

Head Content

HTML files consist of two main sections: the head section and the body section. The head section is one of the more important sections of a Web page. A standard HTML page contains a <head> tag and a <body> tag. Contained within the head section is site and page information. With the exception of the title, the information contained in the head does not display in the browser. Some of the information contained in the head is accessed by the browser and other information is accessed by other programs such as search engines and server software. In Figure 3-111, the head content of the Everglades page is displayed. The title and the default meta tag are the only pieces of information currently contained between the start <head> and end </head> tags.

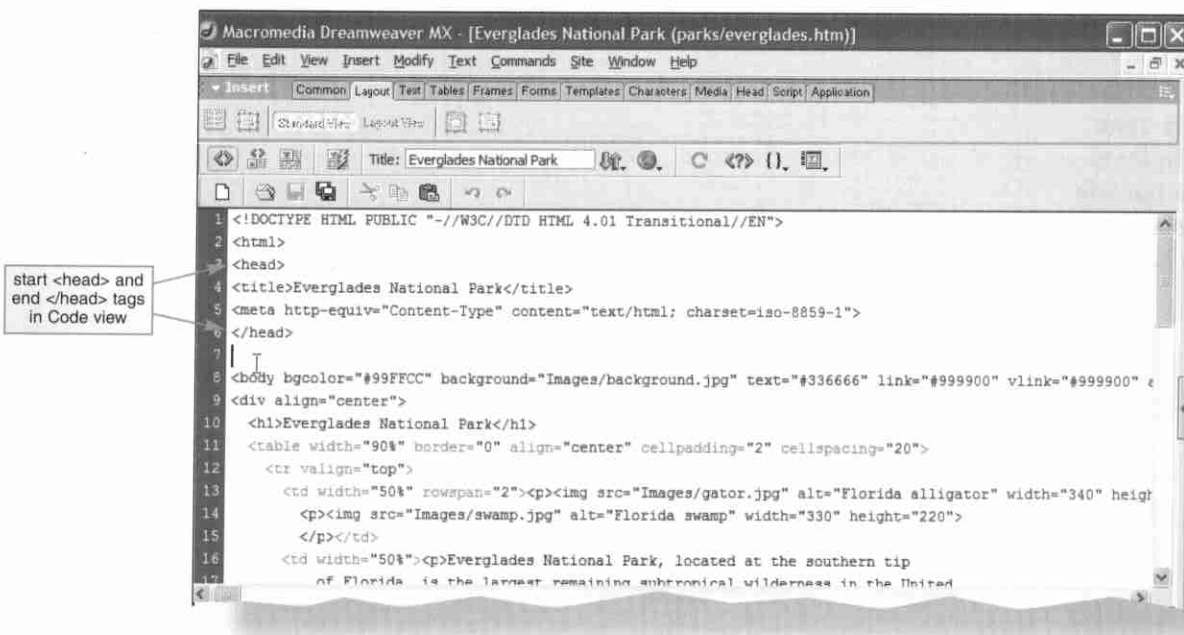


FIGURE 3-111

Head Content Elements

Dreamweaver makes it easy to add content to the head section by providing the Head tab in the Insert bar. The Head tab contains the following elements that can be added to your Web page.

META A <meta> tag contains information about the current document. This information is used by servers, browsers and search engines. HTML documents can have as many <meta> tags as needed, but each item uses a different set of tags.

KEYWORDS Keywords is a list of words that someone would type into a search engine search field.

DESCRIPTION The description contains a sentence or two that can be used in a search engine's results page.

REFRESH The <refresh> tag is processed by the browser to reload the page or load a new page after a specified amount of time has elapsed.

More About

Head Content

Meta tags are information inserted into the head content area of Web pages. The meta description tag allows you to influence the description of a page in the search engines that support the tag. For more information about meta tags, visit the Dreamweaver MX More About Web page (scsite.com/dreamweavermx/more.htm) and then click Dreamweaver MX Meta tags.

