

# CREATE A WEBSITE USING MICROSOFT WORD

## BODY COPY

### INTRO

#### **GEN Pic:g1\_index.tif**

This tutorial is aimed at showing you how to construct a simple web site, using only Microsoft Word. You will need a copy of Word (6) onwards, a working knowledge of how to use it, and a basic understanding of the Internet. You will need to be using Windows 95 onwards. You will also need a web browser, such as Internet Explorer or Netscape Navigator – at least one of these will almost certainly already be installed on your computer.

Armed with nothing more than these, you will be shown how to plan a website, design and create pages, acquire space on the Web, and upload your site for all the World to see.

A website is simply a series of 'pages', which are stored on a server on the Internet, and which can be viewed on a computer screen by anyone who has the correct address. The main difference between web pages and others, such as word processing documents, is that they contain links – known as 'hyperlinks' – which connect selected parts of a site to other places within it, or to other websites.

A hyperlink can be a piece of text, which is usually coloured blue and underlined, or an area on the page, such as an image – known as a 'hot spot'. An email address can also be a hyperlink, to enable instant dispatchment of a message, without having to input the address.

Web pages are written in a language known as HTML (Hypertext Markup Language), which can be read by browsers on computers of all types. However, Word allows you to do the whole thing as WYSIWYG (What You See Is What You Get), so that, as you create each element on the screen, it is quietly being converted into HTML behind the scenes. If you are interested in seeing what HTML looks like, go into any web page in Internet Explorer, click Find in the menu bar, and click Source. (View, Page Source in Netscape). A window will pop up, displaying the page in HTML.

If, after this is, you find that you are interested in creating more complex sites, what you have learned will, hopefully, provide a foundation for your understanding when you progress to a dedicated web design programme.

### GETTING STARTED

The simplest way to make Web pages in Word is to use the programme's ready-made templates as a basis, and modify them to suit your needs. This allows you plenty of flexibility, since every element of the templates can be

edited. Due to the way that different web browsers handle text and graphics, starting from Word's tried and tested pages can save a lot of trouble.

It is a good idea to plan the layout of your site on paper before you begin, and allocate separate pages to different topics. All pages should be clearly linked to the home page, and to one another, where appropriate. As a general rule, no page on a site should be more than two clicks away from another. An easy way to arrange this is to put an index on each page, with links to all the others on the site.

## **PLANNING**

Before you begin, it is a good idea to think about what you are going to use your website for, as this will make a difference to the way you structure and design it. If it is to be used to show textual information, such as a library catalogue or a CV, then simplicity and ease of navigation will be most important. If the site is mainly for displaying images, such as for an online brochure, or as a cyber album for your holiday snaps, then elements such as colours and backgrounds will take greater prominence.

Think about how many pages will be needed, then draw a thumbnail sketch of the layout of the whole site. This is known as a 'site map'.

### **STEP PIC: 1\_sitemap**

Lay out your your site map in the form of a family tree. Place the Home Page at the summit, and the pages directly linked to it in a row beneath. Allow plenty of space at either side, to allow you to spread out the pages in the row below that. At this stage, you do not need to show any content on these thumbnail pages – just their names. Your site map will give you an overview of your site, and help you to decide what pages you actually need, and how they will be linked.

### **STEP PIC: 2\_pageplan**

Afterwards, you should draw a rough sketch of each page, and plan where you are going to put the words and images. If you do this first, you will have a basis from which to work, and laying out the page on screen will be much easier. Even if you don't end up sticking to your original plan, you will be starting with something that you can see, which makes ordering your ideas much easier. Otherwise, you can waste a lot of time in trial and error, trying haphazardly to make decisions about what works best.

## **PREVIEW YOUR PAGES**

You can preview your page in the browser by clicking File, Web Page Preview. This will open the default browser. Most Windows computers these days come loaded with Internet Explorer, which is – yes, you've guessed – Microsoft's own product. If you have other browsers, such as Netscape, on your machine, you might like to look at your pages in those as well. If you keep your pages as simple as the ones in this tutorial, they will work fine in all browsers. Some people are still using older versions, so, once you get a bit more adventurous,

and start to introduce your spunky animations and deadly sound files, you will need to load copies of some of these dinosaurs for testing purposes.

