

# HTML for Beginners & JavaScript Magic

- Step By Step -

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# My SBI Story...

- Thrandur
  - Programmer, project manager
  - Alfatingl (Elfen Moon) company 2002
  - Started 4x4OffRoads.com Christmas 2003
  - Quit JOB early 2006
- 4x4OffRoads.com
  - Popular off road site
  - ~8000 guests pr. day
  - >6000 subscribers
  - In Google Top 10!

The screenshot shows the homepage of 4x4OffRoads.com. At the top, there is a navigation bar with the site name, a search bar, and various utility links. The main content area features a large heading "4X4 OFF ROADS! Enjoy Your 4x4 And Experience Off Road 4 Wheeling". Below this, there is a paragraph of introductory text and several small images with captions, including "4x4 Off Road Tires" and "4x4 Off Road". A sidebar on the right contains a "Most Popular 4x4 Articles and Off Road Stories" section with a list of links to various articles. At the bottom of the page, there are more navigation links and a "Web" link.

The screenshot shows a Google search results page for the query "4x4". The search bar at the top shows the query and the search button. Below the search bar, there are navigation links for "Web", "Images", and "Video". The search results are displayed in a list format, with the first result being "4x4 Offroad, Land Rover, Range Rover, Discovery, 4x4 clubs, news ...". The second result is "4x4 Off Roads | 4X4 OFF ROADS! - Enjoy Your 4x4 And Experience Off Road 4 Wheeling. For serious 4x4 off roads travel. Practical no nonsense information." This second result is circled in red. The third result is "4x4 action, pictures, videos and more" and the fourth is "4x4 Parts-4x4 Accessories-4WD Parts-Jeep Accessories-Jeep Parts ...".

# Overview

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# HTML for Beginners

- Keep it simple!
- Learn only what you NEED
- Use Microsoft Expression Web, DreamWeaver or other WYSIWYG editor
- Think “boxes” or “building blocks”

# HTML Basics

- HyperText Markup Language
- Tags
  - Make this `<b>BOLD</b>`
- Links:
  - `<a href=www.sitesell.com>SiteSell</a>`
  - <http://sbitips.sitesell.com/creating-links.html>
  - <http://sbitips.sitesell.com/tags.html>

# HTML tables

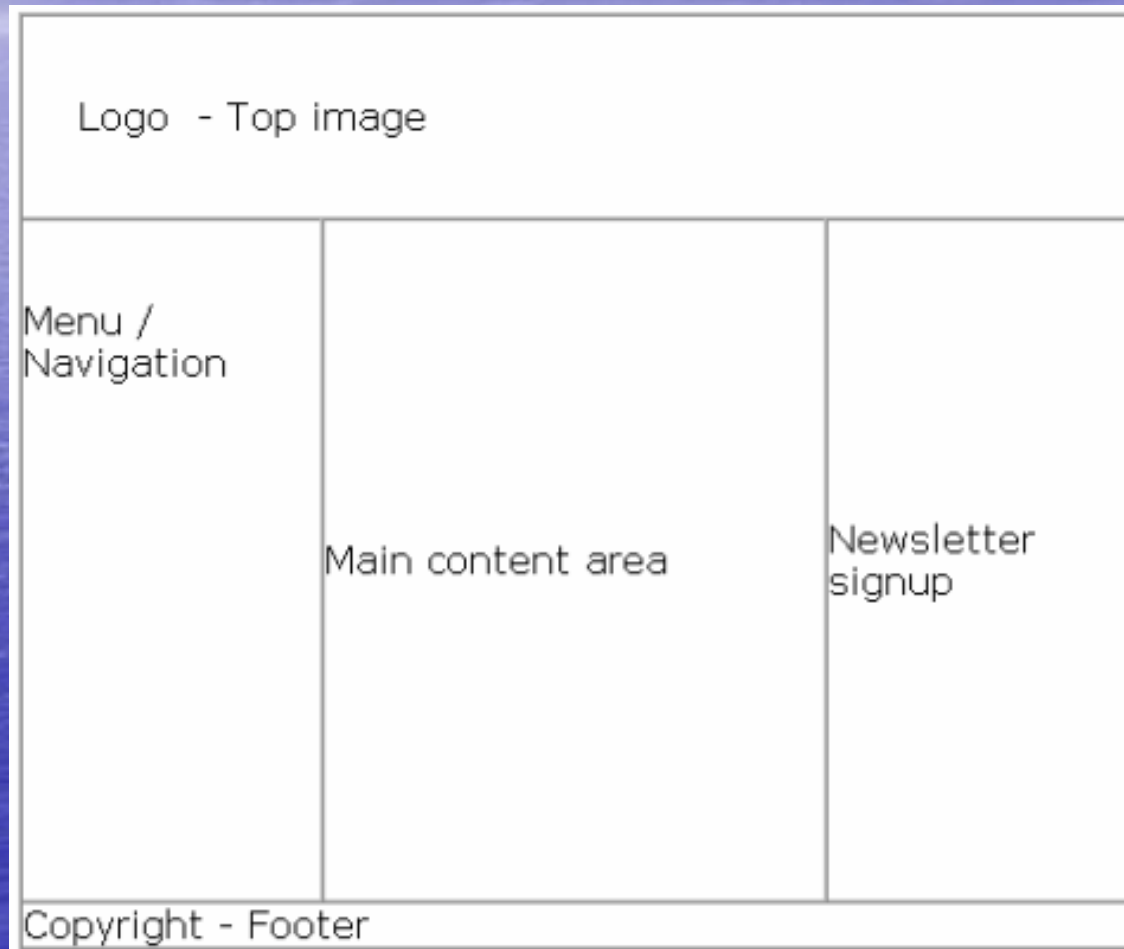
- Great for simple control
- Example 1: Picture index
- Example 2: AdSense in Content

```
<table>
  <tr>
    <td>a</td>
    <td>b</td>
  </tr>
  <tr>
    <td>c</td>
    <td>d</td>
  </tr>
</table>
```



