TidBITS Publishing Inc.

Take Control of

v1.1

iWeb

iLife '08 Edition

Steve Sande

$10

TABLE OF CONTENTS

READ ME FIRST

Welcome to *Take Control of iWeb: iLife '08 Edition,* version 1.1, published in February 2009 by TidBITS Publishing Inc.

This book puts you in control of creating and publishing professional-looking Web sites using iWeb, Web design software from Apple Inc. This book was written by Steve Sande, edited by Karen Anderson and Tonya Engst, and published by TidBITS Publishing Inc.

Updates

We may offer free minor updates to this book. To read any available new information, click the Check for Updates link on the cover, or click here. On the resulting Web page, you can also sign up to be notified of major updates via email. If you have a version of this book where the Check for Updates link doesn't work, contact us at tc-comments@tidbits.com to obtain the PDF.

Basics

In reading this book, you may get stuck if you don't know certain basic facts about iWeb or if you don't understand Take Control syntax for things like working with menus or finding items in the Finder. Please note the following:

- **Path syntax:** I occasionally use a *path* to show the location of a file or folder in your file system. Path text is formatted in special type. For example, iLife '08 installs its component applications, such as iWeb, in the Applications folder. The path to iWeb is: /Applications/iWeb.

  The slash at the start of the path tells you to start from the root level of the disk. You will also see paths that begin with ~ (tilde), which is a shortcut for any user's home directory. For example, if

a person with the user name andrea wants to create a new iWeb domain file in a folder called Web Sites in her Documents folder, she would create the domain file in her `~/Documents/Web Sites` folder, which is another way of writing `/Users/andrea/Documents/Web Sites`.

- **Menus:** When I describe choosing a command from a menu in the menu bar, I use an abbreviated description. For example, the abbreviated description for the menu command that saves a file from iWeb is "File > Save."

- **Toolbar:** I refer to the iWeb toolbar (shown below this paragraph), throughout this book. You can find it at the bottom of the iWeb window, or—if you prefer to use menus or keyboard shortcuts, check out **Table 1**, next page, which maps the toolbar buttons to menu commands and keyboard shortcuts.
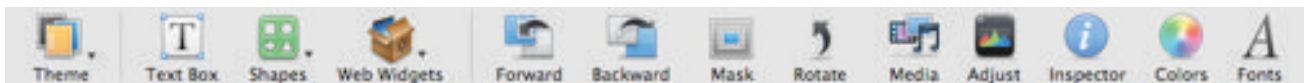
What's New in Version 1.1
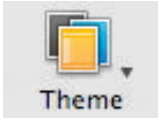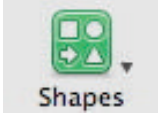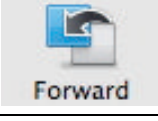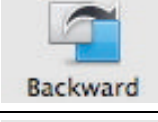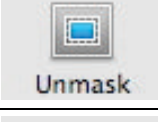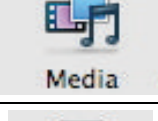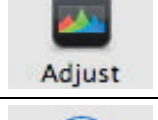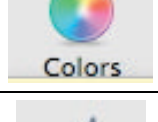
Whether you're a new reader or have been along for the iWeb ride since the first edition of this book, some recent changes to the world of Apple and the Internet are discussed in detail in this new version:

- **.Mac becomes MobileMe:** As part of the overall effort to support wireless synchronization of calendars, contacts, and other information, Apple has changed the name and features of .Mac. The new online product, designed to be attractive to owners of Windows and Linux PCs as well, is called MobileMe.

  Like .Mac, MobileMe is available for $99 per year. The subscription now provides 20 GB (twice the previous amount) of combined email and file storage and 200 GB of monthly data transfer, meaning that it's now feasible to host podcasts, video, and large photo libraries on your iWeb site.

- **Add a Twitter feed to your iWeb site:** Twitter is the new social networking phenomenon that you use by writing 140-character (or less) "tweets" about what you're currently doing. In Appendix B: Add a Twitter Feed (p. 134), you can learn how to add a Twitter feed to your iWeb site showing your most recent tweets.

Table 1: Menu and Keyboard Equivalents for the Toolbar

Toolbar Icon	Menu Equivalent	Keyboard Equivalent
Theme	File > New Site	Shift-Command-N
Text Box	Insert > Text Box	None
Shapes	Insert > Shape > [list of shapes]	None
Web Widgets	Insert menu	None
Forward	Arrange > Bring Forward	Option-Shift-Command-F
Backward	Arrange > Send Backward	Option-Shift-Command-B
Unmask	Format > Unmask	Shift-Command-M
Rotate	Arrange > Rotate Counter Clockwise	Command-R
Media	View > Show / Hide Media Browser	None
Adjust	View > Show / Hide Adjust Image	None
Inspector	View > Show / Hide Inspector	Option-Command-I
Colors	View > Show / Hide Colors	Shift-Command-C
Fonts	Format > Font > Show / Hide Fonts	Command-T

INTRODUCTION

In January 2006, Apple CEO Steve Jobs announced iWeb, a new Web site design and publishing tool in iLife '06. I know all too well how difficult it is to make a great-looking Web site and create a blog, because I've struggled with the complexities of RSS feeds and searched to find a way to easily publish photo galleries and podcasts. Watching Jobs simply click and drag his way through the creation of a professional-looking Web site in a few minutes during a keynote address was certainly an eye-opener, so I purchased iLife '06 and began playing with iWeb. The result of my play was the first edition of this book.

Fast-forward to August 2007 and another announcement from Steve Jobs—the release of iLife '08, including a new version of iWeb. What impresses me most about iWeb 2 is how Apple's developers improved on the original by adding capabilities that previously required extensive workarounds—see What's New in iWeb 2 (p. 10) for more details on the new features.

In this book, I take you on a journey of discovery. I briefly explore the past so you can see what a powerful tool iWeb is, and then you can follow me as I build a Web site step by step. You can visit my iWeb site at http://www.tcoiweb.com/, and then read about how I used iWeb to create what you're viewing.

If you've never made a Web site before, you'll be thrilled with how easily you can organize your thoughts and have iWeb turn them into a beautiful work of art. Experienced Web designers will be happy with how iWeb works with the rest of the iLife suite to create vibrant Web sites full of text, sound, video, and photography.

Let's get started!

QUICK START TO MAKING A SITE IN iWEB

Although you can read this book sequentially, you may wish to use this page to set a custom path through the topics that I cover. You can click the blue links to jump quickly to a particular section.

Learn what's new in iWeb 2:

- Find out how the changes in iWeb 2 and the capabilities of MobileMe combine to help you create Web sites that are more compelling and powerful that those you could create in iWeb 1; see What's New in iWeb 2 (p. 10).

Start your site:

- For historical context, read A Brief History of Web Sites (p. 11). Then, if you haven't already, Install iWeb (p. 15).

- Start a new site! Learn how to Create Your First Site (p. 18).

- Get the scoop on Editing One Site on Two Macs (p. 40).

- Ready to take your site live? In Publish Your Site (p. 41), you'll find out how to publish to MobileMe and to other servers. Appendix A: Web Hosting (p. 130) provides more detail about hosting your site on a server that is not MobileMe.

Add links & media:

- Learn about making links in Create Web Hyperlinks (p. 57) and Create Other Link Types (p. 60).

- If image-based links are more your fancy, find more info in Create Picture Hyperlinks (p. 105) and Make an Image Map (p. 106).

- Turn your thoughts into bits with Publish a Blog (p. 72).

- Take your radio or TV show online with Publish a Podcast (p. 78).

- Add Photos to your site, and learn about Photo pages, My Albums pages, and Web galleries (p. 89).

- Use iWeb to Create an Online Movie Theater (p. 107).

Go beyond the limits:

- Learn how to Make Text Sparkle (p. 50) and discover the fabulous effects you can create with Shapes, Layers & Masks (p. 63).

- Add Special Elements (p. 36) to count visitors and provide information.

- See Enhance Photos (p. 98) to add cool effects—like Instant Alpha (p. 101)—to your photos, plus get advice on how to Accelerate Picture Downloads (p. 102).

- Add Google Maps to give your readers directions with the Google Map Web Widget (p. 114).

- Get an example of adding HTML code to your Web page in Add a Video from YouTube (p. 109).

- Get social with your iWeb site. Read Appendix B: Add a Twitter Feed (p. 134).

- Looking for extra income? Add Google AdSense Ads (p. 111), get ideas for how to Run an Online Store (p. 115), and Increase Traffic to your site (p. 126).

- Add a Form to your site in order to capture information from visitors (p. 121).

- Manage Multiple iWeb Sites using separate domain files (p. 127).

What's New in iWeb 2

Let's start by looking at what's new or different in iWeb 2:

- **MobileMe improvements:** Apple has updated the MobileMe service to make it more useful to iWeb users. For instance, you can now Publish to a Personal Domain on MobileMe (p. 44).

  Apple has also increased the amount of disk storage and the monthly bandwidth allowance, so even large and heavily visited Web sites can exist on a MobileMe account. However, the Mobile-Me terms and conditions still prohibit the use of MobileMe-hosted sites for ecommerce. Note that MobileMe was renamed MobileMe on July 9, 2008 (it was formerly called .Mac).

- **Web widgets:** With a new feature called HTML Snippets, you can add things like news headlines, live webcam feeds, YouTube videos, and stock tickers to your Web site. For examples, see Add a Video from YouTube (p. 109), Add a Form (p. 121), and Appendix B: Add a Twitter Feed (p. 134).

- **Google integration:** Apple and Google have been getting cozy lately, and the integration of Google AdSense and Google Maps into iWeb 2 is a perfect example of the level of cooperation between the two companies:

  ◇ The Google AdSense widget enables you to Add Google AdSense Ads to your Web pages (p. 111).

  ◇ The Google Maps widget provides a way to Add Google Maps to your Web content with one click (p. 114).

- **New templates and theme switching:** Apple has created 8 new themes for iWeb 2, bringing the total to 26. When you Choose a Template for your Web site, consider a new iWeb theme to give your site a makeover (p. 20).

- **Instant Alpha:** A powerful new photo editing tool, Instant Alpha, removes background clutter from photos you use in iWeb sites, giving the images a more professional appearance (p. 101).

- **Improved integration with iPhoto:** Through enhanced Photo pages, Web galleries, and My Album pages, iWeb 2 makes it easier than ever to Add Photos (p. 89) to a Web site.

A Brief History of Web Sites

Like many long-time Mac geeks, I started using the Internet prior to the introduction of the World Wide Web (in my case, thanks to Adam Engst's *Internet Starter Kit for Macintosh*). For the most part, early Internet applications provided a text-based way to interact on the Internet. Some of the early Internet applications were confusing to use (Gopher, for example) and have disappeared, but other tools, like clients for FTP (File Transfer Protocol), are still used.

Beginning in 1991, the Web made the Internet vastly more useful and exciting for many people. Anyone with access to a Web server could put Web pages on the Internet, and anyone with a Web browser could look at them. Unlike earlier Internet applications, the Web wasn't just straight text—Web pages could have colors, pictures, and other visual elements.

The language of the Web is *HTML* (Hypertext Markup Language). Created by Tim Berners-Lee as part of his original specification for the World Wide Web, HTML is a set of text instructions designed to tell a Web browser, like Safari or Firefox, where to place text, pictures, links, and other features on a Web page. (Find out more about Tim Berners-Lee at http://en.wikipedia.org/wiki/Tim_berners-lee.)

I was so excited by the invention of the World Wide Web and HTML, that I almost immediately downloaded the original NCSA Mosaic Web browser, visited the few sites that were available, and made my own Web site. What tool did I use to set up my original site? SimpleText. That's right—the same tool we still use to read those ubiquitous Read Me files that seem to come with every new piece of software, although it's now called TextEdit.

SimpleText was a good tool for developing Web sites in those days. Most sites consisted of a lot of text, hyperlinks to other sites, and had only a few graphics since most of us were using slow, dial-up modems to access the Internet. We would type the HTML into a text document and then view the more graphical result in a Web browser.

Here's a simplified example of the HTML behind a basic Web page:

```
<html>
<title>This is an example Web page</title>
<p><b>Welcome to my example Web page.</b><br>
Pretty boring, huh? This is what the World Wide Web was like for
quite a few years. Lots of text, a few tiny graphics, and links to other
lame Web sites.</p>
<p><a href="http://www.tcoiweb.com/">A link to the example
Web site for this book</a><hr>
<img src="http://www.gizmoranch.com/cover.jpg"></p>
</html>
```

When a Web browser receives the HTML shown above, it responds by showing a Web page that looks like the one in **Figure 1**.

