

# **Serif WebPlus 6**

## **Companion**

*For Windows*



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**Welcome**

## About the Companion

The WebPlus 6.0 *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 Page Wizards—our built-in design assistants—and the WebPlus environment.
- 4 Working with Text.** Describes how to edit the Page 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 these symbols as your key to further information that's available in WebPlus:



**QuickTours.** Illustrated overviews of basic principles, tools, and features. Choose **View a QuickTour...** from the Help menu.



**Online Help.** A complete Visual Reference to the WebPlus interface, plus a comprehensive “How To” section covering goals and procedures. Choose **Contents** or **Index** from the Help menu.

## What's new in Serif WebPlus 6.0...

Welcome to Serif WebPlus 6.0—the easiest way ever to get your business, organization, or household **on the World Wide Web!**

Among new WebPlus 6.0 features, you'll find...

- ◆ **Integrated Wizard Technology for “Smart Documents”**  
Easier, more powerful publication startup interface! Preview multiple Page Wizard categories and document choices—revisit your color scheme and text selections at any time as you continue to work with a publication.
- ◆ **Multiple Document Interface**  
You asked for it... Now you can open more than one publication at a time—even tile your publications and drag-and-drop objects between them.
- ◆ **Improved HTML Support**  
WebPlus now supports HTML 4.0 for better WYSIWYG Web page design. More efficient HTML output eliminates duplicated graphics—and you can use WebPlus to add sound and video, as well as Java and HTML code, to your Web pages. As a bonus, you get hundreds of new GIF animations!
- ◆ **Intelligent Color Schemes**  
Choose from dozens of preset color schemes to change the overall appearance of your Page Wizard publications with a single click. You can customize the scheme colors, create brand new schemes, and apply any scheme to a “from-scratch” publication.
- ◆ **Drag-and-Drop Gallery Objects**  
Now WebPlus comes with built-in logos, flashes, text effects, and other page elements that you can simply drag onto your page, then customize to suit your needs!
- ◆ **On-screen Studio Combining Convenience with Functionality**  
The Studio's panels provide rapid visual access to commonly used controls such as fonts, line settings, and the color table...plus the Portfolio, Color Schemes, and Gallery... all on one compact toolbar.
- ◆ **New Graphic Shapes**  
Break out of the boring box! We've added 27 new graphic shape tools—including stars, triangles, arrows, polygons, and callouts—to add new fun and meaning to your pages.

- ◆ **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! To create a calendar, 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.
- ◆ **20,000 WebArt Collection**  
Browse a bonus assortment of Web-ready graphics, including animations, pictures, and page elements!

## ...and a legacy of powerful features:

- ◆ **Page Wizards for Instant Web Sites**  
Choose from professionally designed site schemes, provide some basic information, then customize to suit your needs. The Layout Checker helps you fine-tune your design for most efficient Web use. Then preview your site in your own Web browser and publish it to the Web.
- ◆ **Easy Editing and Special Effects**  
With WebPlus 6.0, 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!
- ◆ **Amazing Logo/Graphic Module**  
Produce attention-grabbing headlines, unique text effects, and powerful logos instantly using our exclusive LogoPlus creation tool...
- ◆ **Animated GIF Wizard and Animation Library**  
Add life to your Web pages! Choose from over 600 animated Animals, Cartoons, Dingbats, Logos, Objects, and more...
- ◆ **Animated Marquee Wizard**  
Custom-design your own varied and colorful multi-line text messages that scroll across the screen...

◆ **Spell-Checking and Thesaurus**

Enhance your proofreading potential and ensure your site's readability with these built-in support tools...

## **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**

To run WebPlus 6.0, you'll need a system including:

- ◆ 486 IBM-compatible PC (Pentium recommended) with CD-ROM drive and mouse (or other Microsoft-compatible pointing device)
- ◆ Microsoft Windows® 95, 98, 2000 or Windows NT® operating system
- ◆ 16MB (Windows 95, 98) or 32MB (Windows NT) RAM
- ◆ 30MB (minimum install) free hard disk space
- ◆ SVGA (256-color display, 800x600 resolution) monitor; High Color (16-bit) or True Color (24-bit) display recommended
- ◆ Internet account and connection required for use with Web Publishing features and Online Resources

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

## **Installing WebPlus 6.0**

To install the program, simply insert the WebPlus 6.0 CD-ROM into your CD-ROM drive. The AutoRun feature automatically starts the Setup process. (If AutoRun does not start the install, use the Control Panel method as described for reinstallation below.)

