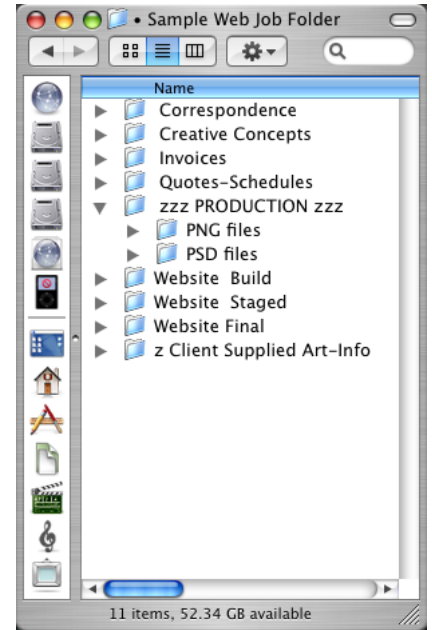


# Dreamweaver: Document Info/Adding Content

## New Site

We're going to define a brand new site from scratch (instead of defining a site based on an existing set of files).

- Create a New Folder on the desktop to hold your project/job; name it **WhiteBarn Client**
- Within that folder create a New Folder to hold your website files & name it **WhiteBarn Site (root folder)**
- Now copy the *images* folder from today's folder on the server into your Job Folder  
*(When working on an actual project/job, make sure you copy your files to your folder on the server and to your flash drive before leaving for the day)*
- I use a standardized folder structure for Clients and Jobs to keep myself organized. On my work server I have a Clients folder containing a folder for each client. Each client folder contains a folder for each job. The screenshot to the right is a sample Job Folder for a website project.
- When you're working on a website you'll save the actual website files (HTML, JPEG, GIF, etc.) into the root folder (**WhiteBarn Site** in this case; **Website Build** in the example).
- All other website related files are also saved in the Job Folder (i.e. original images from the client, text files of content, layered Photoshop files)
- By keeping your HTML and image files separate, it will be easier to upload only the necessary files to the web server.
- Now go to Dreamweaver and create a new site by selecting the menu item Site > New Site



## New Documents

In Dreamweaver, as in many programs, there are numerous ways to accomplish the same task. I'll tend to show you the way I do it, but sometimes I'll show you various options so that you can try them and see what works best for you.

We now need to create a new file. Here are three ways to accomplish that:

1. you can do this by **right clicking in the Files Panel** and selecting **New File**; this will immediately save the file into your Root Folder and prompts you to give it a good name
2. you can also click on the **Create New > HTML** button in the Welcome Window; this immediately opens up a new file window, but doesn't save it; you need to save it, give it a good name, and pay attention to where it's being saved; if you don't save it you may end up with **hard-coded links, not relative links**
3. the third option is to use the menu **File > New** which opens a new, untitled file that you also have to go save... (select *Blank Page – HTML – <none>* when it asks you what to create)

## Document Type (DocType)

When you create a new document it specifies the Document Type in the code (see the first line of code). This indicates what version/level of HTML or XHTML standards to hold the document to.

- Your computer should be set to default to **XHTML 1.0 Transitional**
- When validating your HTML, this tells the validator which version of HTML to comply with
- It also tells the user's browser how to display the page in standards-compliant mode

- When left out your stylesheets may not display correctly (page will still display in some form); with it in place you will have a much better chance of your page displaying how you intended it to
- The web address in the line points to the actual document which tells a browser how to render the site when using this standards mode
- XHTML 1.0 Transitional is the best choice, it is bridging between the old HTML standards and the newer XHTML
- You can select the document type on a page-by-page basis from the New Document window; can also change the default in *Preferences > New Document > Default Document Type (DTD)*
- this is also where you can choose the default page extension of *.html* or *.htm*

## Inserting Images

Again, there are multiple ways to insert images on your pages.

1. Drag an image from the Finder onto a webpage, DW copies it into your Site Folder if you've setup a default Images Folder
2. Navigate to an image in the **Files Panel**, copy it into the Site Folder and insert with the **Point To File** icon (next to Src (Source) in the Properties Panel)
3. Look at the **Assets Panel** (refresh if all images don't display)
  - Click on the page where you want to insert the image, now click on the *barns\_headline.jpg* file in the **Assets Panel** & click **Insert**
  - The **Image Tag Accessibility Attributes** window pops up; **Important!!** This inserts **Alternate Text (ALT)** for other types of web readers. Make sure you take the time to add good, descriptive text for each image.
4. Drag an image from the **Assets Panel** onto the page; also gives you the ALT Tag window, then appears
5. Drag an image from the **Files Panel**
6. Insert using the **Insert Images** button from the **Insert Bar**, you must browse for the image
  - also under the Insert Images button is **Insert Image Placeholder**; this can be helpful if you've not created the image yet, but want to hold the space for it (you can just replace the placeholder once you have the actual image)
  - inserting an image from the menu **Insert > Image** works the same

Again, **make sure that you are placing images that are in your Site Folder**; if they are not, you'll likely end up with missing images. You don't need to know all of these methods, just find the one(s) that works best for you.

## Adding Text

Let's create a New File and insert the *hp\_image.jpg* file. Now select that image (click on it) and push the Right Arrow on your keyboard to move the cursor to the right of the image. Now click Return to create a paragraph break (look for the cursor below the image).

- type two small paragraphs of text
- Create another paragraph break (click Return) and lets type text navigation; good to have the redundancy (in case users have their images turned off or your images don't load for some reason); use the Pipe character between each item.  
type: [About Us](#) | [Styles](#) | [Locations](#) | [Contact Us](#)
- Type a copyright statement on the line below using a line break instead of a paragraph break (Shift-Return)  
type © 2008, [WhiteBarn](#) (type *Option-G* for the Copyright symbol)

Note the `<br />` line break tag in the code as opposed to the `<p></p>` paragraph break tag.

## Aligning Items

- Click your cursor in the top paragraph of text (you don't need to highlight the whole paragraph, just click in it)
- Look at the alignment icons in the Properties Panel below; each changes the alignment just like a word processor
- The alignment you assign applies to the whole paragraph; you can't do just a line or two (includes lines following a line break)
- You are aligning the text to whatever holds it: an empty page (outer border), table cell, etc.
- Images can be aligned the same way
- This is simple alignment: later we'll look out how to do other methods along with vertical alignments

## Meta Data

Meta Tags help search engines understand and categorize your site. They appear only in the code, so users don't see them. To insert Meta Tags on your page:

### Keywords:

- go to the **Insert Bar / Common** tab, and click on the **Head** icon and **select Keywords** (also found in the menu **Insert > HTML > Head Tags > Keywords**)
  - that opens the Keywords window to enter text in
  - Not all search engines place a high priority on keywords anymore, but it is still important to add some short, relevant words and phrases that describe the content of your page and site (try to use 10-15 words)
  - many search engines limit the number of keywords you use, and some even penalize you if you use too many

### Description Tag:

- Another important Meta Tag is the Description Tag
  - Search engines show the text of your Description Tag in the results of their searches (if you don't have one, they'll often use the first couple of lines of text from your page, which might or might not be the most appropriate)
  - go to the **Insert Bar/Common** tab, click on the **Head** icon and select **Description** (or go to menu **Insert > HTML > Head Tags > Description**)
  - type a short description for the site

Note that the appearance of the page has not changed at all; take a look at the Meta Tags in Code View. This is just the first, simplest step to prepare your pages for search engines (along with entering ALT Tags).

You can find an **extensive introduction to Search Engine Optimization** at <http://searchenginewatch.com/showPage.html?page=webmasters>