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About the Authors

Doug Sahlin is an author and photographer living in Venice, Florida. He is a professional photographer specializing in fine art photography. He also photographs weddings and events and writes books about computer applications like Adobe Acrobat and Adobe Photoshop. Doug's latest books have been about digital photography. In the past years, he's written *Digital Photography Workbook For Dummies*, *Digital Portrait Photography For Dummies*, and *Canon EOS 7D For Dummies*. To find out more about Doug and see some of his work, check out www.dasdesigns.net.

David Karlins is a web design consultant, author, and teacher, addressing contemporary challenges in digital graphic and interactive design. Visit him at davidkarlins.net.

Dedication

From Doug: For my soul mate Roxanne and Niki, “The Queen of the Universe”

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Introduction

Web sites can be very complex or very simple. When you're building a site, you have many decisions to make, all dependent upon the needs of a particular project. Don't become overwhelmed or fret, though, because you have *Building Websites All-in-One For Dummies*, 3rd Edition, to help you. This book is so comprehensive and so flexible that it will help you in all aspects of web design, from the initial planning phases to testing and publishing your masterpiece.

This book can help you take on the role of project manager, graphic designer, developer, or multimedia designer, and offers information about interacting with different specialists on larger or more complex projects. So whether you're undertaking your first web design project or are a veteran taking on a web design team, this book is for you.

About This Book

Here are some of the things you can do using this book:

- ◆ Plan your website project.
- ◆ Assemble and manage a web team or draw on online resources.
- ◆ Create layouts, graphics, navigation menus, and web pages from scratch.
- ◆ Optimize graphic elements for your web pages.
- ◆ Work with HTML, HTML5, CSS, and CSS3 to create and maintain your pages.
- ◆ Add interactive animated menus, navigation elements, and other content with JavaScript and jQuery Mobile.
- ◆ Create forms and manage form input with PHP scripts or online data management tools.
- ◆ Generate and embed search tools for your site.
- ◆ Embed live and streaming data, including RSS feeds and blogs, in your site.
- ◆ Add multimedia content, such as audio and video.
- ◆ Integrate e-commerce into your website project.

- ◆ Maintain and promote a website.
- ◆ Explore JavaScript for animation and interactivity and PHP resources for server-side coding.

Foolish Assumptions

We have, perhaps foolishly, made a few assumptions about our readers. We expect that you have basic computer skills (Windows, Mac, or Linux) and a basic understanding of how to use a browser and the Internet. The authors and publisher of this book assume you're a bright, intelligent person who wants to learn but doesn't have the time to read a book from cover to cover. We assume you'll find the information you need by perusing the index and then cutting to the chase to read that section.

If you don't have any prior knowledge of HTML, CSS, JavaScript, PHP, or graphics software, that's okay: We give you the basics here. We do assume that you have more than a passing interest in web design. In fact, this book is geared for web designers, or anyone with aspirations of becoming a web designer. If you don't have any prior experience with web design or managing website projects, that's okay, too. This book starts at the beginning before moving into more advanced topics.

Conventions Used in This Book

By *conventions*, we simply mean a set of rules we've employed in this book to present information to you consistently. When you see a term *italicized*, look for its definition, which we include so that you know what things mean in the context of website construction. Sometimes, we give you information to enter onscreen; in this case, we make **bold** what you need to type. We place website addresses and e-mail addresses in `monofont` so that they stand out from regular text. Code appears in its own font, set off from the rest of the text, like this:

Never mind the furthermore, the plea is self-defense.

Throughout the book, you'll find icons such as Technical Stuff, Tips, Warnings, and Remember. These little tidbits are cold, hard facts we found out the hard way. We sprinkle this information liberally so you won't fall into the same chuckholes we did — or worse, end up with egg on your face.

What You Don't Have to Read

We structure this book *modularly* — that is, it's designed so that you can easily find just the information you need — so you don't have to read whatever doesn't pertain to your task at hand. We include sidebars here and there throughout the book that contain interesting information that isn't necessarily integral to the discussion at hand; feel free to skip over these. You also don't have to read the paragraphs next to the Technical Stuff icons, which parse out über-techie tidbits (which might or might not be your cup of tea).

How This Book Is Organized

Building Websites All-in-One For Dummies, 3rd Edition, is split into 10 minibooks. You don't have to read them sequentially, you don't have to look at every minibook, you don't have to review each chapter, and you don't even have to read all the sections in any particular chapter. (Of course, you can if you want to; it's a good read.) The Table of Contents and the index can help you quickly find whatever information you need. In this section, we briefly describe what each minibook contains.