BASE The base tag sets the base URL to provide an absolute link and/or a link target that the browser can use to resolve link conflicts.

LINK The link element defines a relationship between the current document and another file. This is not the same as a link in the Document window.

Keywords, descriptions, and refresh settings are special-use cases of the meta tag. Complete the following steps to add keywords and a description to the Everglades National Park page.

Steps To Add Keywords and a Description

1 Press the F8 key to display the Site panel and double-click **everglades.htm** to open the Everglades National Park page. Close the Site panel. Point to the Head tab in the insert bar (Figure 3-112).

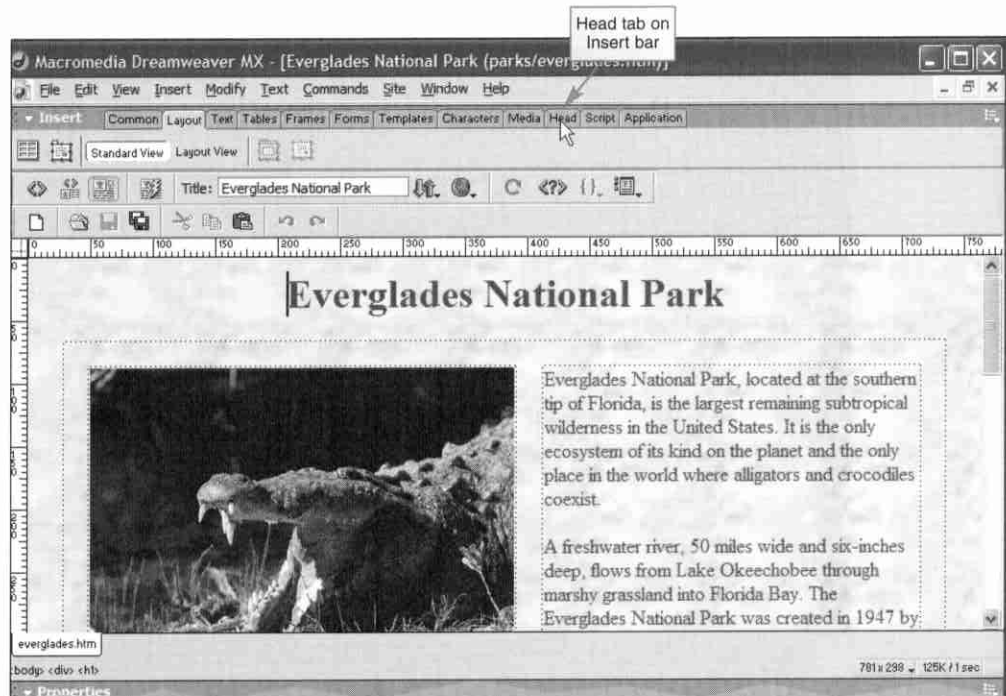


FIGURE 3-112

2 Click the Head tab.

The buttons on the Head tab are displayed (Figure 3-113).

