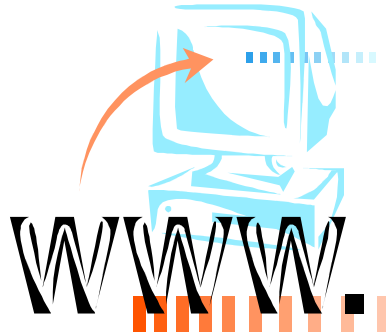


Beginner's Guide to Building a Website

By Jason Deines



Copyright © 2007 [BizNetSolutions](http://biznetsolutions.com)

This e-book may be freely distributed as long as the information remains unchanged.

All Rights Reserved

*Disclaimer: The information presented herein represents the views of the author as of the date of publication. The author reserves the rights to alter and update the information as necessary. This e-book is for informational purposes only, neither the author, BizNetSolutions, nor affiliates shall be held responsible for any liabilities resulting from the use of this information.

Table of Contents

<u>Introduction</u>	3
<u>Chapter 1 – Getting Started</u>	4
<u>Chapter 2 – Designing Your Website</u>	5
<u>Chapter 3 – Building Your Website</u>	7
<u>Chapter 4 – Choosing a Domain Name</u>	8
<u>Chapter 5 – Learning Basic HTML</u>	9
<u>Chapter 6 – Adding Color to Your Website</u>	11
<u>Chapter 7 – Adding Images to Your Website</u>	12
<u>Chapter 8 – Adding Links to Your Website</u>	14
<u>Chapter 9 – Formatting</u>	16
<u>Chapter 10 – Tables</u>	20
<u>Appendix A – Color Chart</u>	23
<u>Appendix B – Basic HTML Tag List</u>	24

Introduction

Why do I need a Website?



There used to be a time when competing for business revolved around who your competition was locally. With the introduction of the Internet the dynamics of competing in the business world have changed dramatically. To some extent the playing field has been leveled between small businesses and large ones. Markets are no longer constrained by demographics. A small home Internet business even in small towns such as Boise, Idaho can reach potential customers throughout the world.

In this day and age it is critical to keep up with the competition and even possibly get ahead of them. Having a business website can do this. Chances are you already know the importance of a website for your business. Whether you are starting a home Internet business or just looking to increase exposure for your current business, building a website for your business has several advantages.

- Increase your business exposure;
- Increase your customer base;
- Inexpensive advertisement;
- Tell potential customers about your business and build trust;
- Reach new and larger markets;
- Increase sales;
- Improve customer service; and
- Provide specific information concerning your products and services

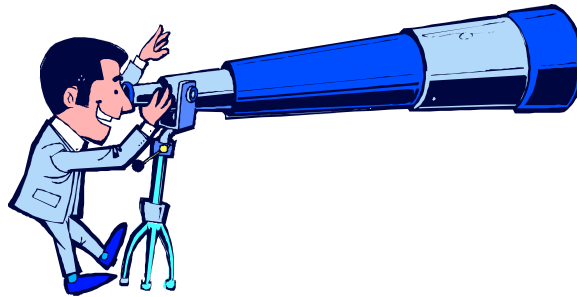
Don't be left in the dust by your competition. By publishing a professional quality website you can increase your business presence, not just locally but internationally.

Depending on the complexity of your business and desired web presence developing a website for your business can be fairly simple and inexpensive. This book is designed to show you the basics in developing a website for your business and the tools you will need.

Chapter 1

Getting Started

Let's Start with the Obvious



There are two different areas to address before launching your website for others to view. First, you need to design and build your website. Secondly, you will need to create and publish your website to the Internet. To begin you will need the following which is required to design and build your business website.:

- ◆ Computer;
- ◆ Internet connection (preferably high-speed); and
- ◆ Access to web developing software.