SBI Includes

Step 1 - Make a draft of the L&F you want using tables with the graphics and everything leaving space for the NAVBAR on the left.



**Step 2 – Make include files for the Header, Left column and Footer.**

Remember:

- Have them all same width (800 pixels wide)

**Step 3 - Plan other possibilities like advertising include blocks - so you can make global changes to things like AdSense L&F.**

Step 4 - Finally make a template using all these include files and use that as the starting point for all pages.

```
<HTML>
<HEAD>
...
</HEAD>
<BODY ...>

***4x4-header.shtml***

<TABLE BORDER="0" CELLPADDING="0"
CELLSPACING="0" width="800" bgcolor="#FFFFFF">
<tr>
<TD valign="top" bgcolor="#FFFFFF" width="180">
***left-column.shtml***
...</TABLE>

***4x4-footer.shtml***

</BODY>
```

# HTML Resources

- [www.htmlgoodies.com](http://www.htmlgoodies.com)
- [www.htmlhelp.com](http://www.htmlhelp.com)
- Bulletproof Web Design – Dan Cederholm
- Creating COOL WEB SITES – Dave Taylor

# JavaScript Magic

- Keep it simple!
- Learn only what you NEED
- Make sure it works...
- Test, test & test

# Bookmark this Site

- Inline JavaScript
- Always good to have people bookmark your site

```
<a href="javascript:window.external.AddFavorite('http://www.4x4offroads.com',  
'4x4OffRoads.com')" style="text-decoration: underline; color: rgb(0, 0, 255);">  
Bookmark this Site</a>
```

# A-B Split Testing AdSense

- A simple method to test AdSense performance
- Test color and ad formats for performance

```
<script type="text/javascript"><!--  
google_ad_client = " pub-xxxxxxxxxxxxxxxxxxxx " ;  
//200x200, ATF created 12/23/07  
google_ad_slot = "5192878482";  
google_ad_width = 200;  
google_ad_height = 200;  
//--></script>  
<script type="text/javascript"  
src="http://pagead2.googlesyndication.com/page  
ad/show_ads.js">  
</script>
```

```
<script type="text/javascript">
var random_number = Math.random();
if (random_number < .5){
google_ad_client = "pub-xxxxxxxxxxxxxxxxxxxx";
//200x200, ATF created 12/23/07
google_ad_slot = "5192878482";
google_ad_width = 200;
google_ad_height = 200;
//-->
} else {
google_ad_client = " pub-xxxxxxxxxxxxxxxxxxxx";
//200x200, ATF B created 12/23/07
google_ad_slot = "3181910664";
google_ad_width = 200;
google_ad_height = 200;
//-->
}
</script>
<script type="text/javascript"
src="http://pagead2.googleadsyndication.com/pagead/show_ads.js">
</script>
```