FIGURE 1
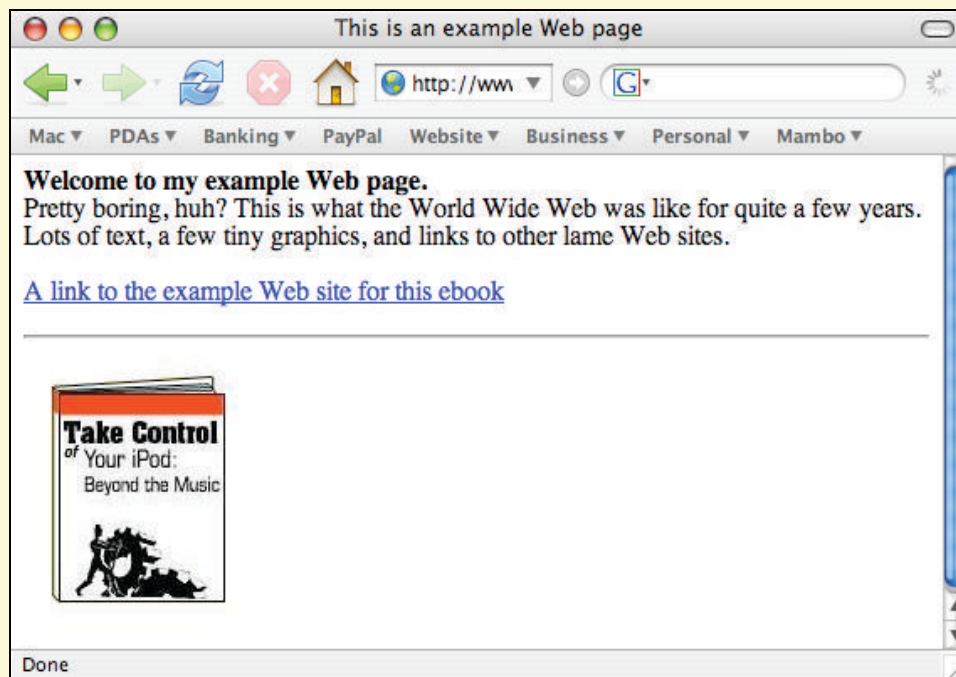
In the old days, Web pages often looked like this one. In comparison to the rich visual options we have today, it's a wonder that the Web took off like it did.

The items in the HTML that are surrounded by angle brackets (such as <html>) are called *tags*. Once you know the meaning of a few tags, you can see how they create a formatted Web page:

- **<html>:** The <html> tag defines the rest of the text as being readable by a Web browser. Notice that a closing tag, </html>, ends the text.

- **\<title\>:** The opening and closing <title> tags create the title at the top of the Web page.

- **\<p\>:** The <p> (paragraph) tag creates a paragraph. I could jazz up the text with a different font, italics, or bold-faced text, but for this example I left it plain vanilla.

- **\<a\>:** The <a> (anchor) tag has an *attribute*—a bit of text that clarifies what the tag should do. In this case, the attribute tells it what Web page to link to.

- **\<img\>:** The <img> (image) tag has an src attribute that gives the path to a graphic that I want to display on the page.

For the first few years, nearly everyone typed HTML by hand, though by late 1995 simple graphical editors, such as Adobe's PageMill (originally by Ceneca Communications), appeared on the scene. In their infancy, these *WYSIWYG* editors (What You See Is What You Get editors) were considered a godsend to those who didn't want to think in HTML. On the other hand, they often generated HTML with oddities or bugs, and didn't provide as much flexibility as hand-coding the HTML did.

At first HTML had only a few tags, so it was easy to learn. But, the W3C (World Wide Web Consortium) began adding new features to HTML based on input from Web designers and browser developers: they wanted better graphics, beautiful and functional forms, better typography, and security. The W3C even developed *CSS* (Cascading Style Sheets) to provide additional flexibility in Web page layout.

In the last few years, *RSS* (Really Simple Syndication) has made it possible for readers to subscribe to *blogs* (also known as *weblogs*), which are Web sites with frequent updates, usually in the form of diaries or daily commentary. And, now *podcasts* and *video podcasts* (*vodcasts*) take RSS even further by letting people subscribe to audio and video feeds.

As the capabilities of the Web increased, the ease of creating good-looking and full-featured Web sites deteriorated. A professional Web designer needed expensive and difficult applications like Dreamweaver or a conglomeration of special applications, and amateurs and hobbyists found it increasingly frustrating to use Web design tools. It wasn't surprising to find a person using a low-end Web design application like Macromedia Contribute to develop basic pages; linking them to a blog created with Blogger, WordPress, or MovableType; and adding podcast RSS feed files created in Podcast Maker or Feeder.

iWeb 2 is one of several next-generation Web development tools (others are RapidWeaver, http://www.realmacsoftware.com/; Sandvox, http://www.karelia.com/sandvox/; and Freeway, http://www.softpress.com/) that bring high-end Web features into the reach of everyday users. In many ways, iWeb 2 is similar to Apple's Pages application (part of the iWork suite). Pages has a number of professionally designed templates for page layout, giving you a leg up on creating brochures, posters, newsletters, and so on. And, it is integrated with iPhoto so you can add a photo to a document with a simple drag-and-drop from iPhoto.

Taking the cue from Pages, iWeb's programmers provided themes that serve as a starting point for designing a full-featured Web site. Integration with iPhoto, iMovie, iTunes, and even GarageBand extend the drag-and-drop options and let you add many types of media to enhance your Web site and enchant your visitors.

What you'll find by the time you reach the end of this book is that you can use iWeb 2 to design attractive Web sites full of photos, blogs, podcasts, and many special features—all without writing a line of HTML. I think you'll also have a smile on your face when you see the results and realize you've spent only $79 on iLife '08, instead of hundreds or even thousands of dollars for high-end Web design tools.

Enough of the history lesson—let's get started.

INSTALL iWEB

To install iLife '08, your Macintosh must meet or exceed the following minimum requirements:

- A Mac with a Power PC G4, PowerPC G5, or Intel processor, and at least 512 MB of memory (1 GB or higher is recommended). iWeb is a *Universal* application (so it runs on Power PC- and Intel-based Macs), and it operates much faster on the Intel-based machines.

- DVD drive (SuperDrive or Combo Drive).

- At least 3 GB of available disk space if you want to install all of the iLife '08 software.

- Mac OS X Tiger 10.4.9 or later, including Mac OS X Leopard 10.5.

- QuickTime 7.2 or later. iLife '08 installs this on your Macintosh if it's not currently installed.

If your Mac does meet the requirements, grab your iLife '08 disc and follow the directions in this section to install the software, make sure you have the latest version, and launch the software.

Run the Installer

Before you install iWeb (or any software), I recommend that you quit any applications that are already running. Also, I suggest that you temporarily disable antivirus software like McAfee, Norton Antivirus, or ClamXav to avoid possible conflicts with the installer. Remember to practice safe computing and turn your antivirus protection back on once the installation is completed.

If you've installed other Mac software, you already know how to install iLife '08: Open the box, remove the installation DVD, and place it in the Combo Drive or SuperDrive in your Macintosh. Soon the drive begins to whir and the DVD contents appear on the screen (**Figure 2**). Double-click the iLife '08 icon to launch the installer.

| ⊙ ⊙ ⊙ | iLife '08 Install DVD | ⊜ |
| 2 items, 80.1 MB available |

See that icon that looks like an open cardboard box with "iLife '08" beneath it? Double-click it to start installing.

Follow the prompts and enter the administrator password for your Mac when asked. When the installer reaches the Installation Type pane, you can choose whether you want to customize the installation:

- To customize the installation, click Customize. This is useful if your disk space is limited—from the Customize screen you can choose which programs you'd like to install. If you are limited by space, consider not installing iDVD and GarageBand.

- To install the entire iLife suite, click Install (or click Upgrade if you don't have an Install button).

When the installation is complete, the icon for iWeb (**Figure 3**) appears in the Dock, along with (if you installed them) icons for the other iLife applications.

Make Sure You Have the Latest Version

Before you start doing serious work in iWeb, run Check for Updates to be certain you have the latest version of iWeb installed:

1. Launch iWeb by clicking once on the Dock icon or twice on the iWeb icon in the Applications folder.

2. In iWeb, choose iWeb > Check for Updates.

    If the most recent version is installed, a small dialog appears noting that you have the most recent version. If not, you receive notification that an update is available and Software Update launches to install the update.

3. If you are notified of an update, make sure the update is selected for installation by checking its Install box, and then click the install button at the lower right of the Software Update window.

4. When asked, enter the administrator name and password for the Mac receiving the update, and click the OK button.

5. You are asked to agree to a License Agreement for each program you install. Read the legalese if you are so inclined, and then click the Agree button to continue.

Software Update downloads the latest version of the iWeb software and installs it.

TIP You can keep iWeb updated by choosing iWeb > Preferences and checking the "Check for iWeb updates automatically" box.

Or, if you don't want to use Software Update or have iWeb download its own updates, you can get iWeb updates, and other updates, from http://www.apple.com/support/downloads/.

CREATE YOUR FIRST SITE

In this section, I walk you through the basic steps for doing Web publishing in iWeb. You can follow along as I create a site, which I've put on the Web—at http://www.tcoiweb.com/—so you can see it in action. You may wish to create a similar sample site, so you can get some practice. Alternately, you can skim this section to quickly find information about a particular topic.

Create a Domain File

What's a domain? Generally, a *domain name* identifies a computer or computers on the Internet. For instance tidbits.com is the domain name used for the Mac news site *TidBITS*. However, the relationship between iWeb Domains and Internet domains is tenuous, and it's probably best not to try to think of them as being analogous.

An iWeb Domain file contains the materials that make up an iWeb site—the HTML code, Cascading Style Sheets, images, sound files, and movies.

TIP MORE ABOUT DOMAIN FILES

You can find out how to work with one Domain file on multiple Macs in the sidebar Editing One Site on Two Macs, at the end of this section. And, if you want to make more than one Web site in iWeb and thus to have multiple Domain files, see Manage Multiple iWeb Sites (near the end of the book).

When you first launch iWeb, it may automatically create a new Domain file or it may ask you to locate one or create a new one. Let's look at each of those scenarios:

- **First launch ever:** When you first launch iWeb on your Mac, iWeb creates a new Domain file for you and it greets you with a Welcome to iWeb '08 dialog (**Figure 4**). Click the OK button, and you'll be asked to Choose a Template.

FIGURE 4

The Welcome to iWeb '08 dialog links to the Getting Started PDF document and to online video tutorials on the Apple Web site. Both are useful and I recommend them as a supplement to this book.

- **Missing Domain file:** If, however, you have worked with iWeb on a Mac and the Domain file has been moved from its default location or deleted, iWeb asks you to either create a Domain file or choose an existing Domain file (**Figure 5**).

FIGURE 5
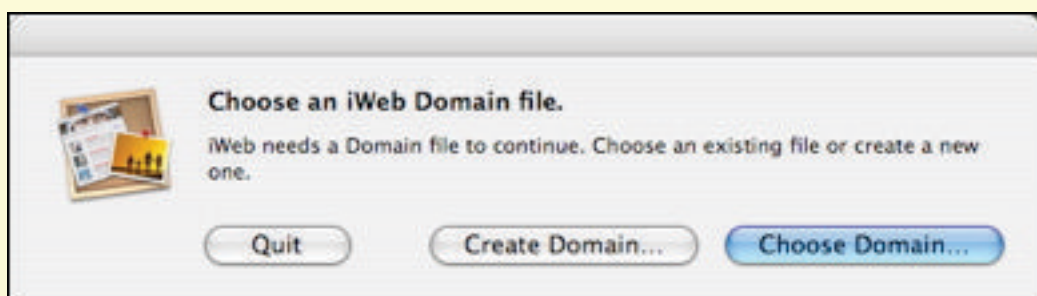
If you want to create a new iWeb Domain file, click the Create Domain button. If you want to work on an existing iWeb Domain file, then use Choose Domain. If you really wanted to start up iTunes, not iWeb, click Quit.

You already have at least one Domain file if you've been using the earlier version of iWeb. Click the Choose Domain button and navigate to your Domain file. The default location for the Domain file is ~/Library/Application Support/iWeb/.

Should you wish to create a new Domain file, follow these instructions instead:

1. Click the Create Domain button.

    An Open/Save dialog appears (**Figure 6**).