Different browsers treat text and graphics in different ways, and may display pages differently from one to another. For this reason, when designing a web page, it is a good idea to preview it regularly in as many browsers as you have.

## FONT SETS

It can happen that you come up with a blinding design for your pages, adorned with the most up-to-date fonts that money can buy. Then, when you look at them on another computer, they have all changed. This is because web browsers use the fonts already installed on each computer, so that if the fonts on a web page are not present, the computer will use ones that it has. To avoid this, it is best to stick to fonts that everyone has, such as Times, Arial and Courier.

You can, when you are more experienced, convert text into images for page headings, logos and other generic text, to ensure a consistent appearance.

## WEB SPACE

For your web site to be seen on the Internet, you will need to find space on a server to store it. This is known as a 'domain', and is found by means of an address, such as <http://www.bigredtomato.0catch.com>. You will have to register the domain, and find a web 'host' to store it for you. There are lots of companies that specialise in this, and there are good deals to be found. A quick browse through the pages of this very magazine will lead you to companies, such as OneAnd One, who offer a variety of domain registration and hosting packages at reasonable rates. You often get a web creation programme with the deal, to enable you to embark on more ambitious designs.

## **GEN PIC: g2\_0catch.tif**

It is possible to obtain web space for free, as some hosting companies give away a limited amount of space in exchange for putting ads at the top of your pages. One that we will be using for the test site – and which you will be able to keep afterwards – is ZeroCatch, which gives you a generous 100Mb of space, and takes you very simply through the whole process, from registering a domain name, to uploading your files to the Web. Decide on a good name for your domain, then log on to the Internet, type in [www.0catch.com](http://www.0catch.com) in your search engine, and follow the instructions.

## IMAGE USAGE

The Web abounds with images of every imaginable kind, and all of them are easily downloaded, using a simple right click of your mouse. But, before you publish any pictures on a website, be aware that there are issues of copyright, so it is as well to clear this up beforehand. Even if your site is not to be used for commercial gain, it is on public display, so contact the company that runs the website first, if there is something that you would like to use. Most websites have a contact email address, and that is a good place to start. On the other hand, if

you want to avoid all this, there are plenty of sites that offer free images. Just tap in something like 'free images' in your search engine, and you will find quite a selection.

#### FINISHED SITE

Before you begin, you might like to download a completed version of the site that you will be building, from <http://www.bigredtomato.0catch.com>. If you like, you can save a bit of time by pasting the text from this it into your own pages. You can also download the images by right clicking on them, and selecting Copy Image to Disk. If you do this, you should read the paragraph below first, and save the images using the names suggested there.

#### FREE IMAGES

##### **GEN PIC: g4\_freepix.tif**

For the pictures, go to <http://www.freeimages.co.uk>, and open the 'images' link in the left hand column. Select Food and Cookery, then Fruit/Veg page, and right click on the tomato at the top left corner. Click Save Picture As: and type 'tomato'. Save the single carrot as 'carrot' and the whole onion at the bottom of the page as 'onion'. Go to the General Food page, and save the mushroom – seen from the underside – as 'mushroom', the cake two rows down, as 'cake', the slice of chocolate cake (the one with no fork in the picture) as 'brownie', and the half-chocolate biscuit, two rows below, as 'biscuit'. Go to the Breakfast page and save the melon, in the top row, as 'melon'. Finally, open the Kitchen page, and save the apple as 'apple' and the lemon as 'lemon'.

#### BUILD YOUR SITE

We are going to build a site for an imaginary food distributor called 'big red tomato food company', using only one template. You will be surprised at how different it will look after you have modified it.

Create a new folder in My Documents, and name it 'tomato'. This is your 'site folder'.

HOME PAGE

**STEP PIC: 3\_tmplt.tif**

Open Microsoft Word, and click File, New. When the window pops up, click the Web Pages tab, then double-click the Column with Contents icon.

Save the page in your 'tomato' folder, as 'index.htm'. Make sure that it is type: Web Page.

