” below the Fashion link you created in the previous exercise.

This text will link to the 11.html page in the /portfolio/food folder, which is currently collapsed in the Files panel.

2. Expand the /portfolio/food/ folder in the Files panel.
3. Click the Point to File button and drag to 11.html in the /portfolio/food/ folder.

Note:

When a link to another page in the site is selected in the document, you can open the related page in Dreamweaver by choosing **Modify > Open Linked Page**.



Point to File button

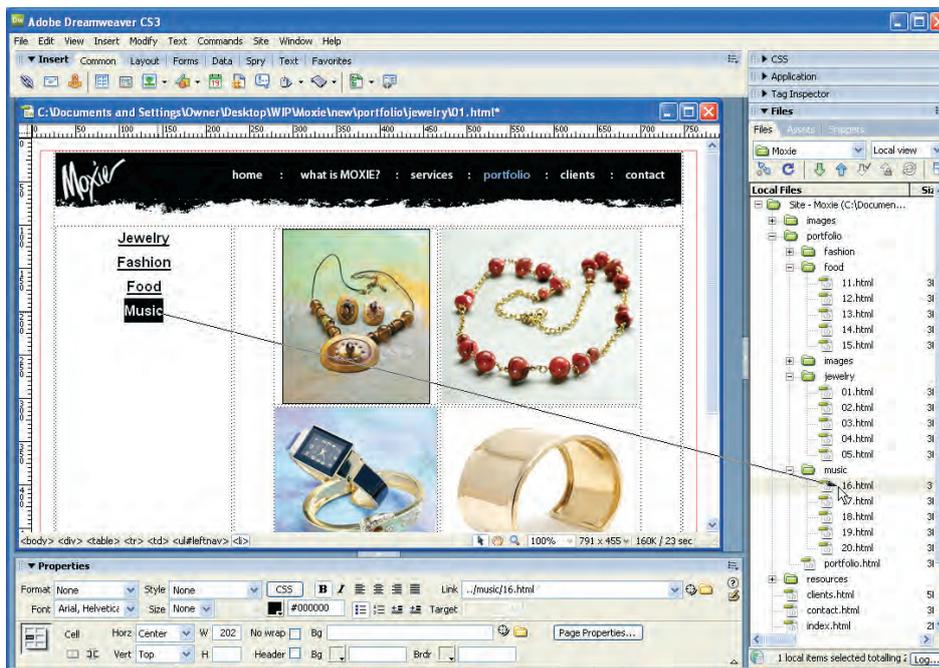
4. Save the file and continue to the next exercise.

SHIFT-DRAG TO CREATE A LINK

One final way to create a link between pages in a site does not require any buttons, toolbars, or panels. You can create a link directly from the document window by pressing Shift and dragging to the destination page in the Files panel.

1. With 01.html (from the Moxie site) open, select the word “Music” below the Food link you created in the previous exercise.
2. Expand the music folder in the Files panel.
3. Press the Shift key, then click the selected text and drag to 16.html in the music folder.

You have to press the Shift key, and then click and drag to the link destination. If you try to click and drag before pressing the Shift key, this technique will not work.



4. Save the changes to 01.html and close the file.
5. Create the same links on 06.html (in the fashion folder), 11.html (in the food folder), and 16.html (in the music folder).

Link the word Jewelry to 01.html.

Link the word Fashion to 06.html.

Link the word Food to 11.html.

Link the word Music to 16.html.

6. Save and close any open files.
7. Continue to the next exercise.

Note:

As you work in Dreamweaver, expand and collapse Files panel folders as necessary depending on your available screen space. We will not repeat instructions to collapse or expand folders unless it is necessary to perform a specific function.

Using Relative Paths in Links

By default, Dreamweaver uses relative paths when creating links (in the Hyperlink dialog box, Dreamweaver refers to this as “relative to the document”). The alternative is to create absolute paths; but unless your site is running on a Web server, you cannot test links that use absolute paths (Dreamweaver refers to absolute links as “relative to the site”).

A path is the route taken through the folder structure to link one page to another. In the figure above, if the source and destination pages are in the same folder (**01.html** and **02.html** are both in the **jewelry** folder), then a link created between them simply states the file name of the destination page:

```
<a href="01.html">Jewelry Home Page</a>
```

However, if the source and destination pages are in different folders, then the path to the destination page must be described. When you are drilling down into nested levels of folders, the source folder is not identified in the path; the link automatically works starting from the location of the link.

For example, to link from **portfolio.html** in the **/portfolio/** folder to **01.html** in the **/portfolio/jewelry/** folder, you have to include the nested folder in the path, but not the starting **/portfolio/** folder:

```
<a href="jewelry/01.html">Jewelry Home Page</a>
```

To link from **index.html** in the root folder to **01.html** in the **/portfolio/jewelry/** folder, you have to include both folders in the path:

```
<a href="portfolio/jewelry/01.html">Jewelry Home Page</a>
```

When the link is in an upward direction, the **../** notation is used to say “go up one folder”. To link from **01.html** in the **/jewelry/** folder to **portfolio.html** in the **/portfolio/** folder means the link needs to take the visitor up one folder level:

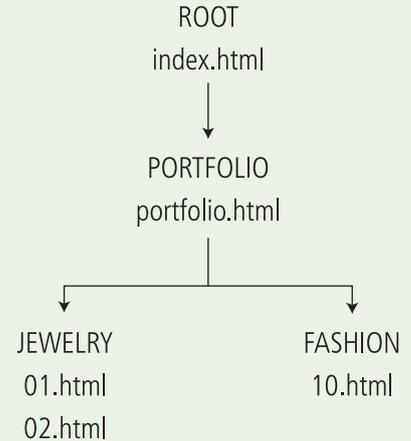
```
<a href="../portfolio.html">Portfolio</a>
```

To link from **01.html** in the **/portfolio/jewelry** folder to **index.html** in the root folder, the link must take the visitor up two folder levels:

```
<a href="../../index.html">Moxie Photography Home Page</a>
```

It’s possible to combine the two methods. For example, to link from **/portfolio/jewelry/01.html** to **/portfolio/fashion/10.html**, the link must take the visitor up one folder level and then down to a different folder:

```
<a href="../fashion/10.html">Sportswear</a>
```



LINK PHOTO PAGES TO PORTFOLIO CATEGORY PAGES

When you created the linking plan, you drew lines from the photo pages to the portfolio category pages, showing that a visitor could jump from a specific photo to another category. In this exercise, you create the actual links.

1. With the Moxie site open in the Files panel, open **02.html** from the **/portfolio/jewelry/** folder.
2. Select the words “Commercial Jewelry” below the photograph.



- Using either the **Point to File** or **Browse to File** method, create a link from the selected text (“Commercial Jewelry”) to **01.html** in the **Jewelry** folder.

Remember, you need to expand folders in the Files panel if you plan to use the Point to File method.

- Select the words “Fashion Catalogs” and create a link to **06.html** in the **/portfolio/fashion/** folder.
- Select “Food” and create a link to **11.html** in the **/portfolio/food/** folder.
- Select “Music Industry” and create a link to **16.html** in the **/portfolio/music/** folder.
- With the Music Industry link selected, examine the link path in the **Link** field of the **Properties Inspector**.

The path from **/portfolio/jewelry/02.html** to **/portfolio/music/16.html** requires you to go up one folder to the **/portfolio/** folder, and then down to the **/music/** folder to get to **16.html**.