Answer the on-screen questions to install the program. You'll have the option of choosing a Recommended install (which optimizes performance by loading speed-critical files to your hard drive for best performance) or a Custom install (which lets you specify which components to copy to your hard drive).

To reinstall the software or change the installation at a later date, select **Settings/Control Panel** from the Windows **Start** menu and then double-click the **Add/Remove Programs** icon.

- ◆ To install, make sure the WebPlus 6.0 CD-ROM is inserted into your CD-ROM drive, then click the **Install...** button and follow the on-screen instructions. To install just one component, choose the Custom option and check only that component.
- ◆ To uninstall, select **WebPlus 6.0** in the scrolling list, then click the **Add/Remove...** button.



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## 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?

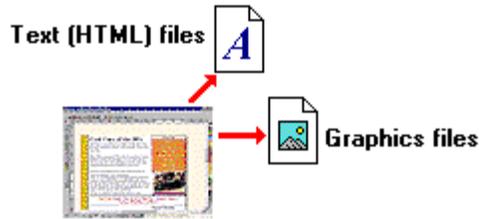
You'll first compose your pages as a **publication** in WebPlus, then publish the pages as a Web site.

Whether you're looking for a business, organization, or personal Web site, you'll probably want to begin by exploring the **Web Page 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 disk, you don't even need a connection to the Internet. Of course, you'll need a Web browser to view your site.

To publish your site on the Web, you first need to register for your free Web space so it will be available when you're ready to publish. Simply choose **Free Web Space** from the WebPlus Help menu and your Web browser will take you to an introductory page.

You can also publish to an existing account elsewhere on the World Wide Web, using WebPlus or a separate FTP utility. For details, consult the online help 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 **Help Contents** from the Help menu, then click **Help on Help**. There, you'll learn about the HintLine, the Visual Reference, and other built-in learning aids.



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## Getting Started

Once WebPlus has been installed, you'll be ready to start. Setup adds a **Serif WebPlus 6.0** 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 Page 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 the menu of introductory tutorials
- ◆ **Online Resources**, to access the Serif and WebPlus Web sites



Whether you're an old hand, or just getting started with WebPlus 6.0, here's a recommended sequence:

- From the Startup Wizard, choose **View a QuickTour**. You'll see the menu of QuickTours (a screen from the online help system). The list also includes links from each QuickTour to closely related help topics.

- ❑ Before proceeding with a QuickTour, take a moment to see what else is available in online help. Click the **Contents** button at the upper left. The menu points you to the extensive Visual Reference and How To sections, as well as to other more specialized pages.
- ❑ Click **Help on Help** for some tips on how to proceed, tailored to individual levels of expertise and experience. When you're done, you may want to branch out on your own—or you can tag along as the rest of us continue this tour...
- ❑ Click the **Back** button to retrace your steps to the QuickTours menu.
- ❑ Now click the link for QuickTour 1, **Introducing WebPlus 6**. 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 close a QuickTour.



The QuickTours follow a suggested sequence, as shown on the menu screen. You can follow the sequence, branch to suggested help topics to learn more, or sample the information in any order you choose.



At this stage we'd recommend that you continue through QuickTour 2, **Preparing Your Publication**, which (together with QuickTour 1) will provide you with a basic overview of WebPlus procedures.

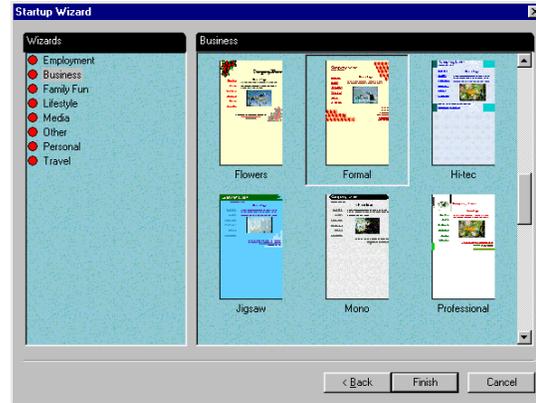
- ❑ When you're done viewing QuickTours, and wish to continue with learning to use a Page Wizard, press **Esc** or click the **Close (X)** button to dismiss the online help window, and return to the Startup Wizard. (Depending how far you've navigated, you may need to choose **File/New** to return to the Startup Wizard.)

## Using a Page Wizard...

**Page Wizards** are built-in design assistants that speed you through the process of creating professional Web sites. In this chapter, you'll use a Page 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 the **Formal Business Site** Wizard. 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 Page Wizard**.



