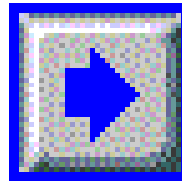
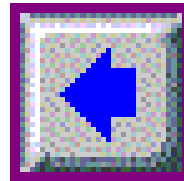
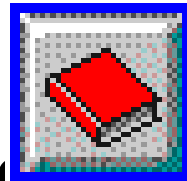


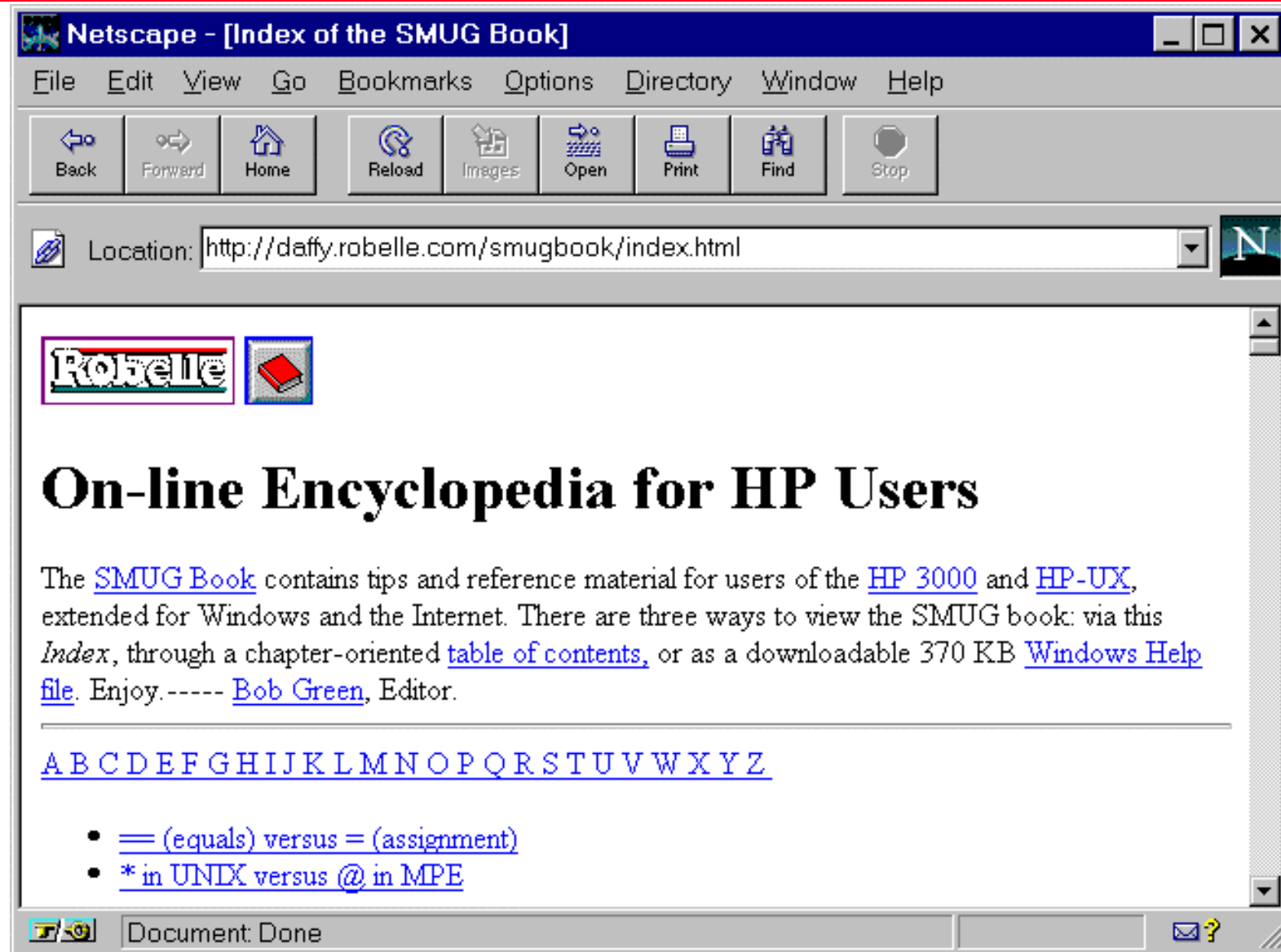
# ***Publish a Book on the Web***

- ◆ **A Robelle Tutorial for Novices**  
**HP World '96**  
**Anaheim, California**  
August 5 - 9, 1996



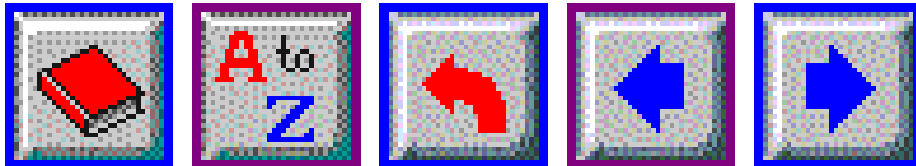
Copyright 1996, Hewlett-Packard Development Company, L.P. All rights reserved. Hewlett-Packard Development Company, L.P. Technology Inc.