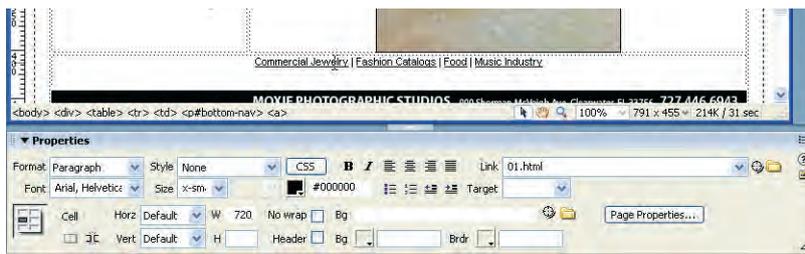


- One by one, click the **Food** and **Fashion** links in the document and review the paths in the **Properties Inspector**.

In each case, the link goes up to the **/portfolio/** folder, then moves down to the specific folder for the page that is linked.

- Click the **Commercial Jewelry** link and note the path.

There is no folder path because both **01.html** and **02.html** are in the same folder.



- Save the file and continue to the next exercise.

Note:

The Shift-Drag method will not work in this instance because each text link is only part of a single paragraph.

ADJUST THE MUSIC LINK

These links are present in all sixteen of the photo pages of the portfolio. If you copied this block of links to the other pages in the /portfolio/jewelry/ folder, they would all work. However, if you copied them to the pages in the /portfolio/music/ folder, the first link (to 01.html) would be broken because the path (or lack of one) would make the browser look for 01.html in the /portfolio/music/ folder. Rather than adjust these links for each of the new folders, in this exercise you change the link to 01.html so it will work in any of the portfolio photo pages.

1. **With the Commercial Jewelry link selected in 02.html (of the Moxie site), click the Link field and move the insertion point to the left of the existing path (“01.html”).**
2. **Type “../jewelry/” to the left of 01.html.**

This modification to the link takes the browser up to the /portfolio/ folder, and then back to the /portfolio/jewelry/ folder. This might seem like unnecessary effort, but it means that this link will work from any of the sixteen photo pages.



3. **Save the changes to the page.**
4. **Preview the page in your primary browser (File>Preview in Browser). Test the links by clicking them one at a time to ensure that the intended page opens from the link.**

You must click the Back button in your browser to return to this page to check each link; the other pages don't yet have links to return you to this page.
5. **Close your browser, return to Dreamweaver, and continue to the next exercise.**

COPY AND PASTE LINKS

Now that the bottom set of links has been configured to work from every photo page of the portfolio, it's time to copy and paste that paragraph to the rest of the photo pages in the portfolio.

1. **With 02.html (from the Moxie site) open, click within the paragraph of links, and then click the <p#bottom-nav> tag in the Tag Selector.**

The Tag Selector, located in the status bar of the document window, shows the path of tags to the tag of the current selection or the current location of the insertion point.

Clicking a tag in the Tag Selector selects all of the content contained within that tag. In the document window, the associated content is highlighted.



Note:

Dreamweaver is very good at creating the correct HTML code according to your instructions, but it's entirely possible for you to create a link to the wrong page, such as linking the text "Contact Us" to clients.html instead of contact.html. Although the code might be correct, the destination is incorrect. The best way to catch errors such as these is to preview the pages in your browser and test the links shortly after creating them.

2. Copy the selected content to the clipboard by choosing **Edit>Copy** or pressing **Command/Control-C**.
3. Close **02.html** and open **03.html**.
4. Click within the paragraph near the bottom of the page and click the **<p#bottom-nav>** tag in the Tag Selector to select the paragraph.



The selected content does not include links.

5. Paste the content from the clipboard by choosing **Edit>Paste** or pressing **Command/Control-V**.



The pasted content includes the links.

6. Save the changes to **03.html** and close the file.
7. Repeat Steps 3 through 6 to paste the copied content (the links) into pages **04.html** and **05.html** in the **/portfolio/jewelry/** folder.
8. Repeat Steps 3 through 6 to paste the same links into the following pages:
 - 07.html** to **10.html** in the **/portfolio/fashion/** folder
 - 12.html** to **15.html** in the **/portfolio/food/** folder
 - 17.html** to **20.html** in the **/portfolio/music/** folder.

If you hadn't adjusted the link path to **01.html** in the previous exercise, you would have to adjust the path each time you pasted to a page that was not in the **/portfolio/jewelry/** folder. By adjusting the path so it would work each time, all you had to do was paste the same paragraph of links into each of the pages in all four category folders.

9. Save and close all files, and then continue to the next stage of the project.

Stage 3 Creating Image Links and Maps

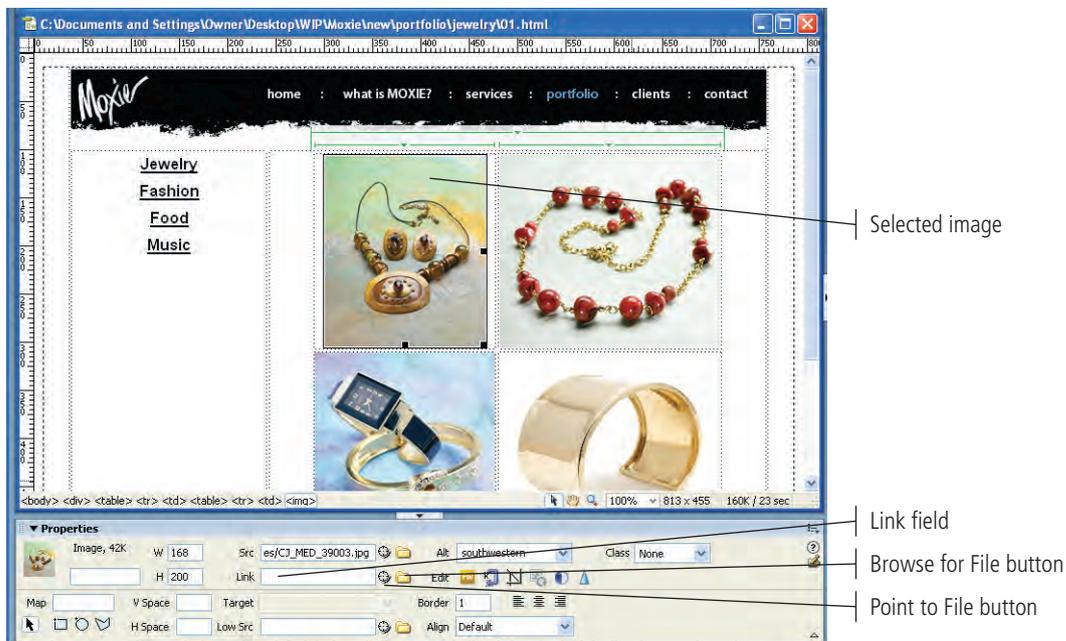
Many Web sites use navigation bars in which the links are not live text but images of text; text graphics are often used because the appearance of the text can be modified to a much greater extent in graphics applications than is possible using CSS alone. And of course there are photo galleries, in which you click a thumbnail image to open a larger version of the photo.

You can use any of the methods you already learned to create image links, with one exception — you can't Shift-point to another file from an image in the document window. You can, however, use the Hyperlink button in the Common Insert bar, type a URL in the Link field, use the Browse for File button, or use the Point to File button in the Properties Inspector.

CREATE IMAGE LINKS

In this exercise, you create links from the portfolio category pages to the photo pages with larger versions of the photos.

1. With the Moxie site open in the Files panel, open 01.html from the /portfolio/jewelry/ folder.
2. Click the top-left portfolio image.
3. Examine the Properties Inspector, noting the position of the Link field, the Browse for File button, and the Point to File button.



