



Intermediate Dreamweaver MX 2004

I. META Tags And Search Engines

One of the biggest challenges is letting the search engines know that your website exists. There are two steps to getting your site listed: the first is to list it with all the various search engines out there, and the other is to insert **META tags** you're your HTML **so the search engines can find you on their own and correctly index your site.**

META tags are coded into the <head> tag of your HTML document. They are used by search engines to categorize and define your site. A search engine is a program that takes key words from you, searches a database of web pages, and gives you back a list of pages that might be helpful. Yahoo is a search engine, as is WebCrawler. Let's take a look at a few.

<META NAME="TITLE" CONTENT="This is what appears at the top of all browsers.">

<META NAME="DESCRIPTION" CONTENT="This is where you put the description of your site. Put some vital keywords here, but keep the description under 1,000 characters.">

<META NAME="KEYWORDS" CONTENT="This is where you list all of the keywords that pertain to your site. Make sure there is a space between each word and DO NOT repeat them.">

<META NAME="OWNER" CONTENT="Put your email address in this spot.">

<META NAME="AUTHOR" CONTENT="Put your name or your company name here.">

<META HTTP-EQUIV="EXPIRES" CONTENT=""> (Leave this blank to tell the spider not to remove your listing after x amount of time.)

<META HTTP-EQUIV="CHARSET" CONTENT="ISO-8859-1"> (This one is not needed and can be removed)

<META HTTP-EQUIV="CONTENT-LANGUAGE" CONTENT="English"> (Tells the spider what language your site is.)

<META HTTP-EQUIV="VW96.OBJECT TYPE" CONTENT="Document"> (You have many choices here, but the default is document.)

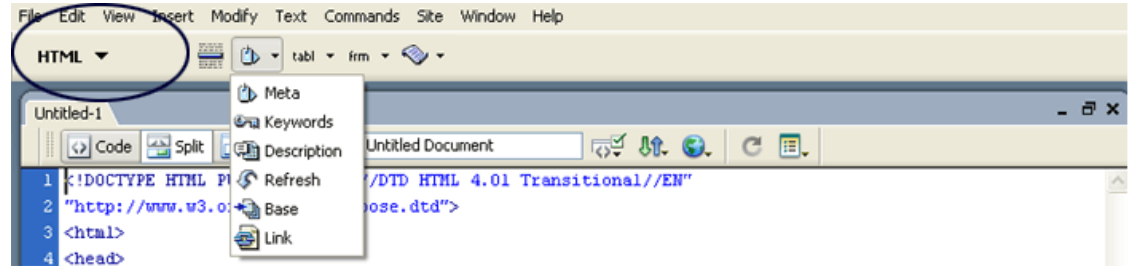
<META NAME="RATING" CONTENT="General"> (You should rate your site...especially if you have adult or PG content.)

<META NAME="ROBOTS" CONTENT="index, follow"> (This tells the spider to follow links on your site and list other pages.)

<META NAME="REVISIT-AFTER" CONTENT="4 weeks"> (This tells the spider to re-visit your site in x amount of time.)



Dreamweaver lists the most common META tags in its drop down menu. **See below.**



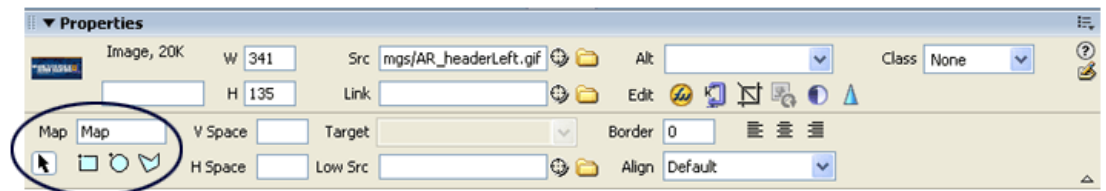
To insert a META tag in Dreamweaver:

1. Click on the Objects Panel
2. Select 'HTML' from the drop down menu
3. Click on the 'Head' icon
4. Choose your META tag
5. Fill out the required info
6. Click 'OK'

That's it! Dreamweaver automatically inserts the tag in the code.

II. Image Maps And Hotspots

Image maps contain invisible coordinates that **allow you to assign multiple links to a single image**. With image maps, you can specify multiple regions of a single image and have each of those areas link to a different URL.