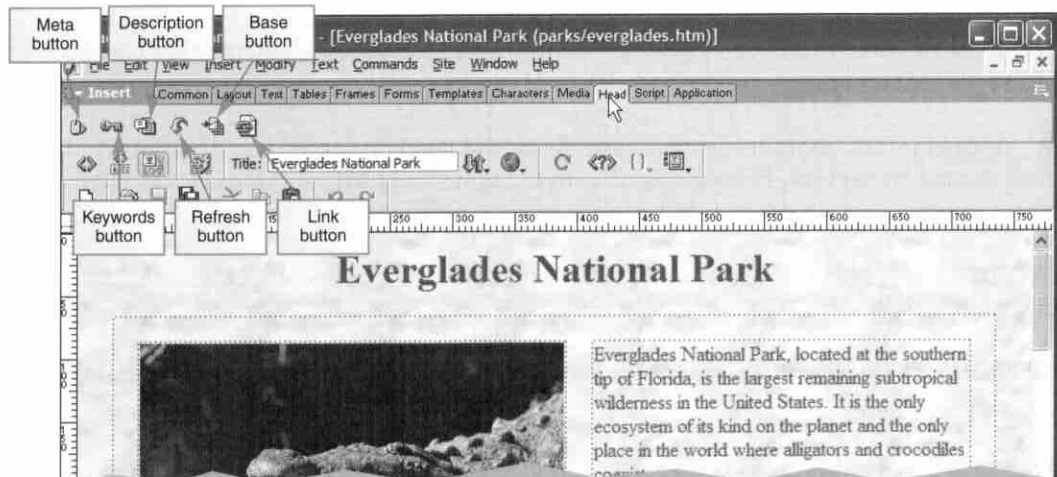


FIGURE 3-113

3 Click the **Keywords** button on the **Head** tab. Type the following keywords in the **Keywords** text box. Separate each keyword with a comma: parks, Florida, national parks, state parks and then point to the **OK** button.

Keywords are added to the **Keywords** dialog box (Figure 3-114). When a search is done with a search engine for any of the keywords, the Web site address will be displayed in the browser search results.

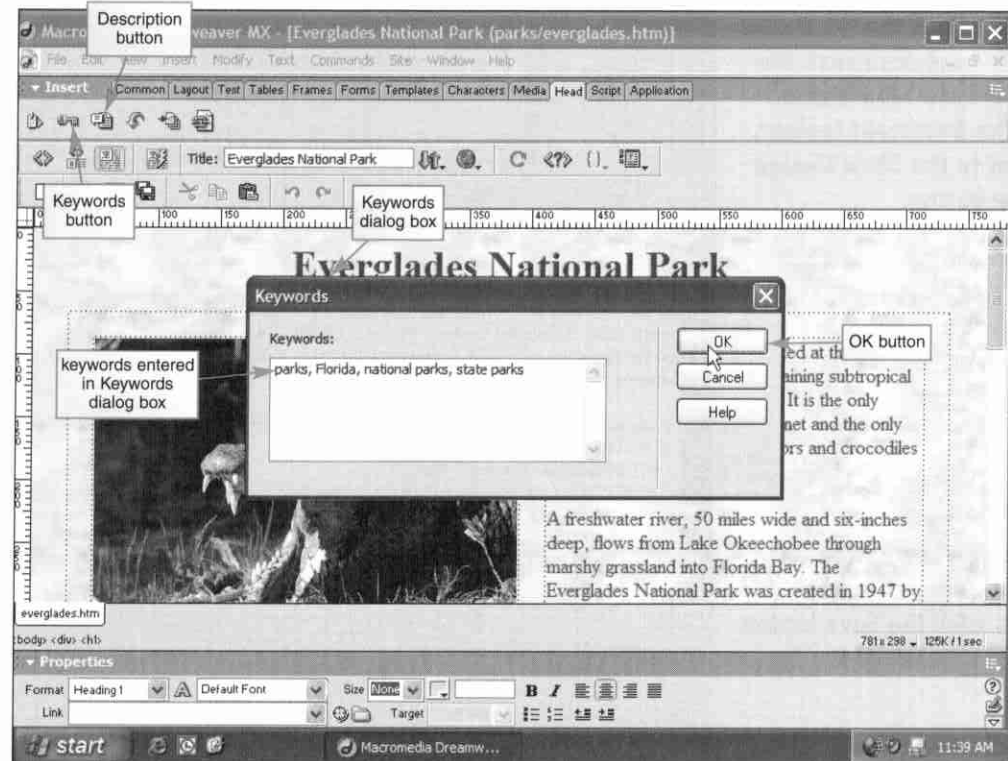


FIGURE 3-114

4 Click the **OK** button and then click the **Description** button on the **Head** tab. Type A Web site featuring Florida state and national parks in the **Description** text box and then point to the **OK** button.

The **Description** dialog box is displayed as shown in Figure 3-115.