4. Using the Browse for File method, link the selected image to 02.html in the /portfolio/jewelry/ folder.
5. Click the image in the top-right corner and use the Point to File method to link the selected image to 03.html.
6. Using any method you prefer, link the lower-left image to 04.html and link the lower-right image to 05.html.
7. Preview the page in your primary browser (click Yes to save the file if prompted) and check the links.

8. Close your browser and return to Dreamweaver.
9. Close 01.html and open 06.html from the /portfolio/fashion/ folder.
10. Working from left to right, top to bottom, link the four images to the four remaining pages in the /portfolio/fashion/ folder in numerical order, using whatever method you prefer. Save and close 06.html when finished.

The screenshot shows a web page with a navigation menu on the left containing links for Jewelry, Fashion, Food, and Music. The main content area is titled 'fashion catalogs' and features a 2x2 grid of fashion images. Arrows from the images point to the following labels:

- Top-left image: Link this image to 07.html.
- Top-right image: Link this image to 08.html.
- Bottom-left image: Link this image to 09.html.
- Bottom-right image: Link this image to 10.html.

11. Repeat Step 10 for 11.html in the /portfolio/food/ folder.

The screenshot shows a web page with a navigation menu on the left containing links for Jewelry, Fashion, Food, and Music. The main content area is titled 'food' and features a 2x2 grid of food images. Arrows from the images point to the following labels:

- Top-left image: Link this image to 12.html.
- Top-right image: Link this image to 13.html.
- Bottom-left image: Link this image to 14.html.
- Bottom-right image: Link this image to 15.html.

12. Repeat Step 10 for 16.html in the /portfolio/music/ folder.

The screenshot shows a web page with a navigation menu on the left containing links for Jewelry, Fashion, Food, and Music. The main content area is titled 'music industry' and features a 2x2 grid of music-related images. Arrows from the images point to the following labels:

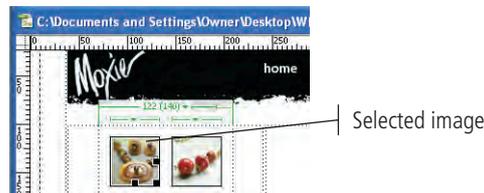
- Top-left image: Link this image to 17.html.
- Top-right image: Link this image to 18.html.
- Bottom-left image: Link this image to 19.html.
- Bottom-right image: Link this image to 20.html.

13. Continue to the next exercise.

COPY AND PASTE IMAGE LINKS

When a visitor clicks a link to jump to a specific portfolio image, the user should be able to explore other photos in the same category without being forced to first return to the main category page. Four thumbnail images in the left side of the page will provide this navigational structure. Once you've created links from the thumbnails in one page, you can copy and paste that group to the other pages in the same category — which reduces some of the effort.

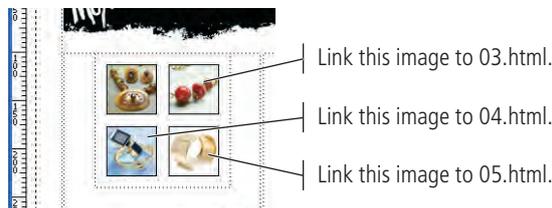
1. With the Moxie site open in the Files panel, open **02.html** from the **/portfolio/jewelry/** folder.
2. Click to select the top-left image in the top-left region of the page.



3. Link this image to **02.html**.

This image creates a link to the current page. Some designers counsel against this practice; but when this block of links is copied to the other four pages in this folder, this image will link from other pages to this one.

4. Working from left to right, top to bottom, link the remaining images to the last three pages in the **/portfolio/jewelry/** folder in numerical order.



5. With any of the four thumbnail images selected, click the right-most (second) `<table>` tag in the Tag Selector to select the small table that encloses the four thumbnail image links.

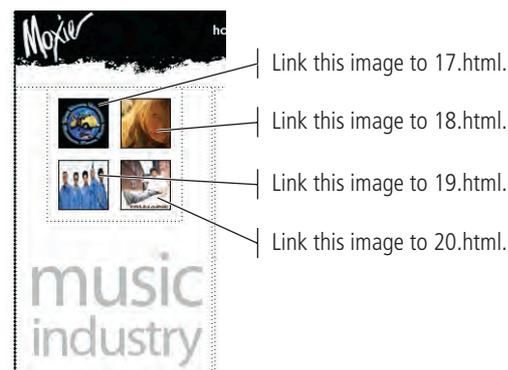
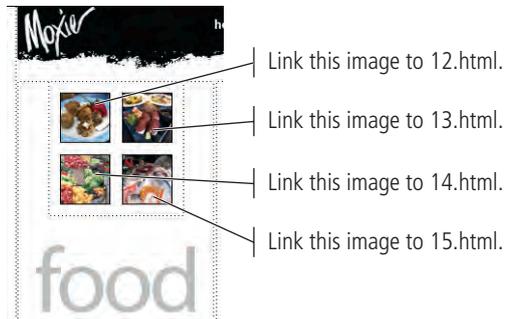
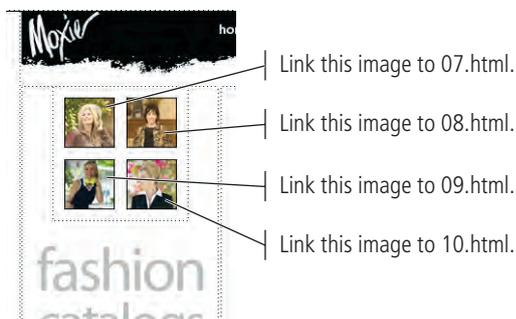
The Tag Selector shows the “path of tags”, leading to the selected `` tag.

When you click the `<table>` tag, the selection switches to the entire table that contains the originally selected image. The path of tags now ends at the selected `<table>` tag.



6. Choose Edit>Copy (or press Command/Control-C) to copy the selected table to the clipboard.
7. Save the changes to 02.html and close the file.
8. Open 03.html and click one of the thumbnail images.
9. Click the right-most <table> tag in the Tag Selector and paste the copied table (with the defined links) in place of the selected table (which has no links).
10. Save the changes to 03.html and close it.
11. Repeat Steps 8 through 10 on 04.html and 05.html.
12. Repeat this process for each category of photo pages:
 - Create the thumbnail links in one of the category pages.
 - Use the Tag Selector to select the table containing the thumbnail links.
 - Copy the linked thumbnail table.
 - Paste the linked thumbnail table, replacing the unlinked thumbnail table in the other pages of the same category.

By adding these links, a visitor can explore the other photos within the same category from each of the photo pages in that category.



13. Save and close any open files, and then continue to the next exercise.

CREATE IMAGE MAP LINKS

In addition to creating a link from a whole image, you can also create a link from a portion of an image. For example, an image of a map of the United States could have a link from each state to the government Web site for that state; or a group photograph could have a link from each person to a personal Web page. This type of image is known as an **image map**.

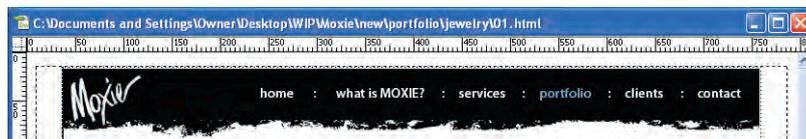
Image maps contain **hotspots**, which are specific areas of the image configured as links. Each hotspot on an image can have its own URL, which means a single image can have multiple URLs. Dreamweaver applies a semi-transparent, aqua-colored shape to represent the location, shape, and size of each hotspot area.