When an image is selected in Dreamweaver, the Property Inspector changes to reflect options for images, which include the image map settings. **See above.**

To create an image map:

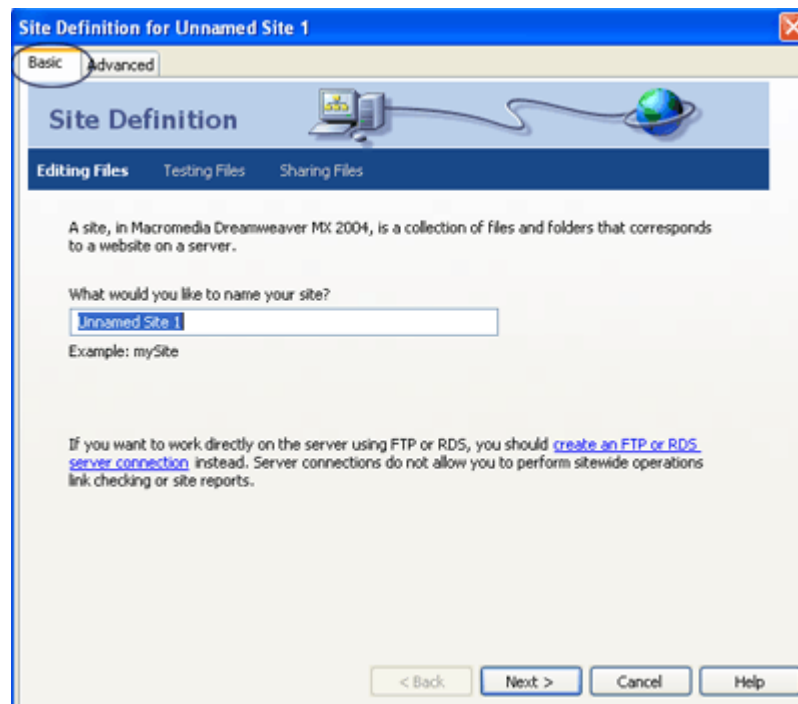
1. Click 'Insert Image' from the Objects Panel
2. Click on the image in the Document Window to make it active
3. Assign a name to your map in the 'Map' field. This becomes more important if you have multiple image maps on a single page.
4. Choose the 'Hotspot' tool you want to use in the Property Inspector (below the Document Window)
5. Using the tool, highlight the area of the picture that you want to create a link on
6. Type the URL in the Property Inspector panel



III. Define A Site

Dreamweaver has a site management scheme that requires that you keep all your files within one main **local root folder**, so you can easily duplicate the folder hierarchy that's on your hard drive when you upload to a Web server. A local root folder is no different from any other kind of folder on your hard drive, except that you have specified to Dreamweaver that **this is where all HTML and media files for your site reside.**

Think of the local root folder as the folder from which all other files stem, just like the roots of a tree. A local root folder can contain many subfolders, but Dreamweaver cannot keep track of elements unless they are stored inside of it. **WARNING: DO NOT SKIP THE CREATION OF A SITE!** This feature is integral to the program and Dreamweaver kicks up quite a fuss if you do. Ignoring this will certainly lead to problems!



To give define your site:

1. Click 'Site' from the main Dreamweaver menu
2. Select 'Manage Sites...' from the list
3. Click the 'New' button and choose 'Site' to get the setup wizard ([see screenshot above](#)).
4. Make sure the 'Basic' tab is selected
5. Name your site
6. Select the 'No, I do not want to use a server technology' radio button
7. Select the 'Edit local copies on my machine, then upload to a server when ready' radio button



8. Click the 'Browse' button and browse to the folder you want to designate as your Local Root Folder
9. Select 'None' from the drop down list regarding connecting to your remote server
10. Click 'Done' after you've previewed your selected settings

Congratulations! You've just set up your first site in Dreamweaver!

IV. Relative And Absolute Links

It is very important to understand the difference between two different types of links – those that are **relative** and those that are **absolute**.