Unless you are fortunate enough to be well versed in HTML you will need more programs than Notepad. There are several brands of web publishing software available on the Internet. Luckily when you sign-up with a web hosting service provider they often provide the tools and templates needed to build your business website. I recommend [iPowerweb](#); they have an easy to use web building service that makes creating a website easy and affordable. However, if you choose to go this route you will not have the flexibility that you would if you designed the website yourself. One final option to consider includes outsourcing the job to someone else to build a website for you., However, I must assume since you are reading this book you have chosen to not pay someone a \$100 (or more) an hour to build you a website.

[Search Amazon for Great Deals on Web Publishing Software](#)

Chapter 2

Designing Your Website

What should I put on my Website? Hmmm!

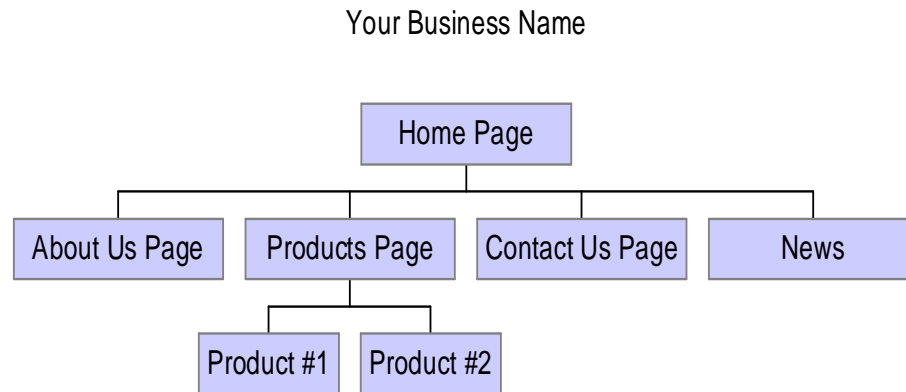


Before jumping right into building your website it is always a good idea to have a roadmap of where you want to go. By having a general idea of what you need and what you don't need can save you time in the long run not to mention stress and frustration. For starters, it is helpful to search the Internet and look at sites that appeal to you. Look at what makes them unique and remember most likely you won't be able to reproduce what you see, but you can get some general layout ideas that appeal to you that will be easy to implement into your own business website.

Now that it is time to design your website you should consider the following questions so you don't end up wasting your time and your visitors time. Knowing your business goals and your audience is critical to your success. Ultimately, the measure of your success will be determined by the people who visit your website. Below are some good questions to answer before you design your website.

- ⊕ **What are your goals?** – Write a short description of 2 – 3 of your most important goals. This will help you determine what you want to accomplish, aside from the fact that you want to make money.
- ⊕ **Who is your target audience?** – Knowing your audience will help you develop a website that speaks to them rather than run them off.
- ⊕ **What is it you are trying to do?** – What kind of response are you trying to accomplish from your visitors? For example, ask yourself if you are trying to get them to learn more about your product so they will want to buy it or are you simply providing them with useful information.
- ⊕ **What product or service are you trying to sell?** – Depending on your business it may not be suitable to try and sell all your products and services online. However, you can always promote those products and services.

Answering the above questions will provide you with a good starting point for designing your business website. Below, is a diagram that will be helpful for you to plan how you would like your site to flow.



When designing your business website it is easy to lose potential customers because your website was not done properly. It may look great to you but to your target audience it may prove to be less attractive. To avoid many issues when designing your website it is critical to remember the following points:

- ◆ Keep it simple;
- ◆ Keep it clean;
- ◆ Keep it professional; and
- ◆ Make sure it is easy to navigate.

Most likely you have done your fair share of surfing the Internet. You often come across websites that have annoying flashing banner ads or pop-up windows. Many websites have too much information on one page which makes it hard to read and retain a visitors interest. So, when you are designing your website consider the look and feel of it. White space is a good thing. If you put a bunch of bells and whistles that may seem cool, it could actually be a distraction from your product and you may lose customers. Ultimately, you should consider what will attract your audience and keep their long term interests in mind.

Now that we have covered the basics for designing a business website lets look at what it takes to build it!

