

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 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



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 and where you have it. All Web sites — even those with only a few pages — should be designed with a good organizational plan, making it easier to add or modify pages later.

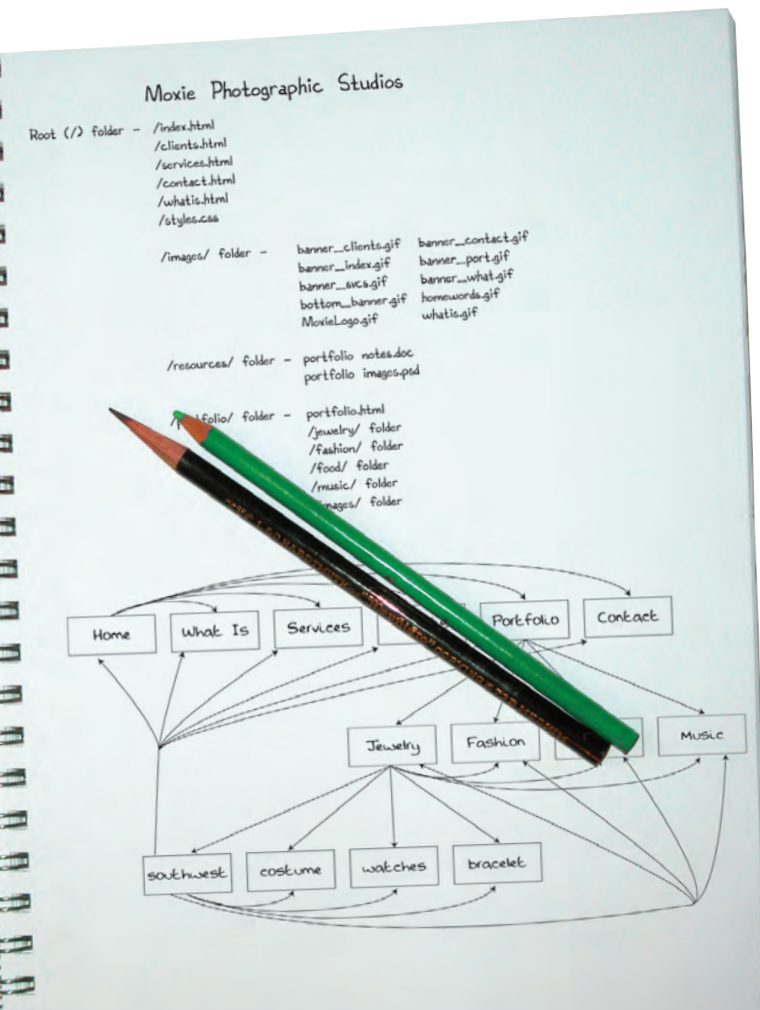
Once you have a handle on the organization, make sure the pages link to each other properly. Visitors get frustrated very quickly when they're forced to return to the home page every time they want to jump to a different set of pages. You need to build links between the different pages in the site, as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



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 it makes it much easier to update the site later.

CREATE A SITE DEFINITION

Web sites are designed so 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 againsttheclock.com, the page 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 entire Moxie folder from the RF_Dreamweaver folder on your Resource CD to the WIP folder where you will save files for this project.

As you complete the exercises in this project, you will work with the files in your WIP>Moxie folder where you can save changes. (You can't save changes if you work with the files directly on your resource CD.)

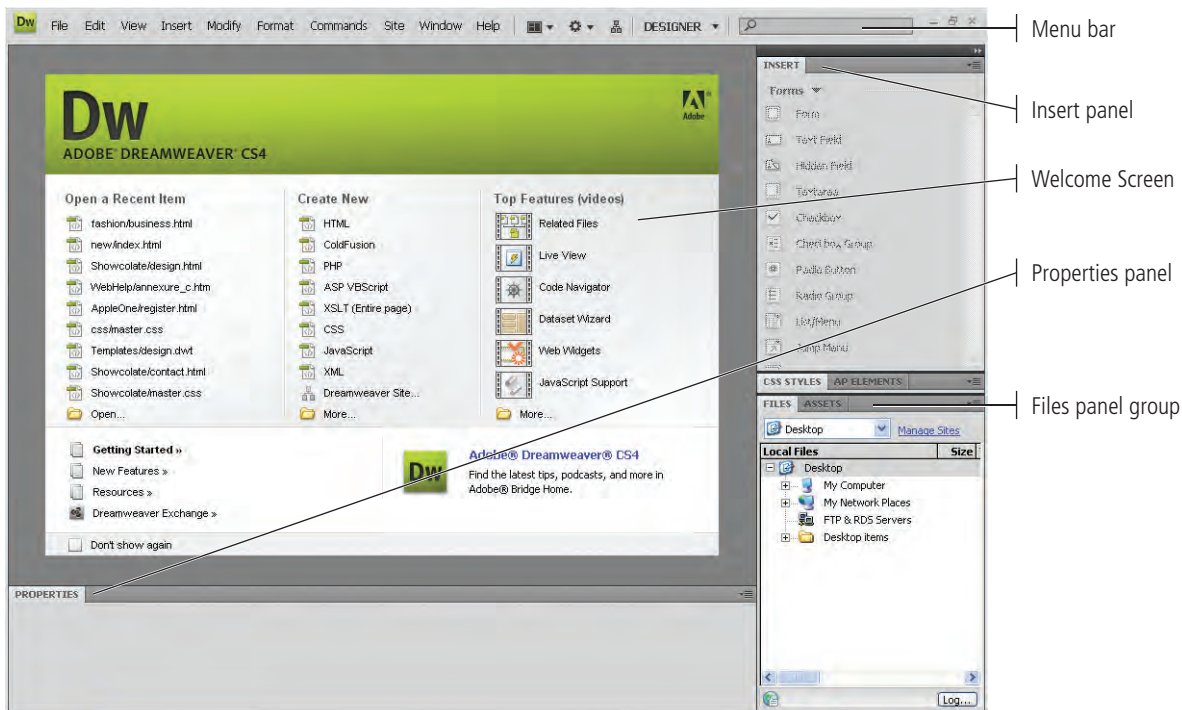
2. In Dreamweaver, choose Designer in the Workspace switcher to revert to the default interface settings.

If Designer already shows in the Workspace switcher, choose Reset 'Designer' to revert to the default interface options as defined by the software.

Resetting the application to the built-in Designer workspace allows you to start at the same point you see in our screen shots.

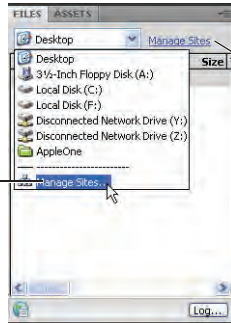
Note:

If the Welcome Screen is not visible, you can open the General pane of the Preferences dialog box (in the Dreamweaver menu on Macintosh or the Edit menu on Windows). Check the Show Welcome Screen box and click OK. After you quit and then relaunch the application, the Welcome Screen will be visible.



- In the Files panel, click the Manage Sites link or open the Directory menu and choose Manage Sites from the bottom of the list.

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

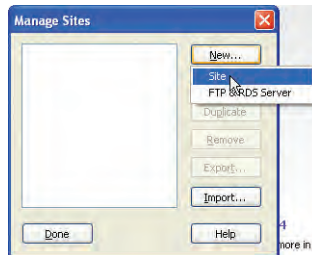


If available, clicking Manage Sites opens the Manage Sites dialog box.

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.

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

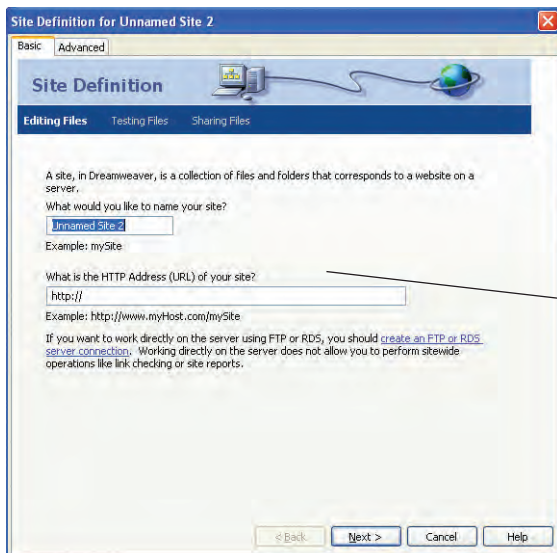


Note:

Remember from the Interface discussion: Ellipses in a menu or button name indicate that clicking will open a dialog box. We do not include the ellipses in our instructions.

- 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 and necessary functionalities, while the advanced form offers options for both the basic and advanced functionalities. You will use the advanced form in this book.

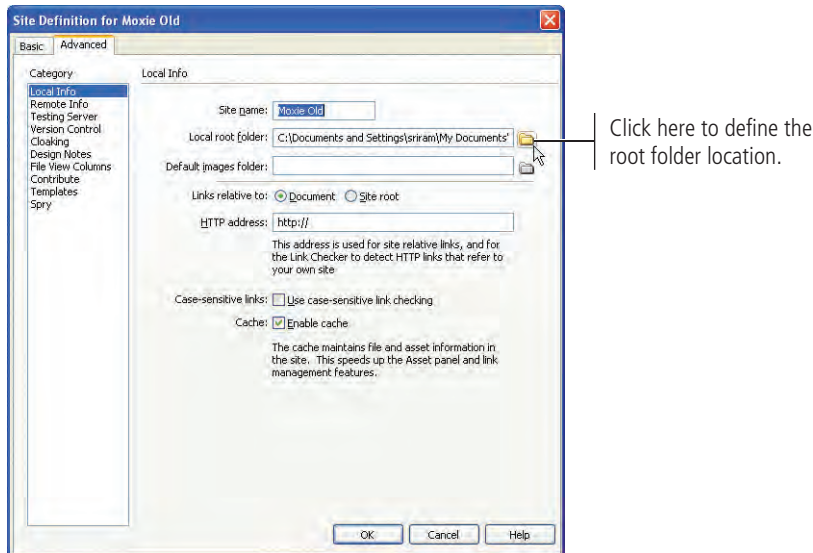


The basic version of the Site Definition dialog box uses a wizard-like method to help you define a new site. For new users, the basic version might be a little easier to configure, but it offers none of the advanced options. Once you have defined a site or two, it's faster to use the advanced version of the Site Definition dialog box.

- In the Site Name field, type **Moxie Old**.

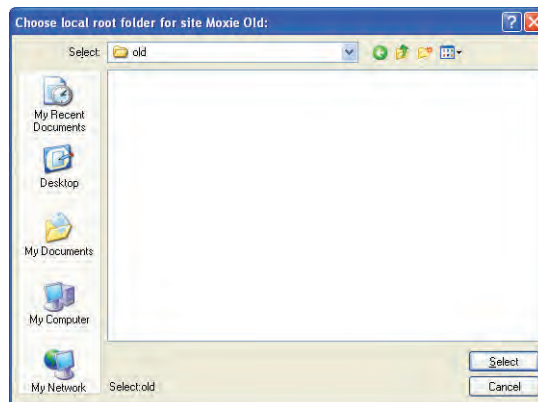
The site name in Dreamweaver does not need to be the Web site's **URL** (uniform resource locator, which is the Internet address of a Web site, Web page, image, style sheet, or any other Web resource). The site name can be any name that will allow you to easily recognize the Web project. This site name is for site identification within Dreamweaver only; for example, you could use "Eve's site" as the site name within Dreamweaver to describe the Web site (eden.com) you are creating for your friend (Eve).

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

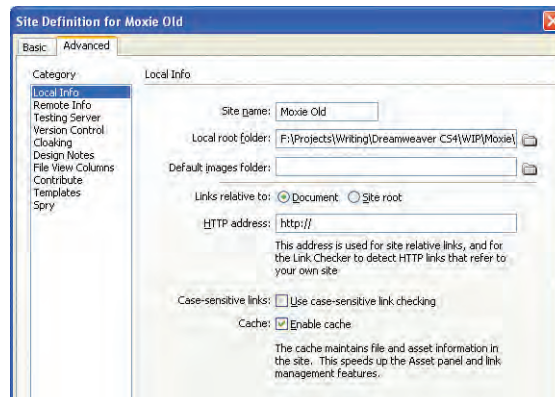


Part of the process of defining a site within Dreamweaver is to specify a particular folder as the root folder of the Web site. Clicking the Local Root Folder button opens a navigation dialog box where you can find the folder you want to use.

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



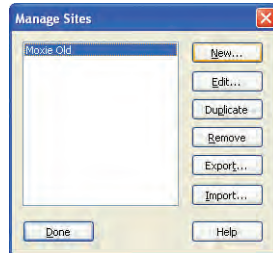
There is no default images folder for this exercise, so that portion of the Site Definition dialog box does not need to be set. You aren't required to insert the URL of the Web site either.



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

10. 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.



11. 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 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 to allow you to upload your site to a remote server.

The **Testing Server** category specifies the programming language used on a local server. In a corporate environment, you rarely work locally on the computer in front of you; instead, your local computer is actually a Web server 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 **Version Control** category automates the version control process to avoid duplication of data and unintentional overwriting of files. (Version control is the mechanism of controlling the project data to maintain data integrity.)

The **Cloaking** category allows you to enable or disable cloaking and set cloaking file types. Cloaking is a Dreamweaver feature that allows you to prevent certain files or folders from being uploaded to a 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 **File View Columns** category allows you to control the information that appears in the Files panel for files within a site. You can show or hide specific information, as well as rearrange the order of columns in the panel.

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 helps you browse to a local folder where Spry JavaScript and other files are saved. (You work with Spry widgets in Project 7.)



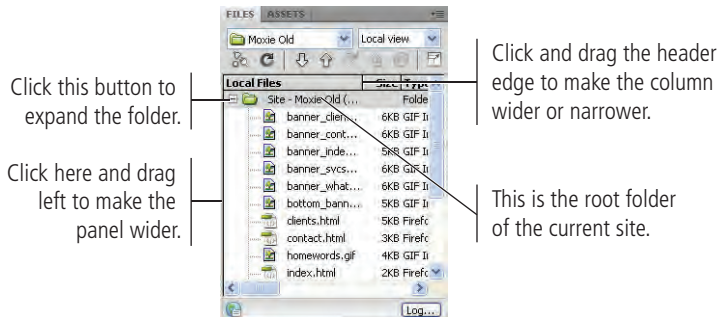
EXAMINE THE OLD SITE

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), notes the links between pages, and identifies 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.