There are three basic shapes of hotspots: rectangular (including square), circular, and polygonal (any multi-pointed shape that isn't a rectangle). You can create any of these types of hotspots in Dreamweaver, although you create only rectangular hotspots in this project.

The top banner image of each page will be an image map that includes links to the primary pages of the site. The image map hotspots were already created in the old primary pages (index.html and the others), but not in any of the portfolio pages.

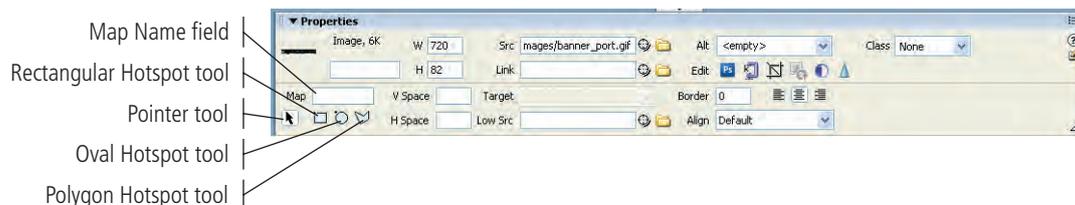
1. **With the Moxie site open in the Files panel, open 01.html from the /portfolio/jewelry/ folder and examine the top banner image.**

The words in the banner image, with the exception of Moxie, will be links to the primary pages.



2. **Click once on the banner image and examine the bottom-left region of the Properties Inspector.**

The field to the right of the word Map is for the image map name. The three aqua shapes below the field allow you to select the shape of the hotspot before drawing it on the image.



3. **Type “primary” in the Map Name field.**
4. **Click the Rectangular Hotspot tool.**
5. **Drag to draw a rectangle around the word “home” in the banner image at the top of the document.**

It's best to start from the top left and drag to the bottom right.

6. Click OK to dismiss the message dialog box.

After drawing a hotspot, you will see a message reminding you to define alt text for the image map. Alt text aids usability for disabled users who use screen-reader software. This is an extremely important issue, which you will learn about extensively in Project 3.



7. From the Properties Inspector, use either the Point to File or Browse for File method to create a link to index.html in the root folder of the site.

Because 01.html is two folders below index.html in the root folder, Dreamweaver inserts the required ../../ to direct the browser up two folders to index.html.



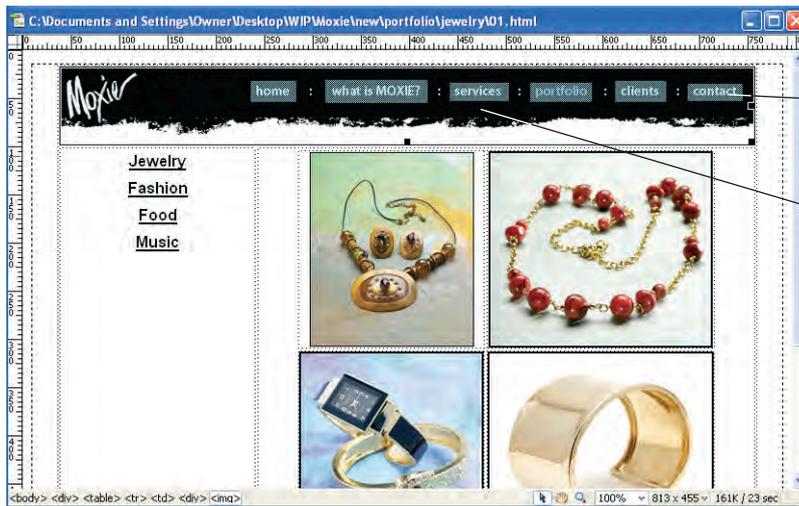
8. Using the Rectangular Hotspot tool, draw rectangles around each phrase in the image. Link each hotspot to the appropriate pages.

Most of these pages are in the root folder; the word “portfolio”, however, links to portfolio.html in the /portfolio/ folder.

9. Save your changes to the page.

10. Click once outside the banner image to disable the Rectangular Hotspot tool, and then click the banner image again to select the entire image.

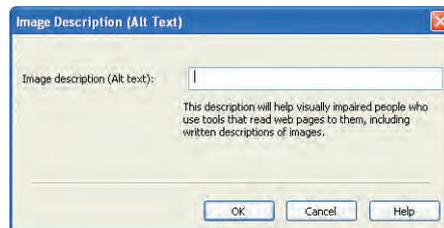
This image map is the same for all pages within the portfolio group of pages. You can copy and paste the banner image to replace the banner images in the other pages; the image map links will be copied to those pages as well.



Each hotspot links to the appropriate page.

The entire image — including all 6 linked hotspots — is selected.

11. Copy the image to the clipboard (Command/Control-C or File>Copy).
12. Close 01.html and open 02.html from the /portfolio/jewelry/ folder.
13. Click once on the banner image at the top of the page to select it, and then paste the copied image (including the image map links).
14. Click OK to dismiss the Image Description dialog box.



15. Close 02.html after saving the changes.
16. Repeat Steps 12 through 15 for the remaining 18 portfolio pages.
17. Continue to the next stage of the project.

Stage 4 Creating Other Types of Links

There are two other common types of links — external links and email links. An external link is a link to another Web site or a page on another Web site. An email link opens the site user’s email application so the user can send an email to the address in the link. Both types of links can be text links, image links, or image map links.

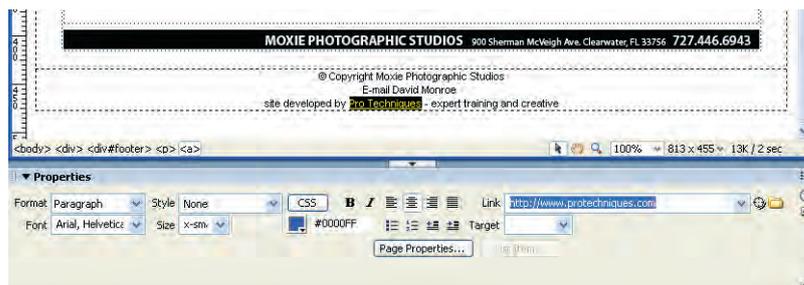
Regardless of the type of link, the URL must begin with the appropriate protocol for that link. An external Web site link must begin with **http://**, followed by the site’s domain name and, if necessary, the folder path and file name of the Web page to which you are linking. For example, the faculty page on the UCLA Web site is found at <http://www.ucla.edu/audience/faculty.html>. Dreamweaver cannot help you create an external link because it’s outside the site definition; you must either type it manually or copy it from the original page and paste it into the Link field in Dreamweaver.

An email link must begin with **mailto:** followed by the address (e.g., **mailto:info@sony.com**). Similar to an external Web site link, Dreamweaver cannot provide much help with constructing an email link; you must manually type it or copy and paste it (although there is an email dialog box that you can use to create an email link).

CREATE A LINK TO AN EXTERNAL WEB SITE

The original Moxie Photographic Studios Web site was created for David Monroe by a company called Pro Techniques. For the purposes of marketing their products and services, Web design businesses often insert a link to their own Web sites on the pages of their clients’ sites.

1. With the Moxie site open in the Files panel, open **portfolio.html** and examine the bottom of the page, where you find the reference to Pro Techniques.
2. Drag to select the words “Pro Techniques.”
3. In the Link field of the Properties Inspector, type “<http://www.protechniques.com>” and press Return/Enter.