# Over a Hundred Web Pages for HP Users



# What's Inside

- Design a Web document that is readable and Web friendly
- Get help from the Web on creating Web pages
- Learn HTML as you create your first Web page
- Check your Web pages for HTML errors
- Make your Web pages work on everyone's browser
- Optimize your pages for quick download over modems
- Convert Web pages into a single WinHelp file



# Components of a Web Page

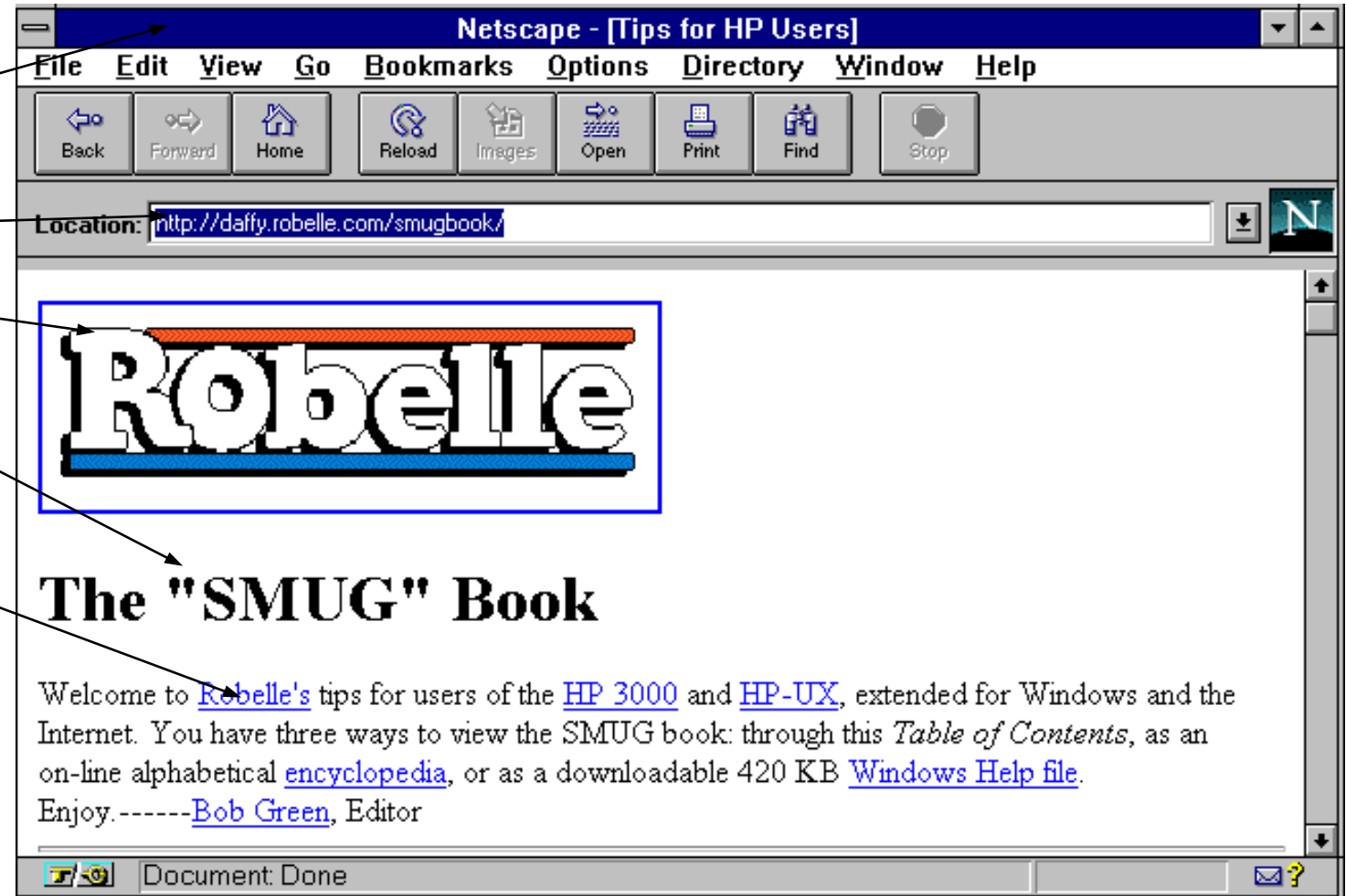
`<title>`

URL

In-line Graphic

Heading `<H1>`

Links



# HyperText Markup Language

Embedded formatting tags

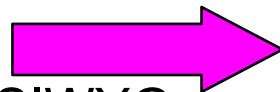
Like TDP, troff, Prose

`<b>SMUG</b>` Book  
becomes

**SMUG** Book

HTML Editors:

HTML Writer



HotMetal - WYSIWYG

HotDog - all tags

Netscape Gold 2.0

```
HTML Writer - [C:\DATA\MPE2UNIX.HTM]
File Edit Search HTML Options Window Help
[Icons: Eye, Cut, Copy, Paste, Undo, Bold, Italic, Underline, pre, H1, H2, H3, H4, H5, H6, Bulleted list, Numbered list, Indent, Outdent, Print, Refresh, Stop, Home, Back, Forward]
<html><head><title>MPE to UNIX Command Xref</title></head><body>
<a href="welcome.html"></a>
<a href="index.html"></a>
<a href="shell.html"></a>
<a href="manpages.html"></a>

<h3>Command Cross Reference from MPE to UNIX</h3>

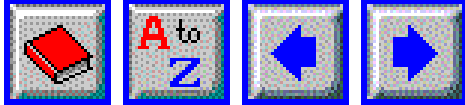
<a href="mpe.html">MPE</a> has one command interpreter,
<code>Ci.Pub.Sys</code>, and a single set of commands.
UNIX has many command interpreters,
called <a href="shell.html">shells</a>,
of which <b>sh, csh</b> and <b>ksh</b> are the most common.
[INS] 3:05:43 PM
```

# Make Your Own Buttons

## Don't Count on the Browser "Back" Button

- ❑ People don't always arrive at a page the way you expect
- ❑ Show the context in first sentence, with links
- ❑ Use navigating buttons
- ❑ Be consistent: if it looks like a button, it should be a button.