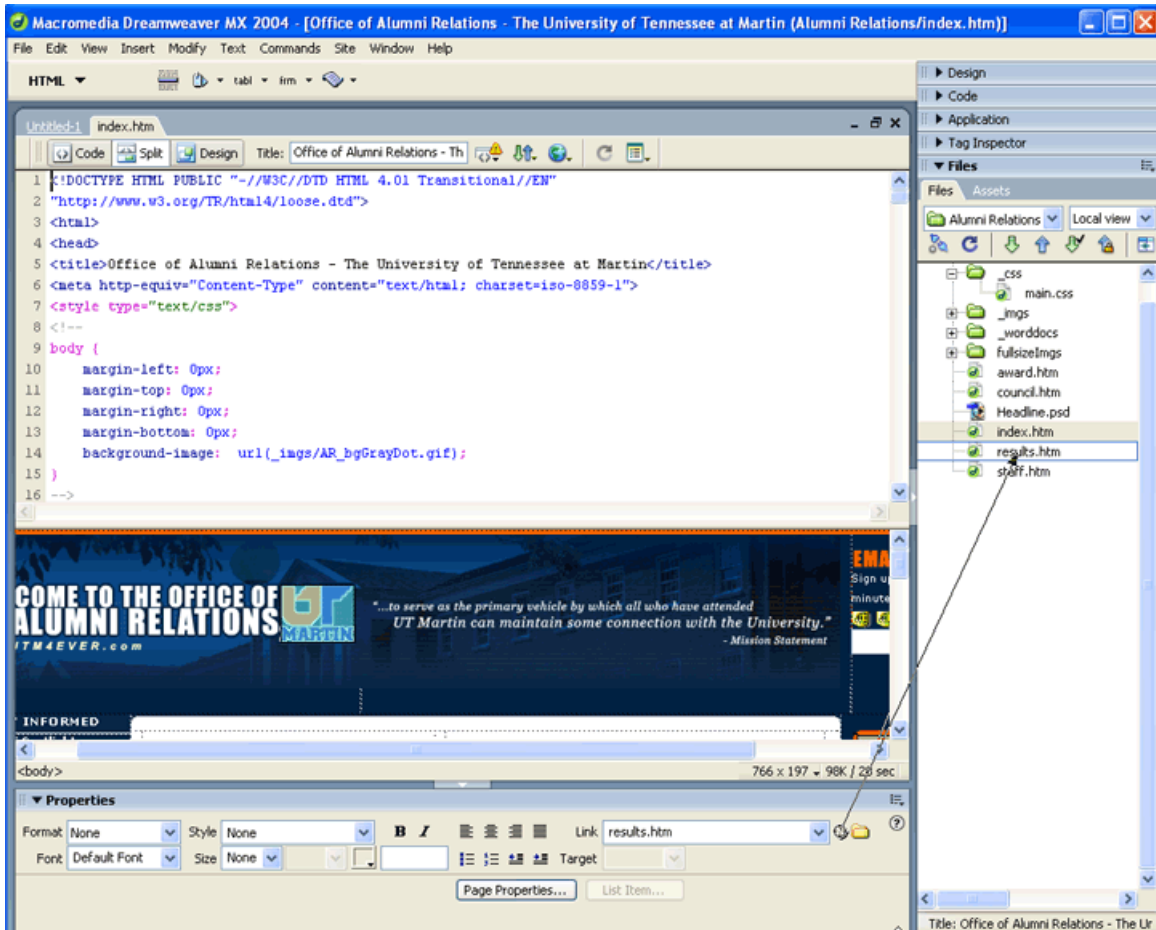
- **Relative links** reference files that are part of your site. All the files in your local root folder (and listed in your Site panel) are internal files that can be referenced as relative links. In this case the file name is ample enough to specify the link (i.e. resume.htm)
- **Absolute links** are used when you want to link to an external file, such as someone else's site. In this case you must use the full URL (i.e. <http://www.utm.edu>)

Linking with **Point to File** is a great way to create links on your Web pages. This feature forces you to select files that are within your local root folder, eliminating the unwanted possibility of linking to files outside of your defined site.

To use Point to File:

1. In the **Property Inspector**, click and hold the **Point to File** icon next to the **Link** field. Text will appear telling you to point to a file to create a link.
2. Drag the pointer to a file in your Site Panel. Make sure the file is highlighted.
3. Release the mouse button.
4. Notice a Relative Link has been placed in the Link field!

NOTE: See next page for screenshot.



V. Named Anchors

Named anchors are used when you want to link to sections within a long page of content. They have two (2) components – the **anchor** and the **link**. Working together, they make it easy to jump to specific areas of your page.



To insert a named anchor in a webpage:

1. Place your cursor in the body of your webpage where you would like a named anchor to reside
2. From the 'Common' menu in the Insert panel, click the Anchor icon
3. Give the anchor a name
4. Click 'OK'



Now that you have created the anchors in the body of your webpage, it's time to create the actual links. Dreamweaver's Point to File feature is the easiest way to achieve this.

To create links to your anchors:

1. Highlight the text or image that will contain the link
2. Drag the Point to File tool directly above the anchor you are linking to
3. Release the mouse button

VI. Additional Resources

- www.htmlgoodies.com
- www.gettingstarted.net
- www.webmonkey.com