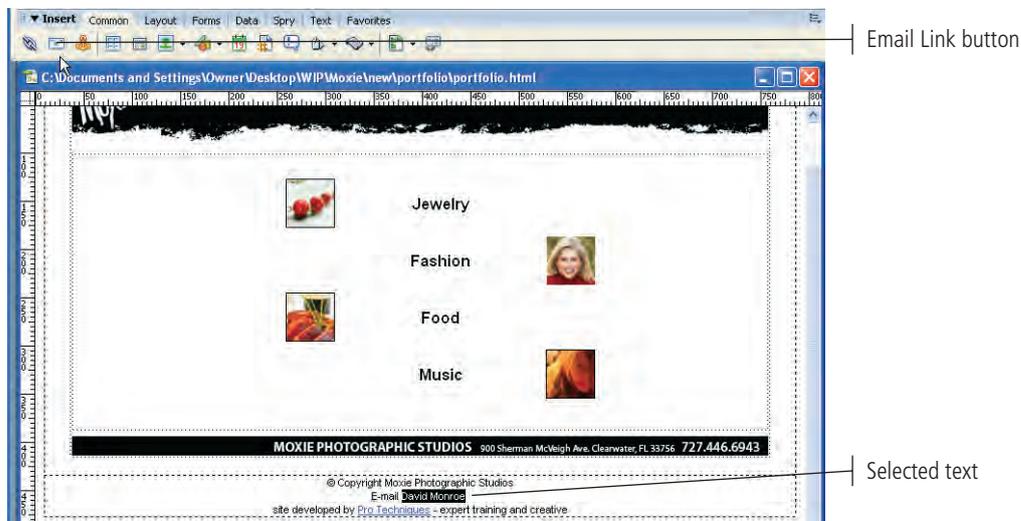


4. Save and continue to the next exercise.

CREATE AN EMAIL LINK

It's a good idea to include an email link to the owner or designer of the Web site on every page. This link makes it easy for a visitor to contact the owner/designer in case the visitor sees something of interest. (This doesn't eliminate the value of a contact page, which should contain the mailing address and other contact information.)

1. In the open `portfolio.html` file, select the words "David Monroe" above the Pro Techniques link.
2. In the Common Insert bar, click the Email Link button.



3. In the Email Link dialog box, type "Info@moxiestudios.com" in the E-Mail field.

By default, if you select text before clicking the Email Link icon, the Text field is completed for you from the selected text. Also, Dreamweaver remembers the last email address you entered into the E-Mail field; you might not need to complete that field if you insert the same email address multiple times.

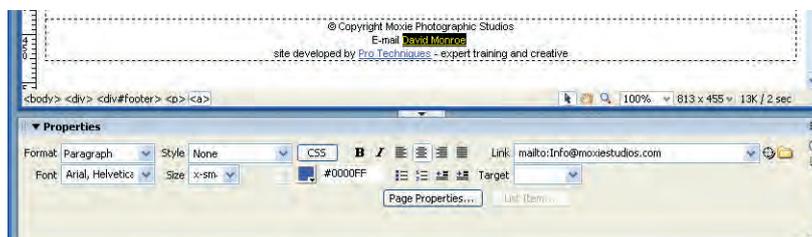


Note:

You can access the same Email Link dialog box by choosing `Insert>Email Link`.

4. Click OK to create an email link from the text David Monroe.
5. Examine the Link field in the Properties Inspector.

Dreamweaver automatically inserts the `mailto:` protocol.

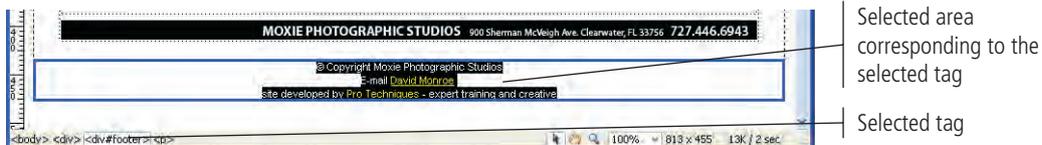


6. Save the changes to `portfolio.html`.

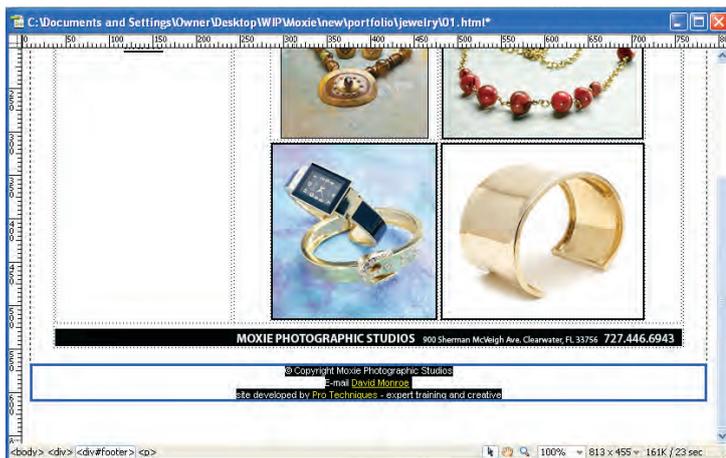
The rest of the portfolio pages do not yet contain these links. You have to copy this entire block of text to the rest of the pages in the portfolio section of the Web site.

7. With the insertion point in the block of text containing the two links, click the `<div#footer>` tag in the Tag Selector.

This tag identifies the section (or division) of the page named “footer”, which is the area that contains the external page link and the email link.



8. Copy the selected content to the clipboard.
9. Close `portfolio.html` and open `01.html` from the `/portfolio/jewelry/` folder.
10. Click within the same block of text at the bottom of the page, and then click the `<div#footer>` tag in the Tag Selector.
11. With the footer section selected, paste the copied content (with the links) from the clipboard, replacing the original (unlinked) selection.



12. Save the changes and close the `01.html` file.
13. Repeat Steps 9 through 12 on the remaining 19 pages in the portfolio section of the Web site.
14. Continue to the next stage of the project.

Named Anchors

A **named anchor** is used to mark a specific location on a page so it can be linked to from other locations within the same page or from other pages. Instead of forcing the reader to search for the information by scrolling or other means, you can create a hyperlink that points to the exact location of the information.

Named anchors can be especially useful on long Web pages. For example, on a page that contains many sections, you can include a table of contents at the top with links to each section. To help the reader return to the table of contents from any section of the page, it is considered good practice to include a link to the top of the page at the end of each section (such as “Back to Top”).

To insert a named anchor, simply click the Named Anchor button on the Common Insert bar. When linking to the named anchor, type the number sign (#) followed by the name of the anchor in the Link field of the dialog box or Properties Inspector. If you are linking to the anchor from another page, type the name of the file containing the anchor, followed by the number sign and the name of the anchor.

Stage 5 Naming Pages and Titling Documents

The names of folders and files have an impact on search engine optimization (SEO). Creating appropriate folder and file names also improves usability; even though you can use /p/j/3.html for the path to the costume jewelry page, for example, /portfolio/jewelry/costume.html is much easier to understand for human visitors — and will also improve your SERP ranking.

Web servers (specially designed computers used to store and deliver Web pages over the Internet) are configured to deliver a default page if a specific page has not been requested. For example, if you browse to www.nytimes.com, you still see content — the home page — even though you haven't requested a specific page. When a Web server receives a request for a folder but not a specific page, the Web server delivers the default page for that folder; the default page is identified by its file name, which is most often `index.html` or `index.htm`.