If you can't see the list of files in the site, click the arrow/plus (+) key 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 Graphics 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).



Note:

When a browser downloads a Web page, it reads the page code, requests the image files from the defined locations, and displays the images within the page. You should understand that images in Web pages are not embedded into Web pages; they are merged into the 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.

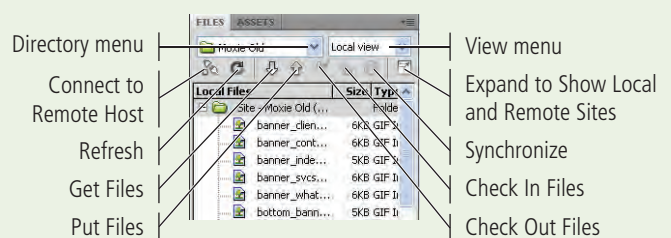
The Files Panel In Depth

DREAMWEAVER FOUNDATIONS

By default, the Files panel displays the files on your local computer. You can also view the files on the remote or testing servers by choosing the appropriate option from the View menu.

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

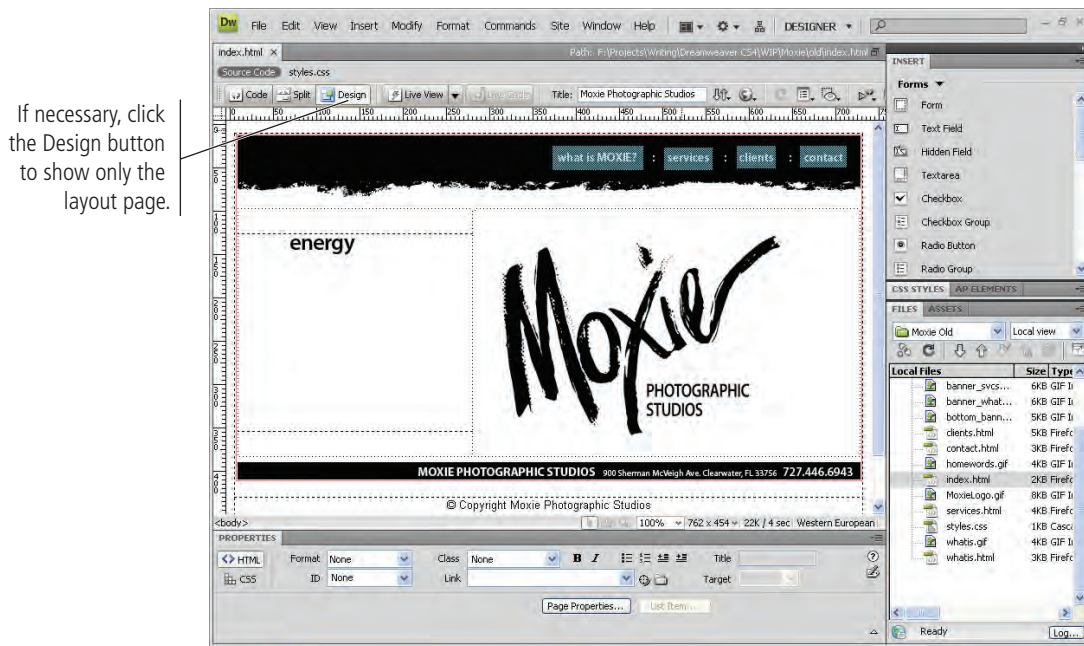
- **Connect to Remote Host** establishes a connection with the remote server (if you defined one). Otherwise, clicking this button opens the Site Definition dialog box.
- **Refresh** refreshes the file list that displays in the panel.
- **Get Files** copies the selected files from the remote server to 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.
- **Put Files** 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.



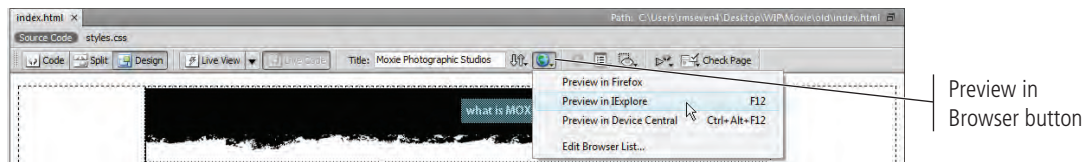
- **Check Out Files** copies the selected files from the remote server to the local folder and locks the files so only the user who checked out those files can edit them.
- **Check In Files** copies the selected files from the local folder to the remote server and makes the copied files read-only in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

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

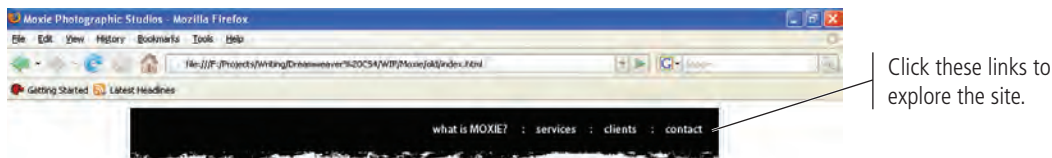
If you see code above or below the page layout, click the Design button in the Document toolbar (above the document window).



3. Click the Preview in Browser button in the document toolbar and preview `index.html` in your preferred browser.



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.

If you are using a Macintosh laptop, you also have to press the **Function (FN)** key to use the **F** key shortcuts.

5. Close your browser and return to Dreamweaver.

6. In Dreamweaver, close `index.html` and continue to the next exercise.

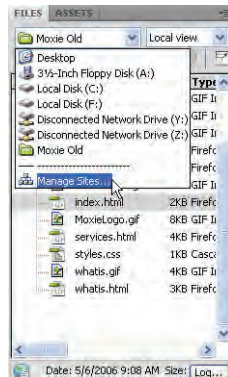


EXPORT AND REMOVE THE OLD SITE DEFINITION

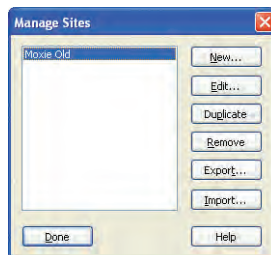
As we stated in the Interface chapter, removing a site from Dreamweaver does not delete the actual files and folders from your computer; it simply removes them from Dreamweaver's view. Rather than removing a site, however, you can export a site definition file — which you can later import to restore the same settings and options you already defined.

As you work through the projects in this book, you will export and remove site definitions for completed projects so your site list remains manageable. You should get into this habit so you can quickly reinstate site definitions if necessary.

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

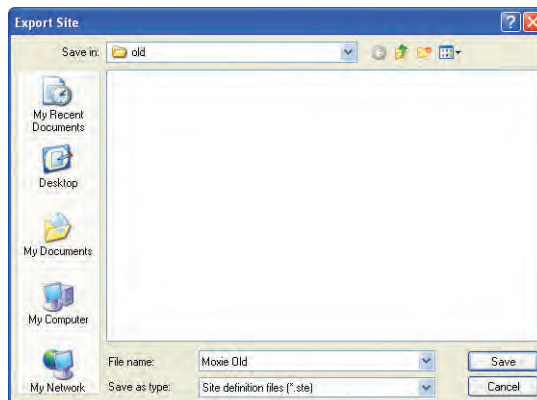


2. In the **Manage Sites** dialog box, click the **Moxie Old** site name, and then click the **Export** button.

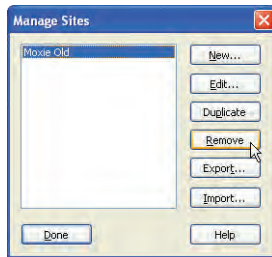


3. Make sure the current folder is **WIP>Moxie>old** and click **Save**.

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

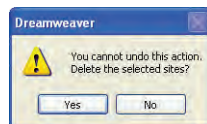


4. In the Manage Sites dialog box, make sure **Moxie Old** is selected in the list, and then click **Remove**.



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, 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.

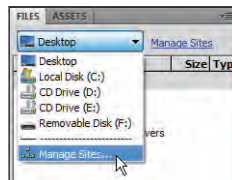
7. Continue to the next exercise.

CREATE THE NEW SITE DEFINITION FOR MOXIE

As a Web site designer, you'll find that sites are in constant flux. Small changes 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 see that the portfolio pages and files were simply dropped into the Web site's root folder — a poor organizational choice when making such a large change to the site. Your job is to correct this organizational error.

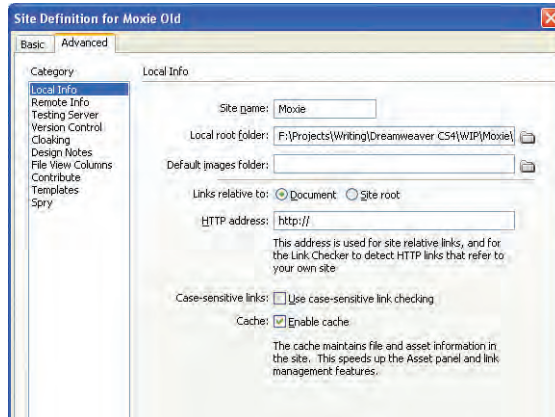
1. Choose **Manage Sites** from the **Directory** menu in the **Files** panel.



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**.



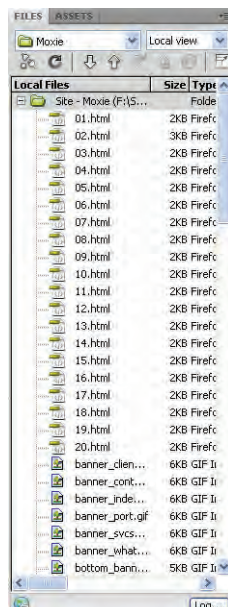
5. At the bottom of the Site Definition dialog box, click **OK**.
6. At the bottom of the Manage Sites dialog box, click **Done**.
7. Continue to the next exercise.

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.

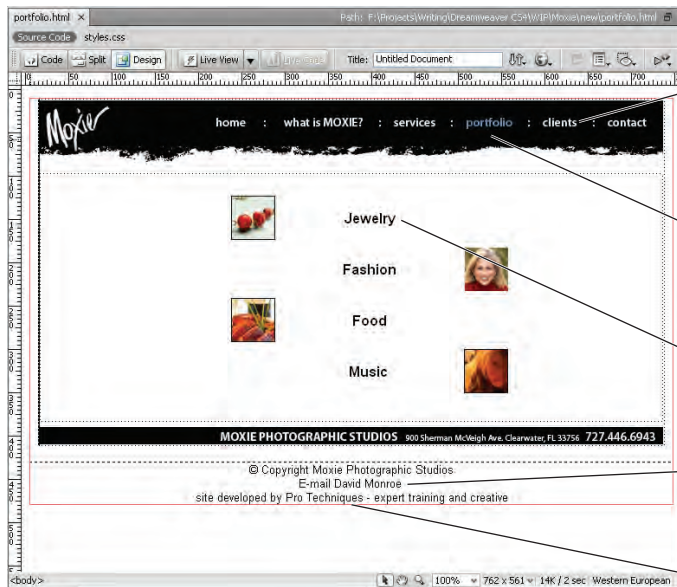
1. With the new **Moxie** site showing in the Directory menu of the Files panel, expand the site root folder and examine the files in the site.

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 Microsoft Word document (.doc file), and 1 Adobe 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 layout. (The designer of this site used blue to identify the current page.) This page is also the gateway page for the various 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 top banner image will be made into an image map, with each phrase defined as a hotspot link to a different page.

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

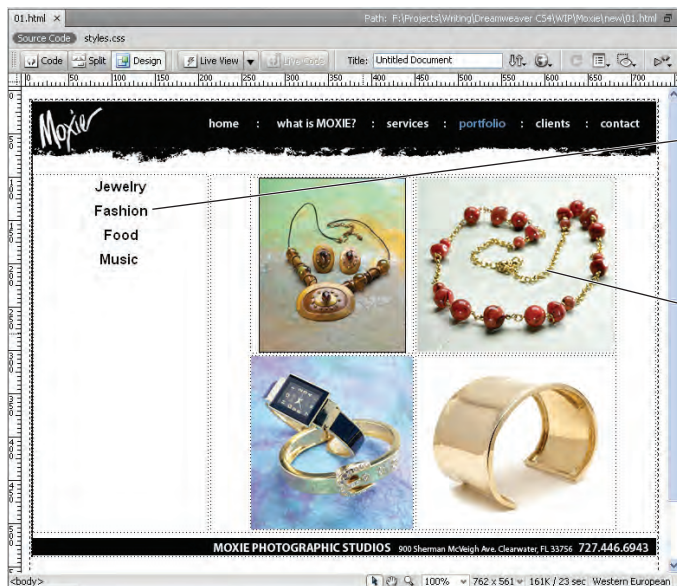
Each of these lines of text will be a link to the respective portfolio page.

"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 the client's portfolio.

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

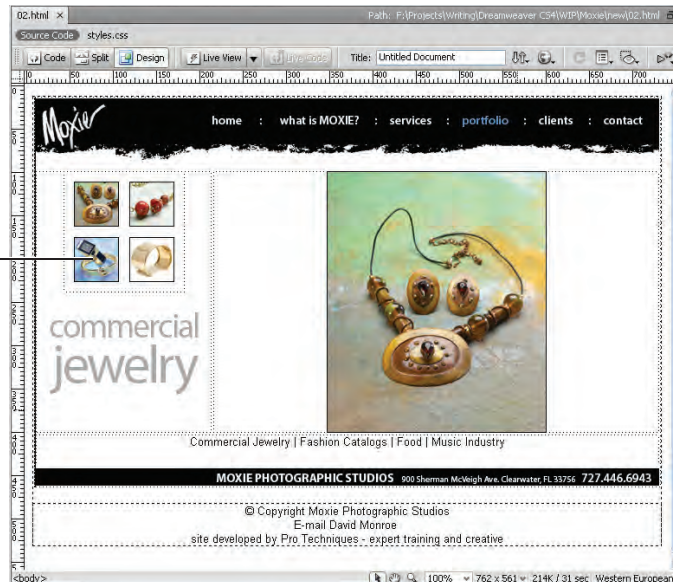
Note:

06.html, 11.html, and 16.html are the gateway pages to the fashion, food, and music collections of portfolio photographs. As with the jewelry collection page, there are four photographs (and pages) for each portfolio collection.

