

# **Serif WebPlus 7.0**

## **Companion**

*For Windows*



**Contents**

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# Welcome

## About the Companion

The WebPlus 7.0 *Companion* provides everything you need to get up to speed, from the basics to tips and tricks for advanced users. Here's a brief chapter summary:

- 1 **Welcome.** Reviews the program's main features, requirements, and installation sequence.
- 2 **Overview.** Offers a simple introduction to Web sites—and how WebPlus helps you create and publish your own.
- 3 **Getting Started.** Introduces Web Wizards—our built-in design assistants—and the WebPlus environment.
- 4 **Working with Text.** Describes how to edit the Web Wizard's placeholder text, customize the text layout, and import text.
- 5 **Working with Graphics and Animation.** Examines how to insert or create your own pictures and animations.
- 6 **Working with Hyperlinks and Interactivity.** Shows you how to link text or graphics to Web pages, e-mail, or files, and enhance pages with Java or HTML effects.
- 7 **Previewing and Publishing.** Covers “finishing touches” and the simple steps that will get your publication onto the Web.
- 8 **Starting from Scratch.** Provides detailed, step-by-step suggestions on designing, adding content, and proofing—plus a special section with proven tips to improve your site.

## Linking to additional help



Throughout the *Companion*, use this symbol as your key to further information that's available in WebPlus online Help. You'll find a complete Visual Reference to the WebPlus interface, plus a comprehensive “How To” section covering goals and procedures.

Press **F1** or choose **WebPlus 7 Help** from the Help menu.

## What's new in Serif WebPlus 7.0...

Welcome to Serif WebPlus 7.0—the easiest way ever to get your business, organization, or household **on the World Wide Web!**

Among new WebPlus 7.0 features, you'll find...

- ◆ **Streamlined Text Handling**

Re-engineered from the ground up, the ultra-fast text engine means editing text is simpler and more like word processing than ever. You'll no longer need to switch to a separate Text tool... or cope with artificial "text blocks." And more logical paragraph and character text styles will help you keep formats under control.

- ◆ **Multiple Document Views**

Now you can use WritePlus, the built-in story text editor, side by side with the page editor. Instantaneous updating of each window allows simultaneous draft and layout views of Web page text!

- ◆ **QuickShapes**

Long an exclusive feature of other Serif solutions, QuickShapes work like intelligent clipart... or the most powerful set of drawing tools you can imagine. Just choose a template shape, drag on the page... then adjust handles to customize each angle and dimension.

- ◆ **Powerful Drawing Options**

An arsenal of new drawing tools are at your command... Sketch freehand lines and curves. Extend existing lines with ease. Apply line styles to all kinds of shapes—even add line endings like arrowheads and diamonds.

- ◆ **Gradient Fills**

For sophisticated illustrations and impressive text effects, select from a wide variety of Linear, Radial, and Conical fills. Use the interactive fill tool for drag-and-drop updating of fill nodes and colors.

- ◆ **Transparency Effects**

Both solid and variable transparency let you add new depth to your Web creations using both .GIF and .PNG formats. Apply transparency directly from the Studio, then edit nodes and opacity with the interactive tool.

- ◆ **Fastest on the Draw**  
For sheer speed, our new drawing engine reigns supreme! Not only that, automatic anti-aliasing of lines, text, and polygons results in superb visuals, both on-screen and on the printed page.
- ◆ **Other Enhancements**  
Always easy to use, WebPlus 7.0 now lets you employ AutoCorrect and AutoSpell proofing options. You can rotate or reshape text frames and still edit their text. Select multiple Undo and Redo actions from a handy list. Customize toolbars by adding your own, or using drag-and-drop to relocate buttons. HTML export is optimized for Netscape. And so much more!
- ◆ **WebPlus 7.0 Design CD-ROM**  
Extend your creative capacity with dozens of new Web Wizards, extra TrueType fonts, and a solid collection of 20,000 Web-ready graphics, including animations, pictures, and page elements!

## **...on top of these established features:**

- ◆ **Web Wizards for Instant Web Sites**  
Just pick the type of publication you want to produce and answer a few simple questions. WebPlus does the rest! Revisit your color scheme and text selections at any time as you continue to work with a publication. You can customize the scheme colors, create brand new schemes, and apply any scheme to a “from-scratch” Web site. Basic user details are stored for automatic reuse.
- ◆ **Easy Editing and Special Effects**  
With WebPlus, it’s a snap to import your own text and graphics to replace the Wizard samples. You’ll find built-in modules like WritePlus, for integrated word processing, plus tools for creating text hyperlinks and hotspot graphics. Choose the color scheme that looks best... The Snapping feature and Dot Grid help you achieve a crisp layout. Everything’s wrapped into a friendly DTP environment with onscreen Tooltips, HintLine, and context-sensitive help!
- ◆ **Versatile Web Feature Support**  
WebPlus supports HTML 4.0 for better WYSIWYG page design. Add animated GIFs, marquee effects, sound, and video—even Java and HTML code—to spice up your pages! The Layout Checker helps you fine-tune your site before it’s published. Then preview your site in your own Web browser and publish it to a local folder or a remote server.

- ◆ **On-screen Studio Combines Convenience with Functionality**  
The Studio's tabs provide rapid drag-and-drop access to commonly-used controls such as fonts, line settings, and the color table. Use the Portfolio to store your favorite designs for use in any Web site... and tap the Gallery, with built-in mastheads, logos, and lots of other page elements you can customize to suit your needs!
- ◆ **Amazing Logo/Graphic Module**  
Produce attention-grabbing headlines, unique text effects, and powerful logos instantly using our exclusive LogoPlus creation tool...
- ◆ **Professional Layout and Text Tools**  
Intelligent text fitting. Movable rulers and guides. Precision placement, rotation, flipping, and cropping. Text formatting with named styles. Master page for repeating background elements. Not to mention word count, search and replace, spell-checking, thesaurus, and proof reader to ensure your site's readability.
- ◆ **Animated GIFs and Marquees**  
Add life to your Web pages! Choose from over 600 animated Animals, Cartoons, Dingbats, Logos, Objects, and more... Use a Wizard to custom-design your own varied and colorful multi-line text messages that scroll across the screen...
- ◆ **Integrated Table Editor and Calendar Wizard**  
Use TablePlus to create colorful, sophisticated cell-based publication elements. Include formatted text and spreadsheet formulas; vary color and table style with a few mouse clicks! Choose from a wide variety of sizes and design options, then just click and drag to fit your calendar to a column or a whole page!
- ◆ **Total Ease-of-Use**  
Right-click menus. Illustrated QuickTours to smooth the learning curve. Plus HintLine, Wizards, and context-sensitive cursors to make WebPlus as friendly as a puppy!

## Registration and support

If you see the Registration Wizard when you launch WebPlus, please take a moment to complete the registration process. Just call Serif toll-free and provide the installation number and code shown. We'll give you a personalized registration number in return. Remember, if you need technical support please contact us. We aim to provide fast, friendly service and knowledgeable help.

## System requirements

If you need help installing Windows or setting up peripherals, refer to Windows documentation and help.

### Minimum:

- ◆ IBM-compatible Pentium PC with CD-ROM drive and mouse (or other Microsoft-compatible pointing device)
- ◆ Microsoft Windows® 95, 98, 98 SE, Me, 2000 or Windows NT® 4.0 operating system
- ◆ 32MB RAM (Windows 95/98), see manufacturer's requirements for other operating systems
- ◆ 65MB (recommended install) free hard disk space
- ◆ SVGA (800x600 resolution, 16-bit color) display or higher
- ◆ Internet account and connection for Web publishing

Additional disk resources and memory are required when editing large or complex documents

### Optional:

- ◆ Windows-compatible printer
- ◆ TWAIN-compatible scanner and/or digital camers
- ◆ Stylus or other input device

## Installing WebPlus 7.0

To install the program, simply insert the WebPlus 7.0 CD-ROM into your CD-ROM drive. The AutoRun feature automatically starts the Setup process and all you need to do is answer the onscreen questions. If AutoRun does not start the install, use the manual install instructions below.