When creating a link to the default Web page for a particular folder, you can choose not to include the file name, such as <http://moxiephotographic.com/portfolio/> versus <http://moxiephotographic.com/portfolio/index.html>. Both URLs refer to the same page. Remember, however, that you can't test a link to a folder path on your local computer because your computer won't know what page to deliver. If you are running Web server software on your local computer, however, you can complete the test.

Note:

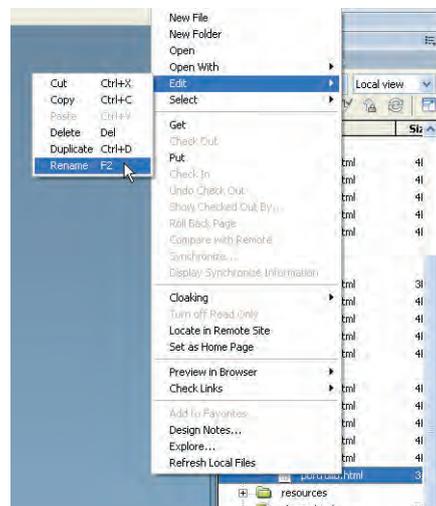
Some pages employ server-side programming languages such as PHP or ASP; their default names are `index.php` and `default.asp`, respectively.



RENAME DEFAULT PAGES

In this exercise, you rename the default pages for each folder. Dreamweaver recognizes when a file name has been changed and knows that links to the page must be adjusted.

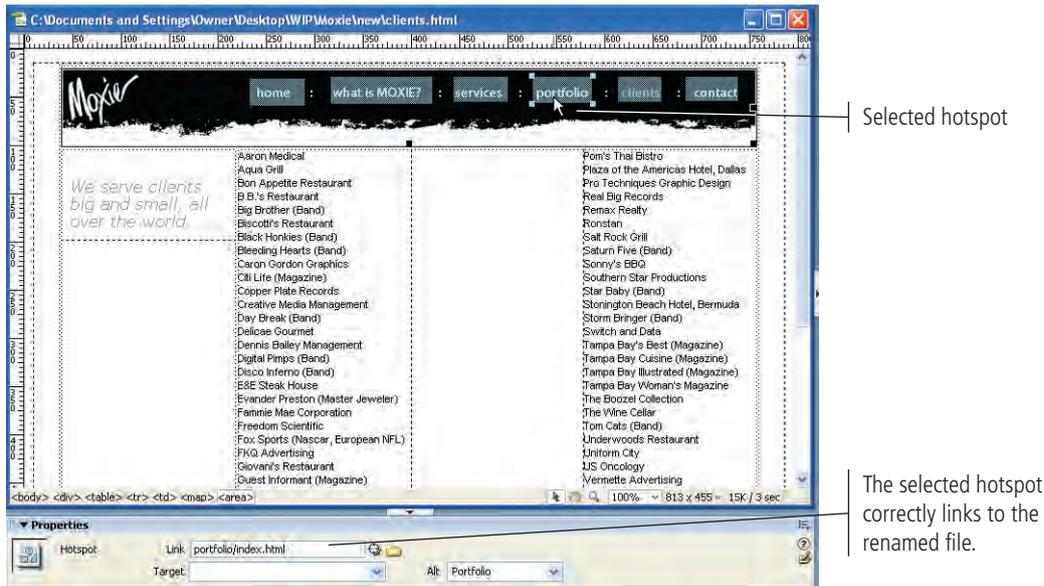
1. With the Moxie site open in the Files panel, Control/right-click /portfolio/portfolio.html and choose Edit>Rename.



2. Type “index.html”, press Return/Enter, and then click Update to update all pages that link to this page.

3. Open clients.html from the root folder of the site, click the hotspot for portfolio, and examine the URL in the Properties Inspector.

The destination page changed from portfolio.html to index.html.



4. Close clients.html.

5. In the Files panel, rename the following files as “index.html”. Click Update each time you are prompted.

- /portfolio/jewelry/01.html
- /portfolio/fashion/06.html
- /portfolio/food/11.html
- /portfolio/music/16.html

These are the default pages for each of the portfolio category folders.

6. Continue to the next exercise.

Legal Characters in File Names

DREAMWEAVER FOUNDATIONS

We could talk for hours about what characters are suitable (or “legal”) for naming your Web pages. Suffice it to say that the safest way to name your pages is to limit the use of the available characters on your keyboard to just a few that are sure to work perfectly. Basically, you should limit the characters you use to:

- a through z (use only lowercase letters)
- 0 through 9
- Hyphen (-) character
- Underscore (as in great_site.com)

Consider everything else to be “illegal,” including:

- Spaces — no Web site name can use a space
- Brackets of all kinds, including (), [], { }, and < >
- Symbols, including #, @, %, ~, |, *, and &
- Quotation marks, both double (“ ”) and single (‘ ’)
- Slashes, both back slashes (\) and forward slashes (/)
- Punctuation marks, including commas, question marks, and exclamation marks
- Uppercase characters

In short, limiting the characters you use to lowercase alphanumeric characters plus the underscore and hyphen will save you a great deal of time, effort, and frustration later.

RENAME PORTFOLIO PAGES FOR IMPROVED USABILITY

The rest of the file names for the pages in the portfolio folders are essentially nonsense; numbers mean nothing and do not represent the content of the pages. The file names of these pages should be changed so the content or purpose of the page is clear.

When you want to use two or more words in a file name, you should know that the space character is illegal in UNIX and Linux file and folder names. Instead, you can use either the hyphen or underscore character to represent a space.

In some cases, people use **camelcase** (uppercase letters at the beginning of words within a file name, such as redHotChiliPeppers.html) file names instead of using hyphen or underscore characters to separate words. The problem with mixing the lettercase is that some Web server software is case-sensitive and some is not. Most Windows-based Web server software is not case-sensitive; but UNIX- and Linux-based Web server software is case-sensitive.

1. With the Moxie site open in the Files panel, change the following file names in the /portfolio/jewelry/ folder. Click Update when prompted.

<u>Current name</u>	<u>New name</u>
02.html	southwestern.html
03.html	costume.html
04.html	watches.html
05.html	gold-bracelet.html

2. In the /portfolio/fashion/ folder, change the following file names (click Update when prompted).

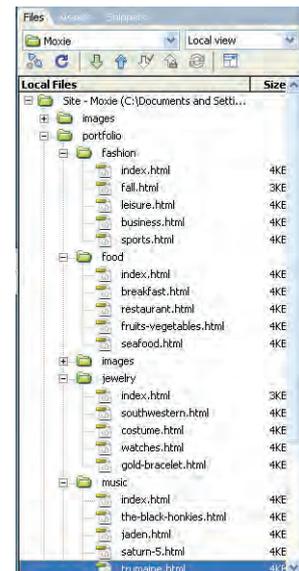
<u>Current name</u>	<u>New name</u>
07.html	fall.html
08.html	leisure.html
09.html	business.html
10.html	sports.html

3. In the /portfolio/food/ folder, change the following file names (click Update when prompted).

<u>Current name</u>	<u>New name</u>
12.html	breakfast.html
13.html	restaurant.html
14.html	fruits-vegetables.html
15.html	seafood.html

4. In the /portfolio/music/ folder, change the following file names (click Update when prompted).

<u>Current name</u>	<u>New name</u>
17.html	the-black-honkies.html
18.html	jaden.html
19.html	saturn-5.html
20.html	trumaine.html



5. Continue to the next exercise.

CREATE DOCUMENT TITLES FOR THE PORTFOLIO PAGES

When creating new pages for a site, applying appropriate document titles is another critical concern. The document title is important for both SEO and site visitors. While the document title does not appear within the Web page, it does appear in the title bar of the browser, as the name of the page in the Bookmarks or Favorites list, and as the page name in search-engine results pages.