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, and then continue to the next exercise.

File Types on the Web

DREAMWEAVER FOUNDATIONS

Many different file types can be found on the Internet. The basic document is an HTML/XHTML file, which can have either .htm or .html as the file extension.

The most common image file types are **GIF** and **JPEG** (Joint Photographic Experts Group, with the extension of .jpg or .jpeg). **PNG** (Portable Network Graphics) is an image file type that is 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 by recent versions of the Firefox and Opera browsers only.

CSS files (ending with ".css") are also common. Browsers do not display CSS file content; they use the instructions contained within the file to style the associated Web page.

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 ColdFusion programming language; ".php" is associated with the **PHP** (PreHypertext Processor) programming language; ".jsp" is associated with Java Servlet Pages; and ".asp" and ".aspx" are associated with Microsoft Active Server Pages (ASP) and ASP.Net respectively.

Some file formats require browser **plugins** (accessory programs), such as animated movie files exported from Flash using the ".swf" extension.

Various video formats (".wmv" for Windows Media Video and ".qt" for 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** and **streaming 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 them.

In this exercise, you use a paper and pencil to sketch 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 they 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

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's common practice to put the style file in the root folder of a site, if there are multiple CSS files, it's better to 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.

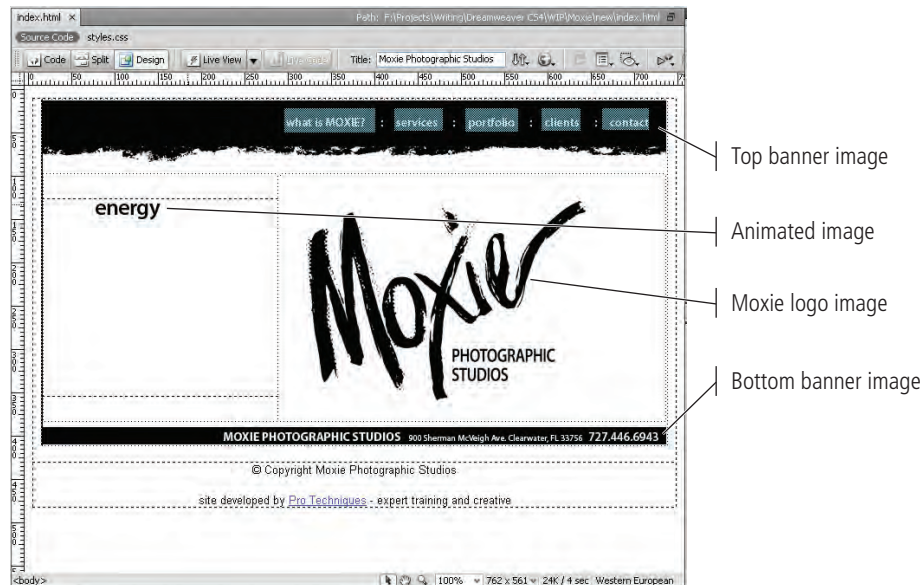
5. In Dreamweaver, examine the graphics in the index page.

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.



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 images folder (at the primary level of the root folder), 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 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. Below the resources folder (at the primary level of the Root folder), 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.

Note:

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

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 they remain together.

This is how our organizational mockup looks:

```
Moxie Photographic Studios

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

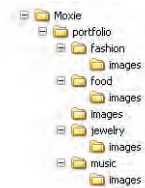
/images/ folder - banner_clients.gif  banner_contact.gif
                  banner_index.gif    banner_port.gif
                  banner_svcs.gif     banner_what.gif
                  bottom_banner.gif   homewords.gif
                  MoxieLogo.gif      whatis.gif

/resources/ folder - portfolio notes.doc
                   portfolio images.psd

/portfolio/ folder - portfolio.html
                   /jewelry/ folder
                   /fashion/ folder
                   /food/ folder
                   /music/ folder
                   /images/ folder
```

Note:

If the number of portfolio images grows to a much larger number, it might be beneficial to create an images 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. The folder structure in this example would look like this:



10. Close index.html and 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 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.

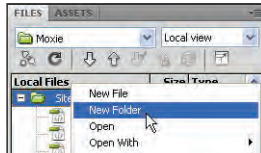
Compare the WebStandards.org URL with http://www.gov.on.ca/ont/portal/!ut/p/.cmd/cs/.ce/7_0_A/s/7_0_24P/_s.7_0_A/7_0_24P/_l/en?docid=EC002001, which (believe it or not) is the URL of the English homepage of the Government of Ontario Web site. To a search engine, this complicated URL means nothing, and therefore this type of URL ranks very low in SERPs.

When planning the organization of a Web site, carefully consider the folder and file names so they help rather than hinder good search engine ranking.

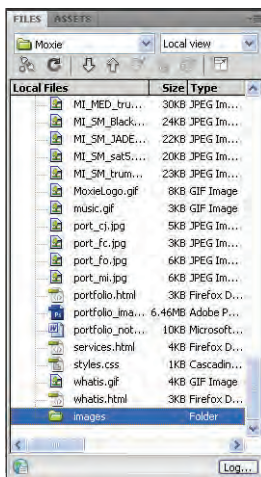
CREATE FOLDERS

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:

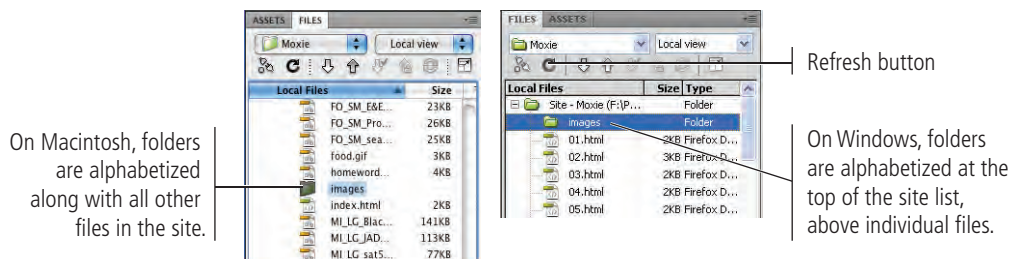
If after pressing Return/Enter, the folder name remains untitled, Control/right-click the untitled folder, choose Edit>Rename (or press F2), and correct the name.

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

When folders and files are created, they appear at the bottom of their containing folders (as you saw in Step 3). However, 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.

Note:

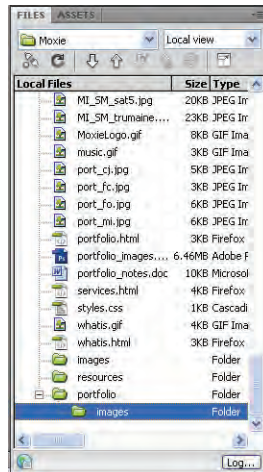
Press F5 to refresh the file list in the Files panel.



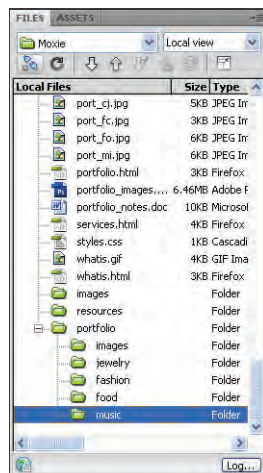
5. Control/right-click the site folder at the top of the Files panel and choose **New Folder** again.
6. Type **resources** and press Return/Enter to apply the new folder name.
7. Add a third new folder named **portfolio** to the site.

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

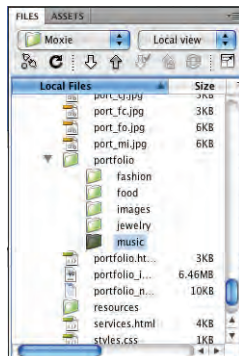
By selecting an existing folder before creating a new folder, the new folder is created under the selected folder.



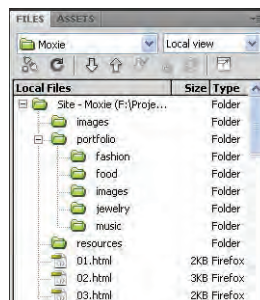
9. Add four more folders to the portfolio folder: **jewelry**, **fashion**, **food**, and **music**.



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



Macintosh



Windows

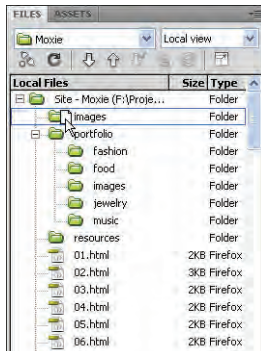
11. Continue to the next exercise.

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 (not the portfolio/images folder).**

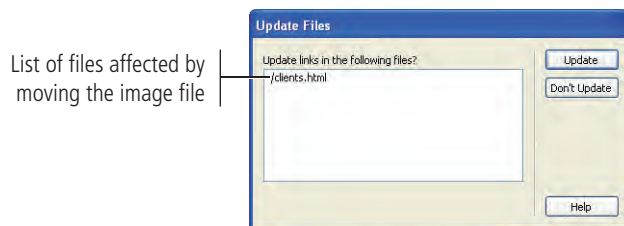
Make sure you drag the file directly over the name of the folder or folder icon; if you drag the file too far to the left or right, Dreamweaver will not move the file.



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

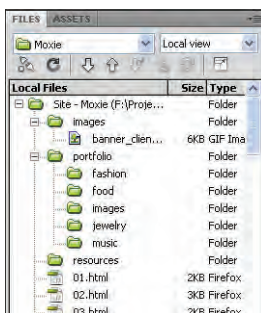
By using the Files panel to move the image file to another folder, Dreamweaver can check its cache, note that `clients.html` refers to `banner_clients.html`, and request that you update the HTML file to use the new location of the image file.

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 have been aware of the movement, and you would not have had the opportunity to automatically adjust the path to the image file in `clients.html`.



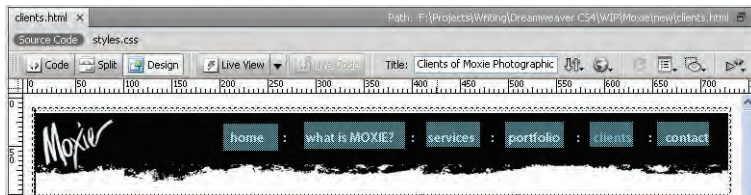
3. **Examine the images folder in the Files panel.**

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.



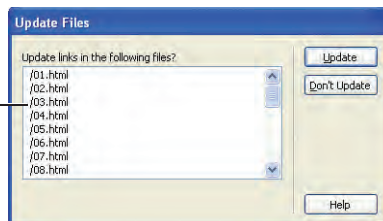
5. Close `clients.html`.

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 must be updated.

The bottom banner image appears in every page, so every page must be updated with the file's new location.



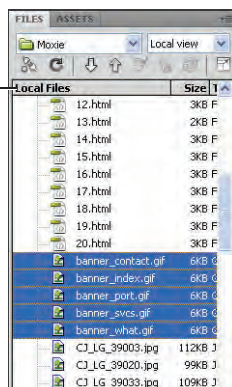
Note:

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

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, including the first and last, are selected.

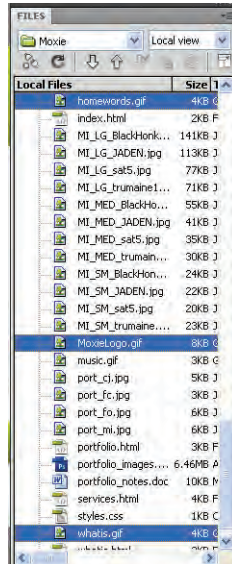
If the five banner images are not contiguous, click the Local Files column header to sort the panel based on the file names.



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, and 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 again.

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

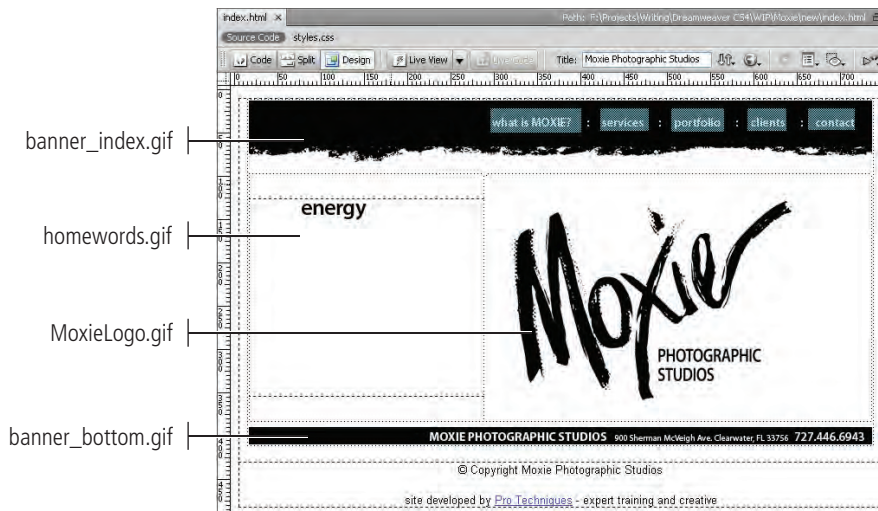
When you drag one of the selected files, all selected files move at the same time.

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.

13. 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, homeworks.gif on the left (where the word “energy” appears), MoxieLogo.gif to the right, and banner_bottom.gif at the bottom.