To reinstall the software or change any part of the installation at a later date, select **Settings/Control Panel** from the Windows **Start** menu and then double-click the **Add/Remove Programs** icon. Make sure the correct CD-ROM is inserted into your CD-ROM drive, click the **Install...** button, and follow the on-screen instructions. To install just one component, choose the Custom option and check only that component.



2



# Overview

## What is a Web site?

A Web site is a collection of files stored on a computer where users with special programs called **Web browsers** can view the files as pages. Browsers can read the common file format known as **HTML** that describes how the various elements of text, pictures, hyperlinks, and other elements are arranged on each Web page. Each Web site has a single **Home Page**—the first page a visitor sees—usually containing hyperlinks to other pages on the site, which in turn have links to others. To the person using a browser to access the Web site, the content appears seamlessly linked. You just click on a link to display related information.

The **World Wide Web** was conceived as a way of using the Internet—the global network that interconnects computers around the world—to share information stored as Web pages. But Web sites don't depend on the Internet—they can be (and often are) accessed just as well over a local area network or private intranet. Remember, a Web site is just a collection of files.

## How does WebPlus work?

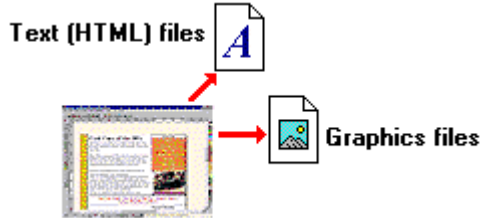
You'll first compose your pages as a **publication** in WebPlus, then publish the pages as a Web site.

Whether you're looking for a business, organization, or personal Web site, you'll probably want to begin by exploring the **Web Web Wizards** that come with WebPlus. Click through the Wizard screens, make a few selections, and enter some basic information—and the Wizard gets you started with a set of ready-to-publish Web pages. If you prefer, you can start a new publication from scratch. Either way, the next step is to spend some time customizing the pages with your own text, graphics, and other content. The *Companion* will cover what you need to know.

For editing your publication, WebPlus offers a set of intuitive tools and a straightforward workspace that resembles a desktop publishing (DTP) environment. You can easily import text or pictures, use the built-in word processor, create colorful graphic shapes, and add hyperlinks and hotspots that users can click to access other Web pages or send e-mail. Once your content is in place, you can use a variety of proofing tools and the Layout Checker Wizard to optimize the site before publishing it.

WebPlus gives you the option of previewing the site in your own Web browser before publishing it to the Web.

When you're ready to publish, WebPlus takes the publication's pages and converts them to HTML and graphics (pictures). You never have to worry about the HTML code itself.



## How do I publish my Web site?

**Publishing** a site using WebPlus is a one-step operation that:

- (1) converts your publication to files for the Web, and
- (2) copies the Web files to a location you specify—either a local hard disk or a Web host.

To publish to a local folder, you don't even need a connection to the Internet. Of course, you'll need a Web browser to view your site.

To publish to the World Wide Web, you'll need a host for your Web site—that is, disk space on a server connected to the Internet—so that others can access your site. You can also publish your site to the remote server using WebPlus or a separate FTP utility. You'll find details in online help (see the topic "Publishing to the World Wide Web").

## How should I get started?

You've already begun! Now, step through the chapters to learn how to create and then customize a basic Web site. Be sure to follow the instructions carefully. For support as you work, choose **WebPlus Help** from the Help menu, then click **Help on Help** in the Contents list. There, you'll learn about the HintLine, the Visual Reference, and other built-in learning aids.



**3**



# Getting Started

Once WebPlus has been installed, you'll be ready to start. Setup adds a **Serif WebPlus 7.0** item to the **Programs** submenu of the Windows **Start** menu.

- ❑ Use the Windows **Start** button to start WebPlus (or if WebPlus is already running, choose **New** from the **File** menu) to display the Startup Wizard (menu screen).

WebPlus launches, and you'll see the Startup Wizard.

## WebPlus Startup Wizard

Now you can see the normal starting screen. The Startup Wizard presents five choices:

- ◆ **Use a Web Wizard**, to create an instant publication
- ◆ **Start from Scratch**, to get a blank page to work on
- ◆ **Open a Publication**, to edit your own WebPlus files
- ◆ **View a QuickTour**, to see an introductory overview
- ◆ **Online Resources**, to access the Serif and WebPlus Web sites



Whether you're an old hand, or just getting started with WebPlus 7.0, here's a recommended sequence:

- ❑ From the Startup Wizard, choose **View a QuickTour** to see an illustrated overview of WebPlus fundamentals. From the first screen, click the **Next** button to step forward. Use the **Previous** button to step back or the **Begin** button to return to the first screen. Click **Cancel** to exit the QuickTour.



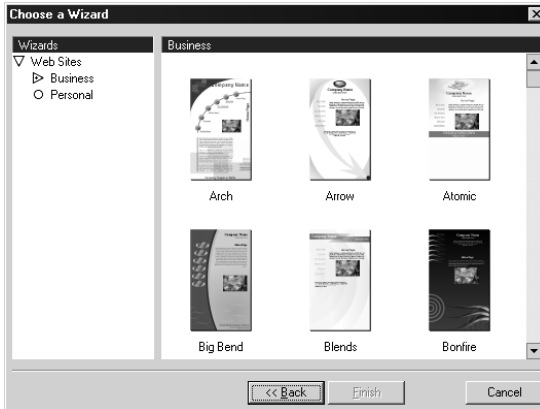
- ❑ When you're ready to continue, click **Web Wizard** or **Start from Scratch** from the Startup Wizard (For details on using a Web Wizard, see the next section.)
- ❑ At any time from the main WebPlus screen, you can press **F1** or choose **WebPlus Help** from the Help menu to access online help. The help window initially displays its Contents pane on the left, and the Visual Reference menu on the right. Click the book icons in the Contents list to expand topics, and click a document icon to display a particular topic. Click directly on Visual Reference graphics to browse interface features like menus and toolbars. Click the **Index** tab to peruse the list of key terms, or the **Search** tab to look up specific terms using full-text search.
- ❑ Beginners should click the **Help on Help** topic in the Contents list for some tips on how to proceed.

## Using a Web Wizard...

**Web Wizards** are built-in design assistants that speed you through the process of creating professional Web sites. In this chapter, you'll use a Web Wizard and take a brief tour of the WebPlus environment. Then in the following chapters, we'll explain how to customize the various elements of a Web site. The final chapter covers points you'll need to know if you literally start from scratch, with a "clean slate." (Even if that's your preference, you should work through the Wizard-based examples to get up to speed.)



For demonstration purposes, we will be working with a Wizard from the "Business" category. So at least for now, pretend you're the Webmaster for a small business—it's OK to use your imagination!

- ❑ Launch WebPlus or choose **New...** from the File menu.
- ❑ You'll see the Startup Wizard. Select **Use a Web Wizard**.



- Notice that the **Business** category is initially selected, with thumbnails for the available Wizards displayed on the right. We're going to use the first one (**Arch**), so make sure it's selected and then click **Finish**.

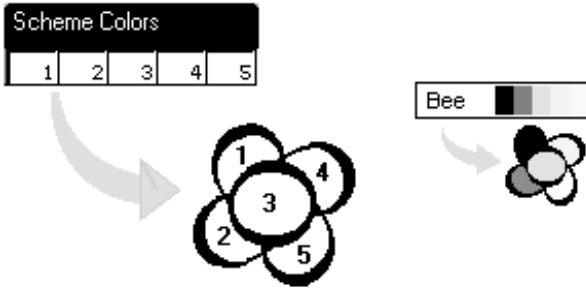
WebPlus retrieves the Wizard and displays it in Wizard Preview mode. Here's where you can initially add your own information to the design.