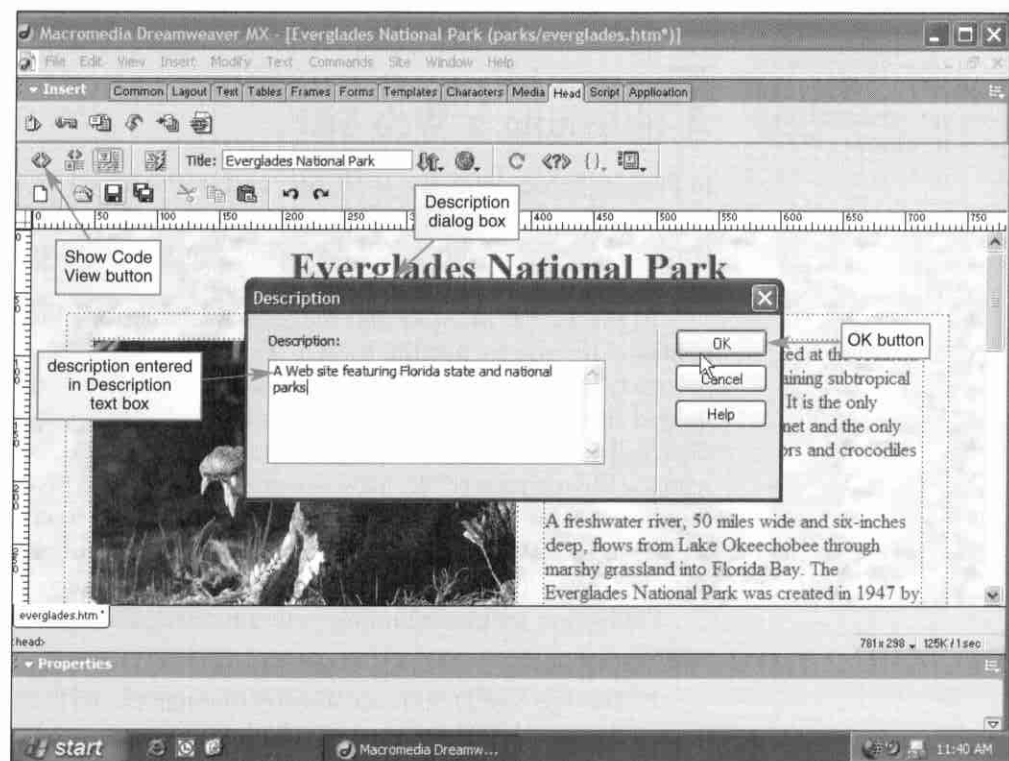


FIGURE 3-115

5 Click the OK button and then click the Show Code View button on the Document toolbar. Point to the Show Design View button.

The keywords and description that you entered are displayed in Code view (Figure 3-116).