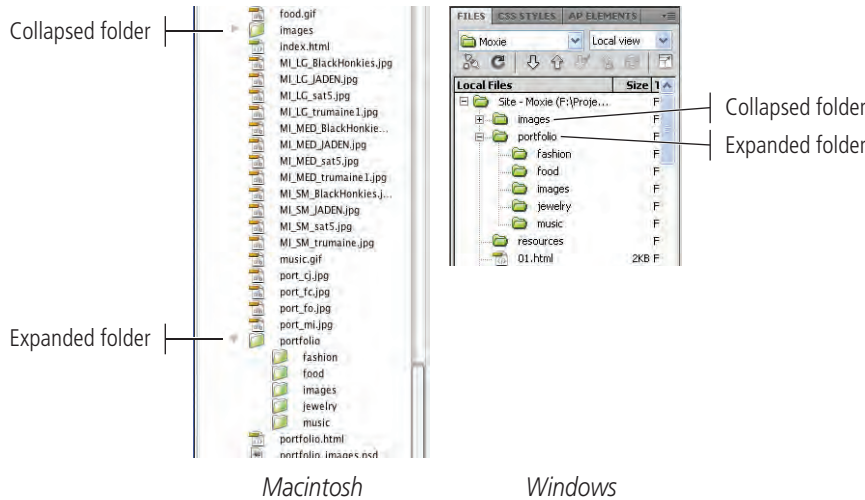


14. Close index.html.

15. 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.



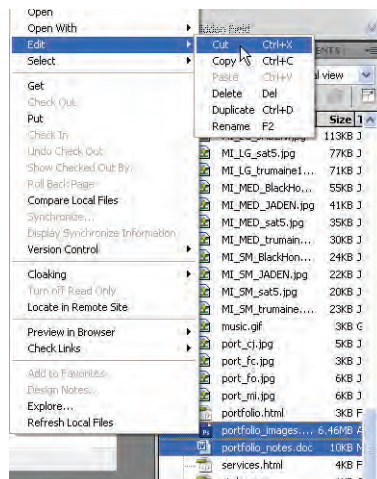
16. Continue to the next exercise.

CUT AND PASTE RESOURCE FILES

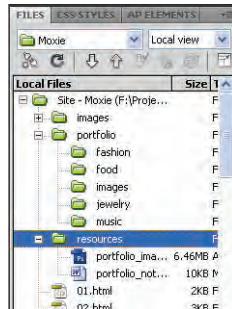
Just as there are multiple ways to select files, there are many ways to move files into or out of folders. In this exercise, you use the Cut and Paste functions to move files.

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 remain visible until you paste them in the next step.



- Control/right-click the resources folder and choose Edit>Paste to paste the cut files into the selected folder.
- Click the Refresh button at the top of the Files panel.



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:

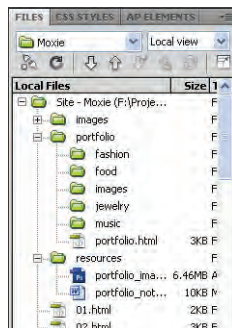
Press F5 to refresh the file list.

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

ORGANIZE THE PORTFOLIO PAGES

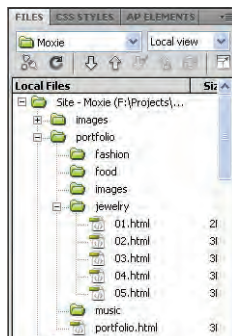
Moving files from one folder to another is just as easily done in Dreamweaver’s Files panel as it is using the file management software of your operating system. However, if you move files using Explorer/Finder, the links between pages and to image files will not update to accommodate the new paths.

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



- 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 automatically expands in the Files panel.

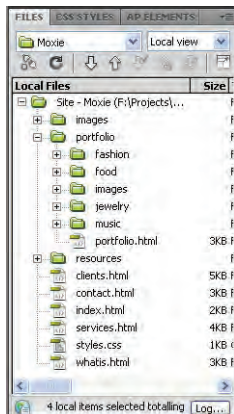


3. Collapse the jewelry folder.
4. Move 06.html through 10.html to the portfolio/fashion folder, update the links, and collapse the fashion folder.
5. Move 11.html through 15.html to the portfolio/food folder, update the links, and collapse the food folder.
6. Move 16.html through 20.html to the portfolio/music 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 on 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.

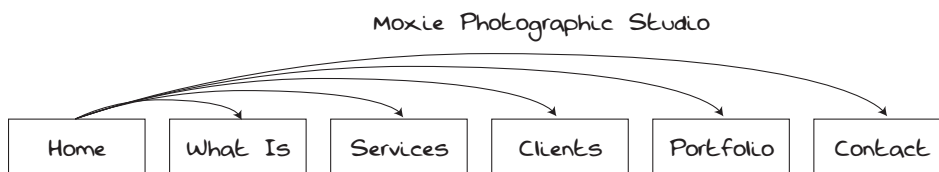
1. On a sheet of paper, write **Moxie Photographic Studio** at the top.
2. On a line below, write **Home, What Is, Services, Clients, Portfolio, and Contact**.

These primary pages should be accessible from every page on the site, including the individual portfolio pages; the top banner image 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, contact page, or 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 can also create lines from each root page to the other root pages (as shown in the following sketch). 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.



Note:

*Creating flowcharts is a great tool for novice designers and experts alike. 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.*

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 portfolio category page to all of the primary pages. Technically, this step should be repeated for each of the 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 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.

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

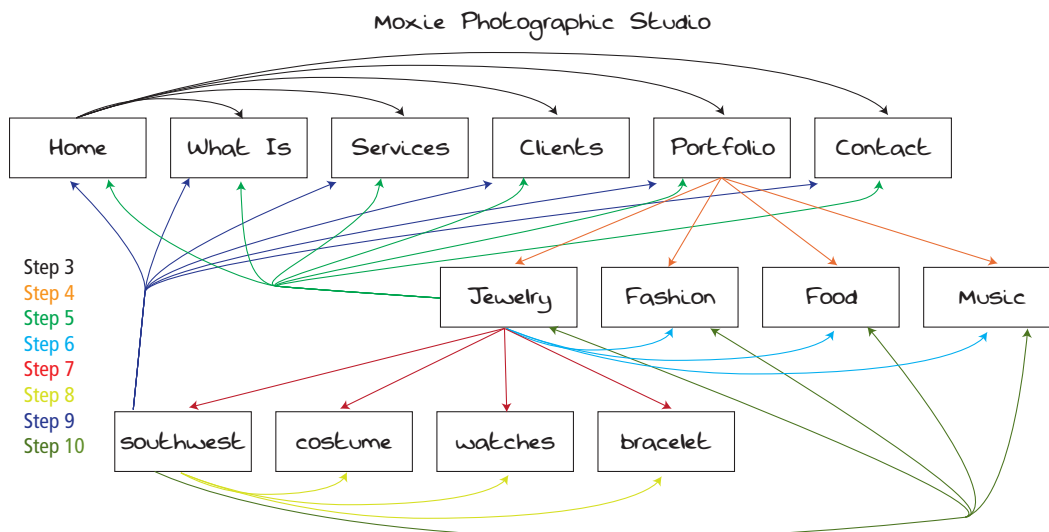
Every page should be linked to the primary pages. We could repeat this step for each of the four jewelry pages and the twelve pages in the other three categories; but as long as you understand the principle, we can skip the step.

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

The links to these pages provide easy access to the other portfolio categories. (We color coded this example for easier reference.)

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.

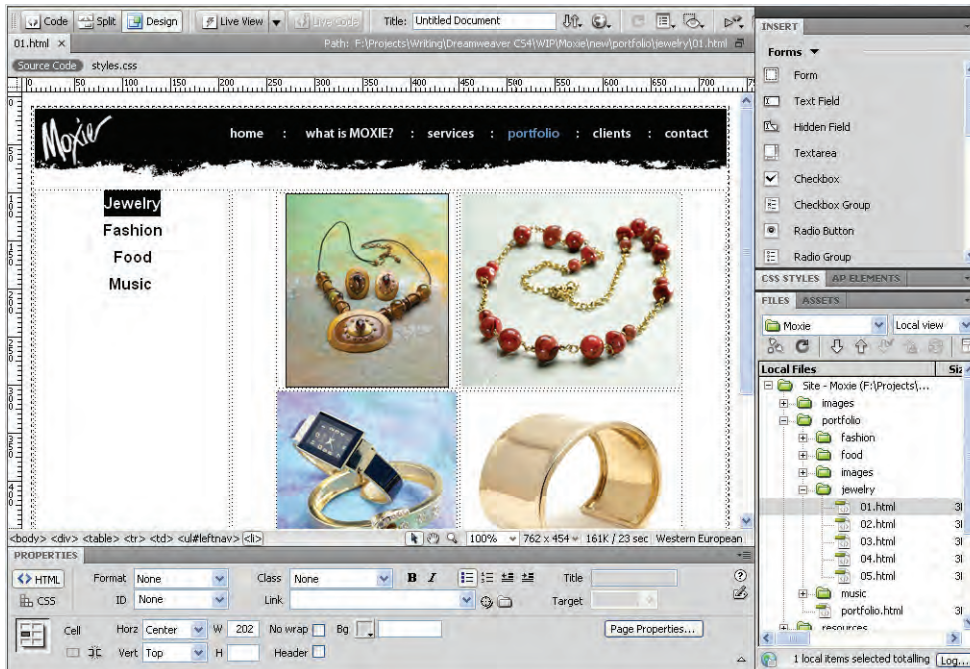


11. Continue to the next exercise.

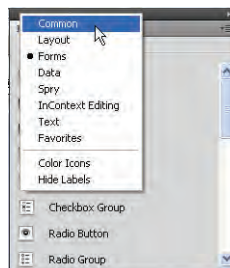
CREATE LINKS USING THE HYPERLINK BUTTON

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 panel.

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

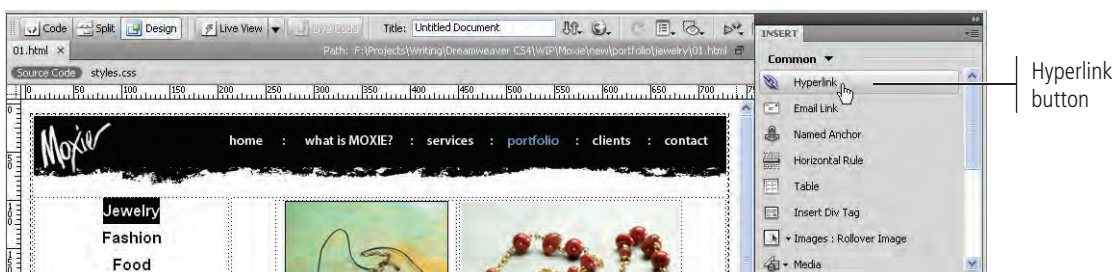


3. Choose **Common** from the Insert panel drop-down list.

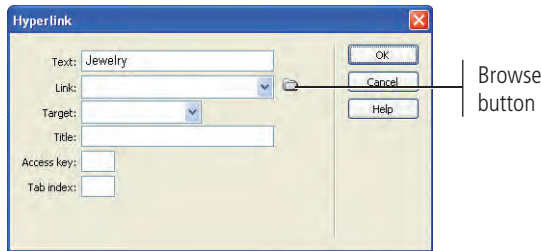


4. Click the **Hyperlink** button in the Common Insert panel.

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



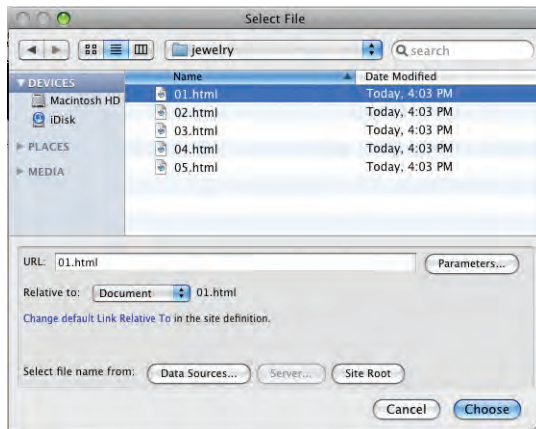
- In the Hyperlink dialog box, click the Browse button to the right of the Link field.



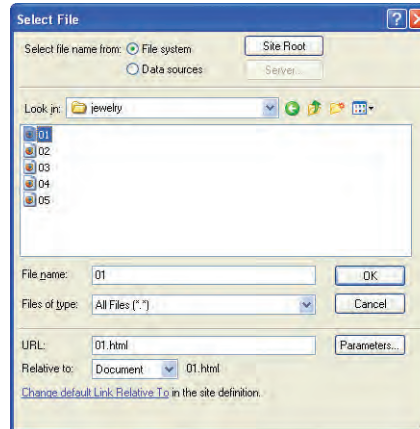
Note:

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

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



Macintosh

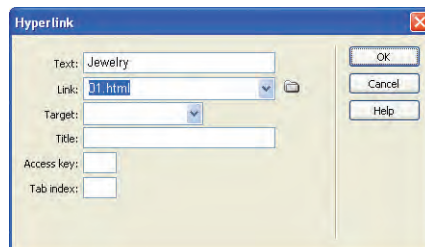


Windows

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.

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



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 outside the Web site you're building.

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

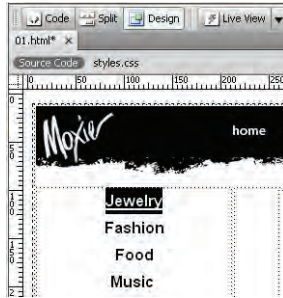
window. If you select `_parent`, and if the link appears in a frame within a frame, the linked file opens in the parent frame; if the link appears in a frame that is not within another frame, then the linked file opens in the full browser window. To open the linked file within the same browser window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

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.

8. Examine the link in the Design view.

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:

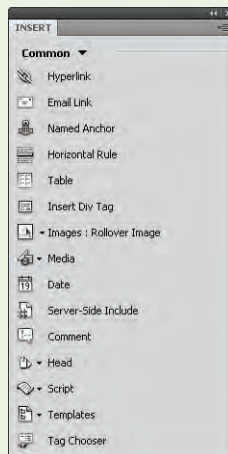
*You can remove a link by selecting the linked text or object in the document and choosing **Modify>Remove Link**.*

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

The Common Insert Panel in Depth

The Common Insert panel contains buttons for items most frequently used. For example, to insert a hyperlink, simply 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** links 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** provides 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** marks 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** inserts new sections (divisions) 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. Divisions are useful for inserting blocks of content you want to format independently from other blocks.
- The **Images button** inserts various types of graphics. If you click the arrow on the button icon, a menu shows the available types of objects (basic images, rollover images, etc.) You can also insert an image placeholder, which reserves a portion of the page for inserting an image later.