Book 1: Getting Ready

This minibook covers all the things you need to do before you start actually creating a website. The topics of planning, managing your project, flying solo on a project, and assembling and managing a web-design team are all covered here. We also include information about creating a site that portrays an organization in a flattering light while providing visitors with content that keeps them coming back for more.

Book 11: Designing the Site

Site design is about the nuts and bolts of how a site works and about making the visual aspects work within the technical needs, and this minibook helps you make these two worlds come together. From sketches on the back of an envelope, to working with navigation flowcharts, to generating the perfect color scheme for your style and message, we explore a whole range of options and dimensions to web design. In short, if you're looking for information about creating layouts and planning site structure, implementing appropriate design, and collecting and using feedback, you'll want to read this minibook.

Book III: Building Pages with HTML

HTML is the basic language for designing web pages, and this minibook walks you through generating or coding the basic HTML you need to create pages. Plus, you'll learn to take advantage of HTML5's radically new approach to structuring page content as well as how to create and structure pages in Dreamweaver CS6.

Book IV: Designing Pages with CSS

Modern web pages are designed and formatted using external (linked) CSS style sheet files. This minibook teaches you to format text and images, design pages with columns and boxes, and to apply CSS3 tools to create effects that previously could only be achieved with images or Flash. This minibook also walks you through creating and applying style sheets in Dreamweaver CS6.

Book V: Incorporating Web Graphics and Multimedia

A website without graphics is text, which won't keep a visitor interested for very long. Book V begins with an introduction to web media and the various formats you'll use to incorporate images in your design. Then it's off to the races with Fireworks, Photoshop, and (last but not least) Flash.

Book V also shows you how to add multimedia content to your designs. If you want music or other joyful noise on a website, read Chapter 3 of this minibook. If it's full-motion video your client is after, we show you how to add it in Chapter 4 of this minibook. We wind up this trip down multimedia way with an introduction to Flash CS6 in Chapter 5 of this minibook.

Book VI: Creating Interactive Pages with JavaScript

JavaScript is how you add animation and interactivity to your website. Drop-down menus? Hover-over tooltips? How about a navigation jump menu? Or jQuery Mobile content for mobile sites? All covered. This minibook shows you what JavaScript is, and how to create the elements you need, with three alternatives: writing simple scripts yourself, availing yourself of online libraries of premade JavaScript, and generating JavaScript with Dreamweaver CS6 or online resources.

Book VII: Managing Forms with PHP

Build your e-newsletter list. Provide a helpful search box. Sign up volunteers for your cause. Or collect valuable feedback from happy (or not so happy) visitors. This minibook covers everything you need to design forms with

“prompt” text and validation tests (to make sure the data looks right before being submitted). And, we’ll show you how to use a wide set of options for collecting form data, ranging from basic PHP scripting to professional (but free!) e-list managers. Bonus: See how to use Dreamweaver CS6 to create validation JavaScript and mobile-specific form elements, such as sliders and switches.

Book VIII: Social Media and Interactive Add-Ons

Social media is a hot topic these days. Businesses use social media such as Facebook and Twitter to get the word out. Social media can also be used to draw visitors to a website. In Chapter 1 of this minibook, we show you how to add a WordPress blog to a website. In Chapter 2, we show you how to incorporate social media with the website and vice versa. If the website you’re designing has something to sell, we show you how to integrate e-commerce with a website in Chapter 3.

Book IX: Deploying and Managing the Site

If you build it, they will come. *Not*. The only way to get people to flock to a website in droves is to promote it. We begin this minibook by showing you how to test the site and then upload it. If you’ve created a good design, visitors will come — and with any luck, the site will catch on. And if the site really catches on, you’ll probably need to revise or redesign the site. We show you how to maintain and expand a website in Chapters 3 and 4 of this minibook.

Book X: Case Studies

The final minibook of this lofty tome comprises four chapters of case studies. We learn a lot by surfing the web and dissecting what’s good, bad, and downright ugly about what’s out there. You can, too. To give you an idea of what goes into planning and then creating a site, we explore the needs of four different clients and the resulting websites, including one case study of a business that incorporated an online newsletter with its marketing efforts.

The companion website

www.dummies.com/go/buildingwebsitesallinone

The companion website contains downloadable code files from the book that you can use for practice.

Icons Used in This Book

For Dummies books are known for those helpful icons that point you in the direction of really great information. In this section, we briefly describe each icon used in this book.