One Hour HTML

Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate

3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web Builder, Shopping Cart & Promotion 100 to Top Search Engines. [Learn more about the most powerful web hosting solution.](#)

Chapter 3

Building Your Website

Tips, Tools, and Resources to Build Your Website



As mentioned earlier, there are some specific tools you will need to begin to build your website. If you don't already have web designing software you can visit Amazon.com to find a pretty good selection at competitive prices. If you are looking for a powerful yet user-friendly web designing software I would recommend [Adobe Dreamweaver CS3](http://Adobe.com).

Eventually you will want to invest in a good web designing software. Not only does it give you the flexibility you may need in the future but it also gives you more control over your website's appearance and functionality.

Try not to get discouraged if you don't have the money to invest in web designing software at this point in the game. There are several free resources to assist you in building your business website.

The simplest and probably the most economical way to build your website is to sign up with a web hosting service provider that provides web building tools at no extra cost. [iPowerWeb is the one of the leading web hosting providers and provides web building tools and templates that make building your website easy](http://iPowerWeb.com). If you choose to go this route you will need to obtain a domain name before signing up with iPowerWeb, or any other web hosting provider, to begin building your website. So let's discuss what's in a domain name.

Chapter 4

Choosing a Domain Name

Prepare to be Challenged



Choosing a domain name for your business can be a tad discouraging for the simple reason that there are millions of domain names that are already taken. There are .com's, .biz's, .net's, .org's, .info's, .edu's, and .gov's just to name a few.

.com	Commercial
.biz	Business
.net	Network
.org	Organization
.info	Information Service
.edu	U.S. Educational Only
.gov	U.S. Government Only

If you are building a business website for the purpose of making a profit you are limited to the type of domain you can use. For our purposes you will want to choose a domain with the extension .com, .biz, or .net. The extension simply gives the visitor an idea of what kind of information they will find on that website. For example, .gov would suggest government information while .com suggests commercial website or sales.

When deciding what your domain name should be, prepare for the fact that it may already be taken. However, there are variations of your original domain name that are just as good. When you are ready to get your domain name, visit [iPowerweb](http://iPowerweb.com) or a web hosting service provider of your choice to sign up for a web hosting package. Most packages come with a free domain name. You just need to find one that best suits your business.

Domain names should be descriptive of the type of product or service you are offering. You may use hyphens (-) in the domain name to get more options. For example; <http://www.dogtraining.com> may be taken but <http://www.dog->

training.com may not. Generally, it is preferred to have your key word(s) in your domain name but it is not necessary. Take your time picking your domain name. It may take some doing but you will find a good match for your business.

Chapter 5

Learning Basic HTML

It's Time to Start Building Your Website but First...



What is HTML? HTML is short for Hypertext Markup Language that is the predominant markup language used in the creation of web pages. Every web page you visit most likely has some form of HTML code behind it. You can view the source code of websites you visit by clicking on your tool bar "View" then "Source".

Basic HTML has two sections, the "Head" section and the "Body" section. The Head section contains information pertaining to the web page and browser. The Head section contains HTML that is not viewed by visitors but a place for placing keywords, title tags, and other general information.

The Body section holds the code that will display your website design and information to visitors.

HTML is written in the form of labels (known as tags), surrounded by less-than (<) and greater-than signs (>).

Now that you have some basic understanding of what HTML is lets go ahead and create your first web page. For simplicity reasons I will show you how to create a website only using basic HTML in Notepad.

Step 1: Create a new folder and save it to your desktop.

- ◆ Go to your desktop
- ◆ Right click on your mouse
- ◆ Select "New"
- ◆ Select "Folder"
- ◆ Name folder "Website" (name it whatever you want)

Step 2: Open Notepad

- ◆ Start
- ◆ Programs
- ◆ Accessories
- ◆ Notepad

Step 3: Type the code below in Notepad. Feel free to change the text in red to suit your own needs.

```
<html>
<head>

<title>Beginners Guide to Building a Website</title>
</head>

<body>
<H1>My First Website</H1>
</body>

</html>
```

Notice: You can see that there are two tags for each element. For example, <html> and </html>. The first tag is required to call the action and the second tag closes or ends the action. Each element you do in HTML will have the same format.