- The **Media button** inserts 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** inserts the date and time. An option is provided for updating the date and time whenever the file is saved.
- The **Server-Side Include button** inserts a file within a page. In this case, instead of providing a link to the file, the contents of the file are included in the page itself.
- The **Comment button** inserts comments in the code that describe something about its use. These comments display in Code view only; they do not display in Design view or in the browser.
- The **Head button** adds information about the page that will be used by browsers. This information is included in the properties of the page. Click the drop-down arrow to select the type of information you want to add.
- The **Script button** enables you to add code that will be used by the browsers to perform an action when the page is accessed. Click the drop-down arrow and click Script from the pop-up 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, click No Script from the pop-up menu. You need to know programming languages to use this feature properly.
- The **Templates button** creates a template based on the current document, which is useful when you need to create multiple documents from the same layout.
- The **Tag Chooser button** inserts 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.

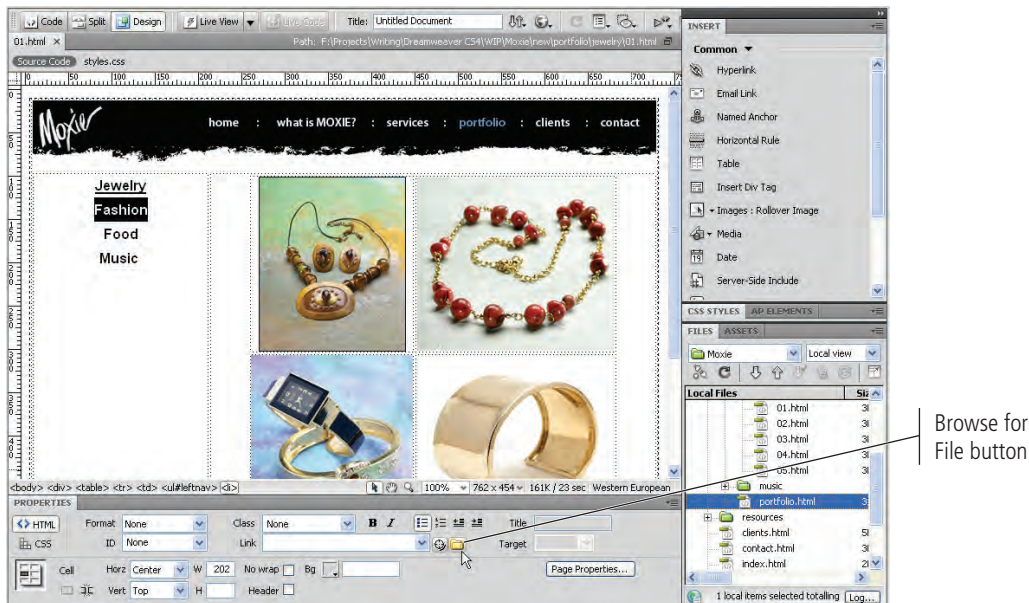


CREATE A LINK USING THE BROWSE FOR FILE FUNCTION

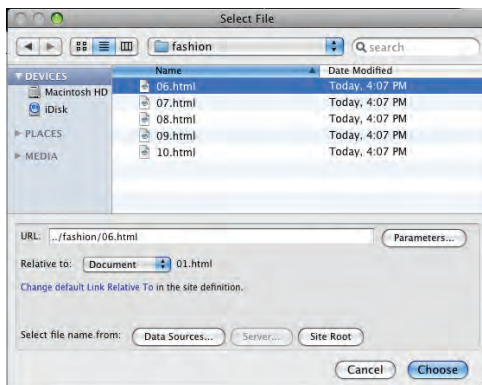
The Browse for File function in the Properties panel is similar to the Hyperlink button in the Insert panel. As with most applications, Dreamweaver often includes several different ways to achieve the same result. You should use the method that is most efficient at the time. For example, if you are using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

1. With the **Moxie** site open in the Files panel, make sure **portfolio/jewelry/01.html** is open.
2. Select the word “**Fashion**” below the Jewelry link from the previous exercise.
3. Click the **Browse for File** button to the right of the **Link** field in the **Properties** panel.

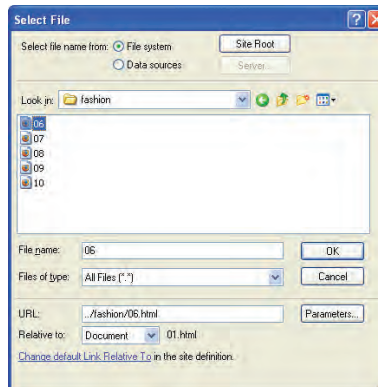
If you don't see the Properties panel, choose **Window>Properties**. The Properties panel's primary purpose is to review and change the properties of the selected HTML element (such as a heading, paragraph, or table cell).



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



Macintosh



Windows

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.

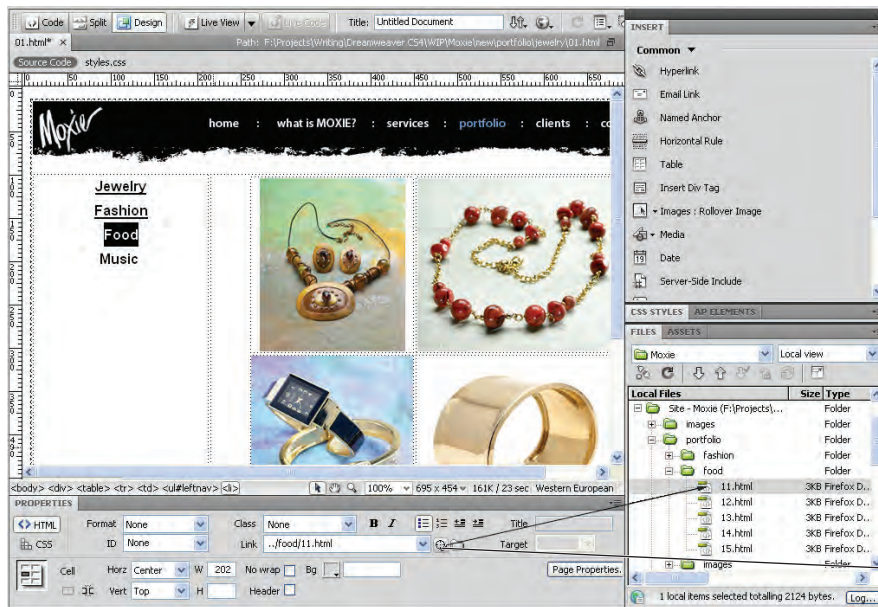
5. Save the file and continue to the next exercise.



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 Dreamweaver automatically creates a link. 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.
2. Expand the **portfolio/food** folder in the Files panel.
3. Click the **Point to File** button in the Properties panel and drag to **portfolio/food/11.html**.



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.



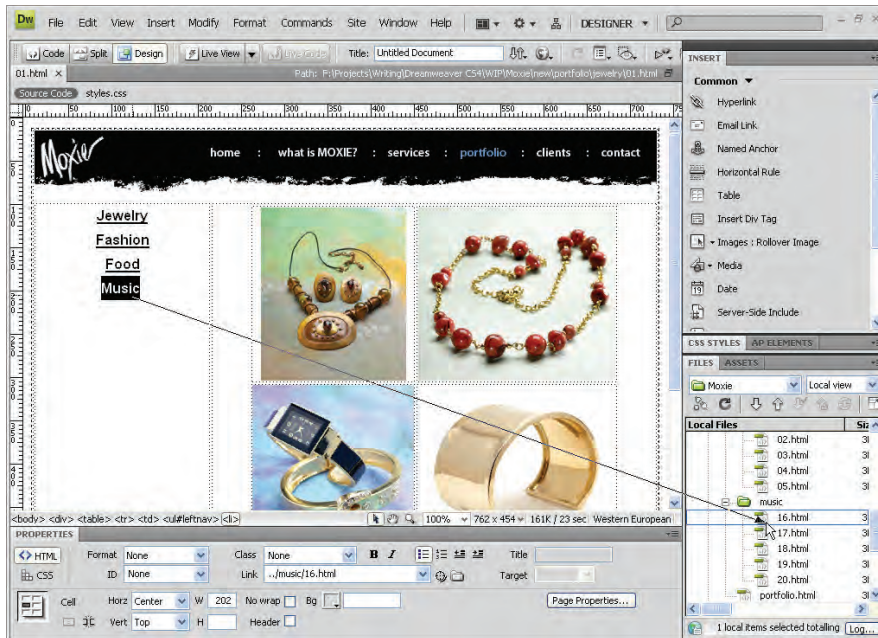
SHIFT-DRAG TO CREATE A LINK

A fourth way to create a link between pages in a site requires no 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 portfolio/music/16.html.

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 fail.



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.

4. Save the changes to 01.html and close the file.

5. Create the same links on portfolio/fashion/06.html, portfolio/food/11.html, and portfolio/music/16.html:

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.

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 those two pages simply states the file name of the destination page.

```
<a href="01.html">Link Text</a>
```

However, if the source and destination pages are in different folders, then the path to the destination page must be described. When you drill 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">Link Text</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">Link Text</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 that the link needs to take the visitor up one folder level:

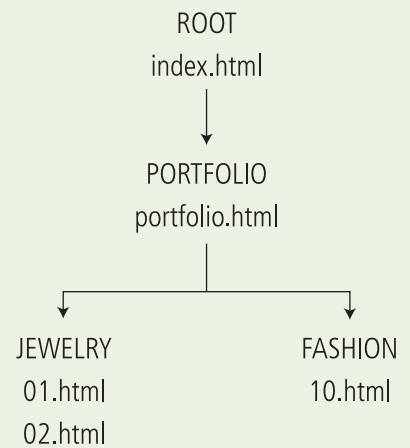
```
<a href="../portfolio.html">Link Text</a>
```