- Click on **Business** in the list of Page Wizard categories on the left hand side Page and then click on **Formal** in the list of designs shown on the right hand side. 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.

- Following the prompt at the upper right ("Type your company details"), type into the three fields to replace the sample text with your own. When you're done, click the **Next>** button at the lower right. To review a prior selection, click the **<Back** button.

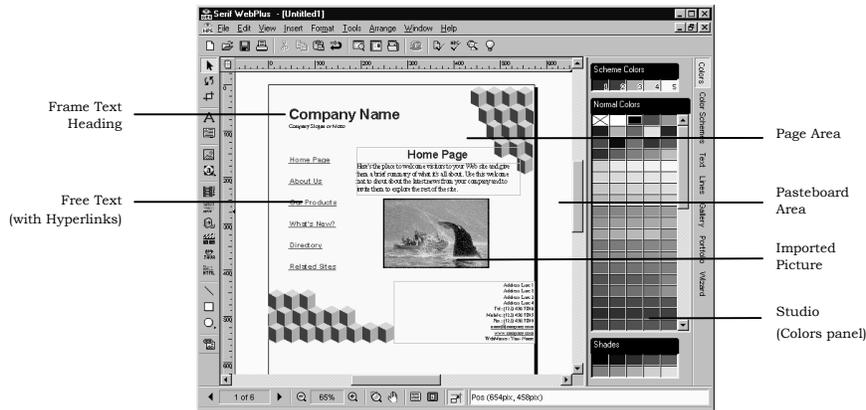
As you step through the selection screens, you'll see the publication preview update to reflect your choices. You can change as much or as little as you like at this point—it's always possible to revisit the choices later!

- At the last Wizard step, you can click various thumbnails to sample different color schemes for the site. Pick the one you prefer; we'll come back to color schemes later in the chapter.
- Click **Finish** 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, including QuickTours, use the Help menu. **Contents** takes you to the main help menu screen, and **Index** pops up the alphabetical list of help topics.

Right-clicking any toolbar, object, or page region brings up a context menu of functions, and you can right-click just about any item in a dialog box for a popup explanation.

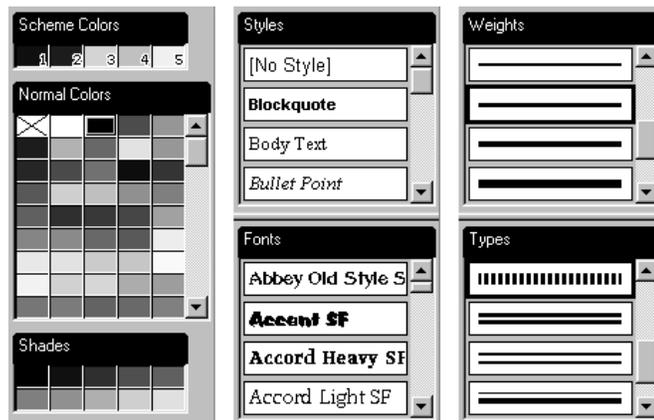
The controls to the left of the HintLine let you set the page view and other display options, and navigate through the publication.

- ❑ 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.

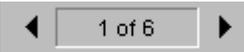
Note that WebPlus displays one page of the six-page publication at a time.

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

- The **Colors** panel (see below) lets you apply color and/or shading to an object.
- The **Color Schemes** panel displays a list of available color schemes that let you instantly revise colors in a Page Wizard publication. You can extend a color scheme to new elements, customize scheme colors, or create entirely new schemes!
- The **Text** panel (see below) provides a visual preview and lets you change the style and font of text objects.
- The **Lines** panel (see below) lets you set the weight and type of lines and shapes.
- 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 edit Gallery objects (see above) or revisit choices you made when creating a publication using a Page Wizard. And that's exactly what we'll do in a moment...



The Studio's Colors, Text, and Lines panels

- ❑ 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 Pages dialog, with several more basic controls—for adding one or more blank pages, adding a copy of the current page, 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 Saved Work** option. You can work on any one publication at a time.

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.)