The Tip icon points out helpful information that's likely to make your job easier.



This icon marks an interesting and useful fact — something that you might want to remember for later use.



The Warning icon highlights lurking danger. With this icon, we're telling you to pay attention and proceed with caution.



When you see this icon, you know that there's techie stuff nearby. If you're not feeling very techie, you can skip this info.

Where to Go from Here

Although the book is written so that more experienced web designers can skip around to the parts they need, novice users probably should start with Books I and II, which together provide a good foundation of building websites, before proceeding to the other books. If you're one of those experienced designers, scour the index for the material you need and then read those sections.

Experience is the best teacher. After immersing yourself in those topics you want to know more about, launch your favorite code editor and begin noodling with designs you've created and tweak them, using the information from this book. And if — like the plumber with leaky faucets — your personal website was designed around the turn of the century, by all means spiff it up using the techniques we show you.

Book I

Getting Ready

The screenshot shows the DomainTools website homepage. At the top, the DomainTools logo is on the left, and navigation links for "Open a FREE Account", "Log In", and "Help" are on the right. Below the logo is a search bar with the text "Enter search term..." and a "Whois Search" dropdown menu. The main banner features the text "Every domain name is **unique**. DomainTools tells you **how**." followed by "(and who, what, where, when and why)". To the right of this text are five speech bubbles containing the words "Who?", "When?", "Why?", "What?", and "Where?". Below the banner is a navigation bar with tabs for "HOME", "RESEARCH", "MONITOR", "BUY DOMAINS", "LEARN", and "OPEN AN ACCOUNT". Under the "HOME" tab, there are links for "Overview", "Why DomainTools?", "Learn More", "Features & Pricing", "What's New", and "Get Started". Below the navigation bar, a large headline states "DomainTools has the **most comprehensive** collection of domain name ownership records in the world!". Below this headline, it lists "Whois Lookup, Whois History, Reverse Whois, DNS & IP Tools". To the right of this text are social media icons for LinkedIn, YouTube, Facebook, and Twitter, along with a "Follow" button and a "Like" button. Below the headline, there are three main sections: "Whois Lookup (I Know a Domain Name)", "Reverse Whois (I Know a Domain Owner)", and "Domain Availability (I Want to Buy a Domain)". The "Whois Lookup" section is highlighted and contains the heading "Search Domain Ownership Records". Below this heading, it says "Tell us a domain name and we'll tell you all about that domain's ownership. [What's this?](#)". There is a text input field labeled "Enter a domain name" and a yellow button labeled "Search for Domain >". Below the input field, it provides an example: "Example: domaintools.com or www.domaintools.com or domain tools or 207.178.4.6". To the right of these sections, there is a promotional banner for "Win a FREE Reverse Whois Report from Santa. [SantasFavoriteWhois.com](#)". Below this banner, it says "Here are just a few of the things you can do at DomainTools:" followed by a list of links: "Find a domain owner with Whois Lookup", "Find all domains owned by one owner", "View the ownership history of a domain", "See what a website looked like in the past", and "Educate yourself on domain name basics". At the bottom right, there are links for "All Research Tools" and "All Monitoring Tools".

DomainTools
The recognized leader in Internet domain name intelligence

Open a FREE Account | Log In | Help

Enter search term... Whois Search Search

Every domain name is **unique**.
DomainTools tells you **how**.
(and who, what, where, when and why)

Who? When? Why? What? Where?

HOME RESEARCH MONITOR BUY DOMAINS LEARN OPEN AN ACCOUNT

Overview Why DomainTools? Learn More Features & Pricing What's New Get Started

DomainTools has the **most comprehensive** collection of domain name ownership records in the world!

Whois Lookup, Whois History, Reverse Whois, DNS & IP Tools

Win a FREE Reverse Whois Report from Santa. [SantasFavoriteWhois.com](#)

Here are just a few of the things you can do at DomainTools:

- Find a domain owner with Whois Lookup
- Find all domains owned by one owner
- View the ownership history of a domain
- See what a website looked like in the past
- Educate yourself on domain name basics

All Research Tools | All Monitoring Tools

Whois Lookup
(I Know a Domain Name)

Reverse Whois
(I Know a Domain Owner)

Domain Availability
(I Want to Buy a Domain)

Search Domain Ownership Records

Tell us a domain name and we'll tell you all about that domain's ownership. [What's this?](#)

Enter a domain name Search for Domain >

Example: domaintools.com or www.domaintools.com or domain tools or 207.178.4.6

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