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">Link Text</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">Link Text</a>
```

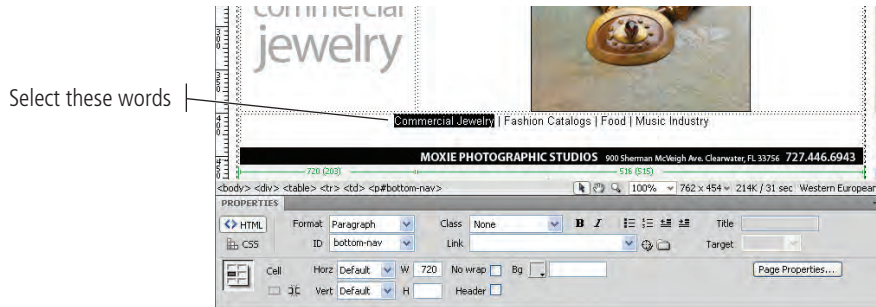




LINK PHOTO PAGES TO PORTFOLIO CATEGORY PAGES

When you created the link 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 `portfolio/jewelry/02.html`.
2. Select the words “Commercial Jewelry” below the photograph.

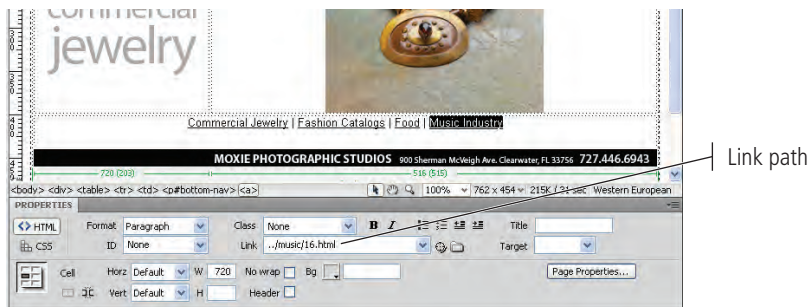


3. Using either the Point to File or Browse to File method, create a link from the selected text (Commercial Jewelry) to `portfolio/jewelry/01.html`.

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

4. Select the words “Fashion Catalogs” and create a link to `portfolio/fashion/06.html`.
5. Select “Food” and create a link to `portfolio/food/11.html`.
6. Select “Music Industry” and create a link to `portfolio/music/16.html`.
7. With the Music Industry link selected, examine the link path in the Link field of the Properties panel.

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

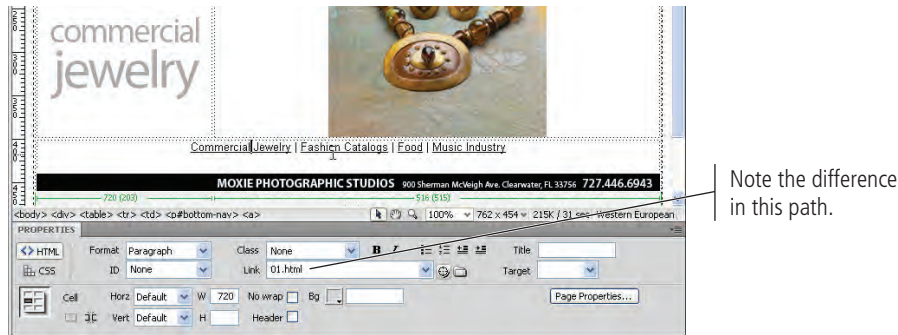


8. One by one, click the Food and Fashion links in the document and review the paths in the Properties panel.

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

9. 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.



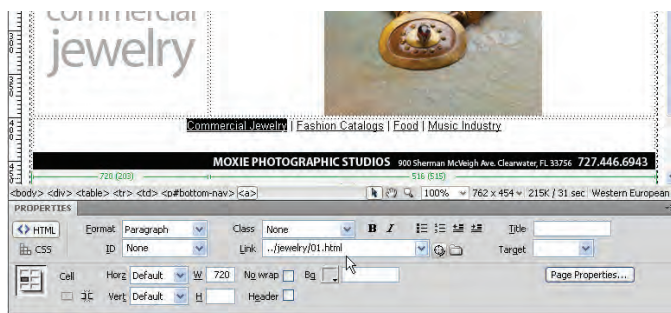
10. Save the file and continue to the next exercise.

ADJUST THE MUSIC LINK

These links are present in all 16 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, click the Link field and move the insertion point to the left of the existing path.
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 an unnecessary step, but it enables this link to work from any of the 16 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.

Note:

Web designers are fond of saying, “Code a little, test a little.” 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.

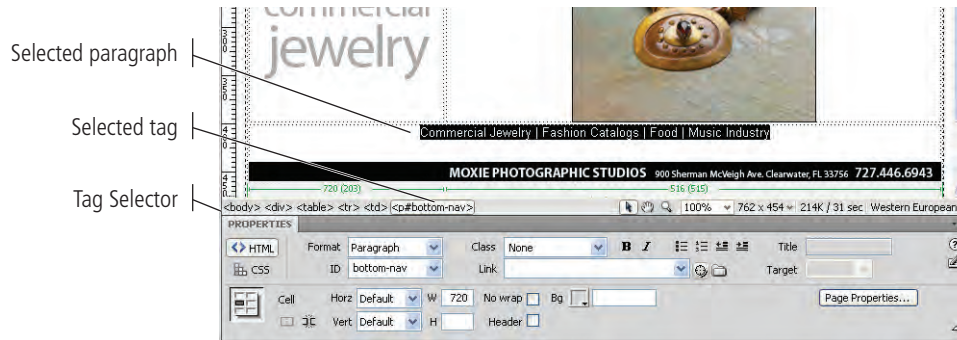
COPY AND PASTE LINKS

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.

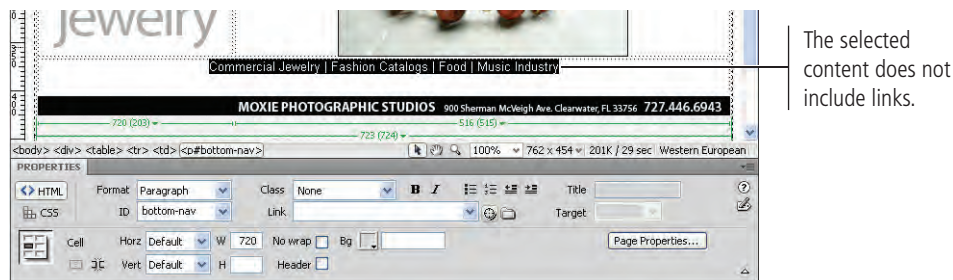
1. With **02.html** open, click within the paragraph of links, and then click the **<p#bottom-nav>** tag in the Tag Selector.

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.

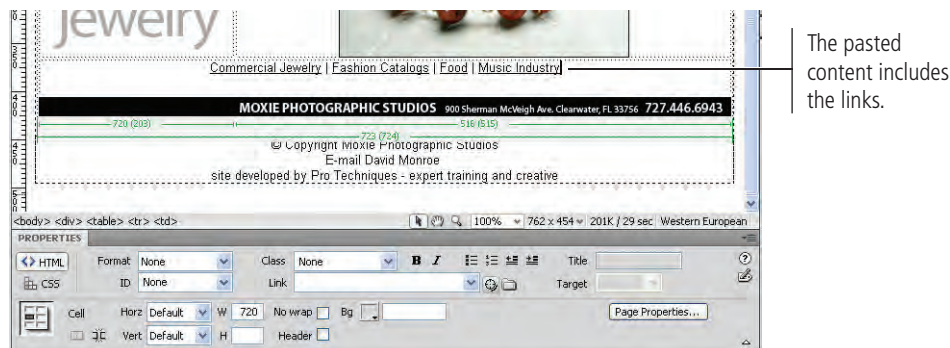
Clicking a tag in the Tag Selector selects all of the content contained within that tag. In the document window, the associated content is highlighted.



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.



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



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 4 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 to 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

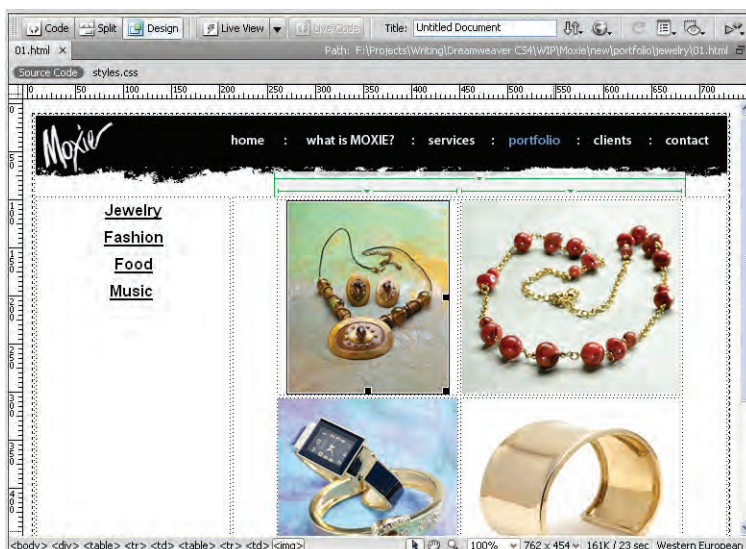
Many Web sites use navigation bars that use images of text for links, rather than plain text. Designers can use graphics applications to modify the appearance of text graphics to a great extent, as compared to using CSS to change plain text elements. Another option is using photo galleries, where you 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-drag to another file from an image in the document window. You can, however, click the Hyperlink button in the Common Insert panel, type a URL in the Link field, click the Browse for File button, or click the Point to File button in the Properties panel.

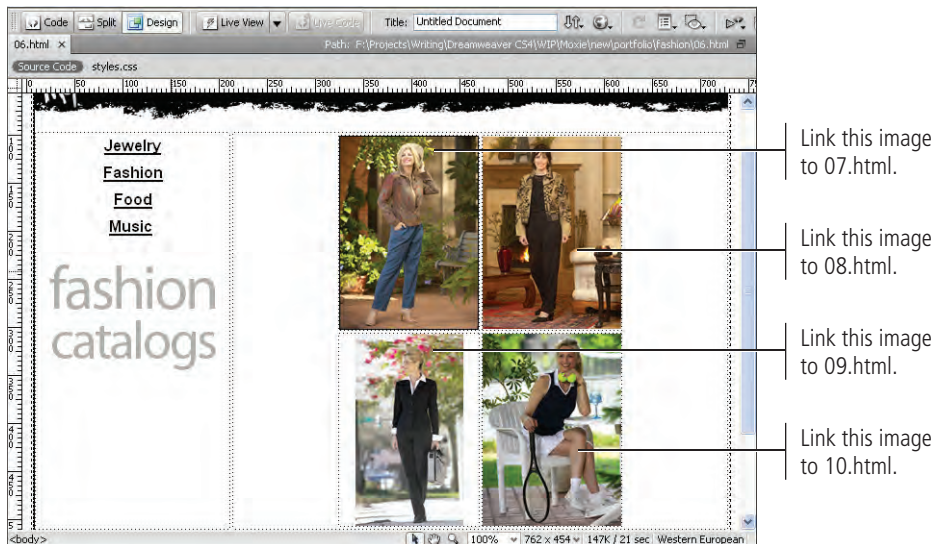
CREATE IMAGE LINKS

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

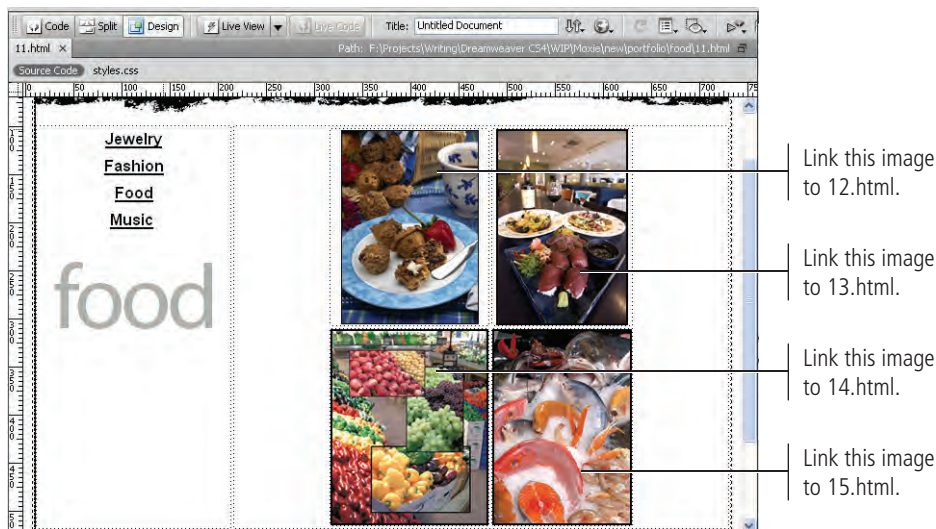
1. With the Moxie site open in the Files panel, open portfolio/jewelry/01.html.



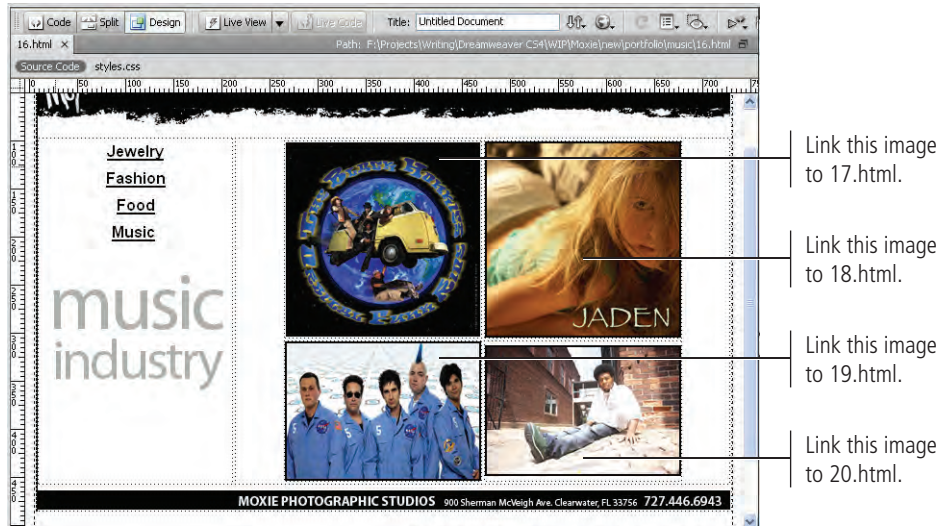
- Click the top-left portfolio image to select it. Using any method you prefer, link the selected image to `portfolio/jewelry/02.html`.
- Using any method you prefer, link the top-right image to `03.html`, link the lower-left image to `04.html`, and link the lower-right image to `05.html`.
- Preview the page in your primary browser (click Yes to save the file if prompted) and check the links.
- Close your browser and return to Dreamweaver.
- Close `01.html` and open `portfolio/fashion/06.html`.
- 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.



- Repeat Step 7 for `portfolio/food/11.html`.



9. Repeat Step 7 for portfolio/music/16.html.



10. 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. Adding four thumbnail images on 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 **portfolio/jewelry/02.html**.
2. Select the top-left image in the top-left region of the page.



3. Link the selected 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 the 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 rightmost (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.

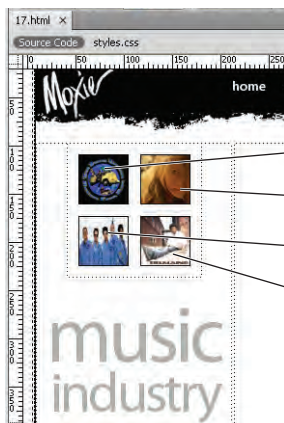
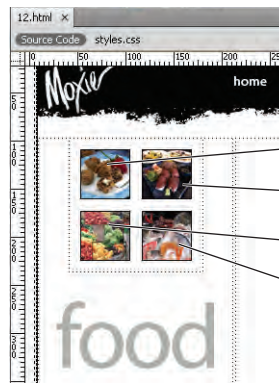
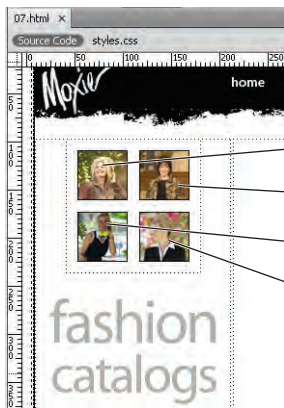


6. Choose Edit>Copy (or press Command/Control-C) to copy the selected table to the Clipboard.

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 rightmost <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 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 original primary pages (index.html and the others), but not in any of the portfolio pages.

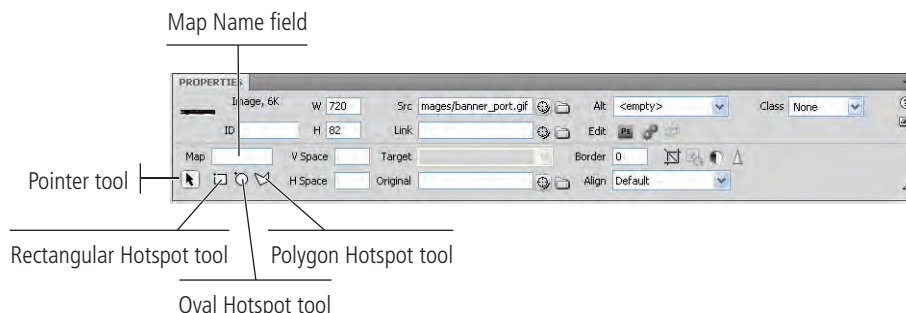
1. With the Moxie site open in the Files panel, open portfolio/jewelry/01.html and examine the top banner image.

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 panel.

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.

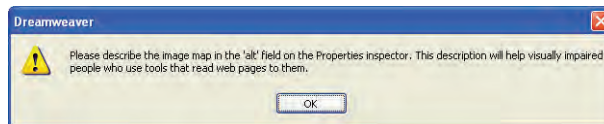
4. Click the Rectangular Hotspot tool.

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.

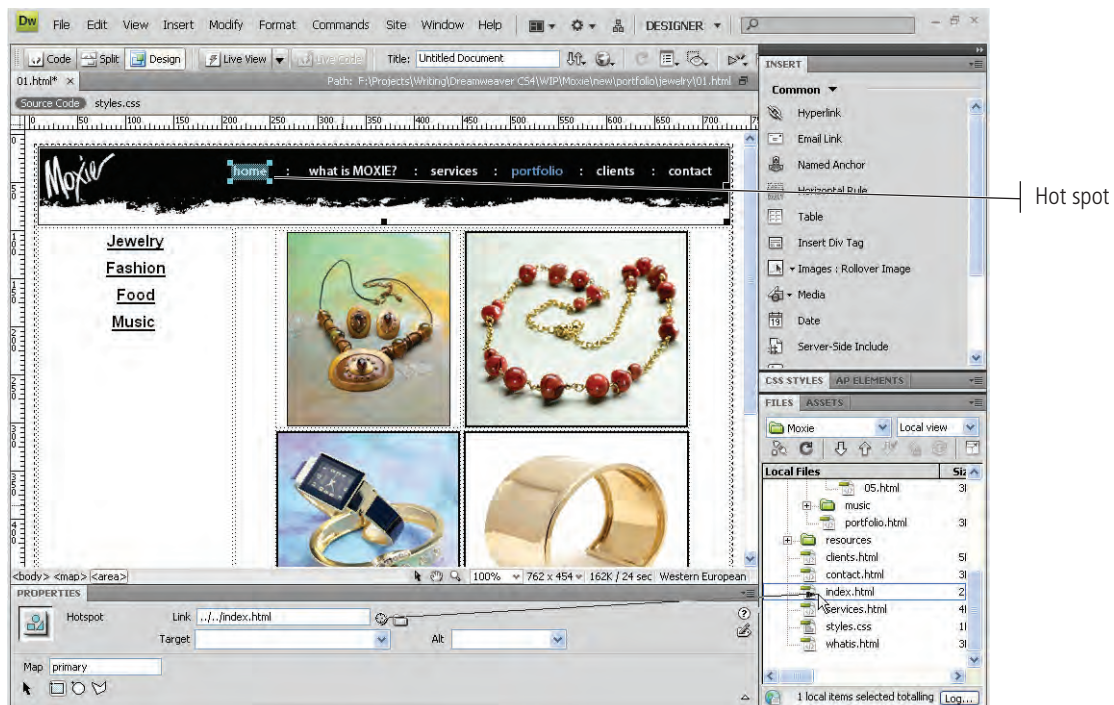
6. Click OK to dismiss the message dialog box.

After drawing a hotspot, you see a message reminding you to define alt text for the image map. **Alt text** (alternative text) aids usability for disabled users who use screen-reader software. This is an extremely important issue, which you examine in depth in Project 3.



7. From the Properties panel, 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.