It is a good idea to have the standard and formatting toolbars open, by clicking: View, Toolbars, and checking that Standard and Formatting are ticked. It is worth spending a little time familiarising yourself with these, as many of the commands that appear in this tutorial – such as 'Insert, Hyperlink' – can be accessed more quickly by clicking their icons in the toolbars.

You may be using a different version of Word, so your page may have different images and background from the one shown here. Do not be alarmed; the layout will be the same.

**STEP PIC: 4\_grid.tif**

It is useful to be able to see the outlines of the table, so click: Table, Gridlines, and make sure that it says: 'Hide Gridlines' – this means that they are already displayed. Also, to see the formatting marks, such as spaces and paragraph returns, click the paragraph return icon in the Standard Toolbar.

**STEP PIC: 5\_bkgrnd.tif**

Click Format, Background. When the window appears, click the yellow square to change the page colour.

**STEP PIC: 6\_centre.tif**

Click Table, Table Properties...Click the Table tab, and choose: Alignment, Centre. This will place the page in the centre of the browser window.

**STEP PIC: 7\_title.tif**

Place the cursor to the left of the words: 'Main Heading Goes Here', and insert a paragraph return. Highlight the text, and overtype with: 'big red tomato food company', all in lower case. Centre it, increase the size to 24 points, and colour it Red (Format, Character, Font Colour). Insert two paragraph returns to the right of the text.

Click: Insert, Picture, From File..., and find the one you saved as: 'tomato'. Click Format, Format Picture...

**STEP PIC: 8\_size.tif**

Click the 'Size' tab, and alter the height to 5cm. Click OK. When you return to the page, the picture will still be highlighted.

**STEP PIC: 9\_border.tif**

Click: Format, Borders and Shading... Click the Borders tab, and choose 'Box' in the left-hand column. Set the line at 3 points and colour it red. Click OK when you are done, then centre the image, place the cursor immediately to the right of it, and insert two paragraph returns.

**STEP PIC: 10\_left.tif**

To change the arrangement of table cells, place the cursor in the lower left-hand cell, containing the list, beginning 'Section 1', and delete its entire contents, including the picture.

**STEP PIC: 11\_merge.tif**

Click in the now-empty cell, hold down the shift key, and click in the cell to the right of it. This will highlight both cells. Click Table, Merge Cells. This will make both cells into one.

**STEP PIC: 12\_splt1.tif**

We need to make a new row, so we will split the top one into two. Place the cursor in the top cell, and click: Table, Split Cells. Change 'Number of columns' to 1, and 'Number of rows' to 2, then click OK. A new cell row will appear below it.

We will use the new row for the navigation buttons that will take us from page to page. Click: Insert, Picture, From File..., and insert 'tomato' again. Click: Format, Format Picture, as before, click the 'Size' tab, and set the height at 2cm. Click: Format, Border, select: 'Box', and choose the same Style as before, with a width of 3 points.

Place the cursor to the right of the image, and press return. Type 'home', colour it Sea Green, set point size at 16, and centre it. Place the cursor to the right of the text, press return, and insert the 'apple' picture. Follow the same procedure as above, and name it 'fruit'. Do the same with the 'carrot' picture, name it 'veg', then find 'cakes', and name it 'cakes'. We will now split the cell into four, so that the pictures sit side by side.

**STEP PIC: 13\_splt2.tif**

Place the cursor to the left of the tomato picture, then drag the mouse to the bottom of the cell, to highlight its entire contents. Click Table, Split Cells... and make 4 columns. Stand back and admire.

**BODY TEXT**

**STEP PIC: 14\_blurb.tif**

Place the cursor in the window below, highlight all the text, and centre it. Delete everything, and type: 'big red tomato', colour it red, make it 16 points, and insert two returns. Type in some blurb about the company, such as that shown. Colour the rest of the text in blue, and set it at 12 points. Set the contact information at

10 points. (You can copy and paste the text from the completed website. The point size and alignment may not be the same. Be sure to put this right.)