Location:

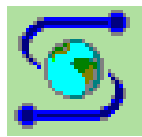
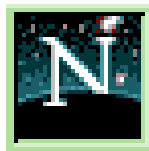


**Command Cross Reference from MPE to UNIX**

[MPE](#) has one command interpreter, `Ci.Pub.Sys`, and a single set of command interpreters, called [shells](#), of which `sh`, `cs` and `ks` are the many UNIX commands are implemented as separate programs, so the

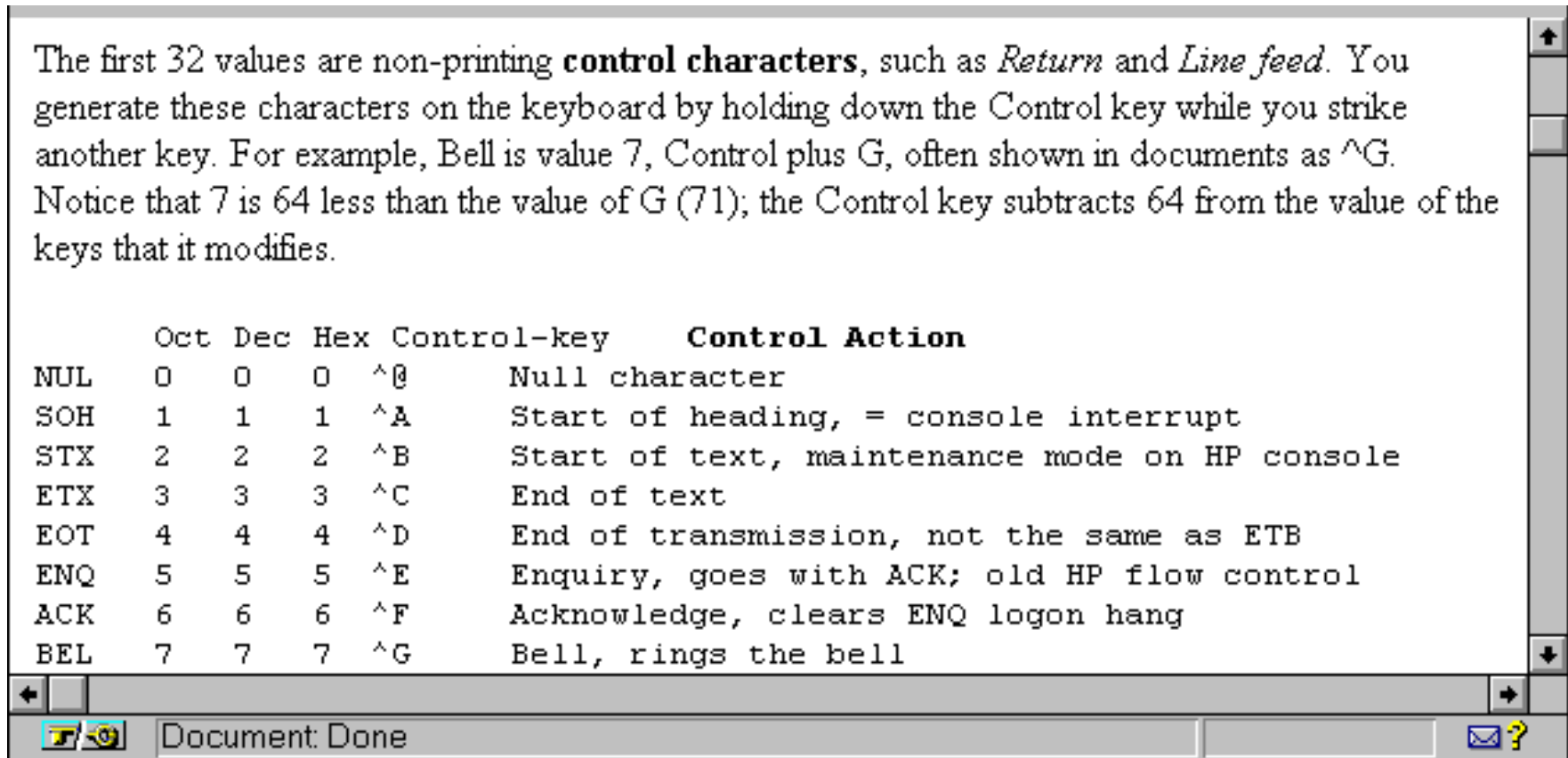
# How Many Browsers Do You Support?

- Tricks which mix up HTML tags in non-standard ways may work on some browsers, but will probably get you in trouble eventually
- Most browsers now handle forms
- Newer graphical browsers handle tables
- `<u>` for Underline and `<blink>` are not standard HTML. Some browsers will die when they see them. Avoid them.
- Frames and JAVA™ applets are okay--ignored by older browsers



# Getting Text to Line Up in Columns

- ▣ Tables are one option, but `<pre>` is a portable alternative
- ▣ `&nbsp;` is not an option (non-blank space)



The first 32 values are non-printing **control characters**, such as *Return* and *Line feed*. You generate these characters on the keyboard by holding down the Control key while you strike another key. For example, Bell is value 7, Control plus G, often shown in documents as ^G. Notice that 7 is 64 less than the value of G (71); the Control key subtracts 64 from the value of the keys that it modifies.