FIGURE 6
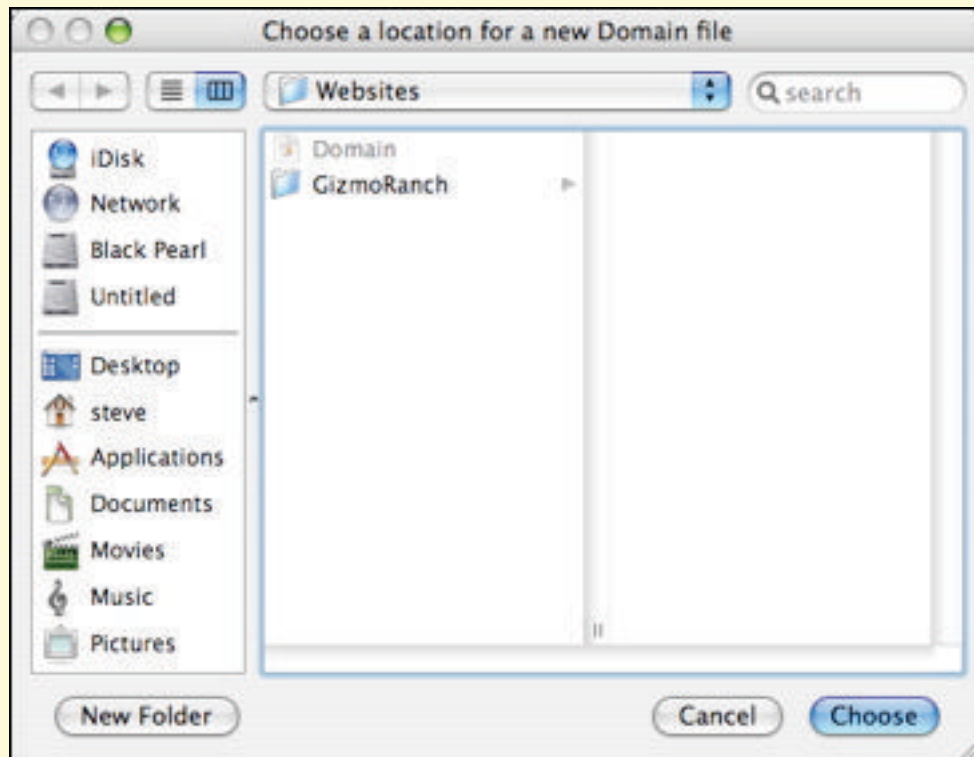
Your iWeb domain file can be saved in almost any directory or folder on your Mac. I save mine in a folder called *Websites.*

2. Navigate to the folder on your Mac where you want to save your Domain file, then click Choose.

    Since I tend to use more than one iWeb Domain file, I've created a folder called *Websites* and I save the separate iWeb Domain files in their own subdirectories. (You can find more information about using multiple Domain files in Manage Multiple iWeb Sites.)

Choose a Template

As soon as you have chosen the location of your Domain file or if you decide to add a new Web site to an existing Domain, iWeb asks you to choose a template for your Web site (**Figure 7**).

Generally speaking, a *template* is a canned document that you use as a starting point. It typically contains standardized text and design elements, which you then customize or expand. In iWeb, the templates help you maintain a consistent look and consistent navigation links throughout a site. They also help you create a great looking site in short order. Apple and third-party developers also refer to templates as *themes*, so I use both terms interchangeably in this book.

FIGURE 7

Choose a template for your webpage:

All

Main Event

Gazette

Highlighter

Elegant

Notebook

Doodle

Cloud 9

Watercolor

Travel

Welcome
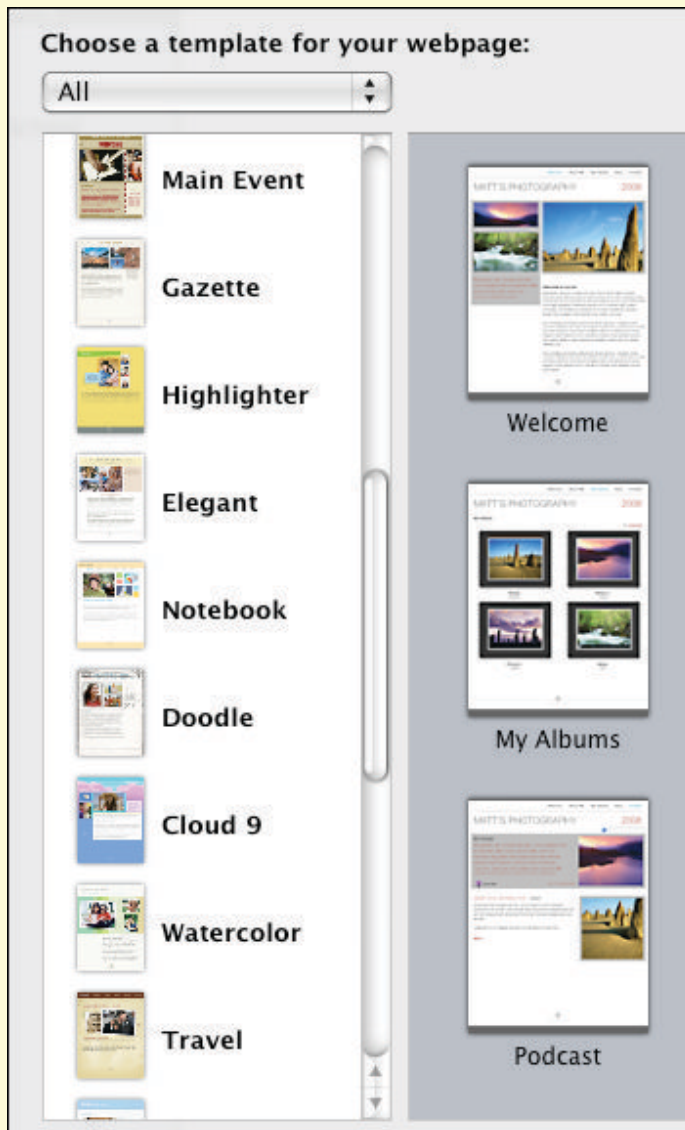
My Albums

Podcast

iWeb has 26 different templates for you to choose from.

Each template has eight available page types (Welcome, About Me, Photos, My Albums, Movie, Blog, Podcast, and Blank).

Apple wants to make your Web site look like it was designed by a professional without forcing you to make the tough decisions faced by the pros. A Web designer follows certain guidelines to produce a unique look for a Web site, and you can follow similar ones when you choose a template, either to use in its default state, or as a starting point for further customization:

- Look for templates that use fonts that add to the feel of the site. For example, Portagol, a bold, stencil-like font used in the Free-style template, would look ridiculous and out of place on a Web site celebrating a wedding, while an elegant font like Cochin would be equally absurd on a skateboarding site (**Figure 8**).

Unless you have an extremely warped sense of humor, match the look of your site with the feeling you want to convey.

Stencil fonts, spray paint backgrounds, and bright colors don't put across the romance of a society wedding (top), and a formal design and flowery fonts are out of place on a skateboarding Web site (bottom).
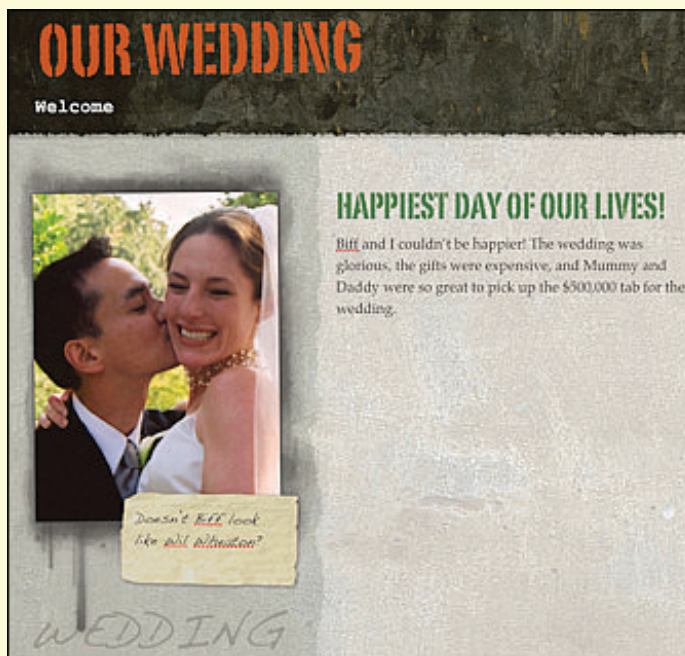
- Pick colors that match the mood you're trying to achieve. Bright colors make people feel happy, while dark colors such as brown or black can be considered dark and foreboding. For example, Baby is a happy template with plenty of light blue and white, while the Black template and its default dark font colors can be used to great effect if you want an ominous or scary site.

- Make your Web pages easy to read by using text colors and backgrounds that don't clash, but have enough contrast to make the text stand out. Think of light green on a pink background as

an example of clashing colors, while carnation on the same pink background is difficult to read because the colors are too much alike (**Figure 9**). If you're not sure about how your text colors and backgrounds will work, use the default template colors.

FIGURE 9

Don't nauseate your readers with clashing colors (left) or make them feel as if they're having eye problems by making the text color too close to the background color (right).

- Don't go overboard with fonts. With an almost infinite choice of typefaces, many beginners use too many on a page. It's better to use only one or two typefaces per page and to vary the style (bold, italic, and so on) and size sparingly (**Figure 10**).

FIGURE 10

Using every font you can find might have been fine on a rock concert poster in the 1960s, but it looks annoying and confusing on a Web page.

- Web page designs, like fashions, change over time. In the early days of Web design, background music and scrolling text were considered high fashion, to the enjoyment of some and the horror of discerning critics. Now they're the nightmare of Web design, somewhat akin to lime green leisure suits. Keep an eye on what the

most popular Web sites are doing and then use your own judgment on whether they're forerunners of Web designs of the future or quickly dated designs we'll all be snickering about in a few years.

Later, I describe how you can customize these templates with fonts, colors, masks, shapes, and other tools. If a template doesn't seem perfect to you, you may easily be able to tweak it to your liking.

NOTE   FINDING MORE TEMPLATES

There have always been people developing themes for Apple software, and iWeb is no exception. If you want to use a different template with iWeb, try these sites:

- iPresentee has a constantly-growing set of iWeb themes for business and pleasure: http://www.ipresentee.com/iPresentee/iPresentee_-_iWeb_Themes.html.

- Jumsoft is producing a line of iWeb themes that span a number of interests, from children's sites to business-oriented: http://www.jumsoft.com/iweb-themes/.

- 11Mystics has info about making templates and is selling many themes: http://11mystics.com/.

- Lamiavia's easily installed templates are now available through Miamiou: http://miamiou.com/.

- iWeb fan Max Karreth is developing free and commercial templates for iWeb: http://guimkie.com/projects/iweb/templates/.

Choose a Page Type

Once you've chosen a site template from the left side of the dialog, stay in the dialog, because you still need to pick a page type from the right side. iWeb has eight page types:

- **Welcome:** The Welcome page is a virtual welcome mat for your site. Use it describe your site and link to the other pages. For my example site—http://www.tcoiweb.com/, I start with a Welcome page (keep reading just ahead) and then show you the unique features of each page type.

- **About Me:** About Me is the page type you can use to introduce yourself or your organization to the world. The default About Me page has space for personal or company attributes, links to photo albums you have published, a list of favorite songs and Web sites, plus a spot for a picture. (See Make Your About Me Page, p. 37.)

- **Photo:** iWeb's integration with iPhoto makes it easy to display your favorite photos or create a portal to a Web-based slideshow. (See Create a Photo Page, p. 89.)

- **My Albums:** Photos and movies can be organized into albums, but how do you organize a large group of albums? The My Albums page type gives your readers a way to navigate through your media collections (See Set Up a My Albums Page, p. 94.)

- **Movie:** Think of the Movie page type as an online theater for your QuickTime movies. Create your movies in iMovie 7 and publish them online with iWeb. (See Create an Online Movie Theater, p. 107.)

- **Blog:** This page is for an online journal, also known as a *weblog* or *blog*. iWeb generates an *RSS feed* so readers can subscribe to your blog. (See Publish a Blog, p. 72.)

- **Podcast:** *Podcasts* and *vodcasts* are the audio and video equivalents of blogs. The Podcast page lists the latest episodes of your podcast and creates an RSS feed that works with the iTunes Store podcast directory. (See Publish a Podcast, p. 78.)

- **Blank:** If none of the other page types are what you need, try the Blank page, which provides a blank page with navigation links to other pages in your site. I suggest using the other page types as much as possible until you have experience with customizing iWeb pages.

After highlighting your choice of template and initial page type (if you are following this section tutorial style, select Modern Frame for the template and Welcome for the page), click the Choose button.

iWeb responds by generating the skeleton of your site and opening it in the main iWeb window. As you can see in **Figure 11**, I chose the Modern Frame theme and the Welcome page.