- The upper section of the Wizard lists several categories that you can customize, with "Business Details" selected.
- Further down are boxes where you can review and/or re-enter the sample "answer text" in the category. Type into the fields to replace the sample text with your own: in this case, enter a fictitious (or real) company name, address, etc.
- When you're done, click the  **Next Wizard Question** button to jump to the next information category. (To review a prior category, click the  **Previous Wizard Question** button.) Here you can alter Web page titles shown in the Wizard if you wish.

Each time you click elsewhere after entering information, you'll see the publication update to reflect your choices. You can change as much or as little as you like at this point—it's always possible to revisit the choices later!

- Go on to the third category, **Color Scheme**. Here you can click various thumbnails to sample different color schemes for the site.

In WebPlus, each publication has one color scheme assigned to it. Color schemes are great time-savers and help to ensure consistent, coordinated results. They work like a paint-by-numbers system using five numbers. Instead of assigning a specific color to an element, you can mark it with a scheme color number. Let's experiment.




- ❑ Click the “Carrot” color scheme sample and notice that much of the text on the Web page turns orange. Now click the “Cuba” scheme and the text turns green.
- ❑ Look closely at the top portion of each scheme sample, and you’ll see a group of five colors to the right of the scheme name. Note that each time you switch schemes, it’s the *first* of the five scheme colors that’s being applied to the text.

In Web Wizard publications, body text is conventionally marked with “Scheme Color 1”. That means it takes on whichever color has been defined as Scheme Color 1 in the current scheme.

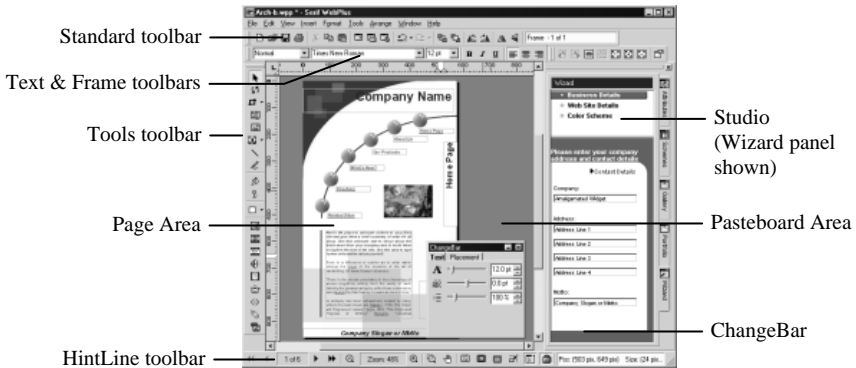
- ❑ Keep clicking different color schemes and notice which page elements change color. Can you see which elements have been marked with Scheme Color 2? Scheme Color 3?

The bottom portion of each color scheme sample includes the hyperlink and other Web colors, which are independent of the five scheme colors and will be discussed in the next chapter.

- ❑ Click the  **Finish** button when you’re done, and the publication appears in the WebPlus edit window.
- ❑ Choose **Save...** from the File menu and save the untitled publication, using the folder and file name of your choice.

## Take a look around

Let's take a few moments to examine the publication that the Wizard has created. In the process, you'll become familiar with some of the basic features of the WebPlus environment.



- Move the mouse pointer around the screen and you'll see popup tooltips that identify many items. Watch the **HintLine** window at the lower right for capsule descriptions of each feature.
- To access online help and resources, choose **WebPlus Help** from the Help menu.
- Right-clicking any toolbar, object, or page region brings up a context menu of functions.

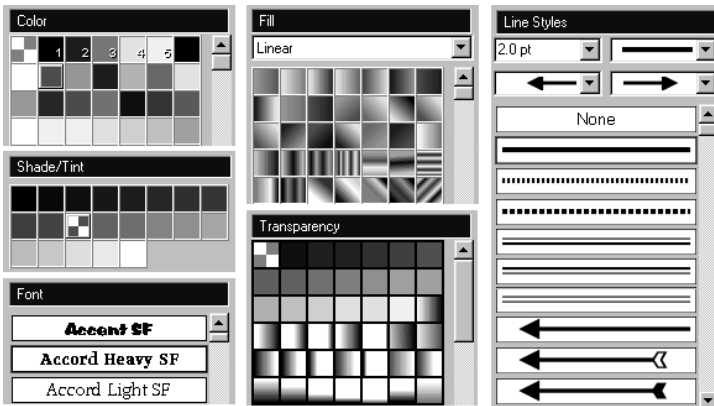
The controls to the left of the HintLine let you set the page view and other display options, and navigate through the publication.

- Move the mouse pointer over the buttons on the HintLine toolbar, noting the various controls for zooming, panning, and display.
- Use these buttons to adjust the display until you can read the page text. The workspace will appear approximately as shown above.

Note that WebPlus displays one page of the six-page publication at a time.


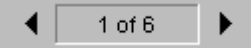

On the right side of the WebPlus window, you'll see the **Studio**—actually a cluster of seven special-purpose panels. Let's preview them in sequence. *Click each panel's name to display it...*

- ❑ The **Attributes tab** (see illustration) includes five separate panels that let you customize properties of on-screen elements. These panels include:
  - The **Color** panel, for applying solid color and/or shading
  - The **Fill** panel, for applying a gradient fill
  - The **Transparency** panel, for applying a transparency effect
  - The **Font** panel, for changing the font of existing text objects
  - The **Line** panel, for setting the weight and type of lines and shapes



Panels on the Studio's **Attributes tab**

- ❑ The **Schemes** tab displays a list of the available color schemes that (as you've seen) let you instantly revise colors in a Web Wizard publication. Using this tab, you can customize scheme colors or create entirely new schemes. Right-click any sample to see various context menu options.
- ❑ The **Gallery** includes a wide variety of predesigned elements—graphics that you can drag and drop, then customize or use as a starting point for your own designs.
- ❑ The **Portfolio** is a container for storing design objects (pictures, text blocks, and even unlinked text frames) you'd like to reuse in different publications.
- ❑ The **Wizard** panel lets you revisit choices you made when creating a publication using a Web Wizard. It's simply a matter of retyping your information or selecting a different color scheme.

- ❑ Click the  **Next Page** button several times to view the following pages. You can use the scrollbar at the right to view more of a page. Note that the Wizard has inserted the information you provided, and the rest of the text serves as a “placeholder,” awaiting further changes.
- ❑ Double-click the  **Current Page** box at the lower left. Up pops the Page Manager, with several more basic controls—for inserting one or more blank pages, deleting one or more pages, or displaying a particular page in the publication.  
**Tip:** You can double-click the  **Previous Page** button to display your first (Home) page, or the **Next Page** button to display the last page.

When the time comes to build your actual Web site, you can use these controls if you want more (or fewer) pages than the Wizard provided. For now, leave the page count at six. However, if you want to experiment with the Pages dialog—or if you accidentally make any changes that you don’t want to keep—here are some “emergency” options:

- ❑ To revert to the previously saved copy of your publication, choose **Revert** from the File menu. It’s a good idea to save your work often!
- ❑ You can also reload any saved WebPlus publication by choosing **New** from the File menu and selecting the **Open a Publication** option. You can open multiple publications and switch between edit windows if you like.

To undo the most recent change, press **Ctrl+Z**. (But you can’t undo a page addition or deletion, so use **Revert** to do that.)

Now that you’ve had a good look around the WebPlus interface, and have successfully created and customized a Web Wizard publication, you’re ready to proceed to the kinds of projects *you* have in mind.

## For more help on the basics...

You've seen how easy it is to create the basic structure of a Web site using a WebPlus Wizard. And you know how to find your way around the workspace.

When you're ready to construct your actual Web site, you'll no doubt want to learn about other options. See online help for additional details.