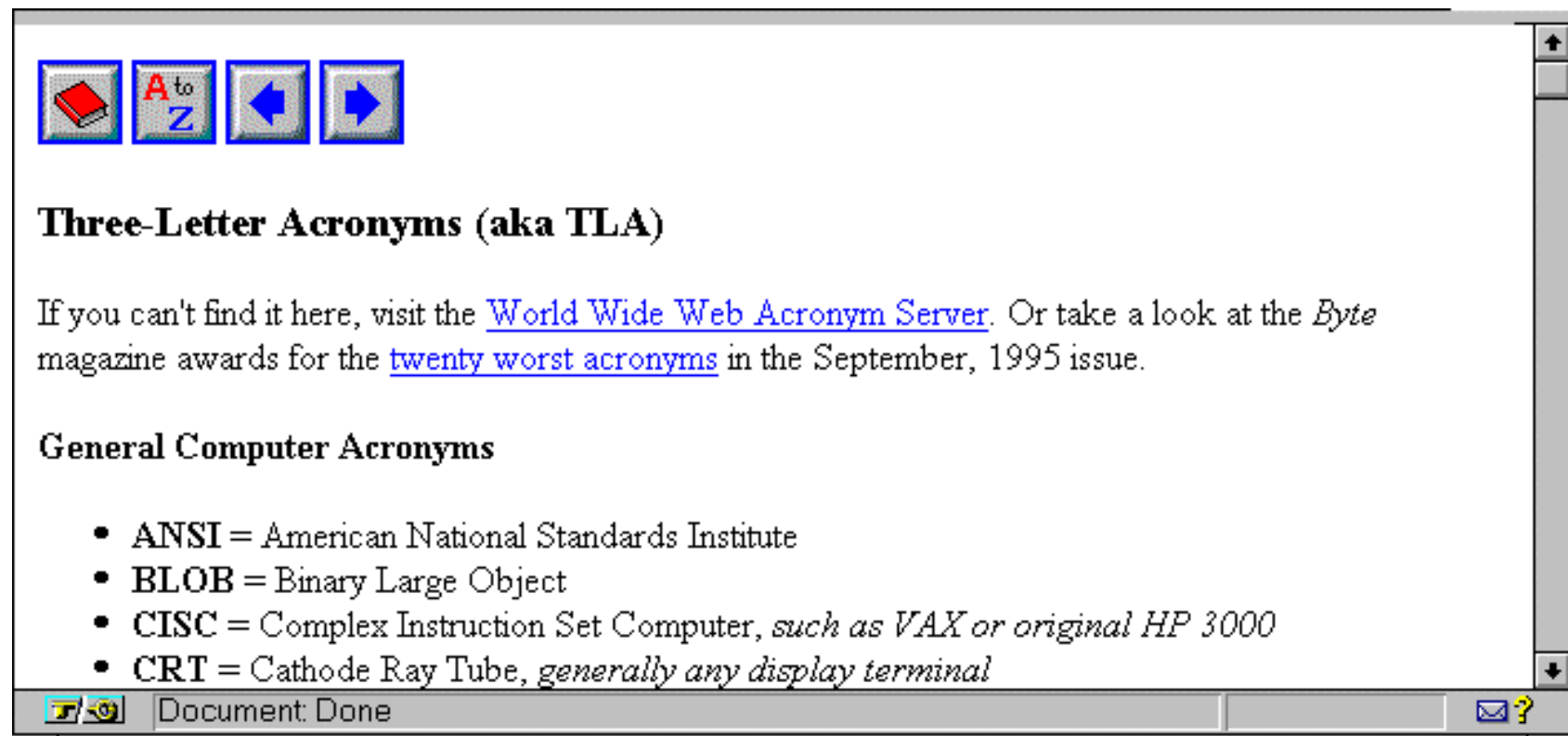
	Oct	Dec	Hex	Control-key	Control Action
NUL	0	0	0	^@	Null character
SOH	1	1	1	^A	Start of heading, = console interrupt
STX	2	2	2	^B	Start of text, maintenance mode on HP console
ETX	3	3	3	^C	End of text
EOT	4	4	4	^D	End of transmission, not the same as ETB
ENQ	5	5	5	^E	Enquiry, goes with ACK; old HP flow control
ACK	6	6	6	^F	Acknowledge, clears ENQ logon hang
BEL	7	7	7	^G	Bell, rings the bell

Document: Done



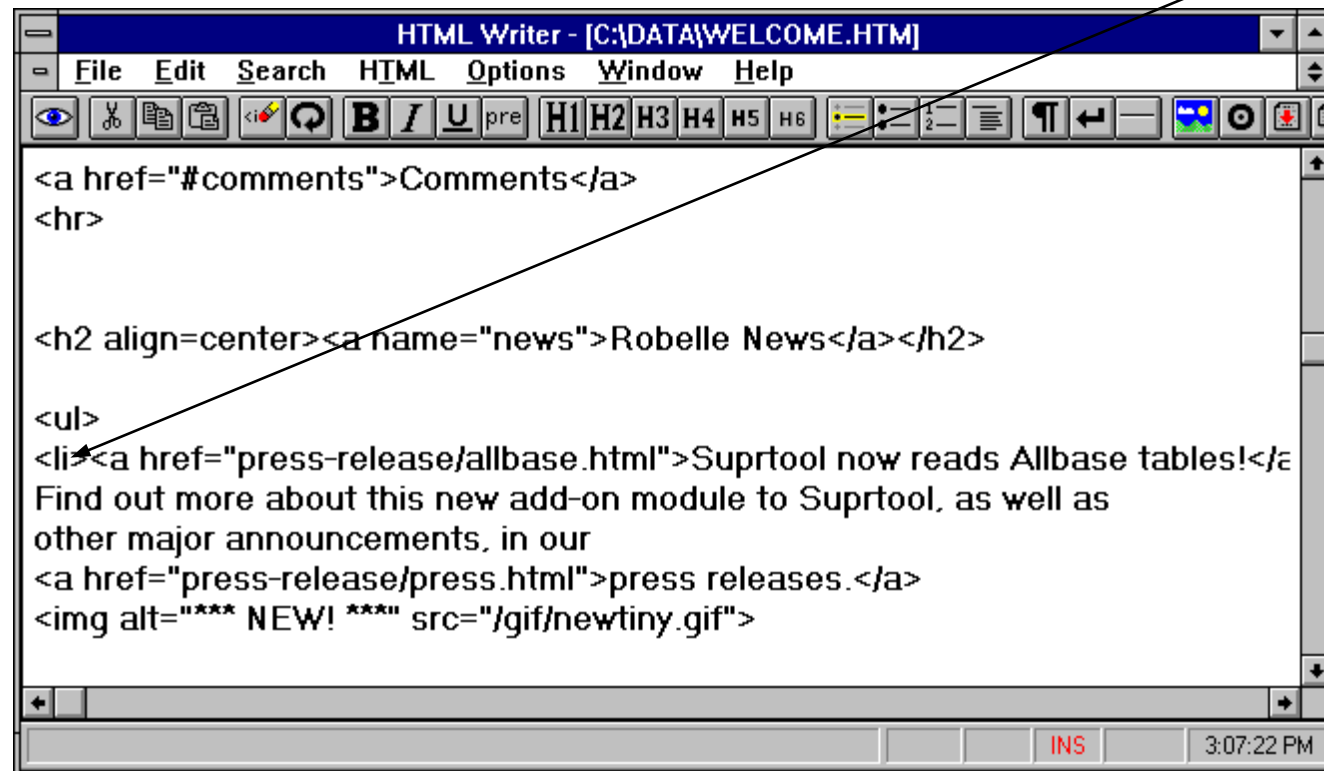
# Use Web Resources to Expand Your Scope