FIGURE 11
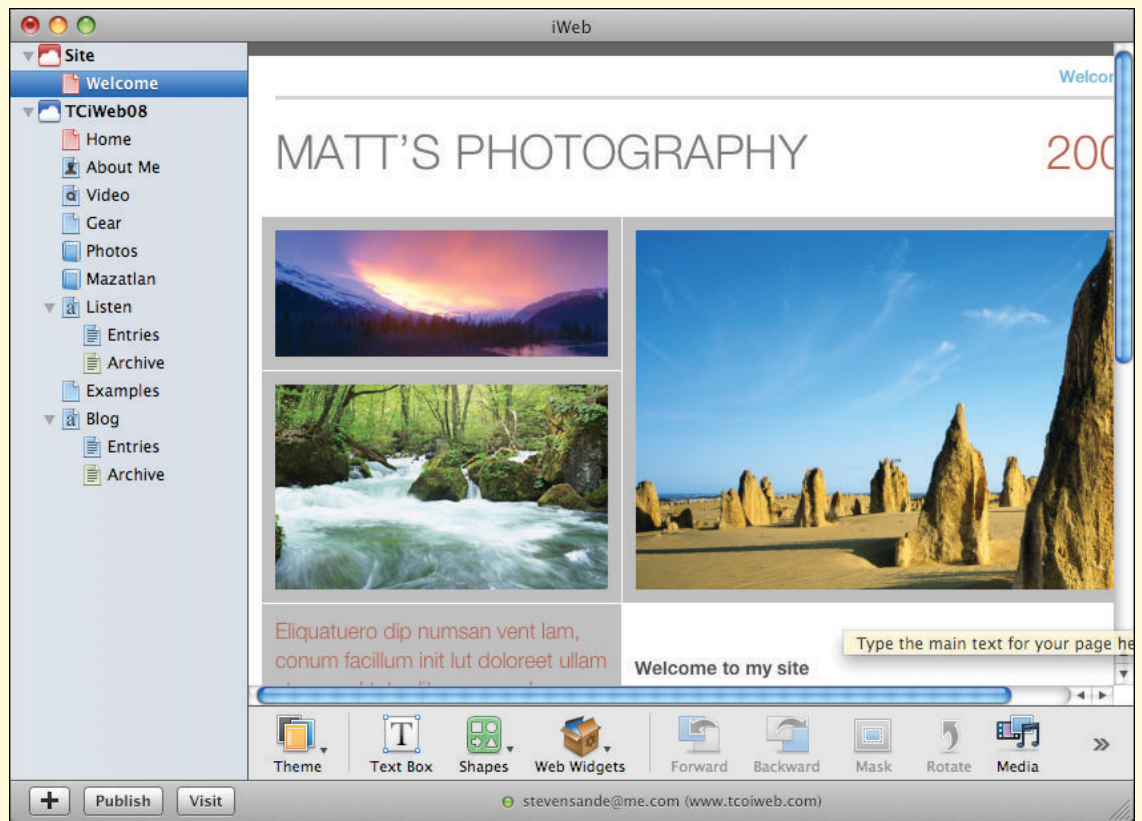
iWeb creates a new site, called *Site,* and it shows my first page (Welcome) in the Webpage canvas, along with the Sidebar at the left and the toolbar below. The site icons now appear as blue (published) or red MobileMe cloud icons.

My next step will be to change the name from *Site* (as shown in the Sidebar) to a more descriptive title.

Notice that I already have another Web site (*TCiWeb08*) listed in the Sidebar.

The iWeb application window now has three main areas:

- **Sidebar:** Situated at the left, the Sidebar helps you switch to different pages in a site and to rename your pages. If you have more than one site in a Domain file, the site titles appear in the top level (leftmost) of Sidebar with the individual pages indented below.

  If a site has been published to MobileMe, the red dot icons turn blue. A red icon means the site is unpublished. Making a change to a page, even adding or deleting a single character, turns the icon red. The next time you publish the site to MobileMe, the icon turns blue again. If you publish to a folder, the icon remains red as this function works only when you publish to MobileMe

- **Webpage canvas:** Taking up most of the window, the Webpage canvas is where you create and arrange your content.

- **Toolbar:** The toolbar sits at the bottom of the window. Click buttons on the toolbar for easy access to some iWeb commands, and see **Table 1** (p. 6) for a handy reference to the menu commands and keyboard shortcuts that map to the toolbar buttons.

Name Your Site

Notice, by looking in the Sidebar, that iWeb has named your site, *Site*. If you publish your site on MobileMe, this name will appear in the URL of the Web site like this: http://web.me.com/*username*/*Site*/.

So, if your MobileMe username is *stevensande* and your site is named *Site,* the URL will be: http://web.me.com/stevensande/Site/. (Pointing a Web browser at: http://web.me.com/stevensande/ has the same effect as typing the longer URL.)

NOTE   WHAT'S A URL?

A *URL* (Uniform Resource Location) is a sequence of characters that gives the exact scheme and path to a Web page or other Internet resource. (The *scheme* relates to the type of Internet service being used, such as Web, FTP, or email.) URL can be pronounced as "U–R–L" or (less commonly) "Earl."

In the case of a Web URL, the URL appears as a sequence of characters in the address bar at the top of the browser, and the scheme is http.

I recommend that you change the name to something short and descriptive, so that you end up with a better URL. Here are some important naming tips:

- **Typability:** Keep the name fairly short so visitors needn't type a long address. For example, instead of *Steve and Barb Sande's July, 2007 Vacation to Seattle for the SABR Convention and an Alaska Cruise*, I'd use *Vacation 07-2007* or, even better, *July-07-Trip*. Descriptive information that doesn't fit in the title can go on the site's pages.

- **Spaces:** Avoid using spaces in your Web site name, as people may inadvertently add a second space between words when they type a site's URL. Spaces are replaced with underscores when

the URL appears in a Web browser. For instance, if I had named my example Web site *House of Steve,* the URL would be http://web.me.com/stevensande/House of Steve/, and it would appear in the address field of a Web browser with the URL http://web.me.com/stevensande/House_of_Steve/.

Current best practices for avoiding spaces in a site name include:

- Run the site name words together (e.g., HouseofSteve).

- Replace spaces with hyphens (e.g., House-of-Steve).

- Replace spaces with underscores (e.g., House_of_Steve).

Any of these naming conventions can prevent confusion with spaces in Web site names.

- **Limitations:** Another good reason to keep your name short is that some older servers, particularly those using outdated versions of the Windows operating system, may not be able to handle a long directory name. For instance, the maximum path length for Windows 95 and later versions of Windows is 76 characters, so if the path to your Web server directory is long, you'll have only a few characters left for the name.

Here's how to change the name from *Site* to something else:

1. In the Sidebar, double-click the default site name *Site* to open the edit field for the name.

2. Enter the new name and press Return. I named my example Web site *TCiWeb2.*

Name Your Home Page

The first page listed after the site name in the Sidebar is always the page that a reader sees first, after typing the URL to your site. Its name is especially important since the name will appear in the navigation links on your site, and in the title bar of visitors' Web browsers. This page is what a visitor to your site would think of as the *home page,* because it's the page that appears first.

In Web parlance, the home page is often called the *index page* since many Web page design tools name the file *index.html*. However you can name the page anything you like. If you don't know much about Web publishing, you might think that this is perfectly reasonable, and

not worry about it. But, if you do know about the mechanics of Web publishing, this may trouble you, because you know that usually only pages with certain names (such as *index.html* or *default.html*) will show up if a visitor types the site's URL without specifying a page at the end.

When you publish to MobileMe, iWeb generates an *index.html* page for you! This page contains a *redirect* (think of a redirect as a forwarding address) from the *index.html* page to the page that's listed first after the Web site name in the Sidebar.

Warning! *Do not give any page the name* index *as iWeb saves it with the name index.html. This can conflict with the default index.html file and result in your site not displaying properly.*

In case you are curious, here's some of the HTML used by an iWeb-generated index.html page:

```
<head>
<title></title>
<meta http-equiv="refresh"
content="0;url=TCiWeb2/Home.html"/>
</head>
```

So, with this index.html page in place, a visitor who enters http://web.me.com/stevensande/ in a Web browser will go to the same page as a visitor who enters the longer http://web.me.com/stevensande/TCiWeb2/Home.html.

For my example site, I want to call the first page *Home.* To change the page name:

1. In the Sidebar, double-click the default page, named *Welcome,* to open its edit field.

2. Decide what to name the page. Since the name will be used in the navigation links on your site, it's smart to keep it short. I suggest ten characters or less, including spaces. You can make the name mixed-case (Home), lowercase (home), or uppercase (HOME), but you should be consistent with your casing in all your page names. Casing does make a difference when a user types your URL, so you may wish to play it safe by staying with all lowercase letters.

3. Enter the new page name and press Return. I'm typing Home for the name in **Figure 12**.
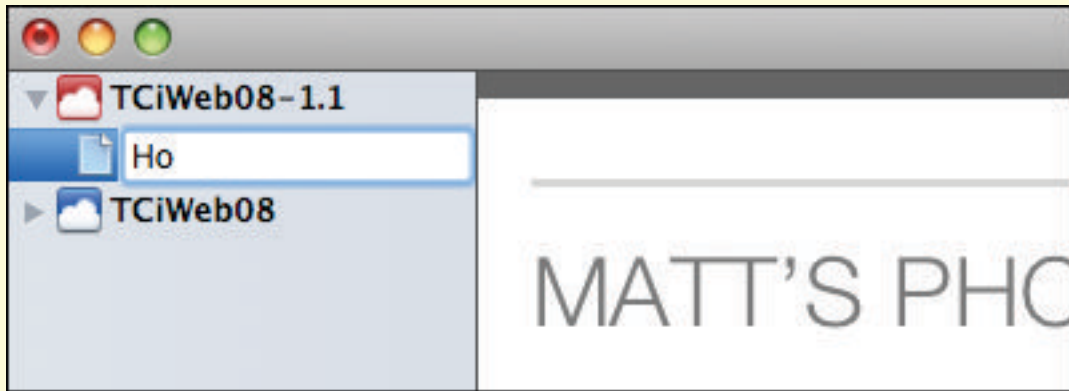
Here, I am changing the name of the Welcome page to *Home.* As soon I press Return, the navigation link at the top of the page (out of sight on the right of this screenshot) changes from Welcome to Home.

Edit the Headline

The default headline in the example site is the gray text near the top that says "Matt's Photography." You can change this text placeholder to whatever you want to say to your guests. To edit the headline:

1. Triple-click *Matt's Photography* to highlight them for editing.

2. Type the new headline. For this example, I've changed the name to *Take Control of iWeb '08*.

3. Click anywhere else on the page to deselect the title.

Change the Picture

Although the photo placeholders on the Home page are striking, you'll likely want to update the default placeholder pictures with your own. You can drag a photo in from the Desktop, but this is where iWeb's integration with other applications in iLife '08 works nicely.

To find a photo in iPhoto and insert it, follow these steps:

1. Click the Media button on the iWeb toolbar.

   The Media Browser appears (**Figure 13**).

FIGURE 13

The Media Browser—from this single dialog you can choose music and playlists from the Audio tab, pictures from the Photos tab, and Movies you've created from the Movies tab.

The Media Browser is now a common feature in many iLife and iWork applications.

No photos? *If you've just installed iLife for the first time and you don't have any pictures in iPhoto, the Media Browser will be empty.*

2. Click the Photos button.

   All albums, your complete library, and iPhoto events appear in the Media Browser. Clicking one of the listed items, such as an event, lets you view the photos.

3. Browse through the pictures until you find the ones you'd like to use. For the example Web site, I chose a self-portrait I took with PhotoBooth, a picture of an airplane wing that I shot with my iPhone, and a photo of a printed copy of *Take Control of Your iPod: Beyond the Music.*

   Don't be concerned if your photo is in a *portrait* (vertical) orientation but the photo placeholder is *landscape* (horizontal). iWeb will automatically mask the image. By *mask,* I mean that iWeb will hide part of the picture so it fits in the placeholder. (If you're worried about the size of your photo file, see Accelerate Picture Downloads.)

4. Drag a photo from the Media Browser to the iWeb page and drop it on the placeholder. Your picture is pasted into the placeholder.

5. If the photo appears upside down or reversed, you can correct that problem by clicking the photo to select it, then choosing Arrange > Flip Vertically or Arrange > Flip Horizontally. You can also rotate any photo by holding down the Command key while dragging one of the eight handles that appear around the edges of the photo. You can also use the Rotate button on the toolbar to rotate a selected photo 90º counterclockwise each time it is clicked.

6. If the picture doesn't look good where it has been placed, you can drag it to a different location. On occasion, thin, blue *alignment guides* appear when you drag a picture. You can use these lines as a visual aid to help you center and align page elements for a more professional look (iWeb's preferences allow you to set whether alignment guides show at an object's center or edges).

7. If a photo appears to be too dark or light, or the color tint isn't what you'd expect, you can click the Adjust button on the toolbar to gain access to controls for enhancing the picture.

NOTE ALTERNATE TEXT FOR WEB GRAPHICS

iWeb still can't add an *alt attribute* to an image. An alt attribute is typically coded into the HTML to tell Web browsers what text to display in place of an image while the image is loading or if the image does not load.

An alt attribute is a necessity for assistive technology like text readers for sight-impaired visitors to your site and useful for text-only mobile browsers. It is considered good Web etiquette to include an alt attribute, and I hope that a future version of iWeb will include this capability.

TIP Do you need help figuring out how to use an item on an iWeb template page? Put your pointer over any item and a small yellow help tip (called a Help tag in iWeb) appears with a description of how to use that page design element.