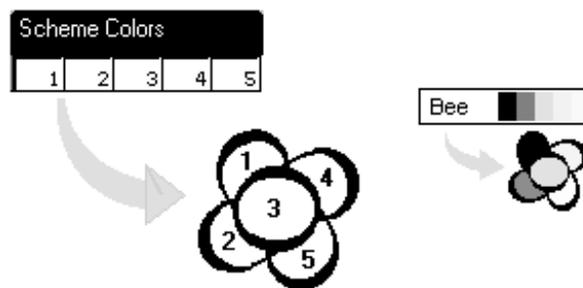
## Customizing Wizard elements

If you're following along, you'll have the Studio's **Wizard** panel displayed at this point. (Otherwise, click **Wizard** on the right.) Now we'll see how easy it is to experiment with and modify a Page Wizard publication.

The "Wizard Questions" group at the top of the **Wizard** panel lists the categories of information that you can customize. Notice that each category corresponds to one of the original Page Wizard steps. Initially, the "Company Details" item is selected. Click **Web Details**.

- ❑ The lower portion of the panel provides boxes where you can review and/or re-enter the "answer text" corresponding to the Wizard questions. Try typing "Welcome" for your opening page title, then click anywhere else onscreen to update the publication.
- ❑ Now click **Color Scheme** in the upper group. This presents you with a list of named schemes (the same list you'll find on the regular **Colors Schemes** panel). 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.



- ❑ Click the “Meadow” color scheme sample and notice that the newsletter’s body text turns purple. Now click the “Mint” scheme and the text turns black.
- ❑ As you switch back and forth, look closely at the top portion of the scheme samples, and you’ll see a group of five colors to the right of the scheme name. Note that that in each case it’s the *first* of the five scheme colors that’s being applied to the text.

In Page Wizard publications, body text has been 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. Which element(s) have been marked with Scheme Color 2? Scheme Color 3? If you need a hint—look closely at the cube patterns.

The bottom portion of each color scheme sample includes the so-called “Web colors,” which we’ll discuss in the next chapter. You can customize any or all of the colors within a scheme using the **Color Manager**. (Display the Studio’s **Color Schemes** panel, right-click a sample, and choose **Color Manager...**)



For more information and full-color examples, take a moment to view QuickTour 11, **Colors and Color Schemes**.

Now that you’ve successfully created and customized a Page 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. By now you should have viewed QuickTours 1 and 2. See online help for additional details.



For help on...	Choose from the Help menu...	The ...
Starting, saving, closing publications	Contents / How To	See topics in section "Work with WebPlus Publications"
Overview of Web site concepts	Index	Select "Web sites, getting started"
WebPlus menus and toolbars	Contents / Visual Reference	Click a menu or toolbar name
Setting up pages Setting view options Using layout tools	Contents / How To	See topics in section "Work with Pages"



4



## Working with Text

Now that you've reviewed the pages the Page 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.

## Two kinds of text

Text in WebPlus is always contained in a box called a **text object**, and you can drag these boxes (and their text) around to position them anywhere on the page. The two kinds of text object are **frame text** and **free text**.

- ◆ A **free text** object is always one box, standing alone. It's ideal for captions, labels, buttons, or short paragraphs.
- ◆ **Frame text** goes in a special box called a **frame**. 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, the enclosed frame text is called a **story**. As a rule, choose frames for body text with longer paragraphs.

Let's begin by seeing how the Page Wizard has utilized frame text.



- 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 block of address and contact information at the lower 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.



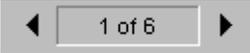
A **down arrow** shows that the frame’s text continues into a following linked frame.

## Objects on the master page

Let’s take a brief detour to review a key WebPlus concept (covered in QuickTour 2)...

- Click the “Company Name” heading 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 heading and slogan (together in one text frame), a graphic at the upper right, and six blocks of free text, each serving as a hyperlink to other site pages. These are the common elements the designer of this particular Wizard has determined should appear on each page of the site.

- While we’re on the master page, click a couple of the free text blocks (e.g. “Welcome” or “About Us”) and note that they, like text frames, display handles when selected. Unlike text frames, you don’t see an outline around a selected free text object.
- Now click the **Current Page** box again (once only) to return to the page layer.

## Working with text objects

It's easy to move or resize a text object. The appearance of the cursor over the selected object tells you what will happen if you click and drag at that point, and the technique is the same for either frame text or free text.

- ❑ Using the Pointer tool, select the “Here's the place” text frame. Position the mouse pointer over the frame so the MOVE cursor is visible. Click and drag to move the frame a short distance, then press **Ctrl+Z** to undo the move.
- ❑ Position the pointer over the frame's bottom middle handle and you'll see the SIZE cursor. Click and drag *down* a couple of inches. Notice that there's more text visible in the frame, and that the frame object itself is on a layer behind the photo object. Press **Ctrl+Z**.