The generally recommended format for a document title is to list the categories in which the page is found, similar to the folder path in which the page is located, ending with the Web site name. You should separate the components of the title with a colon (:) or pipe (|) character. For example, for the Jaden page of the /portfolio/music/ folder, the title could be Jaden : Music : Portfolio : Moxie Photographic Studios.

It might be tempting to list the Web site name first; but if a page title is long, the specific details of the page (such as Jaden in the example above) could be cut off. Also, in a SERP, it's easier to see if your search has provided suitable results if the specific information about the page is listed first. The following images show results from two Google searches. The blue underlined links (top lines) are the document titles — suggesting that the document titles are important to visitors looking for information using search engines.

[Robert's talk » HTML or XHTML?](#)

3:32 pm Robert Nyman has a good post up called [HTML Or XHTML ? \[...\] ... HTML or XHTML ?](#) por Robert Nyman. Ele fala sobre perguntas como: Usar [HTML](#) ou [XHTML](#) ? ... [www.robertnyman.com/2005/11/02/html-or-xhtml/ - 84k - Cached - Similar pages](#)

[HTML tags vs. elements vs. attributes | 456 Berea Street](#)

An article that explains the difference between tags, elements, and attributes in [HTML](#). [www.456bereastreet.com/archive/200508/html_tags_vs_elements_vs_attributes/ - 46k - 7 May 2006 - Cached - Similar pages](#)

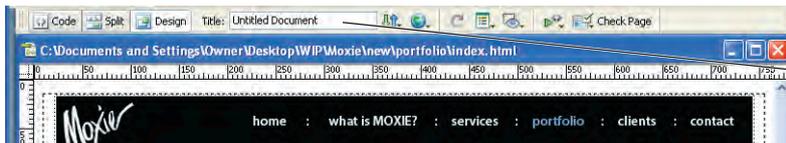
In this exercise, you add document titles to all of the new pages. Doing so will increase the pages' rankings in search engines and improve usability for visitors who find the pages in search engines and in bookmarks. You also learn to use the Find and Replace function, which can greatly reduce the amount of effort required to create all of the document titles.

Note:

Unlike file names, document titles can use mixed lettercase and include spaces and other characters.

1. With the Moxie site open in the Files panel, open `index.html` from the /portfolio/ folder
2. Make sure the Document toolbar is showing (View>Toolbars>Document) and examine the Document Title field above the design window.

When you create a new page in Dreamweaver, the default title is “Untitled Document”.



3. Close `index.html`.
4. With no documents open, choose Edit>Find and Replace.

Don't worry if your settings are different than what you see in our screen shot. You configure them in the next step.



5. Change the Find In field to Folder, click the Browse button, and select the /portfolio/ folder.

All files within and below the /portfolio/ folder will be searched.

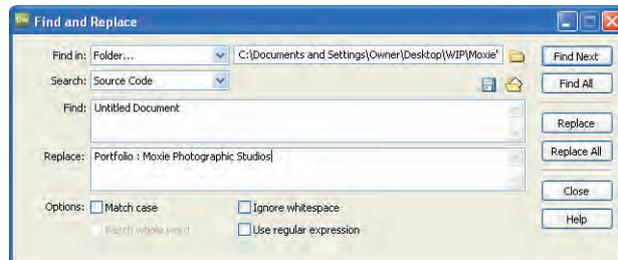
6. Change the Search field to Source Code (from the pop-up menu).

The document title does not appear within the body of the page; so when you use Find and Replace, you must apply the change to the source code rather than the document text.

7. In the Find field, type “Untitled Document”.

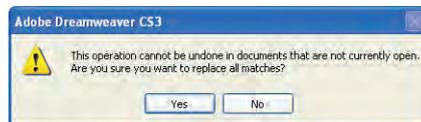
8. In the Replace field, type “Portfolio : Moxie Photographic Studios”.

All pages in the portfolio folder will include this block of text at the end of the document title. As more detail about the pages becomes available, it will be added to the left of the document title.



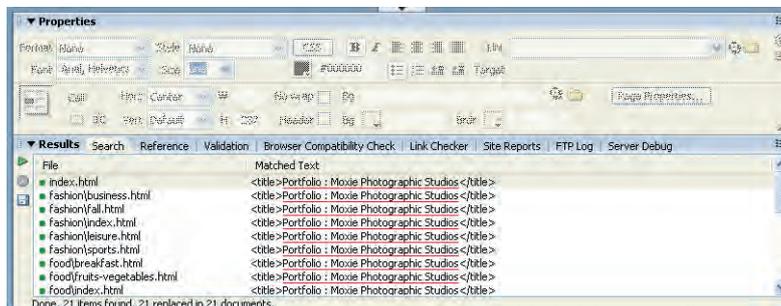
9. Click Replace All.

10. When prompted to confirm whether you want to proceed with this function, click Yes.



Like most applications, Dreamweaver has an Undo function that allows you to undo the most recently completed actions; however, this function only works if the document is open. Since you are using the Find and Replace function on the entire folder and not an open page, you are making changes in closed documents — which means you cannot use the Undo command.

After completing the Find and Replace function, Dreamweaver displays the results in the Results panel.



11. Open index.html from the /portfolio/ folder and examine the Document Title field again.

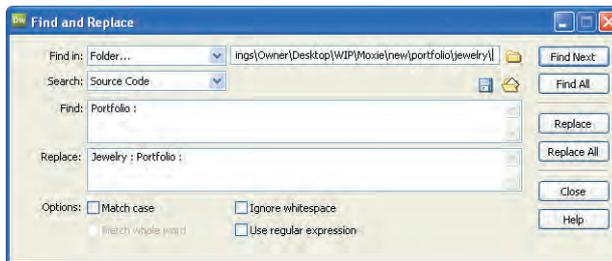
As a result of the Find and Replace function, the document title has been changed. (The same change has been made in all of the portfolio pages.)



12. Close index.html.

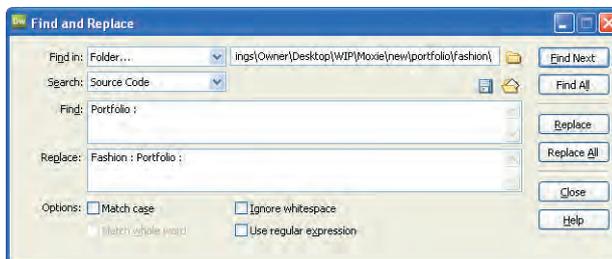
13. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/jewelry/ folder:

- Set the Find In field to Folder and choose the portfolio/jewelry/ folder as the target.
- Set the Search field to Source Code.
- Change the Find field to “Portfolio :”
- Change the Replace field to “Jewelry : Portfolio :”.
- Click Replace All. When prompted to confirm your action, click Yes.



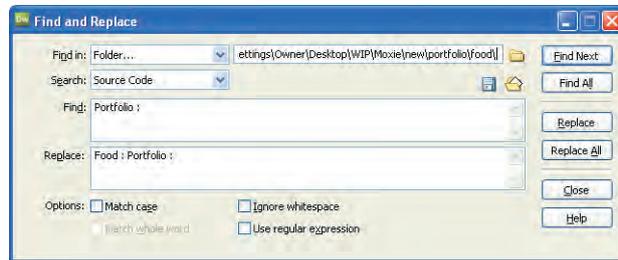
14. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/fashion/ folder:

- Set the Find In field to Folder and choose the portfolio/fashion/ folder as the target.
- Set the Search field to Source Code.
- Change the Find field to “Portfolio :”
- Change the Replace field to “Fashion : Portfolio :”.
- Click Replace All. When prompted to confirm your action, click Yes.