My Web page is starting to look much better (**Figure 14**).
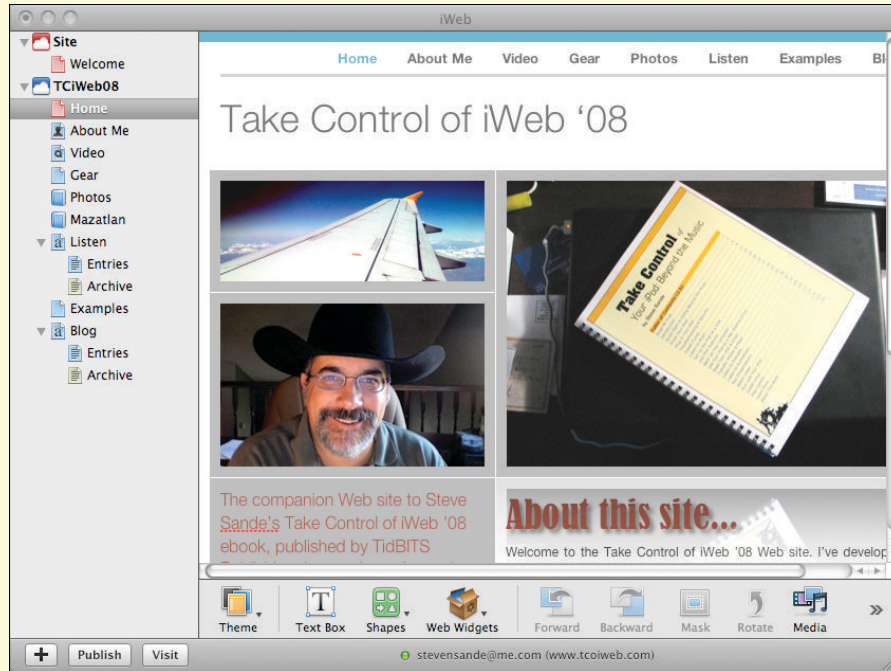
FIGURE 14 — Changing the headline text and adding new pictures gives this page an entirely different look.

Notice the reflection below the book's photo? That's a feature of iWeb that adds a professional look to your pages without adding a lot of work. The reflection gradually fades into the background color of your page, acting as a smooth transition between the photo and the text. Learn more about reflections, and about other aspects of applying effects to photos, in The Fine Points of Formatting Photos.

Edit the Heading & Body Text

The final step in customizing the default Welcome page is changing the heading and body text. Just as you customized the headline and photo placeholders, you customize the heading and body text place-holder with your prose.

To change the default body text:

1. Select the heading by double-clicking it.

2. Type a new heading. (I changed the dummy text "Welcome to my site" to "About this site").

3. To edit the body text, double-click on it.

4. Start typing your body text. It will replace the dummy text.

You may wish to change the font, size, or style of the text that you entered, and you may wish to make a link. I cover those topics in Work with Text, later. For now, let's take a look at the updated home page (**Figure 15**) before we move on to adding a few special elements.
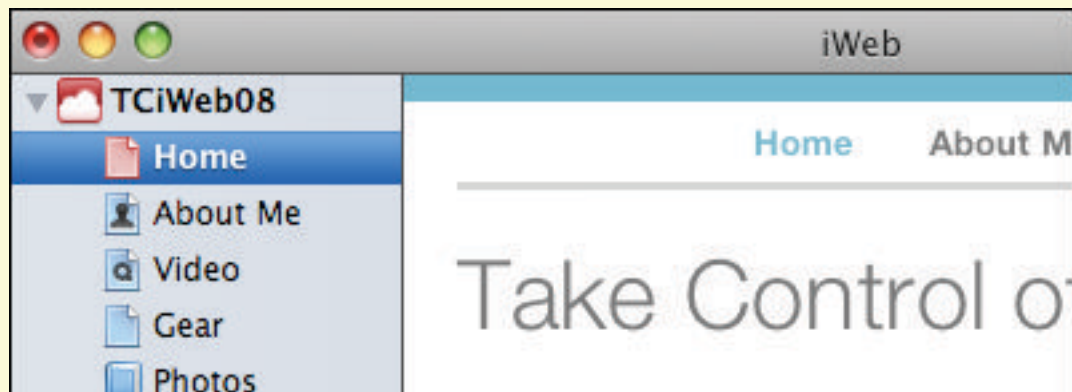
The page is ready to publish. Its icon in the Sidebar is red because the page hasn't been published yet.

NOTE **WHAT IS *LOREM IPSUM*?**

New pages in iWeb have text placeholders filled with dummy text, usually beginning with "*Lorem ipsum dolor sit amet consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*"

Printers and typesetters have used this as dummy text since the 1500s. For a long time, page designers have understood that someone looking at a layout will be distracted by the readable content on the page. Instead of filling the page with something readable, they've used *lorem ipsum* instead. *Lorem ipsum* looks like real text, rather than text that has been typed in, copied, and then pasted a number of times.

The text comes from sections 1.10.32 and 1.10.33 of *de Finibus Bonorum et Malorum* (*The Extremes of Good and Evil*) written in 45 BC by Marcus Tullius Cicero. You can read the *Wikipedia* translation at http://en.wikipedia.org/wiki/Lorem_ipsum.

Add Special Elements

iWeb includes a number of special elements that add functionality and fun to your Web pages.

The first element, the Made on a Mac button, helps you show your pride in owning a Mac and links readers to the MobileMe Web site, where they can get more info about MobileMe, the Macintosh, and other Apple products and services. By default, all iWeb pages have a Made on a Mac button. You can delete it from a page by clicking it to select it and pressing Delete. To add the button to a page, choose Insert > Button > Made on a Mac.

Do you want to know how many people visit your Web pages? The Hit Counter element adds a small odometer-like counter that increments every time someone visits the Web page. The counter works only if you publish your Web site on MobileMe. If you want to include a Hit Counter on your Web page, choose Insert > Button > Hit Counter.
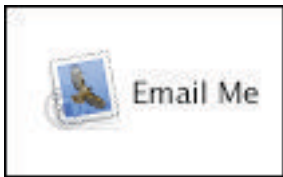
Are you a MobileMe subscriber? If you are, you have a MobileMe email address, and adding an Email Me button to your Web page automatically creates a link that people can use to send you email. I don't recommend using this, since spammers can gather your email address from your Web page, but if you're letting only friends and relatives know about your Web site it may not be a problem. Add an Email Me button by choosing Insert > Button > Email Me.

New in iWeb 2: To add content created by others to your Web pages, iWeb 2 provides more special elements. These include Google Maps *and* Google AdSense Ads.

Another new feature in iWeb 2, HTML snippets, lets you add pieces of HTML code to your Web page. I give examples of adding HTML snippets in Add a Video from YouTube *and* Add a Form.

Change the Page Size & Background Color

Depending on the look of your page, you might want to change its size and background color. For example, if a Web browser is open to full-screen size, a white margin (iWeb calls it the background) on a white page can look strange, as the text is overwhelmed by the wide-open spaces.

Here's how to solve this problem:

1. Click the Inspector icon, and then click the Page Inspector icon ( ).

2. Click the Layout button.

3. Adjust the page size by setting the padding at the top and bottom of the page, the height and width of the page, and the height of the header and footer. All these measurements are in pixels.

4. Click the Page Background and Browser Background color wells to adjust those colors. Use the Browser Background color to create a frame for your page content.

Note that iWeb doesn't apply these changes globally, so you have to make them for every page. That can create a lot of work if you want to have a consistent look on each page and don't want to use the default browser background color.

Make Your About Me Page

Now that you know how to choose a template, and you know the basics of how to personalize elements of a page, it's time to create the About Me page. Let's get started:

1. **Add the About Me page:** Choose File > New Page (Command-N) or click the button below the Sidebar. Select the About Me page type for the template you're using, then click Choose.

   The About Me page, with its placeholders, appears (**Figure 16**).

FIGURE 16
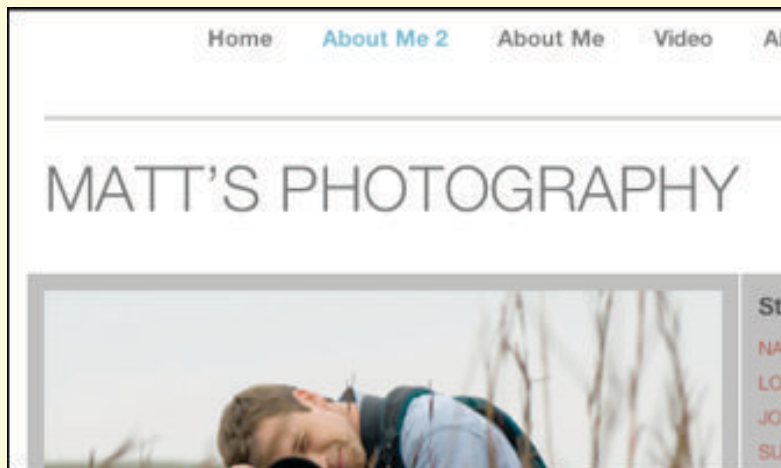
Everything I've ever wanted to know about Matt's Photography, and more! It's time for me to fill in the details of my life. Sorry, Matt.

2. **Customize the headline, photo, and body text:** You already know how to change these elements (see Edit the Headline, Change the Picture, and Edit the Heading & Body Text if not).

3. **Edit the list of stats:**

   • To change an item's label, highlight the label by clicking it once, and then type your new text. (I wanted to replace *Subjects* with *Hobbies,* so I highlighted *Subjects*, and then typed Hobbies.)

   • To edit an item's text, select the text and type over it (Trenz Pruca lives in Seattle, Washington, but I live in Highlands Ranch, Colorado. I double-clicked *Seattle, Washington* and typed Highlands Ranch, Colorado).

   • To remove an item, select it and press Delete.

   Quick-select: In some iWeb templates, you can quickly select an item by triple-clicking it.

   • To add a new item, select an existing item, copy it by choosing Edit > Copy (Command-C), place your pointer at the location where you want the new item, and then paste the item by choosing Edit > Paste (Command-V). Then, customize the new item. I added my age to the list.

   • To turn an item into a link, see Create Web Hyperlinks.

   • For info about including a photo, see Change the Picture.

4. **Customize the "My favorite songs" list:** This list doesn't appear in all templates, but you can add it by using the tip that

follows this section. If a songs list is included in the template you're using, you can simply type the names of your favorite songs, or you can get fancy by creating links to songs in the iTunes Store so that visitors to your site can click over to the store and listen to a short sample of each song, and then purchase the music if they like it. It's easy to do:

a. Delete the name of the first placeholder song. (In some templates, these songs are numbered—if you delete carefully, the number 1 will remain. If not, press Return to start a new line in the list).

b. In the iTunes Store, search for a song you'd like to list as a favorite.

c. Drag the song from the iTunes Store to the right spot in the list. After you drop it, iWeb will add a link to the song's listing in the iTunes Store (**Figure 17**). You may have to change the link's font size (see Make Text Sparkle) or move the link slightly to make it look good.

d. Add more songs to the list—to get a new list entry, place your pointer at the end of an existing entry and press Return.

FIGURE 17

My Favorite Songs

Rikki Don't Lose That Number
Any Major Dude Will Tell You
Any World (That I'm Welcome To)
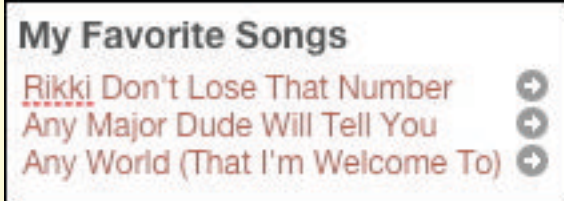
My favorite songs are all by Steely Dan. Click one of those song titles and you can hear or purchase it in the iTunes Store.

TIP Want an even easier way to add your favorite songs to your Web page? Simply drop an iTunes playlist on your Web page where you want the list of favorites to appear. iWeb adds formatting and links, the latter giving your readers a chance to hear your favorites in iTunes.

Editing One Site on Two Macs

Let's say you normally work on your iWeb site on your office Mac Pro, but would like to work on the site on your MacBook Air while you're on vacation in Italy. To make this work, first make sure that you have iWeb installed and have launched it at least once on both Macs. Second, you need to transfer a large file. Follow these steps:

1. On the source Mac, locate the file called *Domain* in your user folder, in `~/Library/Application Support/iWeb/`. This is the file that you'll be copying.

   Usually, iWeb saves all your Web sites in a single file called *Domain*. Of course, if you follow the steps in Manage Multiple iWeb Sites, this won't be true—you will want to use whatever Domain file matches the Web site that you want to work with.

2. Open a network connection to the destination computer (or you can use a different transfer method, such as a CD or a MobileMe iDisk).

3. Copy *Domain* to the user folder `~/Library/Application Support/iWeb/` on the destination computer. If a Domain file already exists in that location, you should either rename it or, if it doesn't contain any Web sites, overwrite it.

Now when you open iWeb on the destination Mac, you'll see all your Web sites. Edit your sites on the other Mac, and then reverse the process when you want to resume editing your Web sites on the original Macintosh.

Can you put *Domain* in a shared folder or on a server and work on it over a network? Yes, but be aware that this may be much slower than working on a local file and that file permissions may become an issue.

PUBLISH YOUR SITE

In this section, I help you figure out where to publish your site (MobileMe or somewhere else) and give you the necessary steps.

Decide Where to Publish Your Site

A Web site is nothing if the rest of the world can't see it. To publish your site so others can view it, you must copy its files to a Web *server,* a computer running Web-serving software that knows how to communicate with Web browsers. Usually, a Web server has an always-on connection to the Internet and—ideally—it is situated in a place where power outages, drive failures, and other problems are unlikely to occur. A service that provides you with space on a Web server, and takes care of all the maintenance and technical details of running a Web server is called a *Web host.*

From the perspective of an iWeb user, you have three main choices for your Web host, which I present here in what I consider the most likely option to the least likely:

- **Use MobileMe:** Apple has made Web publishing easy by integrating iWeb with MobileMe. A site published to MobileMe can be open for the world to see, or it can be password protected for privacy. The URL to your Web site can either begin with www.mac.com, or you can host a personal domain (a registered domain name that you control) on MobileMe. One downside of publishing to MobileMe is that Apple doesn't allow commercial activity on Web sites hosted there (see the Warning in Run an Online Store to read the rules about commercial activity).