For an introduction to the concept of layers in WebPlus, take a moment to view QuickTour 7, **Layering**.

## Creating text objects

Next, we'll look at how to create free text blocks and text frames.

- ❑ Click the  button on the left toolbar to select the **Text tool**, which lets you edit text on the page or create new free text objects.
- ❑ Scroll either left or right a few inches, so you can see the pale yellow **pasteboard** region outside the page itself. Click with the Text tool and drag out a marquee in a blank region, about half an inch high and a couple of inches wide. You'll see a blinking cursor. That's how easy it is to create a free text object!
- ❑ Without clicking again, type a few words.
- ❑ Select the Pointer tool. The blinking cursor vanishes and you now see the handles of the free text block, corresponding to the marquee you dragged out.

**Tip:** If you simply click on the page with the Text tool (as opposed to dragging out a marquee) you'll create a free text block with a default width.

Creating a text frame is almost as simple as creating a free text block.

- ❑ Click the  button on the left toolbar to select the **Frame tool**. Now locate some more empty space on the pasteboard, and click and drag out a marquee where you want the new frame to go. When you release the mouse button, an empty frame appears and the **Frame Wizard** materializes to assist you in setting up the frame.
- ❑ Click the **Next** button four times, keeping the default options for new frames (one column, no margins, etc.).
- ❑ When you see the “Get text from what source?” prompt, click the “Type directly into the frame” option (we’ll look at the other options shortly.)
- ❑ Click **Next** again, then click **Finish**. WebPlus switches to the Text tool, with an insertion point in the frame. For now, type a few phrases—we’ll return to this new frame in a moment.
- ❑ Select the Pointer tool, and you’ll see handles around the text you’ve just entered. (Notice that the borders of the enclosing frame are *not* selected.) The selected block looks a lot like a block of free text, except that it’s contained in a frame. And that’s an accurate observation, as our next experiment will show...
- ❑ Click the block of free text you created and drag it over this new text frame. When you drag over the text block inside the frame, you’ll see the block highlight and the Flow cursor appear.
- ❑ Drop the text block and it will be inserted into the text frame below the original block. You can drop free text into a frame, and place it before or after an existing block. Watch the arrow on the Flow cursor to see where the text will go—either above or below the highlighted block. (Hold down the **F2** key to toggle the action.)



**Text drops before block**



**Text drops after block**

- ❑ Now hold down the **Ctrl** key and select the block you’ve just dropped into the frame. This time the COPY cursor appears, and you can drag the block copy out onto the pasteboard, and drop it—note that it becomes free text again!

At this point, you might take some time to experiment with creating more free and frame text objects. Don't worry if you start to clutter up the workspace. You can delete any object simply by selecting it and pressing **Delete**. Remember that to select, move, or resize a text object, you should use the Pointer tool. The Text tool is reserved for editing the text contained in the box—not the box itself.

## Editing text

Web Plus lets you edit text directly on the page, or with **WritePlus**, the built-in text editor.

- Click the  button to select the **Text tool**.

The Text tool displays an I-beam cursor that lets you click in any free- or frame-text paragraph for an insertion point. You can type into the paragraph, drag to select characters, and use the formatting controls on the top toolbar. Use the Pointer tool to select an individual paragraph (as a separate text block) and carry out operations on the whole paragraph.

- Click in a sample block of free text, then try changing the font and pointsize of its text using the controls on the top toolbar.



- If you like, try clicking the Studio's **Text** panel and using it to alter the font by dragging a font name onto a block of text.
- Now double-click the "Here's the place" frame on the page. Double-clicking on text launches **WritePlus**, with the text displayed.

You can move the mouse pointer around the window to view tooltips and hint text for the various buttons. Writing and proofing aids include Find and Replace, Spelling Checker, AutoSpell, Thesaurus, and AutoCorrect. Editing text with WritePlus is just like using a word processor.

Note that the text in this frame is simply a placeholder for the text you'll be adding. 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 your changes, click the  **Accept** button. To abandon changes, click  **Cancel**.

**Note:** While editing on the page you cannot select text in more than one text block at a time. To edit the whole story, use WritePlus.



For an illustrated overview of WritePlus, see QuickTour 3, **Using WritePlus**.

By the way, you may be wondering about the difference between editing standard text and Page Wizard “answer” text. The key point is that if you want to preserve answer fields, you should use the **Wizard** panel to edit their text.

- ❑ With the Text tool, click the first line in the name/address block at the lower right, and drag down. Note that the whole line highlights.