Step 4: Lets see how this looks. Save the Notepad file.

- ◆ File
- ◆ Save As
- ◆ Select the folder you created and put on your desktop, "Website"
- ◆ In the file name box type "index.html" this will be your home page
- ◆ In the "Save As Type" select "All files"
- ◆ Click Save
- ◆ Open the folder on your desktop, "Website"
- ◆ Double click on "index" and there you go, your first web page

In the above example we added text by inserting it between the <H1>...</H1> tag. Later in the book we will look at how to add paragraphed and formatted text. As you can see it was very simple to create your first web page. However, it is a long way off from having a fully functional business website. You can already see where this is heading and by adding some color, images, fonts, and formatting, you will be able to see just how limitless the possibilities are. Of course this would be even easier if we were using web-publishing software. But for now, what we are trying to do here, Notepad works just fine.

Chapter 6

Adding Color to Your Website

Time to Spice it up a Bit



Now that we have seen how some basic HTML works, created our first webpage and added some text lets go ahead and give our page some color. For purposes here you can use any color you like however when you create the site you want to publish on the web you may want to consider using a light background color or no color at all. Again, know your target audience, they may like black background with yellow text.

If you haven't already, open your "index" page, select "View" from your tool bar, then "Source". This should open Notepad with your HTML code. You can simply modify your code from here and each time you save click the "Refresh" button on your tool bar to see the changes you have made.

Adding color to your website is simple. In this example we will make our background yellow. To do this, simply add the following piece of code below the <body> tag:

```
<body bgcolor = "#FFFF00">

<html>
<head>

<title>Beginners Guide to Building a Website</title>
</head>

<body>
<body bgcolor = "#FFFF00">

<H1>My First Website</H1>
</body>

</html>
```

Once you have added the code to Notepad you can test it by saving it and then opening the “index.html” file in your website folder.

Notice the part of the code that calls the color to be used, #FFFF00, this is the Hexadecimal value for yellow and every color you use has such a value and by using different variations of the Hexadecimal value you can choose almost any color available. You can view a list of colors and their corresponding Hexadecimal value in [Appendix A](#).

Adding color to your website can make it more appealing however, it must be the right color. Experiment with different background colors and see which works best for you. Don't be forced into using a background color. White or a light background color often works well.

Chapter 7

Adding Images to Your Website

Don't over do it...



Adding images is a great way to make your website look more appealing and professional. However, it is important to remember that image files can be quite large and take a long time to open, especially if your visitor is using a dial-up connection. In general, use images sparingly and only when necessary. Don't add images to your website just because you can.

In order to add an image to your website you must first add the image to your website folder.

- ◆ Open your Website folder
- ◆ Right click within the folder
- ◆ Select "New"
- ◆ Select "Folder"
- ◆ Rename the folder "Images"

Now that we have created a folder for our images we need to find an image to use for our example. If you already have one that is fine, simply add it to your images folder. For simplicity purposes rename your image "firstimage.jpg". My image is a jpeg (.jpg) that is why I used that extension. Your image may be bitmap (.bmp) or .gif. In that case you would use either "firstimage.bmp" or "firstimage.gif". If you are uncertain of the type of picture you have, simply right click on the image and select "Properties".

Adding the image to your web page:

In this example we are going to add the image beneath our header. To do this all we have to do is insert the following piece of code beneath the <H1></H1> tags.

```
</a>
```

Here is how your code should look now.

```
<html>
<head>

<title>Beginners Guide to Building a Website</title>
</head>

<body>
<body bgcolor = "#FFFF00">

<H1>My First Website</H1>

<img src = "Images/firstimage.jpg">

</body>

</html>
```

Open your "index.html" file to view your website.