  Available for $99.95 per year, MobileMe provides 10 GB of disk storage, an email address, and many other features. To join, visit your local Apple Store or see http://www.me.com/. (Joe Kissell's *Take Control of MobileMe* is a valuable source of information on how to make the most of MobileMe.)

> **NOTE** Amazon often sells MobileMe packages at a substantial discount.

- **Use a third-party Web host:** Many iWeb users already have Web hosting as part of the service from their Internet Service Provider (ISP), and some may own or share a Web server. You

can use iWeb to publish a site on any server, but instead of using iWeb to quickly upload the files to Apple's MobileMe servers, you must move the files to your server manually, typically with FTP software. To find out more, jump ahead to Publish to Other Servers. For more on using your own domain name on a third-party Web host service, read Appendix A: Web Hosting.

Warning! *According to Apple, iWeb's hit counter, enhanced slideshow, blog and podcast comments, and password protection options will not work unless you publish to MobileMe.*

- **Be your own host:** Although every Mac OS X computer has a built-in Web server, allowing you to be your own Web host, for your typical iWeb user, it's probably not the best choice. Your Mac is probably not turned on 24 hours per day and connected to the Internet, and, even if it is, the built-in Web server is difficult to learn how to use well and not aimed at the same type of person who loves the graphical interface and simplicity of iWeb. You may also run into problems with firewalls, broadband providers, and dynamic network addresses.

Publish to MobileMe

To publish your site to MobileMe, follow these steps:

1. Verify that your Macintosh is set up to work properly with MobileMe:

   a. If everything is set up properly, you see the name of your MobileMe account at the bottom of the iWeb window, preceded by a small green light (**Figure 18**). That green light means you're ready to publish your site and you should skip to Step 2.

FIGURE 18
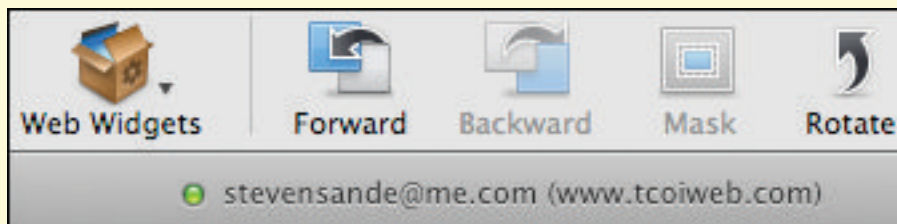
We are "go" for launch! Your copy of iWeb won't show my MobileMe account name as seen in this screenshot, but if you see the green light next to *your* MobileMe name, you can publish to MobileMe immediately.

b. If you don't see the green light, it means there's some minor configuration work to do. Open System Preferences (click the icon in your Dock or choose it from the menu) and open the MobileMe pane:

- If you are not signed in to MobileMe, enter your MobileMe member name and password in the appropriate fields, and then click the Sign In button.

- If you are signed in, you're ready to go to Step 1c, next.

c. Verify that your Mac is communicating with the MobileMe server. In the Finder, choose Go > iDisk > My iDisk (Shift-Command-I). If your iDisk icon appears on your Mac Desktop or Finder window sidebar, you are ready to publish. (If it doesn't appear, verify that Connected Servers is checked in the General pane of the Finder's Preferences.)

2. In iWeb, choose File > Publish to MobileMe or click the Publish button in the lower left of the iWeb window. (If you're wondering about the Publish All to MobileMe option in the File menu, see the note on the next page, Publish vs. Publish All.)

A small dialog appears, and it shows the status as your Mac connects to MobileMe and uploads the various files that iWeb has created. Once the site has been published, a new dialog appears (**Figure 19**).

FIGURE 19

Your site has been published to MobileMe using your personal domain.

You can visit your website anytime by typing the following into a web browser:

http://www.tcoiweb.com

Be sure to let your visitors know your new website address. To open an email message with information about your new site, click Announce.

(Announce) (Visit Site Now) (OK)
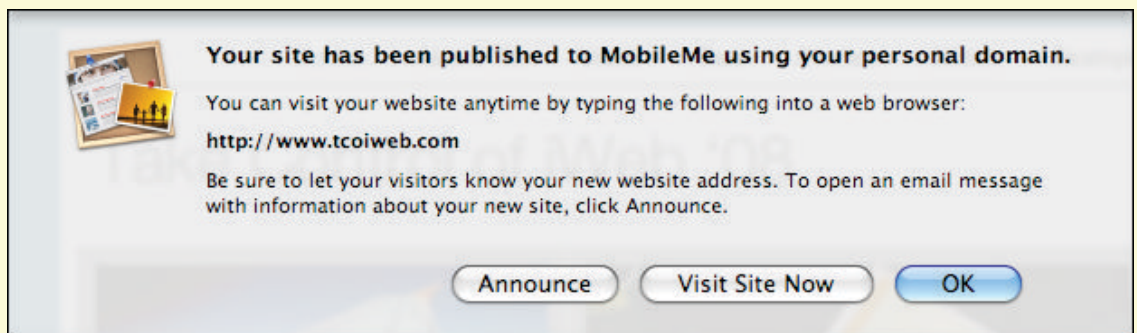
Your Web site is now ready for visitors. From this dialog you can send email to your friends and colleagues, visit the site, or start making more pages. This screenshot shows the result of publishing using a personal domain; a similar dialog appears when you publish to a MobileMe address.

3. In the dialog, click a button:

- Click Announce to automatically generate a customizable email that you can send to people who you'd like to invite to your Web site. The email features links to the site and pages you have created or updated.

- Click Visit Site Now to make sure that the pages look the way they should. (You can visit your published site at any time after you exit this dialog by choosing File > Visit Published Site or clicking the Visit button at the bottom of the iWeb window.)

- Click OK to get back into iWeb's editing tools.

NOTE **PUBLISH VS. PUBLISH ALL**

You can either *Publish to MobileMe*, which submits only the pages or sites that have been changed, or *Publish All to MobileMe*. Which should you choose?

If you've made minor changes to your site, such as adding a post to a blog, use File > Publish to MobileMe. That way, iWeb sends MobileMe only pages that have been changed. This saves a lot of time.

At times, though, you should publish all your pages and sites again. For example, if you're publishing your Web sites on MobileMe and accidentally deleted your sites from your iDisk, use File > Publish All to MobileMe to make sure that all site components are uploaded again, not just those that have changed. Publish All is also useful if you change MobileMe accounts and want to send your iWeb work to the new account, or if you find missing pages or links in your site.

When you republish your site using either of these methods, you may need to refresh your Web browser to see the changes.
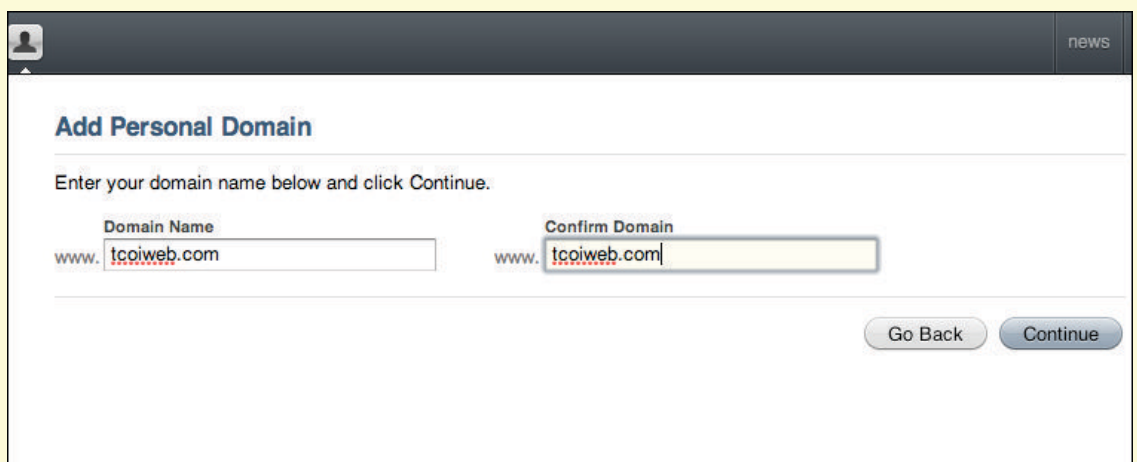
Publish to a Personal Domain on MobileMe

Beginning with iWeb 2, you can now host your own domain name on MobileMe. If you have your own registered domain name (i.e., www.myowndomain.com) and you're a MobileMe subscriber, MobileMe and iWeb provide a process to forward browsers looking for that domain to the space on MobileMe.

While writing this book, I registered the domain name tcoiweb.com so I could try this out for my readers. (There's more information about registering domain names in Appendix A: Web Hosting.) Now watch as I set up a personal domain on MobileMe:

1. Choose File > Set Up Personal Domain. (You must be connected to the Internet for the Set Up Personal Domain menu item to be visible.) Your default Mac Web browser opens your MobileMe account to a login page.

2. Log into MobileMe. You're directed to the MobileMe Account Settings page.

3. Click the Personal Domain button on the right side of the MobileMe Account Settings page.

4 MobileMe displays a page describing the requirements to set up a personal domain—a registered domain name that you own and iWeb 2. Click the Add Domain button.

5. Enter your domain name twice in the edit fields on the page that appears (**Figure 20**), then press the Continue button.

FIGURE 20

Add Personal Domain

Enter your domain name below and click Continue.

Domain Name

www. tcoiweb.com

Confirm Domain

www. tcoiweb.com

Go Back   Continue

Here I'm letting MobileMe know what my registered domain name is. In this example, I'm using the tcoiweb.com domain.

6. The second page displayed (**Figure 21**) informs you that you need to contact your domain registrar (the company that you registered your domain name with), change the www CNAME (abbreviation of "canonical name") to web.me.com, and then return to the page and click the Done button.

FIGURE 21

Add Personal Domain

Before your iWeb site can be viewed at your personal domain, you must complete the following steps:

- **Go to your registrar's website. Define web.me.com as the "www" CNAME (alias) for your domain.**
  If you need help creating a CNAME, contact your registrar.
- **Return to this page and click Done.**
  Your registrar can take up to 48 hours to update your domain.

Done
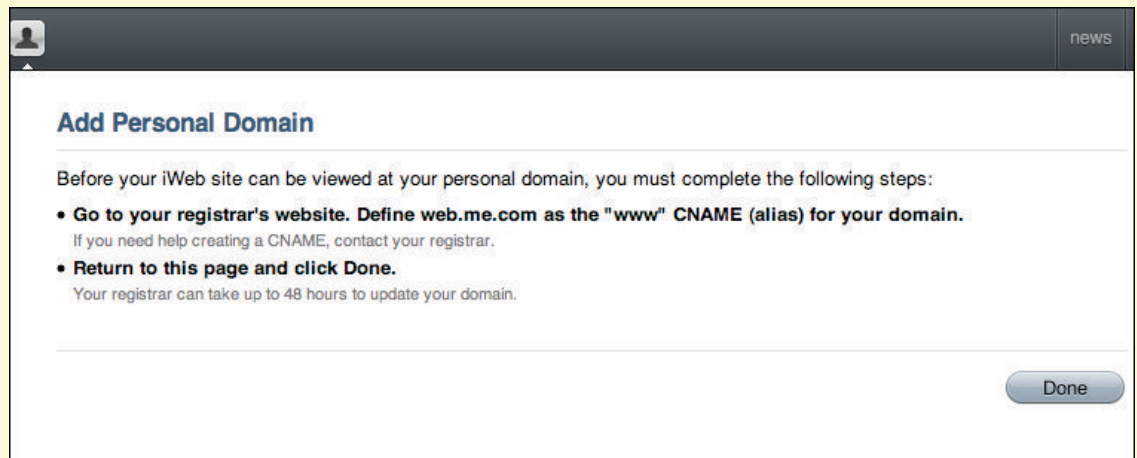
MobileMe now asks me to change the www CNAME (alias) for my domain to point to web.me.com.

Once you have made this change, browsers that are pointing to your personal domain name are forwarded to the MobileMe servers, which then recognize the incoming requests and route them to the correct folder in your MobileMe account.

If you are unfamiliar with what a CNAME is or how to change the settings, give your domain registrar a call—they are usually glad to help. Once you've changed the CNAME address, you need to wait for up to 48 hours for the domain name servers throughout the Internet to reflect the change, though you can click the Done button right away—you don't need to wait for the change to spread through the Internet.

The final page displayed informs you that MobileMe is now configured to host your personal domain. Be patient! It can take up to 48 hours for the changes to filter through the Internet.

7. Quit iWeb and then start it up again.

Your personal domain is now listed at the bottom of the iWeb window next to your MobileMe account name. When you publish your Web site, it is now visible to you and the world at your personal domain name.