- Provide background by linking to tutorials and white-papers
- Create dynamic footnotes by linking to reference sources



# Weblint Can Check Your Web Pages

- ❑ Use Perl script to check HTML files against the standard
- ❑ `$ weblint welcome.html`
- ❑ `welcome.html(36): illegal context for <LI> - must appear in <DIR|MENU|OL|UL> element.`



The screenshot shows a window titled "HTML Writer - [C:\DATA\WELCOME.HTM]". The menu bar includes File, Edit, Search, HTML, Options, Window, and Help. The toolbar contains various icons for editing and viewing. The main text area displays the following HTML code:

```
<a href="#comments">Comments</a>
<hr>

<h2 align=center><a name="news">Robelle News</a></h2>

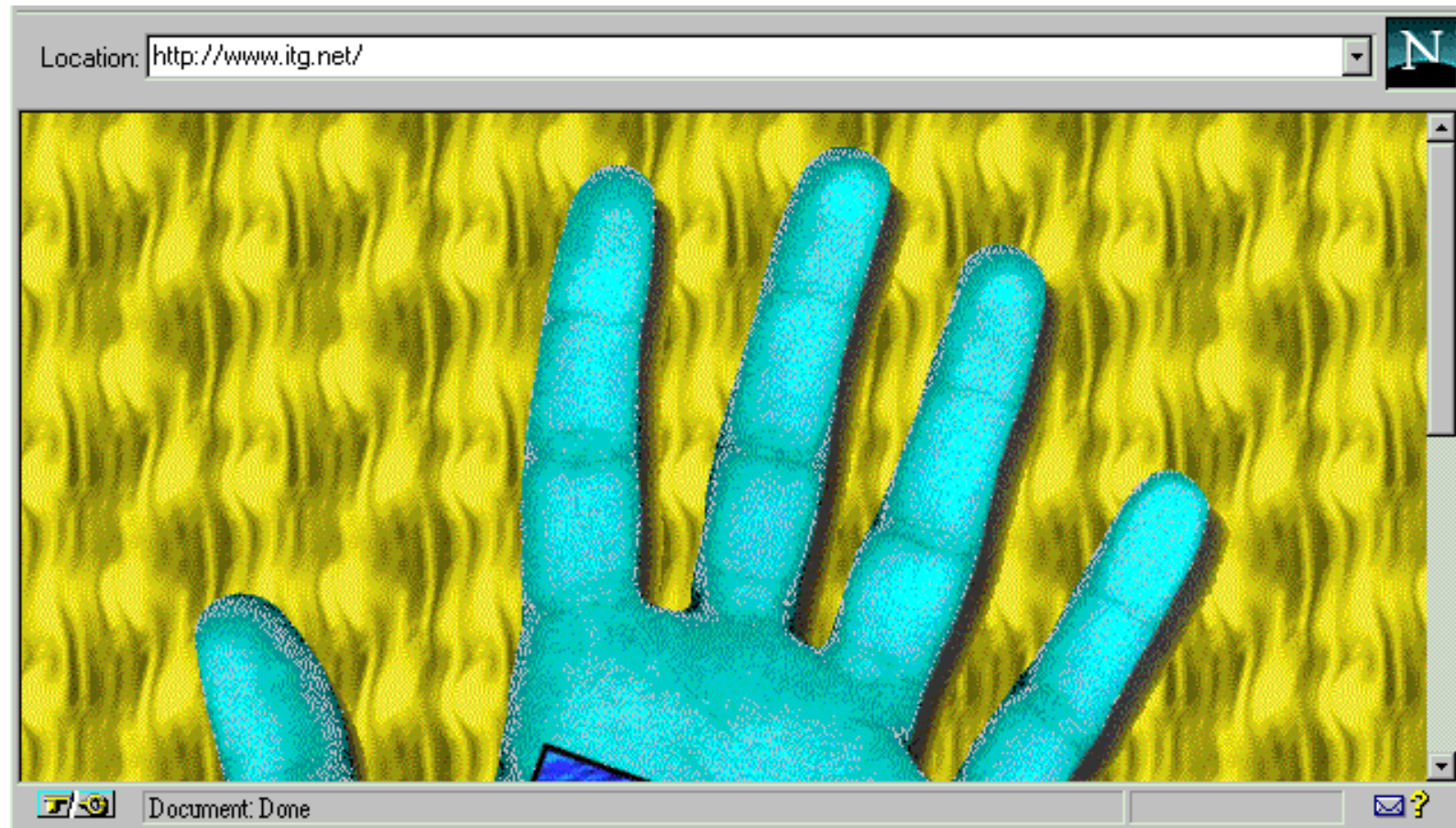
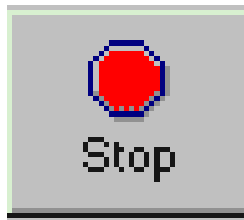
<ul>
<li><a href="press-release/allbase.html">Suprtool now reads Allbase tables!</a>
Find out more about this new add-on module to Suprtool, as well as
other major announcements, in our
<a href="press-release/press.html">press releases.</a>

```

A cursor is positioned at the start of the first `<li>` tag. A black arrow points from the error message in the list above to this cursor.

# How Long Does Your Page Take to Load?

Users may click Stop before they see your message.