So up to here we have covered basic HTML, adding headers, adding background color, and adding images. In our next chapter we will look at adding links.

One Hour HTML

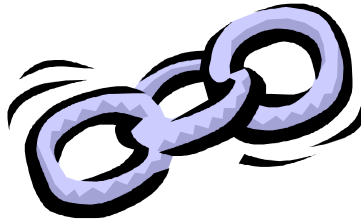
Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate 3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web Builder, Shopping Cart & Promotion 100 to Top Search Engines. [Learn more about the most powerful web hosting solution.](#)

Chapter 8

Adding Links to Your Website

Good Navigation is Critical



Links are what will make your website functional. Without links you would have one pointless page with either no information on it or too much information. Links provide a way to lead visitors through your website to specific information that they are looking for.

To keep things simple we are going to create a new page and save it in our website folder. The easiest way to do this is to copy our “index.html” page and rename it.

- ◆ Right click on “index.html”
- ◆ Select “copy”
- ◆ In the same folder right click and select “paste”
- ◆ Rename the new file “page1”

Next we are going to add the code on our index page that will link to our new page, “page1”. The code will look something like this:

```
<a href =”page1.html”>Page 1</a>
```

Here is how your code should look all together.

```
<html>
<head>

<title>Beginners Guide to Building a Website</title>
</head>

<body>
<body bgcolor = “#FFFF00”>

<H1>My First Website</H1>

<img src = “Images/firstimage.jpg”>
```

```
<a href = "page1.html">Page 1</a>
```

```
</body>
```

```
</html>
```

You can add as many links as you like to your page(s). Just follow the basic format and add the code on all your web pages. There are two parts to the link code: `` is the location of the page and **Page 1** is the text displayed on the web page.

You can also link to other websites in the same manner. However, you need to include the full website address. For example:

```
<a href = "http://www.google.com">Search Google</a>
```

Lets go ahead and add this code to our "index.html" page.

It is a good idea to add a link from "Page 1" to your "index.html" page

Not only can you add text links to your web pages but you can add links to images. This is done in much the same way. Here is an example of code that would use a picture that when clicked will open up the new page.

```
<a href="Page1.html"></a>
```

In this example we are going to use an image on our "index.html" page to link to "Page 1".

One Hour HTML

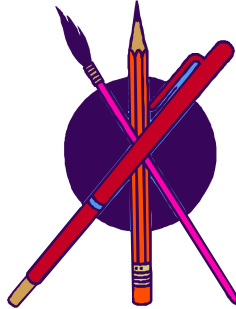
Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate 3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web Builder, Shopping Cart & Promotion 100 to Top Search Engines. [Learn more about the most powerful web hosting solution.](#)

Chapter 9

Formatting

Adding the Finishing Touch



Up to this point we have been pretty much just throwing a few things on a web page. Now it is time to start making them look more appealing by manipulating their layout along with text formatting.

For starters let's open up our "index.html" page and add some space between the header and the picture. This is done by adding the following code,
. For each
 you are adding space beneath the object above it. In our example we are going to only add two spaces. Here is how the code looks now.

```
<html>
<head>

<title>Beginners Guide to Building a Website</title>
</head>

<body>
<body bgcolor = "#FFFF00">

<H1>My First Website</H1>
<br><br>

<img src = "Images/firstimage.jpg">

<a href = "page1.html">Page 1</a>
<a href = "http://www.google.com">Search Google</a>

</body>

</html>
```

Now let's center our image so it appears in the middle of our page. The code for doing this is `<center>...</center>`. On your "index.html page find the following piece of code, ``. Add the tags before and after so it looks like this:

```
<center><img src = "Images/firstimage.jpg"></center>
```

That is it, your image should be centered on the page.

Note: Depending where you want your image to be on the page you can use left, right, or center tags.

```
<p align = left> Left aligned text</align>
<p align = right> Right aligned text</align>
<center>Centered text</center>
```

Our website still needs something...how about a paragraph of text to grab the visitors interest.