# Random Picture

- Use for Rolling Ads, Decoration and more
- Begin by uploading the pics
  - Create a bunch of pictures
  - Name them something like “keyword-1.jpg”, “keyword-2.jpg” ... “keyword-100.jpg”
  - Make a page graphics.html with all the pics and upload it and the pictures

```
<SCRIPT language="JavaScript">
<!--

pic_width=60; /*change to match the height of all your images */
pic_height=48; /* change to match the width of all your images */
border_size=0; /* change to the border size you want on the images
*/
alignment=1; /* 0=left,1=center */
webpath="http://www.4x4offroads.com/image-files/keyword-"

if (alignment==1)
{
cent_it="<CENTER>";
cent_it2="</CENTER>";
}
else
{
cent_it="";
cent_it2="";
}
}
```

```
function get_random(maxNum)
{
  if (Math.random && Math.round)
  {
    var ranNum= Math.round(Math.random()*(maxNum-1));
    ranNum+=1;
    return ranNum;
  }
  else
  {
    today= new Date();
    hours= today.getHours();
    mins= today.getMinutes();
    secn= today.getSeconds();
    if (hours==19)
      hours=18;
    var ranNum= (((hours+1)*(mins+1)*secn)%maxNum)+1;
    return ranNum;
  }
}
```

```
function get_Image()
{
  if (document.images)
  {
    var choose_one= get_random(106);

    pics = webpath + choose_one + ".jpg";
    document.write(cent_it+"<IMG SRC='"+pics+"' alt='4x4' width='"+pic_width+"'
border='"+border_size+"'>" +cent_it2);
  }
}

</script>
```

# Use The Picture

- Place this code wherever you want...

```
<SCRIPT language="JavaScript">  
<!--  
                get_Image()  
//-->  
</SCRIPT>
```

# BONUS: CSS Menu Structure

```
<style type="text/css">  
    @import url("support-files/digital-  
photo-web.css");  
</style>
```

```
<div id="navcontainer">
  <b><ul id="navlist">
    <li><a href="index.html">Home</a></li>
    <li><a href="pro-photo.html">Pro Photo</a></li>
    <li><a href="photo-journals.html">Photo Journals</a></li>
    <li><a href="best-web-hosting.html">Best Web Hosting</a></li>
    <li><a href="digital-cameras.html">Digital Cameras</a></li>
    ...
  </ul></b>
</div>
```

```
#navcontainer
{
background: #D0E0FF;
width: 150px;
margin: 0 auto;
padding: 0em 0;
font-family: Verdana, Arial, Eyechart, Geneva, Helvetica, sans-serif;
font-size: 12px;
text-align: center;
}
```

```
ul#navlist
{
text-align: center;
font-size: 12px;
list-style: none;
padding: 0;
margin: 0;
width: 140px;
}
```

```
ul#navlist li
{
display: block;
margin: 0 auto;
padding: 0;
}
```

```
ul#navlist li a
{
display: block;
width: 100%;
padding: 0.5em 0 0.5em 0.5em;
border-width: 1px;
border-color: #ffe #aaab9c #ccc #fff;
border-style: solid;
color: #ffffff;
text-decoration: none;
background: #000080;
}
```

```
#navcontainer>ul#navlist li a { width: auto; }
```

```
ul#navlist li#active a  
{  
background: #D0E0FF;  
color: #FFFF00;  
}
```

```
ul#navlist li a:hover, ul#navlist li#active a:hover  
{  
color: #000080;  
background: transparent;  
border-color: #aaab9c #fff #fff #ccc;  
}
```

# JavaScript Resources

- [www.javascript.com/](http://www.javascript.com/)
- <http://javascript.internet.com/>
- [www.js-x.com/](http://www.js-x.com/)
- Search Google!
- <http://sbi-help.easy-online-money.net/>
- Professional JavaScript for Web Developers – Nicholas C. Zakas - Wrox

Thanks!