## HYPERLINKS

### **STEP PIC: 15\_anchr.tif**

To make a hyperlink to the top of the page, highlight the words: 'big red tomato food company' at the top. Click: Insert, Bookmark..., and when the window opens, type in 'top'. This will make a bookmark – or anchor – for your hyperlink to jump to.

### **STEP PIC: 16\_link.tif**

Go to the bottom of the page, insert two returns, type: 'Top of Page' and align the text to the right. Highlight it and click Insert, Hyperlink..., and when the window pops up, click Place in This Document, double click Bookmark, and you will see your 'top' bookmark. Click it, then click OK, and OK to exit the hyperlink window.

### **STEP PIC: 17\_email.tif**

Highlight the email address, and go to Insert, Hyperlink, and click the Email address icon, then OK. If the text formatting changes, put it back to 10 points and centre it. Clicking this link will automatically open the default email programme, with the address already in place.

You can create anchors anywhere on a page, coupled with hyperlinks. You can also use images as hyperlinks.

Click File, Save As... and call the new page 'fruit', making sure that it is in Web Page format.

## FRUIT PAGE

In the Background palette, click the lime-coloured square (3 across, 3 down) to change the page colour.

To replace the big tomato picture at the top of the page, click on it, then click Insert, Picture, and select the apple image. Alter the height to 5cm, and give it the same border as before. Highlight the text above it, and overwrite the words 'food company' with 'fruit page'.

In the cell below, leave the words 'big red tomato', highlight all the blue text, and returns, as far as the beginning of the contact details at the bottom, and overwrite new blurb – or paste them in from the finished pages.

### **STEP PIC: 18\_melon.tif**

To import some pictures, press the return key twice, then click: Insert, Picture, From File..., and choose 'melon.jpg'. Click Format, Border, and choose Box, under Style select the plain line, at the top of the list, colour it Blue, and give it a Width of 1 pt. This hardly shows, but just makes the picture look a bit more

finished. You may disagree, and choose to leave it out. Make sure that your pictures are at least 3.5 points in height, and alter them if they are not.

Press the return key twice, and add a caption, such as: 'Our canteloupe melons come from all over the Caribbean'.

Insert the lemon picture, and make sure that there is a separation of two returns between it and the caption above. Caption it with something like: 'This lemon started life on a hillside grove in Cyprus', etc.

Make a separation of three returns between the caption and the contact details. Make sure, also, that there are two returns between the text at the top and the first picture.

#### VEG PAGE

Save the fruit page as 'veg', and follow the same procedure as for the fruit page, this time substituting the tomato for the carrot, and altering its size to height: 5cm, and giving it the same border as before.

Change the background to, for example, Light Orange (2 across, 3 down), replace the tomatoes with the mushroom, and the melon with the onion, and give them the same 1 point, blue border.

Insert appropriate blurb and captions, as before, and check the spacing.

#### CAKE PAGE

Save the veg page as 'cake', and change it, as before, making the background, for example, Rose (1 across, 5 down).

Amend the blurb, swap the mushroom and the onion for the brownie and the biscuit, and change the text.

Your website is complete, apart from the hyperlinks from one page to another.

Go to the top of the page, and click the small tomato picture above the word 'home', and click Insert, Hyperlink (or Hyperlink icon in the Standard Toolbar). Click Link to Existing File or Web Page, then Browse for: File...Click index, then OK. When you click on the picture now, it will take you to your home page. Click the apple, and link it to the fruit page in the same way, then link the veg page. Go to each of the other pages and do the same thing. Obviously, pages do not need links to themselves. All the pictures are at the top just to make the process simpler.

#### **GEN PIC: g6\_cakes.tif**

This is how the cakes page should look once you have finished. You can check it against the finished one by downloading it from the site. You may also want to add some touches of your own, by altering the page colour, or adding images



and text of your own. You can even use a picture as the page background, by clicking Fill Effects..., clicking the Picture tab and finding an image on your computer. But be aware that if the image is not as large as the page, it will be repeated in a tiled pattern all over the screen, which may not be the effect that you are after.

Click all the links to make sure that every one works.

Good luck, Webmasters of the future...