Let's insert our text below our picture but above our page links. With text we use the following tags `<p>...<p>`. These tags are used to start new paragraphs.

```
<p>The poetic basis of the mind needs the nourishment given by the phenomena
of Nature. Imagination cannot come into its own without immersion into the
natural world or at least without occasional contact with its wonders.<br>
Edith Cobb<p>
```

You may have noticed the use of `
` at the end of our first paragraph. What this does is starts a new line. You can add several of these to put space between paragraphs or images.

I want to change the color of the text to red so let's add the following code to our new paragraph:

```
<font color ="FF0000">
<p>The poetic basis of the mind needs the nourishment given by the phenomena
of Nature. Imagination cannot come into its own without immersion into the
natural world or at least without occasional contact with its wonders.<br> </font>
Edith Cobb<p>
```

After viewing your web page let's continue to do some formatting and change the font for our text. Doing this is simple and you can capture most font sizes using the following method. We will use the range of numbers 1 through 7. The number 1 being the smallest and 7 being the largest.

For example:

1 is very small, you don't want much smaller than this

2 is a pretty good text size

3 still a good font to use for text and headings

4 works good for secondary headers and attention grabbers

5 is good for main headers, use sparingly

6 to big to use often

7 not used much, too big

Now we are going to add a font size to our paragraph. The tags we will be using look like this, `...`

Here is what our code looks like now:

```
<font color ="FF0000">
```

```
<font size = 6>
```

```
<p>The poetic basis of the mind needs the nourishment given by the phenomena of Nature. Imagination cannot come into its own without immersion into the natural world or at least without occasional contact with its wonders.<br></font></font>Edith Cobb<p>
```

I am going to center the text on the page to equalize the way it looks and feels. To that all I have to do is add the following tags to our code, `<center>...</center>`

```
<center>
```

```
<font color ="FF0000">
```

```
<font size = 6>
```

<p>The poetic basis of the mind needs the nourishment given by the phenomena of Nature. Imagination cannot come into

its own without immersion into the natural world or at least without occasional contact with its wonders.

Edith Cobb<p></center>

To wrap up this section on formatting we will take a quick look at **bold**, *italic*, and underline.

Text in bold

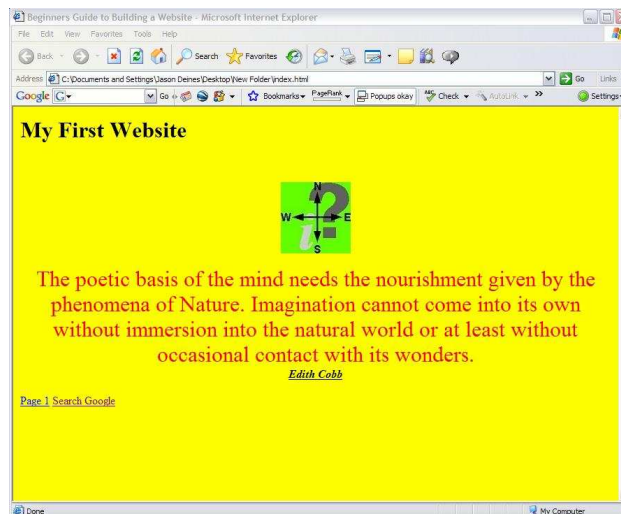
<i>Text in italic</i>

<u>Text underlined</u>

To simplify matters we are going to use all three tags together on our author of our quote, Edith Cobb, like so:

<i><u>Edith Cobb</i></u>

Save your code in Notepad and refresh your web page to see how it looks now.



One Hour HTML

Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

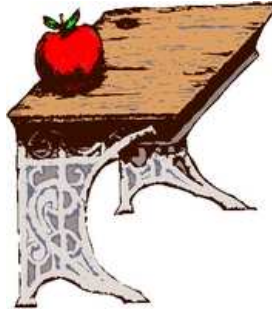
Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate
3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web
Builder, Shopping Cart & Promotion 100 to Top Search Engines.
[Learn more about the most powerful web hosting solution.](#)

.....Page Break.....