Answer text is stored in fields, and when you select one of them 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 Text tool (or WritePlus) to change the field's character or paragraph properties, or cut/copy/paste answer text fields within the document if necessary.

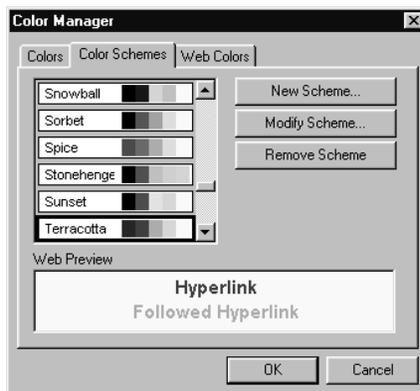
Keep in mind that if you retype over answer text, you'll effectively destroy the field. The new text you enter at that location will be ordinary text and can no longer be updated via the **Wizard** panel.

## Changing the ‘Web colors’

When you stepped through the Wizard to create the site we've been working with, you chose one of several alternate **color schemes**. In the previous chapter, we used the 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 Page 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 Web colors within a scheme, or set a different background bitmap, using the Color Manager's **Color Schemes** tab, in the same way that you'd modify the scheme's five basic colors. Display the Color Manager, select the scheme name in the list, and click the **Modify Scheme . . .** button.

## Importing text

Besides typing text on the page as free text 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.

Earlier, we saw that the Frame Wizard provides the option of importing from a word processor file when you create a new frame. It's also a snap to import text into an existing frame. Let's try it!

- Using the pointer tool, select the “Here's the place” frame (you'll see it outlined in blue when selected).

- ❑ Now right-click the frame and choose **Insert text file...** When the dialog reminds you that there's already text in the frame, click **Replace**. Using the file selection dialog, open **SAMPLE.DOC** in the **SERIF/WP60/SAMPLES/** folder, either in your main Program Files folder or on your WebPlus CD. WebPlus imports the file and places it in the frame. (For now, decline the AutoFit option, which would adjust the text size to fit the story precisely in the visible frame area.)
- ❑ If you wish, double-click the frame to launch WritePlus and briefly inspect the new sample text at a glance. 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 Page Wizard and learned how to create, edit, and import both free text and frame 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.

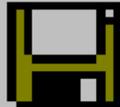
As you work on your actual Web site, you'll benefit from learning how to link frames together, set defaults for new text, use shortcuts, insert returns and special characters, and work with the various proofing tools. For details on these and other text options, see online help.



For help on...	Choose from the Help menu...	The ...
Overview of WebPlus text	Index	Select "text, overview"
Import text Work with frames and free text	Contents / How To	See topics in section "Work with Text"
Set text properties Use templates and named styles	Contents / How To	See topics in section "Format Characters and Paragraphs"
Set defaults	Index	Select "default properties"
Use proofing tools	Index	Select from "proofing tools"



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 QuickTour 5, **Using TablePlus**.



**5**



## **Working with Graphics and Animation**

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

## Graphics in WebPlus

Page 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 down and to the left so it partially overlaps the repeating cube pattern. Now click on the photo in the overlapping region, and click again (slowly) a couple of times. Each time, you'll notice a different set of handles appear, as first the photo, then the pattern, is selected.

When two objects overlap at a particular point, your first click *at that point* selects the uppermost object. Your second click selects the object below the first, and so on.

**Note:** If you're working in the older HTML 3.2 mode (see Chapter 8), overlapping objects will be converted to single graphics when the publication is exported as a Web page. In this mode, WebPlus flags overlapping objects with a red line border, and you should separate the objects unless you want them exported as a graphic. (Overlap is not a problem in the newer HTML 4.0 mode.)

## 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. The Import Picture Wizard appears. Select the "From File" option and click **Next**, then **Finish**.
- ❑ Using the file selection dialog, open **PHOTO1.BMP** in the **SERIF/WP60/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.



WebPlus 6.0 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 the Animated GIF Wizard. 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:



**Line**



**Box**



**Shape (flyout)**

With them, you can add both functional and decorative layout elements—for example, clickable buttons or page dividers.

- Click the **Box** button, then click and drag out a small box on the screen.

Initially, the box will be simply an empty rectangle with a black line border and a clear fill. The tool has reverted to the Pointer, and you can use it to move or resize the box. The easiest way to change the object's line and fill properties is to use the Studio.