6 Click the Show Design View button on the Document toolbar and then click the Save button on the Standard toolbar.

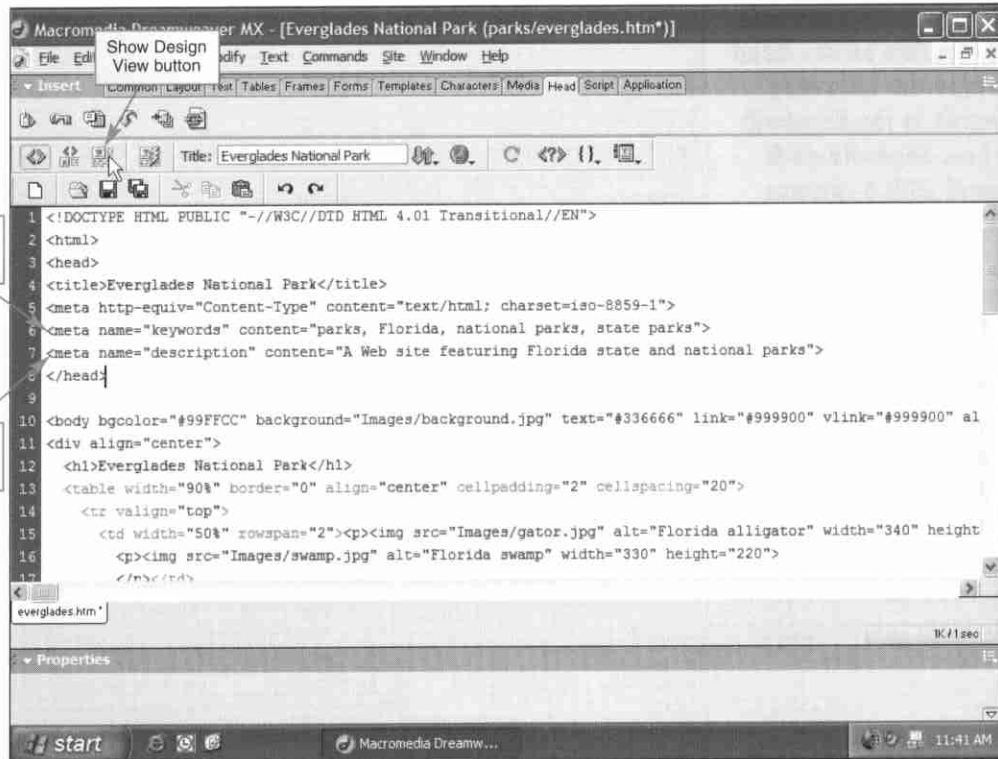


FIGURE 3-116

Other Ways

1. Click Show Code View button on Document toolbar, type keywords code in code window

Publishing a Web Site

In Project 1 you defined a local site, and in Projects 1, 2, and 3, you added Web pages to the local site. This local site resides on your computer's hard disk, a network drive, or possibly a Zip disk. You can view the organization of all files and folders in your site through the Site panel.

To prepare a Web site and make it available for others to view requires that you **publish** your site by putting it on a Web server for public access. A **Web server** is an Internet- or intranet-connected computer that delivers, or *serves up*, Web pages. You **upload** files to a folder on a server and **download** files to a folder in the Site panel. Generally, when Web site designers publish to a folder on a Web site, they do so by using a file transfer (FTP) program such as WS_FTP or Cute FTP. Dreamweaver, however, includes built-in support that enables you to connect and transfer your local site to a Web server without requiring an additional program. To publish to a Web server requires that you have access to a Web server.

Publishing and maintaining your site using Dreamweaver involves the following steps:

1. Use the Site Definition Wizard to enter the FTP information.
2. Specify the Web server to which you want to publish your Web site.
3. Connect to the Web server and upload the files.
4. Synchronize the local and remote sites.

Your school or company may have a server that you can use to upload your Web site. Free Web hosting services such as those provided by Angelfire, Tripod, or GeoCities are other options. These services, as well as many other hosting services, also offer low-cost Web hosting from approximately \$3.95 to \$9.95 a month. The FreeSite.com contains a list of free and inexpensive hosting services, and FreeWebSpace.net provides a PowerSearch form for free and low-cost hosting. Table 3-6 contains a list of Web hosting services. Appendix D contains step-by-step instructions on publishing a Web site to a remote folder.

NAME	WEB SITE	COST
Angelfire®	angelfire.lycos.com	Free (ad supported); starting at \$4.95 monthly ad free
Yahoo! GeoCities	geocities.yahoo.com	Free (ad supported); starting at \$4.95 monthly ad free
Tripod®	tripod.lycos.com/	Free (ad supported); starting at \$4.95 monthly ad free
The FreeSite.com	thefreesite.com/Free_Web_Space	A list of free and inexpensive hosting sites
FreeWebSpace.net	freewebspace.net	A searchable guide for free Web space

For an updated list of Web site hosting services, visit the Macromedia Dreamweaver Web page (scsite.com/dreamweavermx) and then click Web Hosting. If required by your instructor, publish the Florida Parks Web site to a remote server by following the steps in Appendix D.