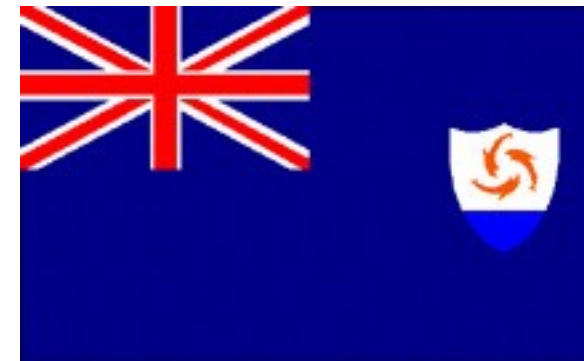
# Adjust Your Graphics for Speed and Impact

- ❑ Crop out a fragment
- ❑ Scale size down
- ❑ Convert to JPEG or GIF
- ❑ Reduce color palette

13 kilobytes. 216x134 pixels JPG 256 colors

1,174 bytes. 56x56 JPG

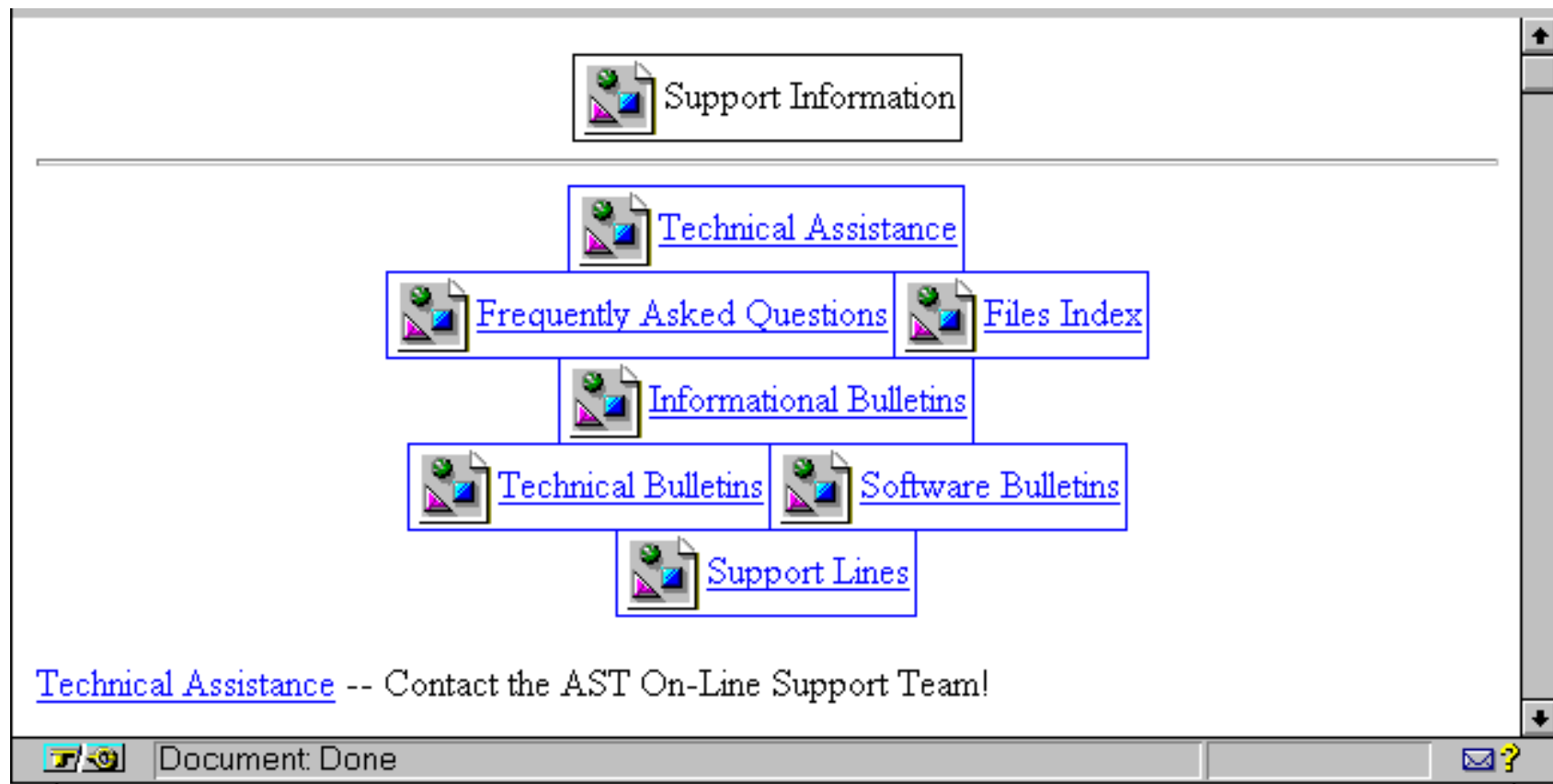
892 bytes. 32x32 JPG



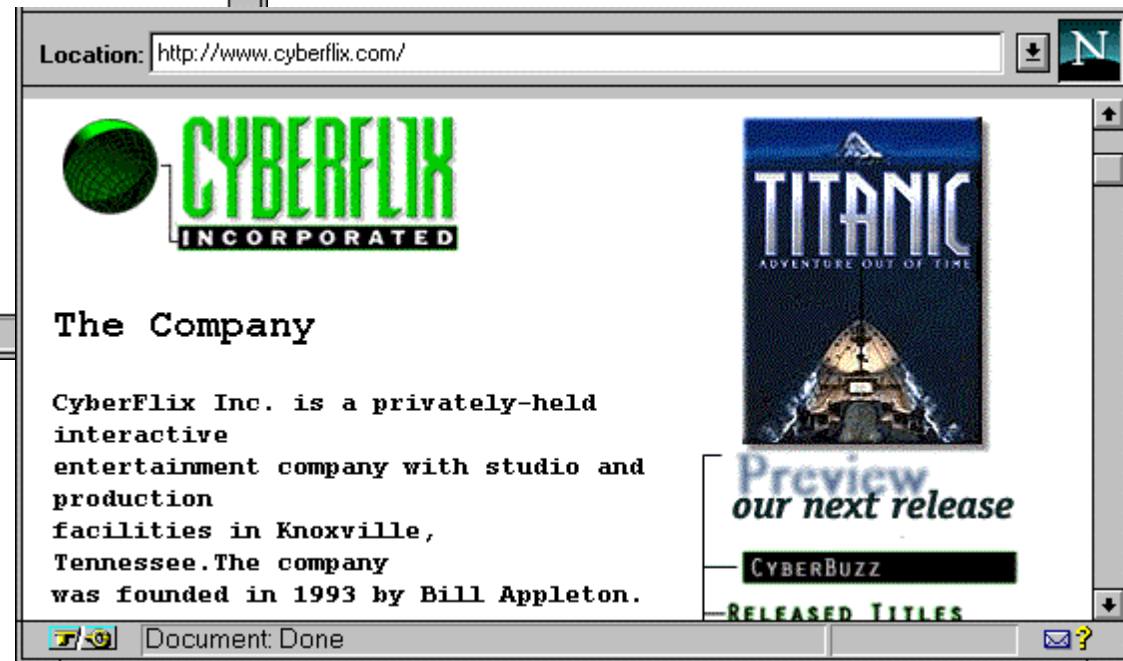
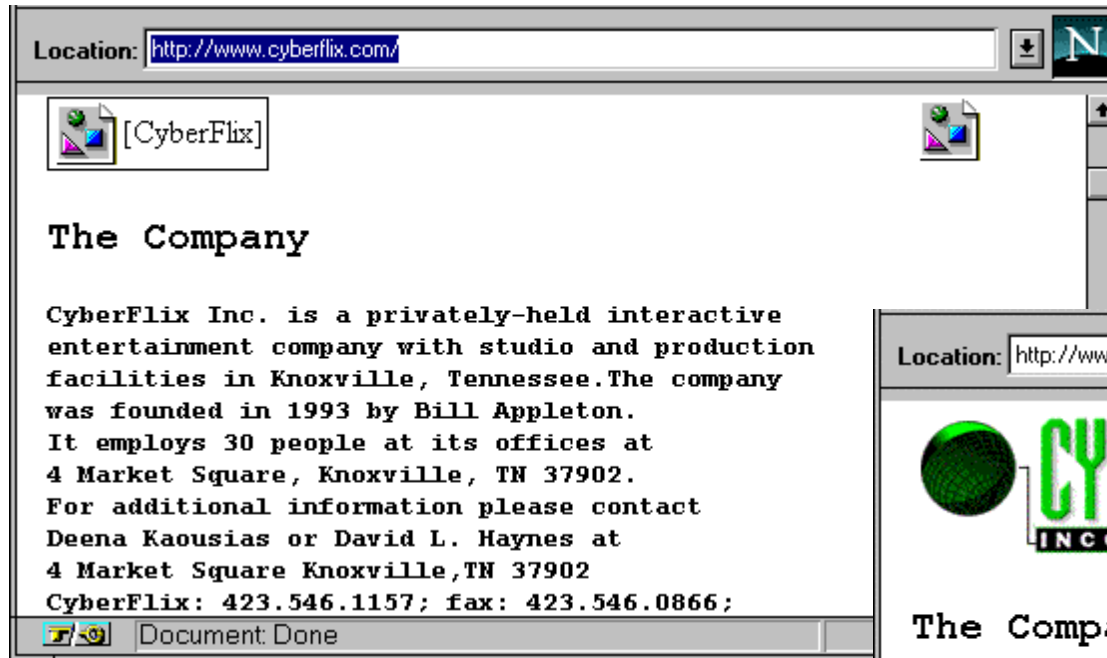
# The User Can Disable Auto-load Images

 Can you tell whose page this is without the company logo GIF?