<b>For help on...</b>	<b>In WebPlus Help, display...</b>	<b>Then...</b>
Starting, saving, closing publications	Contents list	See topics in section "How to Work with WebPlus Publications"
Overview of Web site concepts	Index	Select "Web sites, getting started"
WebPlus menus and toolbars	Visual Reference	Click any menu or toolbar name
Setting up pages Setting view options Using layout tools	Contents list	See topics in section "How to Work with Pages"



4

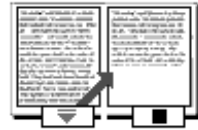


# Working with Text



Now that you've reviewed the pages the Web Wizard provided, and had a chance to revise Wizard "answer text" using the Studio, it's time to look at how to add standard text and change the layout of text on the page. It's really not complicated at all.

## About text frames

All ordinary text in WebPlus fits into **text frames**. Frames work equally well as containers for single words or standalone paragraphs. Two or more frames can be linked together so the enclosed text flows from the first frame to the second, and so on—like a newspaper article with multiple columns. Whether there's a single frame or more than one in series, the enclosed frame text is called a **story**.



Let's begin by seeing how the Web Wizard has utilized frame text in the "Grid" example you created in the previous chapter.




- Display your Home page (double-click the  **Previous Page** button if necessary), and adjust the screen view so you can read the page text.
- Click the  button at the top of the left toolbar.

You've just selected the **Pointer tool**—the basic tool for selecting, moving, and resizing objects, including the boxes that contain text.

- Using the Pointer tool, click the "Home Page" text at the right.
- Now click the paragraph starting with "Here's the place..." just below the page title.

In each case, clicking selects a text frame, displayed as a rectangle with a blue outline and small black "handles."

Notice the gray **Link button** on the selected frame's bottom edge. The button's icon tells you about the frame and the story text it contains:

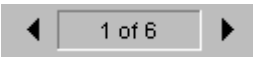
-  A **square** (as on the name/address frame) indicates a frame with all its text displayed—either a standalone frame or the last frame in a linked sequence.
-  A **plus sign** (as on the “Here’s the place” frame) shows there’s more text in the story than the frame can display. Extra text is stored in an invisible overflow area. You can either make the frame larger or shorten the story.
-  A **down arrow** shows that the frame’s text continues into a following linked frame.

## Objects on the master page

Let’s take a brief detour to review a key WebPlus concept...

- Click the company name heading text at the top of the page.

Nothing happens! Why not?

- Click (once) on the  **Current Page** box at the lower left. The screen display changes and the box now indicates you’re working on the **master page**.

You can think of the master page as a background that’s shared between all the pages of your site. When you switch to the master page, objects on the page vanish, leaving only background objects. In this case, that includes the header and footer, address information, various graphic elements, and text links to other sections of the site. These are the common elements the designer of this particular Wizard has determined should appear on each page of the site.


- Now click the **Current Page** box again (once only) to return to the page layer.

## Working with text frames



It's easy to move or resize a text frame. The appearance of the cursor over the selected frame tells you what will happen if you click and drag at that point.

- Using the Pointer tool, select the “Here’s the place” text frame.

Notice the blinking insertion point in the frame’s text. In this mode, you can type directly into the frame, and edit the text with the Pointer tool.

-  Now position the pointer over the frame’s gray bounding box and notice the “Move” cursor appear. Click and drag to move the frame a short distance, then press **Ctrl+Z** to undo the move.
- Click one of the frame’s corner or edge handles and drag to resize the frame. If you drag the bottom edge down, you’ll see that there’s more text visible in the frame. Again, undo the changes.

Here’s how easy it is to create a new frame.

- Click the  button on the left toolbar to select the **Frame tool**. Now locate some empty space on the pasteboard (outside the page area), then click and drag out a marquee where you want the new frame to go. When you release the mouse button, an empty frame appears.
- Note that the  **Pointer tool** was automatically selected after you created the new frame. Type a few words into the frame.

## Editing text

Web Plus lets you edit text directly on the page, or with **WritePlus**, the built-in text editor. Using the Pointer tool, you can type into any paragraph, drag to select characters, and use the formatting controls on the top Text toolbar. As with a word processor, double-clicking selects a word, and triple-clicking selects a paragraph.



- Select part of the text you typed into the new frame, then try changing its font and pointsize using the controls on the top toolbar.



- ❑ To work with a more substantial amount of text, let's switch to the "Here's the place" body text frame on the page. Right-click this frame and choose **Edit Story** from the context menu to launch **WritePlus**.

WritePlus opens in a separate window that shares many of the standard WebPlus menus and toolbars. You can move the mouse pointer around to view tooltips and hint text for the various buttons. Because WritePlus displays the full text of a given story, it's ideal for viewing and editing the full text of a story that may span several frames or pages. You can view the text in draft mode (without formatting), export story text, and employ the **Word Count** function.

Obviously, the original text in this story is simply a placeholder for the text you'll be adding to your Home page. You can type over the sample text, or select it all, delete, and begin with an empty frame, as you wish.

- ❑ To update WebPlus with any changes, click the  **Accept** button. To abandon changes, click  **Cancel**.

By the way, you may be wondering about the difference between editing standard text and Web Wizard "answer" text. The key point is that if you want to preserve answer fields, you should use the **Wizard** tab to edit their text, as explained in the previous chapter.

- ❑ Click the **Current Page** box at the lower left to switch to the Master Page level. Now try to select just part of the company name text. You can't! Only the entire block of text can be highlighted.


Answer text is stored in fields, and when you select one of them (the company name in this case) the whole field highlights—a sure sign that you're not dealing with standard text! You cannot select only part of an answer text field. However, you can use the usual text editing functions to change the field's character or paragraph properties, or cut/copy/paste answer text fields within the document if necessary.

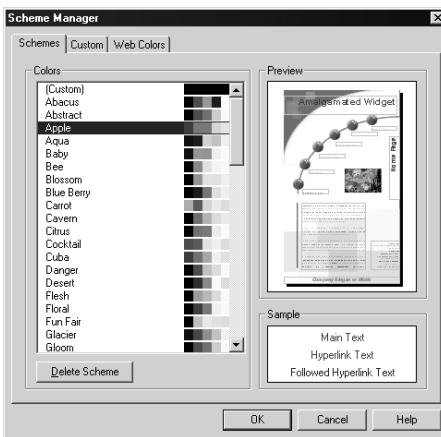
Again, a reminder: If you retype over answer text, you'll effectively destroy the field. The new text you enter at that location will be ordinary text and can no longer be updated via the **Wizard** panel.

## Changing the ‘Web colors’

When you stepped through the Wizard to create the sample site we’ve been working with, you chose one of several alternate **color schemes**. In the previous chapter, we used a paint-by-numbers analogy to explain about the five numbers you can use to mark elements in WebPlus, and how each scheme includes five colors, which get applied to elements with the corresponding number.

By convention, body text in Web Wizard publications is marked with “Scheme Color 1.” That means it takes on whichever color has been defined as Scheme Color 1 in the current scheme (the first of the five colors shown at the top of the sample). In addition, each publication’s color scheme also includes these special **Web color** settings:

- ◆ The **Hyperlink color** applies to hyperlinked text before it’s been clicked on, while the same text after a Web visitor has clicked to “follow” the link takes on the **Followed Hyperlink** color. (The WebPlus sample displays these colors, but you’ll need to view the published site in a browser to preview the actual effect.)
- ◆ A Web site’s **Background**, which is applied to every page, can be either a solid color or a tiled (repeated) picture, usually a bitmap pattern. The tiled picture option works just like desktop “wallpaper”—so a small bitmap can go a long way. The color scheme sample shows  if the scheme uses a tiled bitmap.



You can modify the basic colors (and Web colors) in a scheme, or set a different background bitmap, using the **Scheme Manager**, in the same way that you’d modify the scheme’s five basic colors. To display it, right-click the scheme name (or click the Tools menu) and choose **Scheme Manager...**

## Importing text

Besides typing text into a frame or creating a story using WritePlus, you can use your current word processor (such as Microsoft Word) to create source files for your publication. Then you can cut-and-paste using the Windows Clipboard or import the text directly. It's easy to import text from a file into an existing frame. Let's try it!