Publish to Other Servers

Before you can publish to a Web server that is not MobileMe, you must figure out how you'll transfer the files to the correct directory on the server. In most cases, you'll use File Transfer Protocol (FTP) to upload your files to a server that you connect to over the Internet.

Pick an FTP client

Fortunately for Mac users, we can choose among several excellent and simple FTP clients. (A *client* is software that helps you work with a server. In this case, you run the FTP client on your computer, and it transfers files to a server.)

Table 2 rounds up a number of FTP clients used by myself or other Take Control authors; they all have free trial versions. As an iWeb user, you'll especially value an FTP client that can synchronize a folder on a server with a folder on your hard disk so that you can easily upload only the files from your iWeb site that have changed.

Table 2: FTP Client Software		
Program	**Price**	**Notes**
Captain FTP, from Xnet Communications http://captainftp.xdsnet.de/	$29	Has synchronization, Universal Binary for Intel Macs
Cyberduck, by David V. Kocher http://cyberduck.ch/	Free	Open-source FTP client, Universal binary, Dashboard widget, synchronization.
Fetch, from Fetch Softworks http://www.fetchsoftworks.com/	$25	Has synchronization, Universal Binary, scriptable
Interarchy, from Nolobe http://interarchy.com/	$59	Has synchronization, Universal Binary, scriptable
Transmit, from Panic http://www.panic.com/transmit/	$29.95	Includes special instructions for iWeb users

If you haven't used your FTP client before, I recommend installing the software and practicing the upload and download procedures, before trying to publish your iWeb site.

Warning! To stop character garbling during upload, set the FTP client preference for character encoding to UTF-8. In Cyberduck's preferences, for example, this setting is in the Browser preference pane, in the Character Encoding pop-up menu. If any of your page names contain accented letters, non-Latin script, or "smart/curly" quotes, I suggest using Cyberduck as it fixes problems that may prevent your pages from being displayed by some servers

Publish from iWeb
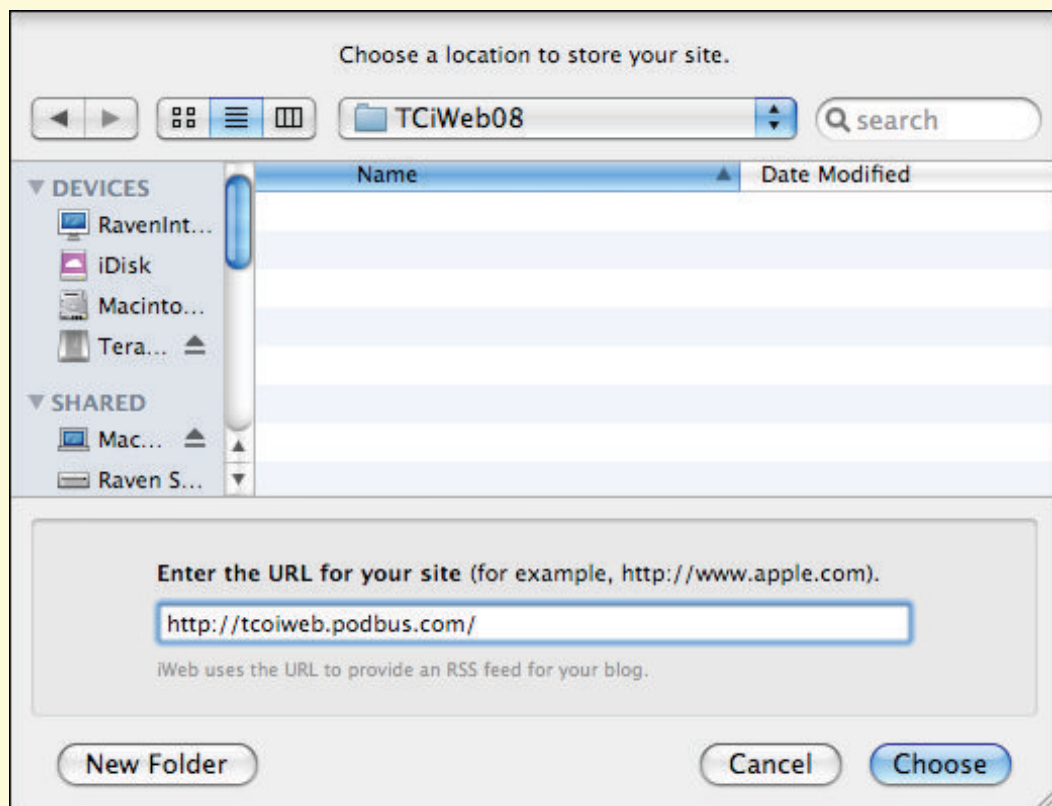
Once you're familiar with your FTP software, you can publish your Web site to your server:

1. Choose File > Publish to a Folder.

   A dialog appears (**Figure 22**).

FIGURE 22

In this dialog, you must enter the URL for your site if you're using iWeb to publish a blog or podcast. iWeb uses the URL to generate an RSS feed for your podcast or blog so that others can subscribe to it.

2. Choose an existing folder to store the iWeb files in, or click New Folder to create a new folder in which to save the files. In **Figure 22** (previous page), I'm saving the site in a folder named TCOiWeb08.

3. If your site has a blog or podcast, enter the URL for your site in the field provided. iWeb will use this URL to generate the RSS feed for your blog or podcast. For example, a Web site saved on www.stevesandethemovie.com would have the URL http://www.stevesandethemovie.com/, while a Web site saved on a virtual server account from an ISP at www.incrediblybig ispcorp.net/~*username* might have one of these URLs:

   • http://www.incrediblybigispcorp.net/~*username*

   • http://*username*.incrediblybigispcorp.net/.

   If you're not sure of your URL, ask your ISP.

4. Click the Choose button.

   iWeb generates files from all the sites listed in the Sidebar and saves them in the folder you specified. A dialog appears, confirming that the site was published.

5. Click Cancel, or Click Visit Site Now to see what your site looks like in a Web browser (your Web browser, running on your Mac, is pointed to the *index.html* file stored on your hard drive).

6. In your FTP application, using the FTP user name and password supplied to you by your ISP or Web host, log in to the appropriate directory on the Web server.

7. If you've never had a Web site before, the folder should be empty. In some cases there may be a placeholder or *Under Construction* Web page stored in the directory. In that case, delete the existing file, but note that, generally, it's a good idea to check with your Web host or ISP before deleting files.

8. Upload the contents of the folder that you saved in Step 4 to your Web server. Make sure that you upload all the folders created by iWeb that have the same names as the sites you created in iWeb, as well as the index.html file generated by iWeb as it creates the folders. Just uploading the contents of the site folders results in breaking the functionality of any RSS Subscribe buttons you've added to your site.

Even if you include fancy graphics or podcasts on your Web site, the text is the heart of your site and is worthy of your attention. In this section, I cover a grab bag of techniques that all relate to working with text: improving its look, avoiding issues with high-ASCII characters, and creating hyperlinks.

Make Text Sparkle

iWeb's professionally developed templates are nice, but you may want to customize the look of your text, perhaps in order to make your page stand out more. Although I don't want to overdo it, I'd like to add pizzazz to my example pages by modifying text colors and styles, and applying effects such as opacity and rotation.

Fonts

If you have a special headline that needs to stand out, consider using a different

font. Yes, I know I told you earlier not to use too many different fonts, and that basic rule still applies. However, judicious use of a special font can definitely change the way your Web page looks. As an example, I decided to change the title text "About this site" to make it look friendlier and stand out a bit. I selected the text by double-clicking it, and then clicked the Fonts button on the toolbar. Playing with the Font panel for a while, I found a font (Bernard MT Condensed) that gave me the look I wanted.

Size

Size matters when it comes to text on Web pages. Headlines and titles should be larger than body text. To change text size without using the Font panel, select the text and press Command-Minus to make the text smaller or Command-Plus to make the text larger. There's also a slider in the Font panel you can use to resize text on the fly.

Color

Adding color is an easy and usually unobtrusive way to customize the text on your Web site. I recommend using a consistent color theme throughout your site—choose colors that go well together

and that make the text easy to read. On my site, I added a dash of color by changing some titles and headlines to the same burnt sienna color found elsewhere in the theme.

To change the color of text, select it and then bring up the Colors panel by clicking the Colors button on the toolbar. You can choose a color in several different ways, and then adjust the brightness and opacity of the color as well.

Styles

You have a number of text styles at your disposal as well. When I refer to styles, I'm talking about the usual things you do with text from the Format menu—**bold**, *italicize*, underline, or `outline`. iWeb allows you to go beyond those simple styles with additional functions in the Font panel.

To bring up the Font panel, click the Fonts button on the toolbar. The buttons at the top of the Font panel (**Figure 23**) are powerful tools. With them, you can double underline, ~~strikethrough~~, or ~~double strikethrough~~ text. These styles can't be coded for in HTML, so iWeb overlays the text with a transparent graphic to create special under-line and strikethrough effects.

FIGURE 23

Use the toolbar at the top of the Font panel to apply different types of (from left to right) underlines, strikethroughs, colors, backgrounds, and shadows.

You can also apply a shadow to selected text by clicking the Shadow button. The three sliders to the right of the shadow button control the opacity, blur, and offset of the shadow, while the dial controls the direction of the shadow. Take a minute to play with these controls in order to gain mastery of them; I suggest working on text that is at least 24 points so that you can see the effects more easily.

Alignment & spacing

The alignment and spacing of text can make a remarkable difference in the way that your Web page looks. You control both types of for-matting in the Text Inspector (**Figure 24**).

FIGURE 24
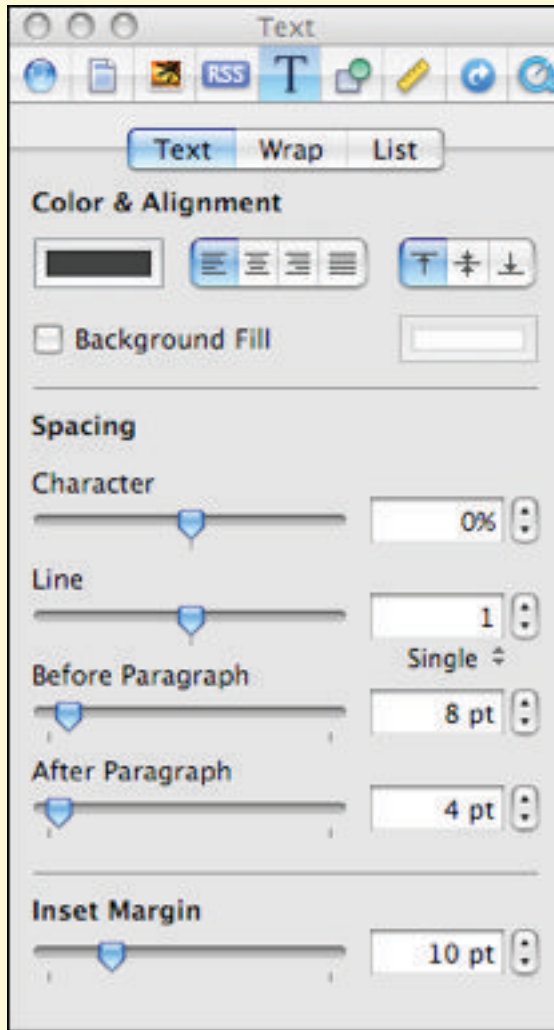
The Text Inspector provides another location to change the color of text, in addition to its alignment and spacing controls.

Typographers reading this book will be pleased to know that iWeb provides tools for leading and kerning. If you're not a typographer, you may be interested to know that *leading* is the space between lines of text and *kerning* is the space between characters.

When I talk about *alignment,* I'm referring to how the text lines up with the borders of the text box that surrounds it. Text can be:

Left aligned,

center aligned,

or right aligned

Text can also be *justified,* which means that it is neatly aligned with both the left and right borders, similar to the way that this paragraph has been formatted. In contrast to the "ragged right" margins in the rest of this book (set that way to enhance legibility), this paragraph has a smooth right margin. Notice how some spaces between the words in this paragraph are wider than others—the computer does the spacing automatically in order to make the text justify.

I like the smooth, professional look of justified text, since it aligns both sides of the paragraph and leaves no ragged edges. For an example of justified text in iWeb, see **Figure 25**.

FIGURE 25

About this site...

Welcome to the Take Control of iWeb '08 Web site. I've developed this site while writing this revision to the wildly popular Take Control of iWeb '06 ebook so that readers like you can see the end result of what I write about in the book.

If you haven't purchased the ebook, it's time to point your Web browser to

The example site Home page has justified text. Ragged text is easier to read as it keeps character spacing equal throughout your site, while justified text gives a smoother look to page designs.

Spacing of text can make a difference in the look of your pages too:

- **Character spacing:** Known in the typographical world as *kerning,* character spacing defines how far apart individual characters are. Drag the Character slider in the Text Inspector to adjust this distance. I tend to keep this setting at the default 0%, although I occasionally increase the percentage to force text to fill a line.