- Display the Studio's **Lines** panel. Try clicking samples in the **Weights** group or the **Types** group to change the thickness or line type of the box border. (You can drag and drop from a sample onto any shape.)
- Now display the Studio's **Colors** panel. You can easily change the box's line or fill color and/or shade by first right-clicking a color sample, then choosing either **Apply to Line** or **Apply to Fill**. (Left-clicking a sample applies the color or shade to the selected object's fill.) For each base color you select, you can pick from 10 shades of that color displayed in the **Shades** group.
- In passing, right-click on the box itself and note that you have **Line...** and **Fill...** options that let you adjust all Line or Fill properties, including color. You'll see a dialog with an array of choices for setting the properties of the object's line border.

The **Line** button lets you draw lines, while the **Shape** button offers a whole flyout of possibilities, including ovals, polygons, arrows, stars, callouts, and so on. To create a button, try overlaying an unfilled shape on a text block, then hyperlink the graphic (see next chapter).



## 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!

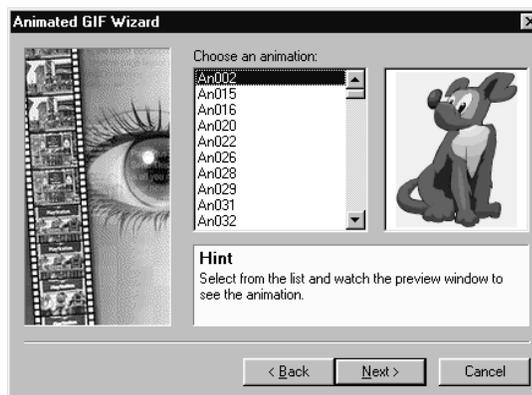
- QT
 Use the  **Rotate** tool to rotate an object around its top left handle. Select the object, then drag one of its handles. For details, see QuickTour 9, **Rotating and Flipping Objects**.
- Use the  **Crop** tool to crop (or trim) objects. Select the object, then drag one of its handles inward.
- 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.
- QT
 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. For details, see QuickTour 6, **Grouping Objects**.
- To duplicate an object, select it, then press and hold the **Ctrl** key and drag out a copy.

- QT** 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. For details, see QuickTour 8, **Positioning Objects**.
- QT** 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. For details, see QuickTour 10, **Precision Layout**.

## 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 create 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 Wizard's preview window.



- When you've made your selection, click **Next**, then **Finish**.

- ❑ 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, and (if using HTML 3.2) avoid overlapping the GIF with another object.

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.

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

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 QuickTour 4, **Using LogoPlus**.



For help on...	Choose from the Help menu...	Then...
Aligning Grouping Exporting Cropping Layering Other object actions	Contents / How To	See topics in section "Edit Objects on the Page"

Lines and shapes Gallery and Portfolio	Contents / How To	See topics in section "Work with Graphics, Animation, and Multimedia"
Importing images	Index	Select from "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	Contents / How To	See topics in section "Work with Colors 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.

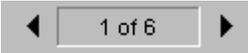
Hyperlinking an object such as a box, a word, or a picture means that a visitor to your Web site can click on the object to trigger an event. The event might be:

- ◆ 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 hyperlink **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.

- Set your display so you can read the column of underlined text on the left side of the Home page (page 1).
- Click the  **Current Page** box to switch to the Master Page layer.
- Choose the Text tool and single-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 top 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 blocks of free text, as in this Page Wizard, you might use a single text 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 the 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

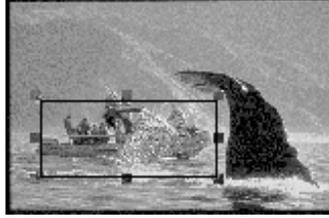
A **hotspot** is a transparent hyperlink region on a Web page. Usually placed on top of bitmap pictures, hotspots act like buttons that respond when clicked in a Web browser. They are especially useful if you want the visitor to be able to click on different parts of a picture (such as a graphic “menu”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

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

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

- ❑ Click slightly to the upper left of the boat, 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** 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.

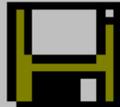
As with HTML, WebPlus inserts a marker into your publication at the site where the code will run. The marker's dimensions probably won't correspond exactly to those of the applet when it's running, so plan your page layout accordingly, and the more preview tests you can run (using various versions of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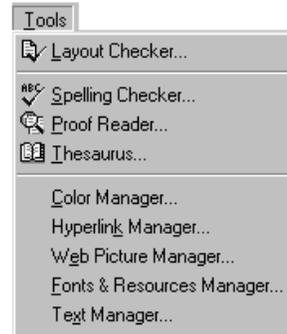
## Previewing and Publishing

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).