- ❑ Using the Pointer tool, right-click the “Here's the place” frame.
- ❑ Choose **Select All** from the Edit menu (shortcut **Ctrl+A**) and press **Delete** to clear the frame.
- ❑ Right-click the frame choose **Text File...** Using the file selection dialog, open **SAMPLE.DOC** in the **SERIF/WP70/SAMPLES/** folder, either in your main Program Files folder or on your WebPlus CD. WebPlus imports the file and places it in the frame.  
**Note:** In this instance, click **No** to decline both the AutoFlow and AutoFit options, which would create additional text frames and adjust the text size to fit the story precisely in the visible frame area.
- ❑ Press **Ctrl+E** as a shortcut to launch WritePlus, and briefly inspect the new sample text. (Items in red are unfamiliar words identified by the AutoCorrect function.) You might try applying some font, size, or style changes.
- ❑ Before continuing to the next chapter, you may wish to save your work.

## For more help on working with text...

In this chapter, you've examined the placeholder text provided by the Web Wizard and learned how to create, edit, and import standard text. You know enough now to begin replacing the placeholder text with your own content. In addition, you should now have a grasp of how the Web color components of color schemes apply to text.

As you work on your actual Web site, you'll benefit from learning how to link frames together, set defaults for new text, use shortcuts, insert returns and special characters, and work with the various proofing tools. For details on these and other text options, see online help.



For help on...	In WebPlus Help, display...	Then...
Overview of WebPlus text	Index	Select "text, overview"
Import text Work with frames and free text	Contents list	See topics in section "How to Work with Text"
Set text properties Use templates and named styles	Contents list	See topics in section "How to Format Characters and Paragraphs"
Set defaults	Index	Select "default properties"
Use proofing tools	Index	Select from "proofing tools"
Color schemes	Index	Select "color: using color schemes"

If you're interested in presenting text or numeric data on your Web pages, you'll want to learn about **TablePlus**, the sophisticated table editor that's built into WebPlus. For an overview, see the QuickTour **Using TablePlus**.



**5**



# **Working with Graphics and Animation**

In this chapter, we'll continue exploring the pages the Web Wizard provided—this time looking at pictures and graphic objects. The focus will be on how to replace the placeholder images the Wizard installed with your own pictures, and how to create new graphic elements.

## Graphics in WebPlus

Web Wizards may incorporate several different types of graphic objects into your publication. You can use the Pointer tool to select, move, and resize them, just as with text objects.

- ❑ On the Home page, click with the Pointer tool on the photo. Try resizing it by dragging from one corner. Press **Ctrl-Z** to undo. Now click in the center and drag it off to one side. Press **Ctrl-Z** again.

**TIP:** Watch the *HintLine* as you drag an object, and it will tell you the object's properties.


- ❑ Drag the photo to the right so it partially overlaps the "Home Page" frame. Now click on the photo where it overlaps the frame, and a blinking cursor appears in the frame. Click again in the same place—the text edit cursor remains. Now hold down the **Alt** key and click. This time, you've selected the photo again.

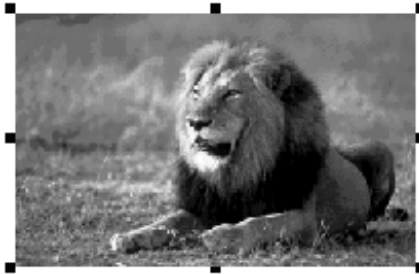
As a general rule, when two or more objects overlap at a particular point, your first click *at that point* selects the uppermost object—typically the one most recently created. Your second click selects the object below the first, and so on. If one of the objects happens to be a text frame, use **Alt**-click to override the text edit cursor.

**TIP:** You can also employ **Alt**-click anytime to drag a text frame from its center.

## Importing a picture or animation

You'll have no difficulty importing such items as metafile clipart, bitmap photos, or animated GIFs. WebPlus can handle all the standard formats. After being imported, each image is stored in the WebPlus publication until you publish the site, at which time it's exported using one of the standard bitmap formats (GIF or JPG) that Web browsers recognize. Let's try importing.

- Click the  **Import Picture** button on the left toolbar.
- Using the file selection dialog, open **PHOTO1.BMP** in the **SERIF/WP70/SAMPLES/** folder.
- Now you have two choices. You can either drag out a box region on the page to set the size of the imported picture, or simply click to insert the picture at a default size. Pick either one. The sample picture (of a lion) will appear, and you can always resize it later by dragging its handles.



By the way, the WebPlus 7.0 Design CD-ROM includes a bonus collection of 20,000 WebArt images, including arrows, bullets/buttons, icons, lines, and animations as well as pictorial Web graphics. You can peruse the collection using your Web browser, then drag and drop images directly into WebPlus. To choose animations, use **Insert/Web Object/Animated GIF...** For details, search for "WebArt" in the online help index.

Note that the time it takes a visitor to load one of your Web pages is directly related to the size of the page's HTML file *plus* any accompanying graphic files. Graphics require larger file sizes, and hence slow down loading time. And even in compressed form, bitmap files like the photo we've just imported tend to be much larger than simple line or shape graphics (see below)—so use them sparingly! Keep picture dimensions to the minimum needed to convey your point. It's always wise to plan your layouts so as to avoid large graphic areas.

## Drawing basic lines and shapes

WebPlus provides three easy-to-use drawing tools. You'll find them on the left toolbar:



**Straight Line**



**Freehand Line**



**QuickShape**

With them, you can add both functional and decorative layout elements—for example, clickable buttons or page dividers. To draw a line, click either line tool, then click and drag. To extend an existing line, begin drawing from one of the line's end nodes.

**QuickShapes** are pre-designed objects that you can instantly add to your page, then adjust and vary using control handles. The QuickShape flyout contains a wide variety of commonly used shapes, including boxes, ovals, arrows, polygons and stars.

- Click the **QuickShape** button, then select a box shape from the flyout. Click and drag out a small box on the screen.

The new box displays a sliding adjustment handle, used to control corner shape. Most QuickShapes have multiple adjustment sliders.

- Drag the slider up for concave corners, down for convex. Note that the tool has reverted to the Pointer, and you can also use it to move or resize the box.

Initially, the box will have a black line border and a clear fill. The easiest way to change the object's line and fill properties is to use the Studio.

- Display the **Line** panel of the Studio's Attributes tab. Try applying a higher Weight value to give the box a thicker border, and click various Type samples for a different line.

- ❑ Now display the Attributes tab's **Color** panel. You can easily change the box's line or fill color and/or shade by first right-clicking a solid color sample, then choosing either **Apply to Line** or **Apply to Fill**. (Left-clicking a sample applies the solid color or shade to the selected object's fill.). For each base color you select, you can pick from multiple shades of that color displayed in the Shades group.

**Note:** You can achieve great results using just solid colors, but for even more impressive effects in conjunction with the .PNG graphic format, explore the Transparency panel on the Attributes tab. Using the samples in conjunction with the Transparency tool, you can create highlights, shading and shadows, and simulate "rendered" realism. You'll find full details in online help, as noted at the end of the chapter.


- ❑ Now click to display the **Fill** panel. Here you'll find an array of predefined color fills in several categories: Linear, Radial, and Conical. Try applying some of the thumbnails to get a feel for the wide range of possibilities. If you want to switch back to a clear fill, click **None** in the drop-down list.
- ❑ In passing, right-click on the box object itself and note the available **Line...**, **Fill...**, and **Transparency...** options that let you adjust all these properties.



The **QuickShape** button lets you draw a whole range of figures, including ovals, polygons, arrows, stars, callouts, and so on. As a mini-project, you might try creating a Home Page button by overlaying a text frame on an unfilled shape. Select both objects, then click the little **Group** button to link them. Later (in the next chapter) we'll see how to add a hyperlink!



## Other tools and techniques


You already know how to select, move, and resize objects. Here are several additional tricks you can carry out on selected objects. Try them out on your sample photo and box graphics!