 alt="[news]" gives alternate text -- important for link graphics

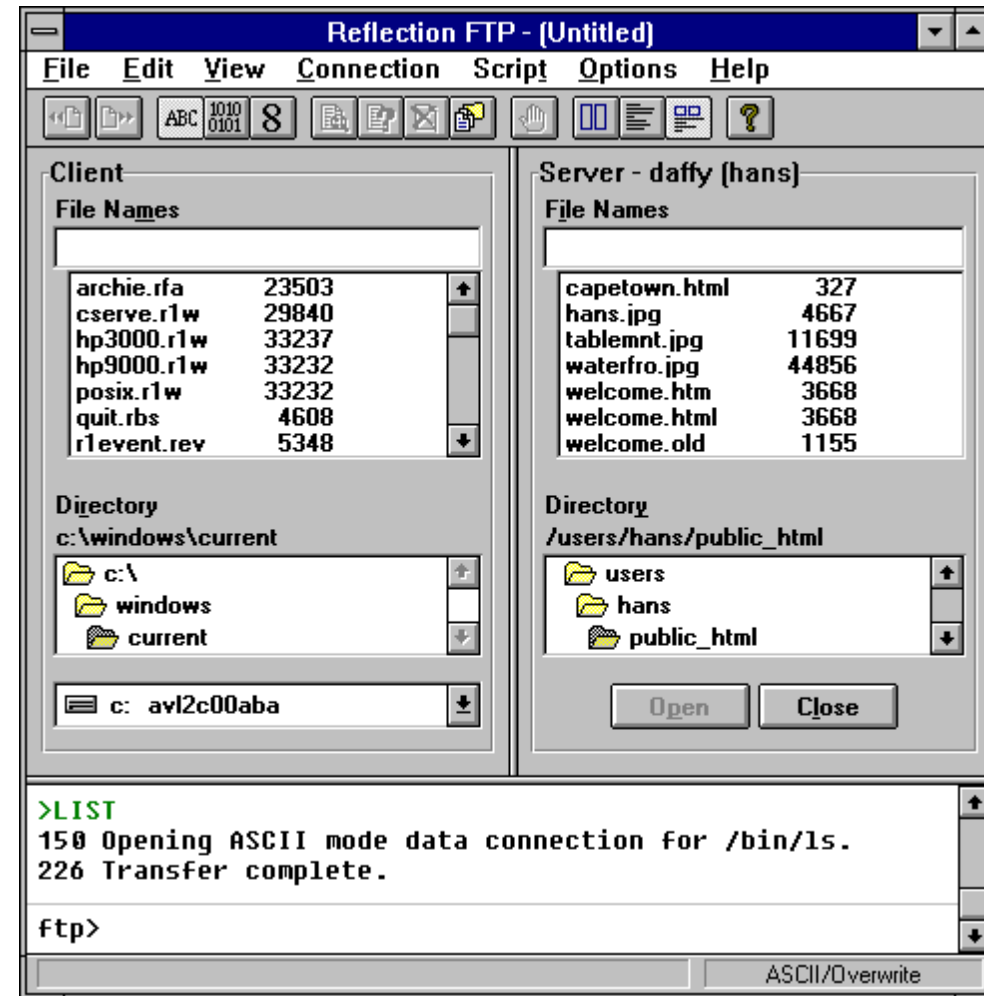


# Don't Put Everything in the Image Map



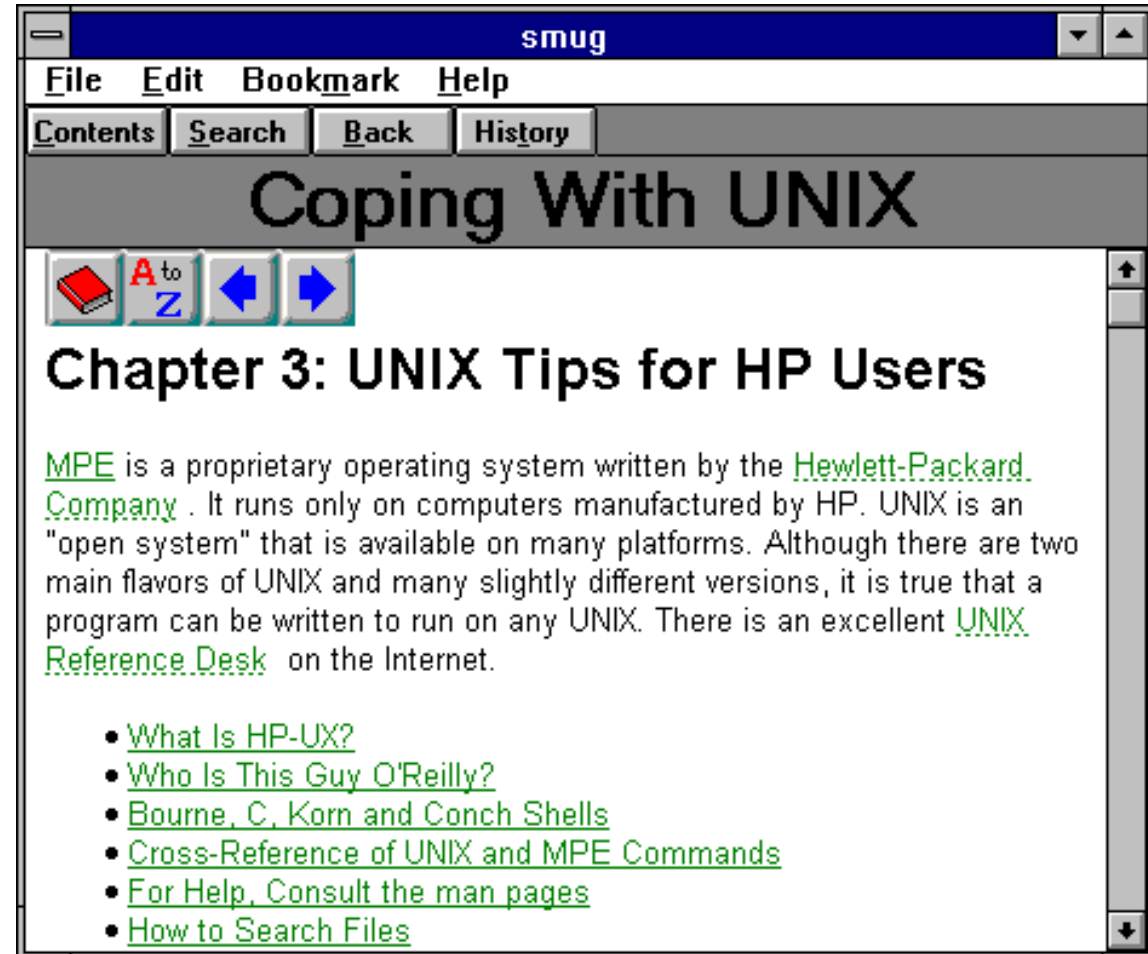
# Installing Your Pages

- To copy your pages from a PC to a server use FTP or Reflection:
  - Use ASCII mode for HTML files
  - Use Binary mode for graphics
- Reflection can transfer multiple files (specify \*.htm or \*.gif)
- Use the MPUT command in FTP
- Neither changes filename extensions



# Convert Web Pages into a Single WinHelp

- ❑ Provide a single file to download
- ❑ Convert HTML to WinHelp
- ❑ Connect WinHelp to browser for external Web links
- ❑ Package as an auto-install EXE





# Summary: How to Publish a Web Book

- Break the book into small “pages” for speed when uploading
- Provide the book as a single file
- Use a consistent, well-mapped page design
- Expand your audience by linking to other sites
- Go easy on the big graphics until everyone has a T1 line
- Degrade gracefully to less powerful browsers
- Download and buy a few good tools to help you