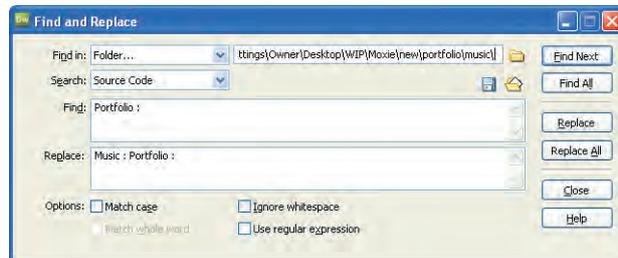
15. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/food/ folder:

- Set the Find In field to Folder and choose the portfolio/food/ folder as the target.
- Set the Search field to Source Code.
- Change the Find field to “Portfolio :”
- Change the Replace field to “Food : Portfolio :”.
- Click Replace All. When prompted to confirm your action, click Yes.



16. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/music/ folder:

- Set the Find In field to Folder and choose the portfolio/music/ folder as the target.
- Set the Search field to Source Code.
- Change the Find field to “Portfolio :”
- Change the Replace field to “Music : Portfolio :”.
- Click Replace All. When prompted to confirm your action, click Yes.



17. Choose Window>Results to close the Results panel.

18. Continue to the next exercise.

ADD SPECIFIC PAGE INFORMATION IN THE DOCUMENT TITLE

The current document titles contain only generic information that represents the broad portfolio categories. In this exercise, you add the most specific information in the document title for each page.

1. With the Moxie site open in the Files panel, open `southwestern.html` from the `/portfolio/jewelry/` folder.
2. In the Document Title field, click to place the insertion point to the left of the word `Jewelry` and type “`Southwestern :` ”.



3. Save the changes to `southwestern.html` and close the file.
4. One by one, open the rest of the pages in the portfolio category folders and add the same text you used in the file name to the beginning (left) of the document title (“`Saturn 5`” and “`Fruits and Vegetables`”, for example). Save and close each file after changing the document title.

Unlike file names, document titles can have spaces, so you can replace hyphens or underscores with spaces between words.

5. Continue to the next exercise.

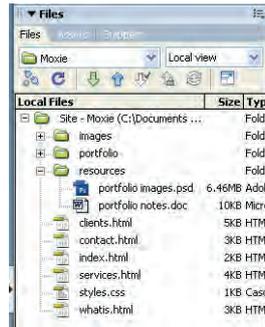
HIDE FILES FROM THE WEB SERVER

For all intents and purposes, the new portfolio pages are ready to upload to the Web server. Because there are more new files than there were old files, it makes the most sense to reload the complete site rather than select only the new files to upload to the Web server. However, not all of the new files are meant to be uploaded to the Web server — specifically, the Word document and Photoshop file in the `/resources/` folder. (You should store them locally as source files or documentation for the work you completed.)

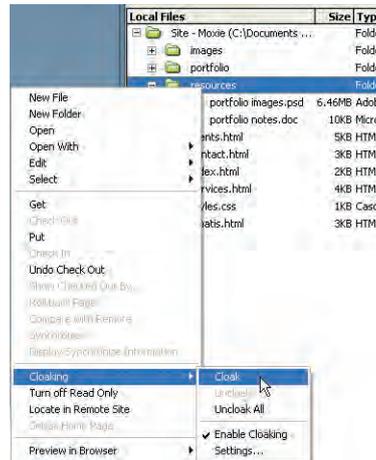
Dreamweaver provides a very useful function — called **cloaking** — that allows you to prevent certain files from uploading. There are two methods for cloaking files: by file extension and by folder. If you cloak by file extension, such as `.psd` (a Photoshop file), any `.psd` files in the site’s folder will be cloaked. The disadvantage of cloaking by file extension is that if you want to upload some `.psd` files but not others, you can’t uncloak some files while leaving other files cloaked. However, if you create a folder for files that you don’t want uploaded, you can cloak the entire folder, no matter what type of files exist within that folder (including HTML files).

Cloaking a folder allows you to keep preliminary, source, draft, and other documents and files within the site, but prevent them from uploading to the Web server. By default, Dreamweaver has the cloaking function enabled; all you need to do is identify the folder you want to cloak.

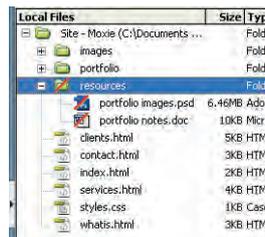
1. With the Moxie site open in the Files panel, collapse all open folders and expand only the resources folder.



2. Control/right-click the resources folder and choose Cloaking>Cloak.



Notice the red slash through the resources folder icon and the icons for the two files in the resources folder. The red slash refers to the cloaking function only; it does not prevent you from working with the files, adding more files, or deleting any of the existing files.



Summary

In this project, you learned that creating a Web site requires a lot of detailed, upfront planning. You found that without proper planning, adding or renaming a file can cause serious problems that ripple throughout a site. You also learned the value of structuring your folders and applying appropriate file names and document titles. You discovered how to apply links within your pages, as well as to external pages and sites. You also learned about image maps and hotspots, and how they can be used as navigational aides within your Web sites.

The image displays two screenshots of a web browser showing a jewelry portfolio website. The top screenshot shows the main portfolio page with a navigation menu and a grid of jewelry images. Callout boxes point to the navigation menu (labeled 'Define accurate document titles for better search engine placement'), the grid of images (labeled 'Create an image map to link to different areas of the site'), and individual image links (labeled 'Create image links to larger detail pages' and 'Create navigation links to portfolio category pages').

The bottom screenshot shows a detailed view of a bracelet. Callout boxes point to the navigation menu (labeled 'Create navigation links to portfolio category pages'), the bracelet image (labeled 'Create an email link'), and the footer (labeled 'Create a link to an external URL').



Portfolio Builder Project 1

Romana Place Town Homes is adding a photo tour to its Web site. The owner is fairly competent at building Web pages, but is having trouble finalizing the new site. Your job is to finish what he started in a professional, organized manner.

To complete this project, you should:

- Import the site files (from the RF_Builders>Rentals folder) into Dreamweaver.
- Analyze the content of the different pages. Create a flowchart to map the direction of links from one page to another in the site.
- Organize the site folder into a clear, understandable structure.
- Create the links from one page to another throughout the entire site.

"I'm not really sure what happened, but when I started working with the files I noticed that none of the links exist anymore. I might have worked from an earlier version of the site files, but I'm not sure. Can you fix this for me? Other than the navigation links in the middle of the pages, there are a number of other places where links are necessary:

"On the index.html page, the words 'take a photo tour' should link to the tour.html page.

"On the individual tour pages, the 'Back to View Homes' image should link back to the main tour.html page.

"On the tour.html page, the thumbnail images should each link to the appropriate tour page (those are numbered 01-10.html).

"At the bottom of the tour.html page, the words 'Click here to print information flyer' should link to the PDF file in the site folder.

"On the contact.html and amenities.html pages, the words 'click here' (near the bottom of the page) should be an email link to pattic@pc-rentals.com."

"At the bottom of every page, the 'Website design by...' address should be a link to that address, which should open in a new browser window."