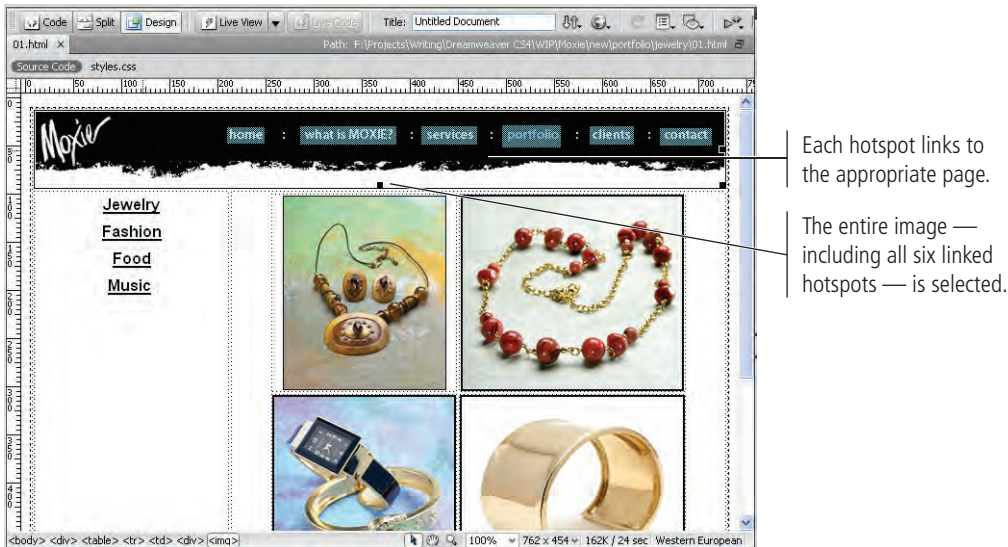
8. Using the Rectangular Hotspot tool, draw rectangles around each phrase in the image. Link each hotspot to the appropriate pages.

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

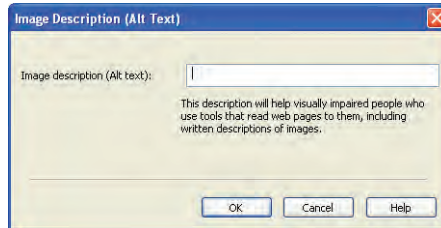
9. Save your changes to the page.

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 needs to be 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.



11. Copy the image to the Clipboard (Command/Control-C or File>Copy).
12. Close 01.html and open portfolio/jewelry/02.html.
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. If displayed, 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 your email application so you can send an email to the address in the link. Both types of links can be text links, image links, or image map links.

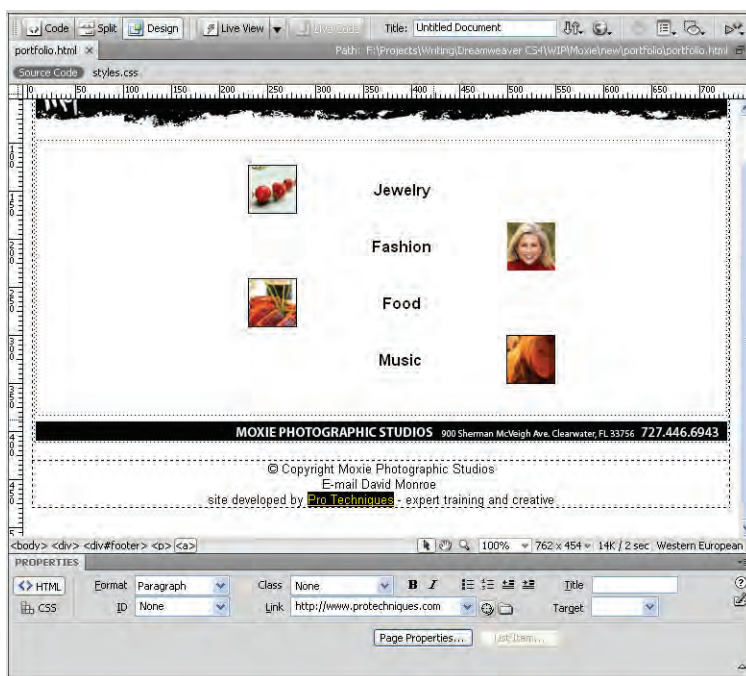
Regardless of the type of link, the URL must begin with the appropriate protocol for that link. An external Web site link must begin with “http://”, followed by the domain name of the Web site and, if necessary, the folder path and file name of the Web page to which you are linking. For example, the 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, such as “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**.
2. Drag to select the words “Pro Techniques” at the bottom of the page.
3. In the Link field of the Properties panel, type **<http://www.protechniques.com>** and press Return/Enter.

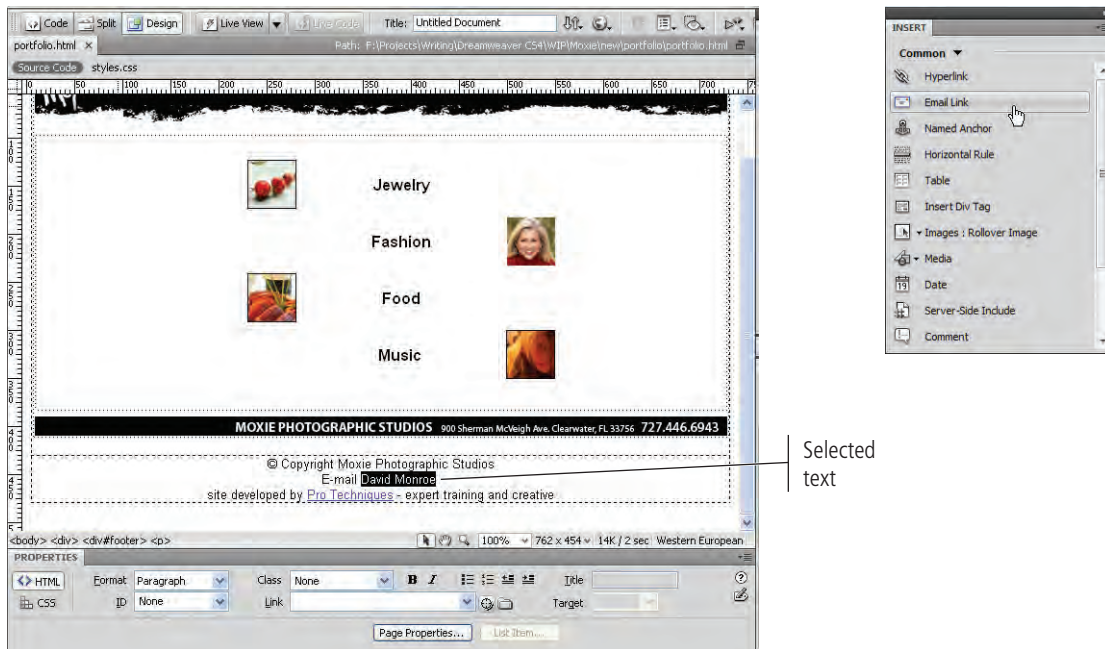


4. Save and continue to the next exercise.

CREATE AN EMAIL LINK

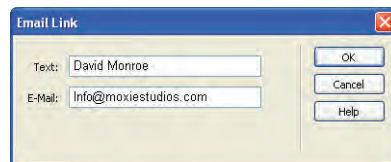
It's a good idea to include an email link to the owner or designer of the Web site on every page. This link makes it easy for a visitor to contact the owner/designer in case the visitor sees something of interest. (This doesn't eliminate the value of a contact page, which should contain the mailing address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

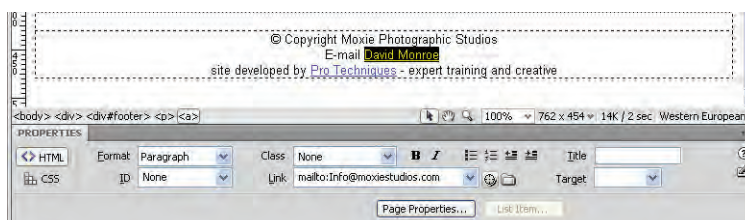


Note:

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".

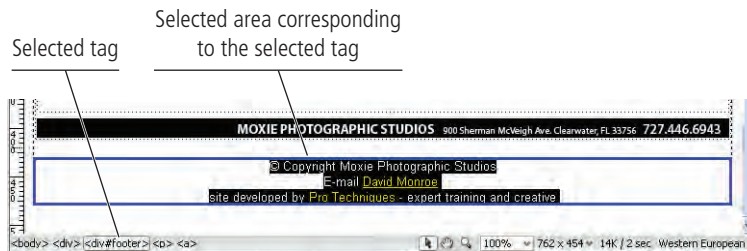
Dreamweaver automatically inserts the `mailto:` protocol, as you can see in the Properties panel Link field.



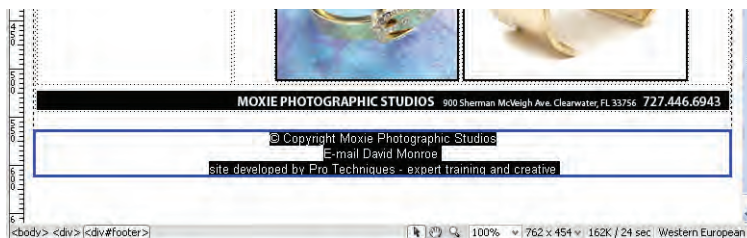
5. With the insertion point in the block of text containing the two links, click the `<div#footer>` tag in the Tag Selector.

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.

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.



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



10. Save the changes and close the `01.html` file.
11. Repeat Steps 7–10 for the remaining 19 pages in the portfolio section of the Moxie site.
12. Continue to the next stage of the project.

Named Anchors

A **named anchor** marks 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 a link 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 panel. 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 panel. 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 affect search engine optimization. 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 search engine 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://moxiestudios.com/portfolio/` versus `http://moxiestudios.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.

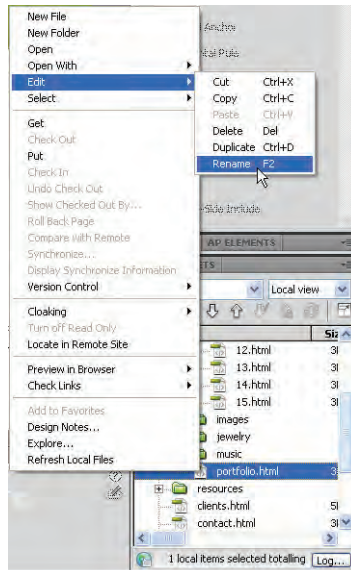
Note:

Some pages employ server-side programming languages such as PHP or ASP; their default Web pages are commonly named `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.

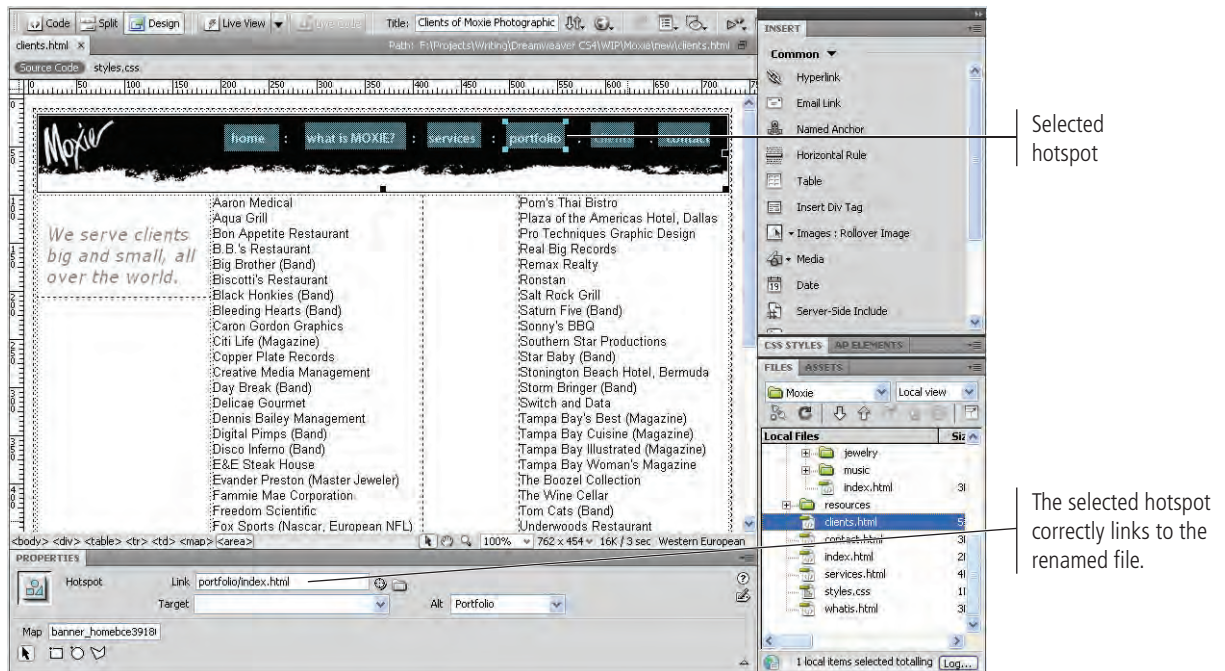
1. With the Moxie site open in the Files panel, Control/right-click **portfolio/ portfolio.html** and choose **Edit>Rename**.



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 panel.

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

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 guaranteed 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, periods, question marks, and exclamation points
- Uppercase characters

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 each 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. Considering that most Web server software runs on UNIX- or Linux-based computers, it's best to use lowercase folder and file names so you (and your visitors) are not forced to remember the lettercase of the file name.

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

- 02.html becomes **southwestern.html**
- 03.html becomes **costume.html**
- 04.html becomes **watches.html**
- 05.html becomes **gold-bracelet.html**

2. In the portfolio/fashion folder, change the following file names. Click Update when prompted:

- 07.html becomes **fall.html**
- 08.html becomes **leisure.html**
- 09.html becomes **sports.html**
- 10.html becomes **business.html**

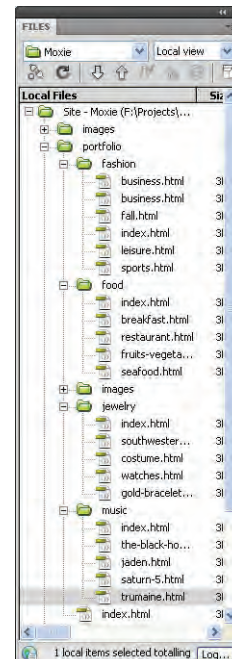
3. In the portfolio/food folder, change the following file names. Click Update when prompted:

- 12.html becomes **breakfast.html**
- 13.html becomes **restaurant.html**
- 14.html becomes **fruits-vegetables.html**
- 15.html becomes **seafood.html**

4. In the portfolio/music folder, change the following file names. Click Update when prompted:

- 17.html becomes **the-black-honkies.html**
- 18.html becomes **jaden.html**
- 19.html becomes **saturn-5.html**
- 20.html becomes **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 search engines 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 the 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](#)

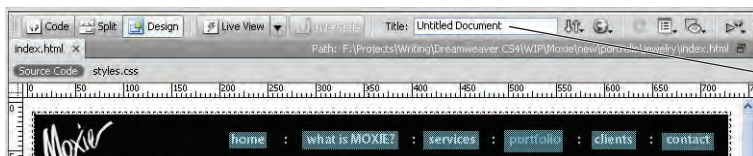
[HTML tags vs. elements vs. attributes | 456 Berea Street](#)

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' ranking in search engines and improve usability for visitors who find the pages in search engines and 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.

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

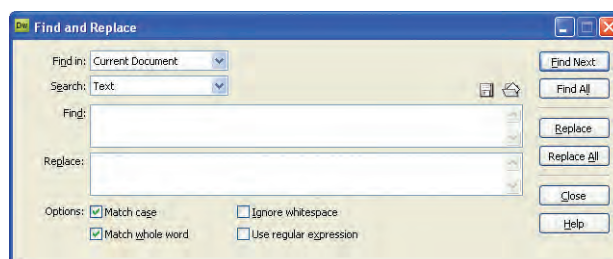
When you create a new page in Dreamweaver, the default title is "Untitled Document".



Document title

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 can configure them in the next step.

