

CONTENTS

Preface	v
Acknowledgments	vii
Chapter 1	
Introduction to Web Publishing	1
The Process of Web Publishing	1
The Road Ahead	3
Chapter 2	
HTML Basics	5
So Just What Is HTML?	5
Creating HTML Files	7
The Essential Tags	8
Nesting	11
HTML Tips and Keeping Up	12
Chapter 3	
Creating a Basic News Article	13
Creating an Article	14
Adding Breaks and Paragraphs	15
Formatting a Byline	16
Adding a Headline	17
Changing Font Size	18
Changing Typeface	19
Previewing a Page in a Web Browser	20
Chapter 4	
Advanced Article Formatting	23
Creating a List	24
Creating a Link to Another Web Page	25
Creating a Link to Send Email	26
Adding an Image	27
Making an Image into a Link	28
Creating a Horizontal Rule	29
Indenting a Block of Text	30
Positioning an Item	31

Building Basic News Sites

Chapter 5	
Designing with Tables	33
Basic Table Structure	34
Customizing a Table	35
Using a Table for a Photo and Cutline	37
Formatting an Article with the Table Tag	38
Nesting Tables	39
Building a Front Page with Tables	41
Chapter 6	
Checking Your Work	49
Checking Spelling	49
Validating HTML Code	50
Checking Links	51
Previewing Files Across Browsers	52
Chapter 7	
Deploying a Site	55
Site Architecture	55
Finding a Host Server	56
Gathering Information	57
Acquiring FTP Software	58
Time to Connect	58
Creating Directories	61
Uploading Files to a Server	62
Downloading Files from a Server	63
Registering a Domain Name	63
Getting the Word Out	65
Chapter 8	
Creating Web Graphics for News Sites	69
File Formats and Web-Safe Color	69
The Clear Dot	70
Text Graphics	72
Vertical Bars	73
Image Maps	74
Photos and Other Existing Images	75
Reducing Graphic Size	77
Copyright Issues	78

Chapter 9	
Finding Related Materials	81
Start with a Question	81
Types of Search Engines	82
Advanced Strategies	83
Evaluating Information	84
Creating Related Links for an Article	85
Chapter 10	
Adding Audio and Video	89
Listening In	89
When to Add Audio	90
Audio Step by Step	90
Looking In	95
When to Add Video	95
Video Step by Step	96
Chapter 11	
Testing and Updating a Site	101
Designing a Testing Plan	101
Updating a Site	103
Appendix A	
HTML Equivalentents in WYSIWYG Programs	107
Appendix B	
The Five Essential Commands	109
Appendix C	
Deprecated HTML Tags	111
Appendix D	
XHTML	113
Appendix E	
Using Fetch for FTP	115
Appendix F	
HTML Cheat Sheet	119
Appendix G	
Further Reading	123