With your work completed, you are ready to quit Dreamweaver.

Quitting Dreamweaver

After you add pages to your Web site and add the head content, Project 3 is complete. To close the Web site, quit Dreamweaver MX, and return control to Windows, perform the following step.

TO CLOSE THE WEB SITE AND QUIT DREAMWEAVER

- 1 Click the Close button on the right corner of the Dreamweaver title bar.

The Dreamweaver window, the Document window, and Florida Parks Web site all close. If you have unsaved changes, Dreamweaver will prompt you to save the changes. Clicking the Yes button in the Dreamweaver MX dialog box saves the changes.

CASE PERSPECTIVE SUMMARY

As planned, your team finished designing the three pages for the Florida Parks Web site. Using tables to help with the layout enabled you to design the pages better. Joan obtained server space for your Web site and you used Dreamweaver to define, connect, and upload the Web site. Then, you used Dreamweaver's synchronization feature. All team members agree that this feature will become more important as you continue to expand the site. You shared with Joan and Will the importance of adding head content to all Web pages. Everyone agrees that adding the new pages made the Web site more impressive.

More About

Publishing Your Florida Parks Web Site

Appendix D contains step-by-step instructions on publishing the Florida Parks Web site.

Project Summary

Project 3 introduced you to tables and to Web page design using tables. You created three Web pages, using the Standard view for two pages and the Layout view for the third page. You merged and split cells and learned how to add text and images to the tables. Next, you added a border color and cell background color. Finally, you added head content to one of the Web pages.

What You Should Know

Having completed this project, you now should be able to perform the tasks in Table 3-6.

Table 3-7 Project 3 What You Should Know

TASK NUMBER	TASK	PAGE NUMBER
1	Start Dreamweaver and Close Open Panels	DW 3.08
2	Copy Data Files to the Parks Web Site	DW 3.09
3	Add a Color Scheme and Background Image to the Everglades National Park Web Page	DW 3.10
4	Insert and Format the Heading	DW 3.11
5	Display the Insert Bar and Select the Layout Category	DW 3.12
6	Insert a Table Using Standard View	DW 3.13
7	Select and Center a Table	DW 3.21
8	Change Vertical Alignment from Middle to Top	DW 3.23
9	Specify Column Width	DW 3.24
10	Add Everglades National Park Text	DW 3.25
11	Add a Second Table to the Everglades National Park Web Page	DW 3.27
12	Adjust the Table Width	DW 3.30
13	Add Links to the Everglades National Park Page	DW 3.31
14	Merge Two Cells	DW 3.34
15	Add Images to a Standard View Table	DW 3.35
16	Add a Color Scheme and Background Image to the Biscayne National Park Web Page	DW 3.42
17	Insert and Center a Table	DW 3.43
18	Merge Cells in Rows 1 and 3	DW 3.44

TASK NUMBER	TASK	PAGE NUMBER
19	Add a Heading to Row 1	DW 3.45
20	Adjust the Column Width	DW 3.47
21	Add Text and Images to the Biscayne National Park Web Page	DW 3.49
22	Add Border Color and Cell Background Color	DW 3.54
23	Add Links to and Spell Check the Biscayne National Park Page	DW 3.56
24	Add a Color Scheme and Background Image to the Dry Tortugas National Park Web Page	DW 3.57
25	Display the Ruler	DW 3.59
26	Create the First Layout Table	DW 3.60
27	Add Layout Cells	DW 3.62
28	Add Text and Images to Table 1 of the Dry Tortugas National Park Web Page	DW 3.67
29	Add a Second Table to the Dry Tortugas National Park Web Page	DW 3.71
30	Add the Four Cells to the Dry Tortugas National Park Web Page	DW 3.72
31	Add Content to Table 2 of the Dry Tortugas National Park Page	DW 3.72
32	Center a Table Created in Layout View	DW 3.74
33	Add Keywords and a Description	DW 3.78
34	Close the Web Site and Quit Dreamweaver	DW 3.81