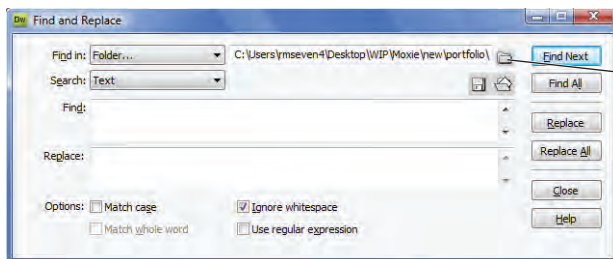


Note:

Unlike file names, document titles can use mixed lettercase and include spaces and other characters. However, you should avoid both single and double quotation marks.

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.



Click this button to browse to the proper folder.

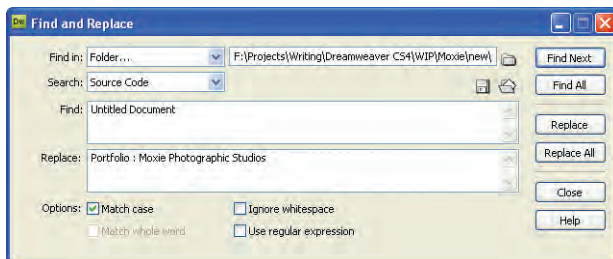
6. Choose Source Code in the Search menu.

The document title does not appear in 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**.

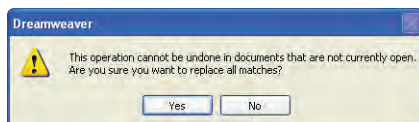
8. In the Replace field, type **Portfolio : Moxie Photographic Studios**.

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.



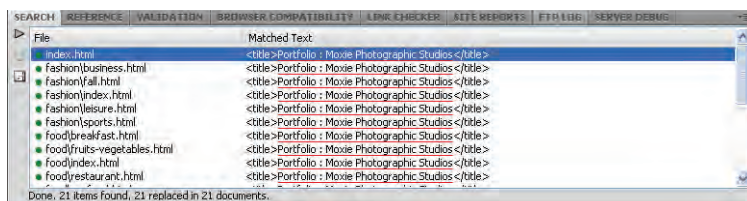
9. Click Replace All.

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 `portfolio/index.html` and examine the Document Title field again.

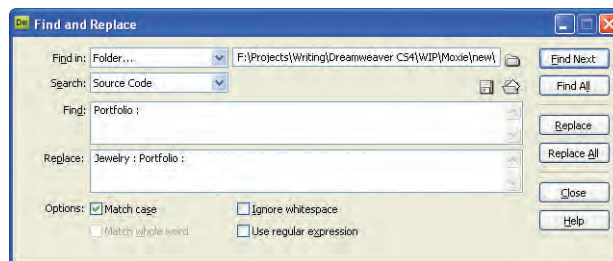
As a result of the Find and Replace function, the document title has been changed. (The same change has been made in all of the portfolio pages.)



12. Close `index.html`.

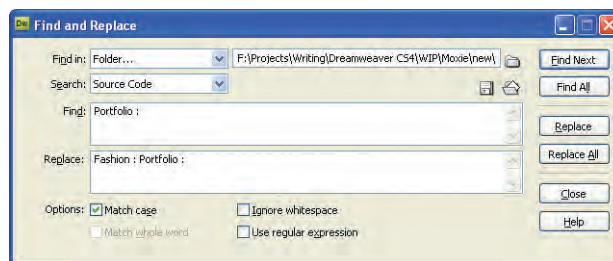
13. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the `portfolio/jewelry/` folder:

- 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.



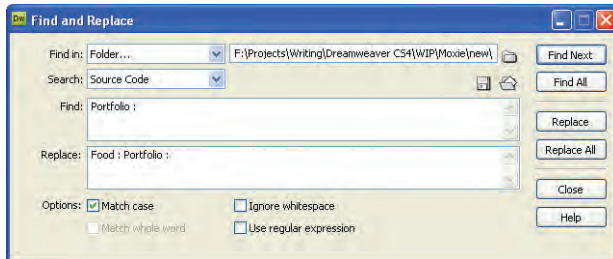
14. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the `portfolio/fashion/` folder:

- 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.



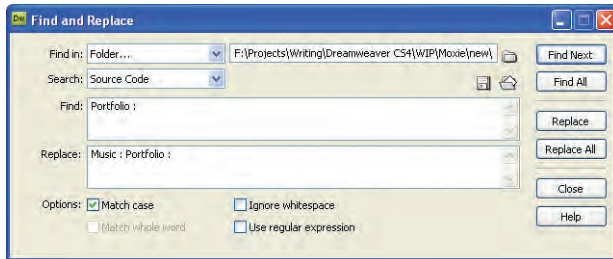
15. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/food folder:

- 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.

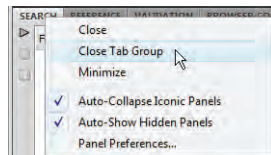


16. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/music folder:

- 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. Control/right-click the Search panel tab and choose Close Tab Group from the contextual menu.



18. Continue to the next exercise.

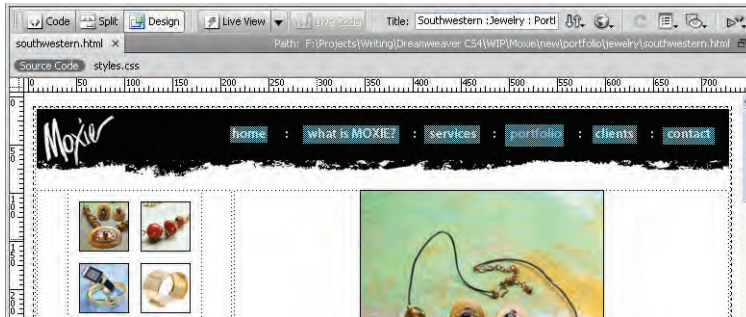


ADD SPECIFIC PAGE INFORMATION IN THE DOCUMENT TITLE

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

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

If you don't see the Document Title field, choose View>Toolbars>Document.



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.



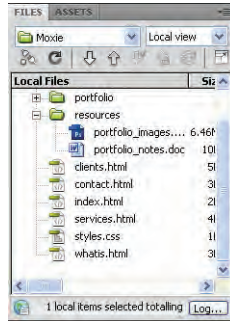
HIDE FILES FROM THE WEB SERVER

Because there are more new files than there were old files, it makes sense to reload the complete site rather than select only the new files to upload to the 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.)

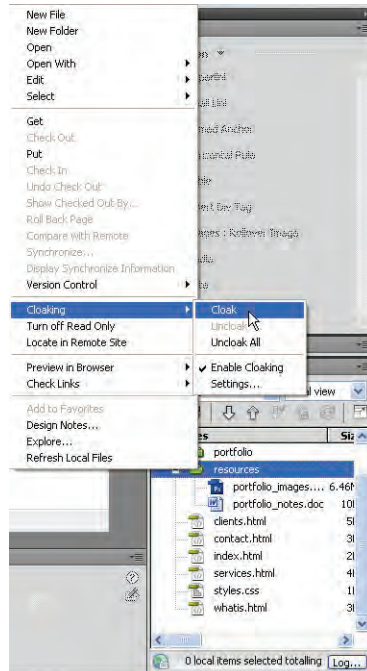
Dreamweaver provides a very useful function — called **cloaking** — that allows you to prevent certain files from uploading. There are two methods for cloaking files: by file extension and by folder. If you cloak by file extension, such as .psd (a Photoshop file), any .psd files in the site's folder 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 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 do is identify the folder you want to cloak.

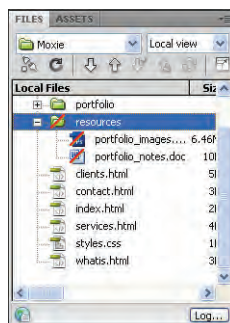
1. With the Moxie site open in the Files panel, collapse all open folders and expand only the resources folder.



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.



3. Exit Dreamweaver.

Dreamweaver automatically saves changes made in the Files panel, so you don't have to save after this exercise.

Project Review

fill in the blank

1. The _____ extension identifies a Dreamweaver site definition file.
2. The _____ is the primary folder that contains all files and subfolders of a Web site.
3. The _____ is used to view and manage files that make up a site in Dreamweaver.
4. _____ is the process of improving a page's ranking in search engine results pages.
5. A(n) _____ is the path from one image to another, beginning from the current location and moving up or down through folder paths to the target image.
6. The notation _____ tells Dreamweaver to move up one folder from the current location.
7. The _____ shows the "path of tags" to the currently selected object.
8. A(n) _____ is an image in which different areas link to different destinations.
9. The _____ protocol is used to define an email link.
10. _____ is the process of hiding certain files in the site so they are not uploaded to the Web server.

short answer

1. Briefly explain why it is important to define a Dreamweaver site file.
2. Briefly explain the importance of creating a site flowchart.
3. Explain three different methods for creating a link to a page in the current site.

Portfolio Builder Project

Use what you learned in this project to complete the following freeform exercise. Carefully read the art director and client comments, then create your own design to meet the needs of the project. Use the space below to sketch ideas; when finished, write a brief explanation of your reasoning behind your final design.

art director comments

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.

client comments

When I started working with our site 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 in the middle of the pages, there are a number of other places where links are necessary:

- On index.html, 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 tour.html.
- On tour.html, the thumbnail images should each link to the appropriate tour page (those are numbered 01-10.html).
- At the bottom of tour.html, the words 'Click here to print information flyer' should link to the PDF file in the site folder.
- On contact.html and amenities.html, the words 'click here' (near the bottom of the page) should be an email link to pattic@pc-rentals.com.

project justification

Project 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 aids within your Web sites.

Define accurate document titles for better search engine placement

Create an image map to link to different areas of the site

Create image links to larger detail pages

Create navigation links to portfolio category pages

Create navigation links to portfolio category pages

Create an email link

Create a link to an external URL