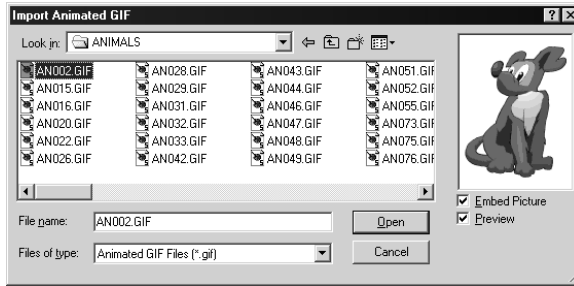
- ❑ Use the  **Rotate** tool to rotate an object around its top left handle. Select the object, then drag one of its handles.

- ❑ Use the  **Crop** tool to crop (or trim) objects. Select the object, then drag one of its handles inward.
- ❑ To draw a shape with constrained dimensions—for example, a square or circle—hold down the **Shift** key while drawing or resizing it.
- ❑ To add more than one object to a selection, hold down the **Shift** key while selecting additional objects. This is handy for moving a cluster of objects while keeping them aligned with each other.
- ❑ You can click the  **Group** button that appears next to a multiple selection to lock the objects together temporarily. This saves you the trouble of having to select them all individually the next time you want to do something to the whole group. To separate (ungroup) the objects, click the button again.
- ❑ To duplicate an object, select it, then press and hold the **Ctrl** key and drag out a copy.
- ❑ To constrain the movement of an object to horizontal or vertical, use the keyboard arrow keys to nudge the selection up, down, left, or right. Alternatively, hold down the **Shift** key after you begin dragging the object.
- ❑ Use the WebPlus layout tools—including rulers, guides, the dot grid, and the **Snapping** button—to position and align items with precision for a professional appearance.

## Adding animations


WebPlus lets you add two varieties of eye-catching animation effects to any Web page: **animated marquees** (scrolling text banners) and **GIF animations**. Using Wizards, you can preview the animation and/or customize the effect. Once placed into your Web publication, the animations appear static, but they will spring to life once the site has been exported and a visitor views your page in a Web browser. Let's see how easy it is to add an animated GIF.

- ❑ Click the  **Insert Animated GIF** button on the left toolbar. The Animated GIF Wizard appears.
- ❑ Click **Next** and select an animation category. We'll leave you on your own to browse through the collection. Just click a title on the list, and watch the animation in the window.



- ❑ As when importing pictures, either drag out a size region on the page or simply click once to insert the GIF. Keep in mind that larger animations will take longer to display.

The animation won't move on the WebPlus page, which only displays the first of the GIF's multiple frames. But keep it on your page so it's available when it's time to preview the Web site in your browser.

You may wish to try the animated marquee effect, too—click the  **Insert Animated Marquee** button on the left toolbar.

- ❑ Before continuing to the next chapter, remember to save your work.

## LogoPlus and more

In preparing your Web site, you may want to take advantage of other WebPlus design features, such as straight lines and shapes, rotation and cropping, layering, and Web image text tags. You'll find hundreds of animated GIFs and thousands of WebArt images, and you can create eye-catching designs with the **LogoPlus** module (some examples are shown at right)—plus you can work directly with scanned or PhotoCD images.

For an illustrated introduction to LogoPlus, see the QuickTour **Using LogoPlus**.



## For more help on working with graphics and animation...



For help on...	Choose from the Help menu...	Then...
Aligning Grouping Exporting Cropping Layering Other object actions	Contents list	See topics in section “How to Edit Objects on the Page”
Lines and shapes Gallery and Portfolio	Contents list	See topics in section “How to Work with Graphics, Animation, and Multimedia”
Importing images	Index	Select “importing”
Setting image tags	Index	Select “Web sites, setting picture display options”
Animation	Index	Select “animation effects”
Sound and video	Index	Select “sound” or “video”
Working with colors, fills, and transparency	Contents list	See topics in section “How to Work with Colors, Fills, and Transparency”



**6**



# **Working with Hyperlinks and Interactivity**

In this chapter we'll look at several ways you can enhance your WebPlus pages to improve the quality and variety of the visitor's experience. If your site has more than one page, **hyperlinking** is essential—it's what enables visitors to navigate through your site—and it's easily accomplished. Adding **Java** and **HTML** is somewhat more challenging, but if you're technically inclined, WebPlus stands ready to support your efforts.

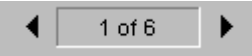

Hyperlinking an object such as a shape, a word, or a picture means that a visitor to your Web site can click on the object to trigger an event. The event might be:

- ◆ A jump to a Web page (either on your site or somewhere else on the Web);
- ◆ The appearance of an E-mail composition window; or
- ◆ The display of a graphic or text file.

You can also place hyperlinked **hotspots** over parts of the page. Let's begin by taking a look at hyperlinks in your Wizard-based publication.

## Hyperlinking text

As a visual cue, hyperlinked words on Web pages are underlined.

- ❑ Open the “Arch” sample file again and zoom in on the upper half of the page.
- ❑ Click the  **Current Page** box to switch to the Master Page layer.
- ❑ Click on the words “About Us.” Because this is an “answer text” field, you'll see an insertion point just before or after the words.
- ❑ Click the  **Insert Hyperlink** button on the Tools toolbar.

The Hyperlinks dialog appears, and the words “About Us” are highlighted because they already include a hyperlink. In the dialog, you can see that the link's destination is “A page in your publication”—page 2 to be precise.

- ❑ Click the drop-down list and inspect the other possible link destinations. Note the **Remove** button that you could use to unlink the selected text (if you wanted to), then click **Cancel**.

To create a new hyperlink in existing text, you would first select the range of text you wanted to link, then click the **Hyperlink** button. The same dialog would appear, and then linking would be simply a matter of choosing the destination and clicking **OK**.

From a design standpoint, it makes sense to include a **navigation bar**—a cluster of links to the various key pages on your site. Put it on the Master Page, so the same links will appear on each page. Instead of using separate text frames, as in this Web Wizard, you might use a single frame across the top of your page, with the links centered—for example:

▪ [Home Page](#) ▪ [About Us](#) ▪ [Our Products](#) ▪ [More Products](#) ▪ [What's New?](#) ▪  
▪ [Directory](#) ▪ [Related Sites](#) ▪ [Send Email](#) ▪

However you design it, consider your navigation bar an essential element. Users will expect it to be there to help them get around your site. Again, it makes sense to plan your basic layouts ahead of time.

## Hyperlinking graphics

Only a few additional words are required here, because the procedure for linking graphic objects is the same as that for linking text. You just select the object to be linked and click the **Hyperlink** button.

- Click the **Current Page** box to switch back to the page layer.
- With the Pointer tool, click on a photo to select it, then click the **Hyperlink** button.

Again, you'll see the Hyperlinks dialog. This is the technique you'd use to hyperlink an entire object. Compare this with the hotspot method, explained below.

## Using hotspots

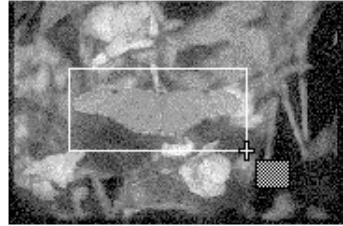
A **hotspot** is a transparent hyperlink region on a Web page. Usually placed on top of bitmap pictures, hotspots act like buttons that respond when clicked in a Web browser. They are especially useful if you want the visitor to be able to click on different parts of a picture (such as a graphic “menu” or map of your site). To give you an idea of how they work, we'll need to create one.

- Click the  **Insert Hotspot** button on the left toolbar. The cursor changes to a cross.

Let's place a hotspot over the butterfly in the photo.

- ❑ Click slightly to the upper left of the butterfly, then drag down and right to draw a box. (You can adjust it later.)

When you release the mouse button, the familiar Hyperlinks dialog appears. This time, it's waiting for you to provide a destination.




- ❑ Select “A page in your publication” and designate page 2 in the drop-down list. Click **OK**.