Chapter 10

Tables

Adding Tables to Your Web Pages



Using tables in your website help in presenting information and improves the overall look and layout of your website. Tables can be frustrating at first but with practice, like anything else, you will get it. Remember, it is my goal to help you be familiarized with HTML and what it can do. You will need to take the next step and really learn it or find alternative methods to put together a professional website for your home Internet business.

There are 3 basic tags for creating tables:

`<table>...</table>` - Table

`<tr>...</tr>` - Table row

`<td>...</td>` - Table cell

Let's begin to create a table for our website that looks like this:

Cell 1	Cell 2	Cell 3
Cell 4	Cell 5	Cell 6

First we need to create the table. When doing this we are going to want to see the borders of the table. There are times however, when you want to have your border invisible and I will show you how to do it both ways. The code below shows a table with a border. You can adjust the border thickness by adding a number such as, `<table border =7>`. You can play around with the border thickness to find the one that works best for you by simply changing the number "7". If you don't want a border then leave "border" out of your table tag.

```
<table border>
<tr>
<td>Cell 1</td>
<td>Cell 2</td>
<td>Cell 3</td>
</tr>
<tr>
<td>Cell 4</td>
<td>Cell 5</td>
<td>Cell 6</td>
</tr>
</table>
```

That is all there is to it. Now save your file and refresh your index page. You should now see a table inserted above your links. We can also add some color to our table by changing the color of our border and the border thickness, like so:

```
<table border = 3 bordercolor = #6600CC >
```

Now that we have a table on your website we can do several things. Tables can contain text, images, links, and whatever else you want to put in them. You can also change the size of each table. In doing so it is important to know that “rows” run horizontally and “columns” run vertically.

We will be using the following terms to change the attributes of our table, rowspan and colspan.

At the same time we are changing the colspan and rowspan we will be adding some additional text to our table.

Here is what our code looks like after changing the colspan for “Cell 1” and “Cell 6”

```
<table border = 3 bordercolor = #6600CC>  
  
<tr>  
  
<td colspan = 3>Thank You</td>  
  
<td>Cell 2</td>  
  
<td>Cell 3</td>  
  
</tr>  
  
<tr>  
  
<td>Cell 4</td>  
  
<td>Cell 5</td>  
  
<td colspan = 3>Cell 6</td>  
  
</tr>  
  
</table>
```

Adding text is easy, simply replace the text between the <td> tags with whatever you want.

By using the basic principles you have learned you can develop a functional website. However, it is important to remember that this tutorial was a basic introduction to HTML and there is plenty more to learn.

One Hour HTML

Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate 3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web Builder, Shopping Cart & Promotion 100 to Top Search Engines. [Learn more about the most powerful web hosting solution.](#)

Appendix A

216 Web Safe Color Chart

#FFFFFF	#FFFFCC	#FFFF99	#FFFF66	#FFFF33	#FFFF00
#FFCCFF	#FFCCCC	#FFCC99	#FFCC66	#FFCC33	#FFCC00
#FF99FF	#FF99CC	#FF9999	#FF9966	#FF9933	#FF9900
#FF66FF	#FF66CC	#FF6699	#FF6666	#FF6633	#FF6600
#FF33FF	#FF33CC	#FF3399	#FF3366	#FF3333	#FF3300
#FF00FF	#FF00CC	#FF0099	#FF0066	#FF0033	#FF0000

#CCFFFF	#CCFFCC	#CCFF99	#CCFF66	#CCFF33	#CCFF00
#CCCCFF	#CCCCCC	#CCCC99	#CCCC66	#CCCC33	#CCCC00
#CC99FF	#CC99CC	#CC9999	#CC9966	#CC9933	#CC9900
#CC66FF	#CC66CC	#CC6699	#CC6666	#CC6633	#CC6600
#CC33FF	#CC33CC	#CC3399	#CC3366	#CC3333	#CC3300
#CC00FF	#CC00CC	#CC0099	#CC0066	#CC0033	#CC0000