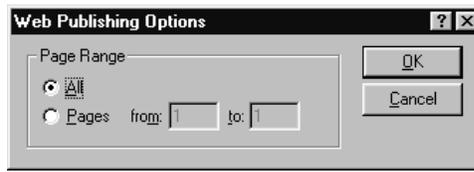


## Previewing the site

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 boat 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 Site 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. If you're using HTML 3.2, we recommend creating a separate file for each page and left-aligning Web 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! As a WebPlus user, we've made it easy for you to get free Web space and E-mail. Simply choose **Free Web Space** from the Help menu to set up your account. That way you'll have your user name and password available when you're ready to publish to the Web.

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

- Click the  **Publish Site to Web** button on the top toolbar to display the Web Publishing Options dialog.

- ❑ Specify the number of pages to publish and click **OK**. If you're exporting in HTML 3.2 format (see next chapter), set additional choices if any. 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...	The ...
Printing, previewing, and publishing the Web site	Contents / How To	See topics in section "Print, Preview, and Publish to the Web"
Using proofing tools	Index	Select from "proofing tools"
Adding search engine descriptors	Index	Select "search engines"
Publishing to an alternate server	Index	Select "publishing Web sites, to World Wide Web" and consult note on "Gathering server information"



8



## Starting from Scratch

By now, we'll assume 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 Page 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?
- ◆ Which version of HTML will you use: 3.2 or 4.0? (See the section on HTML later in this chapter.)
- ◆ 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 Page 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:

- ◆ Will you lay out text as frames, free text, or a mix of both?
- ◆ 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 shape graphics (lines, boxes, ovals, etc.) 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?

## HTML 3.2 and 4.0

If you're used to working in a desktop publishing environment, you may have to scale back your typographic expectations somewhat when designing for the Web. With its built-in support for HTML 4.0, however, WebPlus gives you considerably more freedom. It's useful to compare HTML 4.0 to its predecessor, HTML 3.2.

With **either format**, you can in theory use any font you like. However, if a specified font isn't present on a visitor's computer, an available font will be substituted, with unpredictable results for your beautifully designed layout! As a rule, stick with the standard Windows fonts (Times New Roman, Arial, Courier New, and Symbol). To be sure, run the Layout Checker, which will warn you if your publication uses other fonts. You'll have the option of converting each such instance to a picture—which will ensure the non-standard font's appearance is preserved.

**HTML 3.2** has the advantage of working on most browsers, but constrains your page design options, especially with regard to object placement. With HTML 3.2, WebPlus must construct Web pages using complex tables. Each object must fit in a separate cell, and any objects that overlap on the page must be converted to a single graphic, which can greatly add to the file size of freeform layouts. If you're working in 3.2 mode, WebPlus flags overlapping objects with a red line border. To overcome the condition, simply drag the objects apart until the red line disappears.

**HTML 4.0** produces smaller, faster, higher-quality Web pages but can only be viewed on Internet Explorer 3 and above, or Netscape Navigator 4 and above. In laying out text, you can specify any point size, use variable leading and letterspacing, and even justify paragraphs! The result is a much closer WYSIWYG match between what you see on-screen in WebPlus and what ends up in the Web browser.

Because HTML 4.0 positions elements using absolute coordinates, WebPlus can output your pages without using tables. Overlapping is no longer as serious an issue in page design, and file sizes are reduced.

**To sum up:** Chances are good (and getting better all the time) that you can safely adopt HTML 4.0 as your publishing standard. In the rapidly-changing environment of the Internet, users who stick with obsolete browsers are few and far between. For this reason, HTML 4.0 is the default choice in WebPlus. If necessary, you can switch between HTML 4.0 and 3.2. Note that changing the HTML version does not affect the structure of your WebPlus publication, only the format used to publish it as a Web site.

## Design tips and rules of thumb

- ◆ You may want to consider setting your monitor to use 256 colors (rather than thousands or millions). This is because the GIF image format, the standard for Web graphics, supports a maximum of 256 colors, as do many of the monitors in current use. By working at this setting you'll be able to preview how your page will look in most users' Web browsers. For predictable results, choose colors from the built-in WebPlus palette (on the Studio's **Colors** panel) rather than inventing your own.

- ◆ 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 determine the actual size of your files by publishing one page at a time to a local folder (using the **Publish Site 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%.
- ◆ 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.
- ◆ Think of your site 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 our product family... and here's hoping we see you online soon as a member of the Serif community!