If necessary, you can use the Pointer tool to move or resize a hotspot, like any graphic. There's no limit to the number of hotspots you can use. You can also add extra nodes to a hotspot, allowing it to be fit into any irregular region; there's more on this in online help.

## About HTML and Java

**HTML**, of course, is the language “behind” basic Web pages—the actual descriptive code that tells a browser what to display and where to display it. While WebPlus doesn't support full-fledged HTML editing, it does allow you to add extra HTML code to a page. Using this approach, you can include HTML fragments generated by another application, copied from another Web page, or perhaps that you've written yourself.

Clicking the  **Insert HTML** button brings up a dialog that lets you enter the HTML code. WebPlus inserts a marker into your publication at the site where the code will run. Since you won't be able to see the effect of the HTML until you preview the exported site, be careful to position the marker correctly. You'll definitely want to check your Web page in a browser!

**Java** is a cross-platform, object-oriented programming language used to create mini-applications called **applets** that can be attached to Web pages and that run when the page is viewed in a Web browser. WebPlus lets you add Java applets to your Web publications. You don't have to write your own! Plenty of applets are available online—for example animation, interface components, live information updating, two-way interaction, graphics rendering, live updating, streaming audio and video, games, and many more.

Clicking the  **Insert Java Applet** button displays a dialog where you list the applet's component files as well as any necessary parameters (as described in the applet's documentation) that specify exactly how the applet should run. You don't necessarily need to understand the underlying code, but it's essential to make sense of any "Read Me" documentation that comes with the applet.

As with HTML, WebPlus inserts a marker into your publication at the site where the code will run. The marker's dimensions probably won't correspond exactly to those of the applet when it's running, so plan your page layout accordingly, and the more preview tests you can run (using various versions of different browsers), the better.

## For more help on hyperlinks and interactivity

The fact is, you now know almost all there is to know about hyperlinking and hotspots! When you're building your Web site, however, you may wish to use **Tools/Hyperlink Manager...** to get a overview of all the links in your publication. You can see the destinations at a glance, check URLs, and display any hyperlink for closer inspection. For additional details, see online help.



For help on...	Choose from the Help menu...	Then...
Creating hyperlinks	Index	Select "hyperlinks, adding to Web page"
Setting hyperlink color	Index	Select "hyperlinks, setting color of"
Creating and editing hotspots	Index	Select "hotspots"
Hyperlink Manager	Index	Select "hyperlinks, using the Hyperlink Manager"
Adding Java	Index	Select "Java applets"
Adding HTML	Index	Select "HTML, adding code to Web pages"



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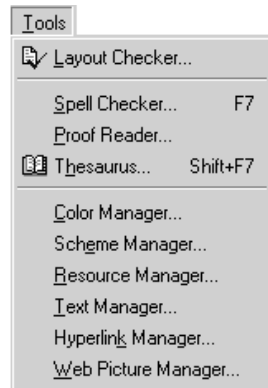


# Previewing and Publishing

It's time to rehearse the final phase of preparing your Web site! In this **previewing and publishing** phase, as we've mentioned, WebPlus takes the publication's pages and converts them to HTML and graphics (pictures) so that a Web browser can display them. You can publish either to a local folder or to an Internet-based Web host. Previewing is similar to publishing locally, except that the exported files are temporary, intended for immediate viewing in your own Web browser.

## Optimizing the publication


Before you preview or publish, it's wise to take advantage of built-in WebPlus tools for checking your publication's content and structure. You can run the **Spelling Checker Wizard**, **Proof Reader Wizard**, and **Thesaurus** to inspect and improve your text. The **Text Manager** displays a list of all the text stories and free text used in your publication, and the **Layout Checker Wizard** can locate (and often correct) problems like objects off the page, empty frames, or overlapping objects. You'll find full details on these features in online help (see the note at the end of the chapter).



## Previewing the site

Previewing the site at least once before actually publishing it is essential. Only by viewing the pages in a Web browser can you make sure that headlines and body text appear the way you intended, page elements fit properly, animations play at the right speed, and links between pages make sense.

Although your Wizard-based publication probably still has a lot of its original placeholder text and graphics, let's try previewing it. (We'll assume you have a Web browser installed.)

- Click the  **Preview Site in Browser** button on the top toolbar.
- In the dialog, check "All" as the page range, and click **OK**.



The WebPlus publication is exported to a temporary folder, and your Web browser launches, displaying the site's Home page. (If your system tries to connect to the Internet as the browser launches, you can dismiss the connection dialog. No Web connection is required for previewing.)

If you saved the animated GIF on the Home page, you'll see it come alive now!

- ❑ As you move the mouse pointer over hyperlinks or hotspots, you'll see the cursor change to the familiar "hand." Click the hotspot you placed over the butterfly in the photo (notice that its border line is now invisible), and you'll jump to page 2.

Previewing gives you a chance to see the site the way your visitors will experience it. Keep track of how fast your pages display in the browser, and remember that the Web will certainly slow them down! Check out each page and take notes on any problems, then go back to WebPlus and make any necessary corrections.


You can preview just one page (or a range of pages) instead of all the pages, by changing the setting in the Preview dialog. All previous temporary files are deleted each time you preview. This means, for example, that if you've already previewed the whole site, and then choose to preview just one page (say, to check revisions), the previously exported pages will no longer be available. If this is inconvenient, you may wish to use the Publish to Folder method, described next.

## Publishing to a local folder

This option, like previewing, exports your publication pages to HTML and graphics files. The key differences are:

- ◆ You designate where the files should go, instead of having them written out to temporary files, which are not really under your control. As noted above, each time you run Preview Web Site, even if you're only previewing one page, your previous set of temporary files disappears. When publishing to a folder, you have the option of overwriting existing HTML files with the same name (recommended); graphics are assigned new file names. Your site as a whole remains intact.
- ◆ Your Web browser doesn't launch automatically. Instead, you're given the option of launching it. If it's already open, simply decline the option, then switch to your browser's window and use its Reload or Refresh command to display the updated page.


Publishing to a local folder is another way of previewing your Web site, and is also the way to share your site with others on a local area network. You don't need to try it right now, but here are the steps involved in publishing to a local folder:

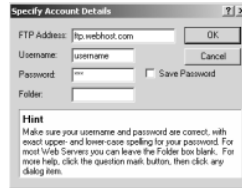
- Click the  **Publish to Folder** button on the top toolbar. In the dialog, locate the folder where you wish to store the output files, or click **New Folder...** to create a new folder.
- As for previewing, you can publish just one page or a range of pages.
- Accept or decline the option to launch your Web browser.

## Publishing to the World Wide Web

WebPlus makes publishing to the World Wide Web almost as simple as publishing to a local folder! Before publishing for the first time, you'll need to gather some basic information from the service provider (as detailed in online help—see the note at the end of the chapter).

When you're ready to publish your Web site, here are the steps to take:

- ❑ Click the  **Publish to Web** button on the top toolbar to display the Web Publishing Options dialog.
- ❑ Specify the number of pages to publish and click **OK**. WebPlus exports the page(s) to temporary files, and then the Account Details dialog appears.
- ❑ Enter the FTP address of your Web host and your pre-assigned Username and Password. Be sure to enter the password exactly as given to you, using correct upper- and lower-case spelling, or the host server will not recognize it. For most Web servers you can leave the Folder box blank, otherwise enter the name of publishing folder. Click **OK**.



- ❑ WebPlus seeks an Internet connection or establishes a new one, and connects to the remote server. Sometimes (for example with online services such as AOL) you'll need to use the service's proprietary log-on software to establish a connection. You'll see a message when all files have been successfully copied.
- ❑ Now you'll be able to see your page(s) "live" on the Web. Point your Web browser to the URL that includes the path to the host server plus the folder to which you published.
- ❑ Congratulate yourself!

## For more help on previewing and publishing...

Before publishing your actual Web site, you'll probably want to review the WebPlus proofing options mentioned above, and learn about adding search engine descriptors. Or you may want details on publishing to an alternate Web server.