#99FFFF	#99FFCC	#99FF99	#99FF66	#99FF33	#99FF00
#99CCFF	#99CCCC	#99CC99	#99CC66	#99CC33	#99CC00
#9999FF	#9999CC	#999999	#999966	#999933	#999900
#9966FF	#9966CC	#996699	#996666	#996633	#996600
#9933FF	#9933CC	#993399	#993366	#993333	#993300
#9900FF	#9900CC	#990099	#990066	#990033	#990000

#66FFFF	#66FFCC	#66FF99	#66FF66	#66FF33	#66FF00
#66CCFF	#66CCCC	#66CC99	#66CC66	#66CC33	#66CC00
#6699FF	#6699CC	#669999	#669966	#669933	#669900
#6666FF	#6666CC	#666699	#666666	#666633	#666600
#6633FF	#6633CC	#663399	#663366	#663333	#663300
#6600FF	#6600CC	#660099	#660066	#660033	#660000

#33FFFF	#33FFCC	#33FF99	#33FF66	#33FF33	#33FF00
#33CCFF	#33CCCC	#33CC99	#33CC66	#33CC33	#33CC00
#3399FF	#3399CC	#339999	#339966	#339933	#339900

#3366FF	#3366CC	#336699	#336666	#336633	#336600
#3333FF	#3333CC	#333399	#333366	#333333	#333300
#3300FF	#3300CC	#330099	#330066	#330033	#330000

#00FFFF	#00FFCC	#00FF99	#00FF66	#00FF33	#00FF00
#00CCFF	#00CCCC	#00CC99	#00CC66	#00CC33	#00CC00
#0099FF	#0099CC	#009999	#009966	#009933	#009900
#0066FF	#0066CC	#006699	#006666	#006633	#006600
#0033FF	#0033CC	#003399	#003366	#003333	#003300
#0000FF	#0000CC	#000099	#000066	#000033	#000000

Appendix B

List of Common Tags

Every HTML page contains the following three elements

<html>...</html>

contains the code for the entire web page

<head>...</head>

contains information about the web page such as <title> tags and metadata tags

<body>...</body>

contains the content of the page

Common Elements found in the <head> tags

<title>...</title>

title of web page

<script>...</script>

refers to javascript contained on the web page

<style>...</style>

refers to a CSS style sheet

<meta>...</meta>

there are several meta tags that contain web page information such as, description, copyright, language, keywords, etc..

Formatting tags

**
**

new line

<p>

paragraph

...

creates bold text

<i>...</i>

italics text

<u>...</u>

underlines text

<tt>...</tt>

text strikethrough

...

creates a list item, for example a bulleted list

...

...

Color

Size

Font

Tables

<table>...</table>

Creates a table

<tr>...</tr>

Creates a row in the table

<th>...</th>

Creates a table header cell within a row; contents are conventionally displayed bold and centered. An aural user agent may use a louder voice for these items

<td>...</td>

Creates a table data cell within a row

<colgroup>...</colgroup>

Specifies a column group in a table

<caption>...</caption>

Specifies a caption for the entire table

Heading Tags

<h1>...</h1>

<h2>...</h2>

<h3>...</h3>

<h4>...</h4>

<h5>...</h5>

<h6>...</h6>

Links

<a>...

link text

One Hour HTML

Learn HTML in 60 minutes with this revolutionary new course. 100% Satisfaction Guaranteed! [Learn more...](#)

**Introducing \$7.95 Hosting, Free Setup and \$75 Marketing Rebate
3000MB, 50 GB & 500 E-Mails, + FREE; Setup, Domain, Web
Builder, Shopping Cart & Promotion 100 to Top Search Engines.
[Learn more about the most powerful web hosting solution.](#)**