For help on...	Choose from the Help menu...	Then...
Printing, previewing, and publishing the Web site	Contents list	See topics in section "How to Print, Preview, and Publish to the Web"
Using proofing tools	Index	Select from "proofing tools"
Adding search engine descriptors	Index	Select "search engines"
Gathering WWW server information	Index	Select "publishing Web sites, to World Wide Web" and consult note on "Gathering server information"



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# Starting from Scratch

We'll assume that by now, you've worked through the Wizard-based examples in the preceding chapters and have a preliminary knowledge of WebPlus tools and techniques—although probably not too much hands-on experience. You've seen that there are lots of ways to customize the Wizard-based publications, and that approach may suit your needs perfectly.

But don't forget that besides offering a variety of Web Wizards, WebPlus gives you the option of starting from scratch and composing each page just as you want it. You may decide to take a hybrid approach: study the Wizard layouts, learn from them, and then apply what you've learned to a brand-new site of your own design.

If you'd like to start from scratch, here are the steps:

- From the Startup Wizard, select the **Start from Scratch** option. From within the program, choose **New...** from the File menu or click the  **New** button on the top toolbar. The new publication will open with a blank page, and you'll see the Page Setup dialog.
- Select a page size (either Standard or Wide), or define a custom size by entering new values for Width and/or Height. Then click **OK**.

Obviously, there's no single formula for coming up with a successful Web site. It may help to have a plan of attack, however, so the following sections provide a brief outline of the process, along with some suggestions to guide your efforts.

## Step 1: Design

It probably goes without saying (but we'll say it anyway) that before starting a site from scratch, you should have mapped out on paper exactly how many pages you'll need, what the basic composition will look like, and how the pages will be linked together.

Unlike a magazine or newsletter, a Web site doesn't depend on a linear page sequence. It makes more sense to think of your site in spatial terms, like a house that people will explore. You can generally assume that visitors will come in through the front door (the Home page)—but where they go after that depends on the links you've provided. These are the corridors that connect the various rooms (sections) of the site. Each room might have a few side doors, but don't let the visitors get lost! Graphic aids like a navigation bar, or clear labeling and/or color-coding for the various sections of the site, can help immeasurably, but only if you include them in your design scheme.

You should ask yourself these basic questions:

- ◆ How many pages will you need?
- ◆ What basic composition will you use?
- ◆ Where will the navigation bar go, and what will it look like? Do you want to use a text-based navigation “header” or “footer”?
- ◆ What font will you use for headlines, body text, and captions?
- ◆ Which color scheme will you use, and will you customize its basic colors or Web colors? (In Web Wizards, body text is marked with Scheme Color 1, but you can depart from that convention.)

## Step 2: Content

The success of your site probably depends more on high-quality content than on any other single factor. As a rule, people will be visiting your Web site because they’re interested in what you can tell them or offer them. Your job is to make that reward as accessible as possible, and make the site’s design quality integral to the experience. You don’t want any elements that throw up barriers to access, or stand out like sore thumbs to detract from the visitors’ positive response.

Make sure you’ve reviewed the mechanics of working with text, graphics, sound and video (if applicable), and hyperlinks before focusing on these questions:

- ◆ Given your basic page composition, how will you vary the layout of each page?
- ◆ Where will your graphics come from? Will you be using any photographs? Do you need to create line or QuickShape graphics in WebPlus?
- ◆ In addition to hyperlinks for your navigation bar and/or footer, where else could you place links for users’ convenience? (Go through your content once it’s on pages and place links to related content.)
- ◆ How might you use animated GIFs and marquees to add interest (especially on the Home page)?

## Step 3: Finishing touches

Before publishing your site to the Web—in effect, throwing open the front door and inviting the world—you’ll want to brush the cobwebs from every corner. Review the advice in the preceding chapter, and consider this checklist:

- ◆ Have you used the WebPlus proofing tools to enhance the quality of your text?
- ◆ Have you run the Layout Checker to inspect for possible problems?
- ◆ Have you specified a Web site title and added search engine descriptors (in **File/Web Site Properties...**)?
- ◆ Have you previewed your site in a Web browser—preferably in several different browsers?
- ◆ Have you reduced graphic file sizes to a minimum to improve load time?

## Design tips and rules of thumb

- ◆ The “performance” of your page is how long it takes for the whole page, including text and graphics, to display completely in a Web browser. Basically, it’s proportional to the total file size of its graphics. As a rule of thumb, *use 60K bytes per page as a maximum*. You can stretch the rule a bit for the Home page.
- ◆ You can determine the actual size of your files by publishing one page at a time to a local folder (using the **Publish to Folder** button), then using Windows Explorer to examine the contents of the folder. View the files by date and **Shift**-select the most recent batch, then right-click and choose **Properties** to see the aggregate byte count. Obviously, the lower the better.
- ◆ To reduce the total size of your graphics, aside from using fewer graphics, make them no larger than they need to be to get your point across. Since file size increases as the square of each dimension, shrinking both height and width by 50% reduces the file size by 75%.

- ◆ Consider setting your monitor to use 256 colors (rather than thousands or millions) for testing purposes. By working at this setting you'll be able to preview how your page will look to users with monitors that only support 256 colors (or are using that setting). Note that the GIF image format, a standard for Web graphics, supports a maximum of 256 colors.
- ◆ Reduce the number of colors in each image, and (except for photos) save as GIF files using the lowest acceptable bit depth your paint program will allow. Use a "Web-safe palette" when possible; you'll find one in the WebPlus Samples folder. You may wish to explore the Web for details on this and other Web design strategies.
- ◆ You'll need to maintain the pages on your Web site, which isn't difficult with WebPlus—all the originals are right there in your publication! As a reference, keep a list showing the page numbers and the contents of each page. You can store the list on the Pasteboard, or (for printing out) on the last page of your publication, which is easy to access by double-clicking the **Next** (right-arrow) button. (You can still publish the whole site; users won't be able to access the last page as long as there are no links to it.)
- ◆ As you're developing Web pages, you'll probably need to carry out some housekeeping tasks on your local hard drive. Note that each time you publish one or more pages to a folder, a new set of image files is generated (although duplicate .HTML file names are overwritten). If you're previewing pages this way, rather than using **Preview Site in Browser** (which overwrites old files), those GIF and JPG files can proliferate. It's a good idea to weed out the old ones periodically. You can sort your Explorer or My Computer window contents by date, then use the "Modified" attribute to determine which files to keep (i.e., the set most recently published). For thorough cleanup, periodically publish the whole site to a new folder and delete the old one.

- ◆ If your site is intended for clients or customers, think of it as more than an electronic business card—think of it as a newsletter with publication deadlines. Don't let more than two weeks go by without making visible changes. The changes don't have to be dramatic; the main thing is to reinforce the perception that your site is dynamic, not static. The Home page should change most often: add new links, or replace old graphics with new ones. Add a new page or two, expanding the original sections. (Be sure to post notice of the new features on the Home page.) Revise the design of any pages that aren't working the way you expected.
- ◆ Visitors' feedback is important. Be direct about asking for comments, and make sure you've included an e-mail return link. Challenge your users to respond! Give them some specific choices to make ("Would you rather see A, B, or C on this page?"). Let them feel they're contributing.
- ◆ As a rule, keep the background and section organization intact so as not to confuse repeat visitors. Sections that began as a single page will require a section menu as soon as a few new pages have been added. If you've got a navigation bar with a button already linked to the original page, turn that target page into the menu page to keep the link intact. From a site management standpoint, it's usually easier to switch content to a new page than to rewire existing links. (You can see the content, but you can't easily see the links.)

## Where should I go from here?

The answer should be self-evident: Get straight back to work with WebPlus! Your own experience will be your best teacher. We're proud of WebPlus, and hope you enjoy using it to develop a Web site you can be proud of, too.

Thanks for joining the Serif product family... and here's hoping we see you online soon!