- **Line spacing:** This type of formatting is also called *leading* (pronounced "ledding") after the pieces of lead that traditional typesetters place between lines of physical type to adjust the space between lines. To adjust your line spacing, click in a paragraph that you want to adjust; then drag the Line slider in the Text Inspector (the space between lines increases as you slide it right).

- **Space before/after paragraph:** Use the Before Paragraph Spacing and After Paragraph Spacing sliders to define how much space will appear before and after paragraphs. This tool is useful for long Web pages containing a lot of text arranged in paragraphs.

- **Margin**: Finally, you can inset the margin using the Inset Margin slider. Inset refers to the number of points of space between the edges of the text box and the characters.

Background fill

Background fill is color or an image that fills the space behind text. Background fills, when done right, make the text stand out and draw a reader's attention to important information. Background fills in

iWeb pertain to a specific text object. In other words, you can't high-light a few words and apply a background fill to them—if you want to do that, you must break those words out into a separate text object.

To apply a background fill, select the text block, click the Inspector button, and click the button (⬚). Let's look at the types of fills provided by the Fill pop-up menu in the Graphic Inspector:

- **Color fill:** As you might guess, this fills the background of a text object with color. To change the color, click the color well to bring up the Colors panel. If you pick a solid color, the well takes on a solid color. If you change the opacity of your color to make it slightly transparent (look for an Opacity slider in the Colors panel), the color well has two tones, like the one in **Figure 26**.

FIGURE 26
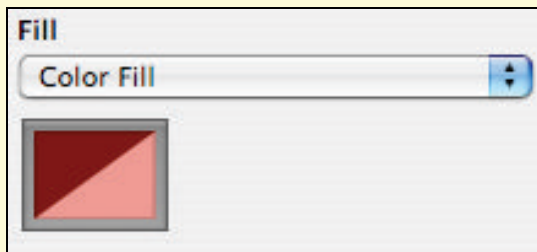
Fill
Color Fill

The Fill pop-up menu is a gate-way to all sorts of fill effects. The color well, located beneath the menu, acts as a button you can click to access the Color panel.

- **Gradient fill:** A gradient fill creates a smooth transition between two colors and places it behind your text. Choosing Gradient Fill from the Fill pop-up menu (**Figure 27**), adds two new color wells to the Fill area of the Graphic Inspector, one for the color at the beginning of the color gradient and one for the color at the end.

FIGURE 27

Fill
Gradient Fill

Angle: 270°
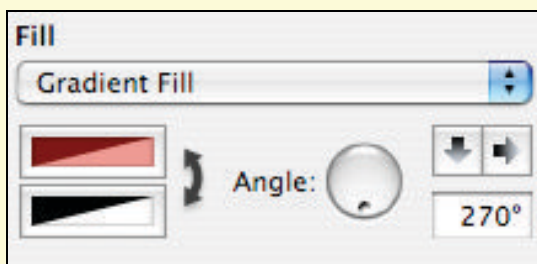
Applying a gradient fill to the background of a text box.

In the figure above, both colors have some transparency (hence the semaphore-looking rectangles). You can switch which color will be at the top or left of the gradient by clicking the double-ended arrow next to the color wells. Or, you can fiddle with the Angle dial to determine the direction of the gradient, or click one of the two small arrows to quickly set a vertical or horizontal gradient.

- **Image fill:** This fill puts a picture behind the text. I suggest using it sparingly. An image fill works well in a button where a picture serves as a background and large, bold text labels the button. After you choose Image Fill from the pop-up menu, the Fill area of the Graphic Inspector changes slightly (**Figure 28**): The second pop-up menu lets you set how the image behaves as a background fill, and the Choose button lets you select the image.
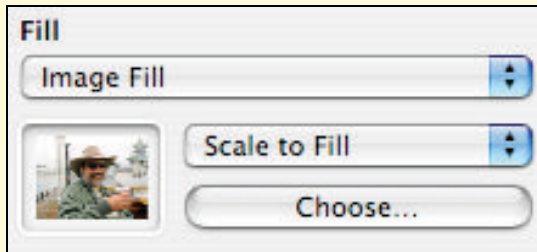
- **Tinted image fill:** Similar to an image fill, a tinted image fill adds a color well so you can choose the tint color and opacity. For example, you can use a black-and-white photograph and a brown tint to create a mock sepia-tint picture (**Figure 29**).

FIGURE 29

Using a brown tint on a black and white photograph makes a fine faux sepia-tint picture. (This is a picture of my first girlfriend and me riding our trikes in 1962).

Text rotation

Your text needn't be horizontal. Using Text Rotation, you can place your text at any angle—even upside down! Although I don't suggest topsy-turvy text for most Web sites, putting your titles or headlines at a slight angle can add drama to an otherwise dull page.

To rotate a block of text:

1. Select the text object by clicking it.

   Handles appear around the edge.

2. Hold down the Command key and move your pointer over a handle.

The pointer takes on a double-ended arrow badge to indicate that you can rotate the text.

3. Continue holding down Command as you drag the handle to rotate the text. A help tip will float nearby, displaying the angle of the text box in degrees.

You can apply other text effects to rotated text for extra impact. **Figure 30** shows how I used rotated text and a shadow to label my video podcast page.

NOTE	When is text not text? When it's a graphic! Whenever you use rotation, shadowing, layering, or any font that isn't a standard Web font, your text object is converted to a *portable network graphics* (.png) file. You can still change it in iWeb, but when the page is published to the Web, the text becomes an image.

Layering

You have another layout tool at your fingertips with iWeb: layering. **Figure 30** shows a side-by-side example of layering in action.

FIGURE 30	
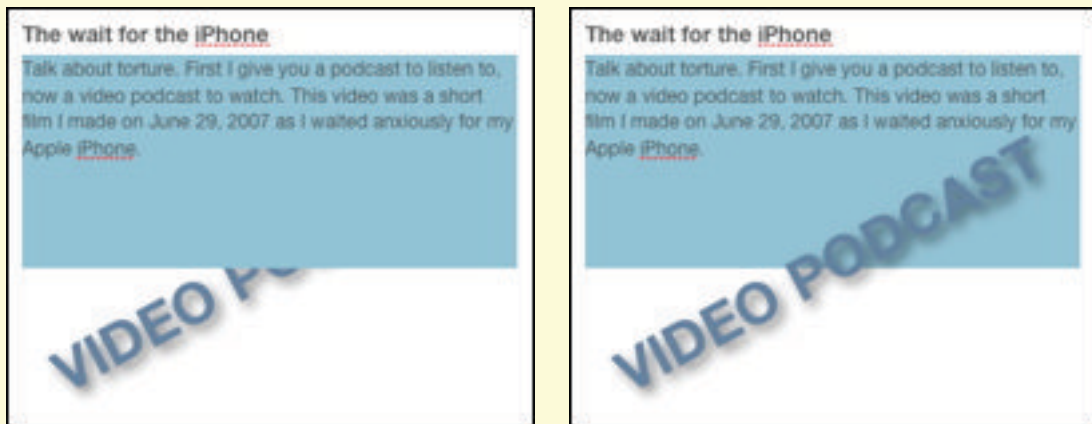
In the left image, I've dragged a text box with a color fill over a piece of rotated and shadowed text. Using the Forward and Back buttons on the toolbar, I can either move the text box back or move the rotated text forward.

Text and graphics can be moved in virtual 3D with some items being higher or lower with respect to the bottom layer. Think of your Web page as a layer cake. The bottom layer can be a picture, while the top layer can be text or another image. The top layer can be opaque, in

which case it blocks part of the view of the bottom layer, or it can be transparent and allow an uninterrupted view of the layer below.

Figure 31 shows an interesting effect that I created for my Podcast page. To make it, I started with the large *Podcast* in back, which was in its own text object. I made it slightly transparent using the opacity slider on the Colors panel. The next step was to copy and paste the text object, and in the copy I made the font size slightly smaller and the transparency slightly less, and then I layered the copy in front of the previous text. I repeated this four times.

NOTE Most current Apple software is Unicode-savvy, meaning that it accepts text in any of the dozens of languages supported by Mac OS X. iWeb is a perfect example of this. It encodes Web pages in such a way that most modern browsers display non-English and non-Latin text properly.

Keyboard input of right-to-left text in languages like Arabic or Hebrew is difficult for practical use in iWeb, although you may get satisfactory results if you copy text from another application and paste it into iWeb.

Create Web Hyperlinks

Say, for instance, that you're working on your About Me page, and you want to add a link to your favorite restaurant's Web site. (I linked to the site for a local pizza place.) Here's what to do:

1. Figure out the URL to the location you want to link to. If you don't want to type it in later in these steps, go to that location with your Web browser and then copy the URL from the address field.

2. Select a graphic or bit of text that will serve as the source of your link. (I selected *Big Bill's NY Pizza*.) If you are selecting text, to make a more professional-looking link, be sure to *not* select any spaces or punctuation before or after the text.

4. Choose Insert > Hyperlink > Webpage. (Or, if that option is dimmed, click the Inspector button and open the Link Inspector.)

   iWeb opens the Link Inspector (**Figure 32**).

FIGURE 32
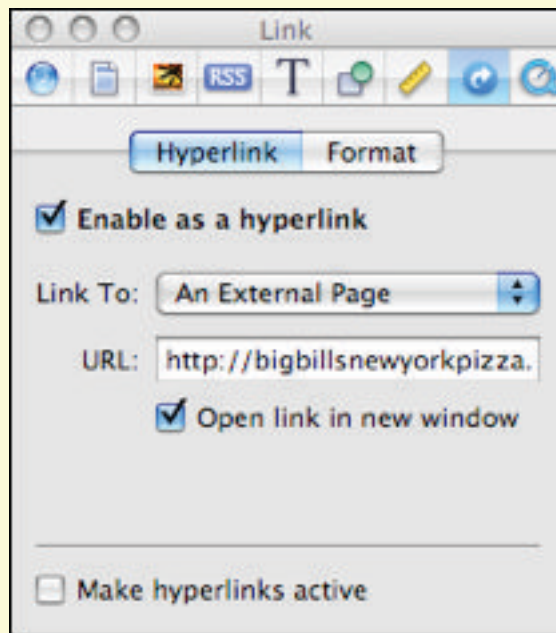
In the Link Inspector, I've changed a few things to make my link work the way I want it to:

- The first checkbox shows that I'm setting the highlighted text as the source of a hyperlink.

- The pop-up menu indicates that the link goes to a page outside of my own Web site.

- The correct URL to the link's destination is in the URL field.

- The checkbox below the URL field is enabled, because I want the link destination to open in a new browser window.

5. Tell iWeb what to link to:

   • To link to another Web site, enter the URL in the URL field.

   • To link to a page on your own site, choose One of My Pages from the Link To pop-up menu and then choose the page from the Page pop-up menu.

   iWeb now establishes the link. If you were linking from text, the text gains an underline, and if you were linking from a graphic, a small icon that looks like the Link Inspector button ( ) appears in the lower right of the picture to indicate that the picture is now a clickable hyperlink. This icon won't appear on your published Web page, but people reading your site will see whatever cues their

browsers offer for graphical links, such as the pointer changing to a hand when it moves over the image or a yellow help tip popping up and showing the linked URL.

6. Test the link either by publishing your site or clicking it in iWeb.

TIP FASTER LINK MAKING

Once you've mastered the basics of making links, you can make a link faster by dragging its favicon from Safari to iWeb. (A *favicon*, also known as a *Favorites icon* or *page icon,* is a small icon that represents a Web site, typically seen at the left of the address field in a Web browser.) The resulting link text will be the page's title (**Figure 33**). If you drag the favicon from another browser like FireFox, the URL appears instead of the page title.

FIGURE 33

My Favorite Sites

The Unofficial Apple Weblog (TUAW)

MacNotables

TidBITS: Mac news for the rest of us
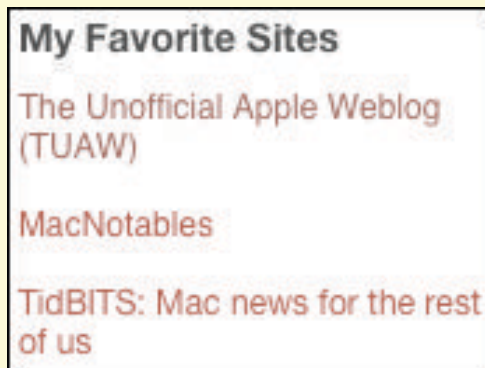
I dragged the favicons for the home pages of my three favorite Web sites from Safari to iWeb. Now, iWeb shows the title of each home page, and iWeb has automatically entered each URL in the Link Inspector.

Image maps: If you'd like to make an image map, *where different portions of an image link to different URLs, see* Make an Image Map.

Create Other Link Types

I've only shown you how to link to external Web sites. iWeb provides you with a way to link to an email address (called a *mailto* link), other pages of your Web site, or to files. Let's learn more about these types of links:

- **Mailto links:** Links to an email address solve two problems—first, they get your email address off the Web page, making it slightly less vulnerable to spammers harvesting them, though not much less vulnerable—see the warning ahead—and second, they make it easier for visitors to send email to the address in question. Add mailto links by choosing An Email Message from the Link To pop-up menu in the Link Inspector, then adding an email address and a subject (**Figure 34**).

FIGURE 34
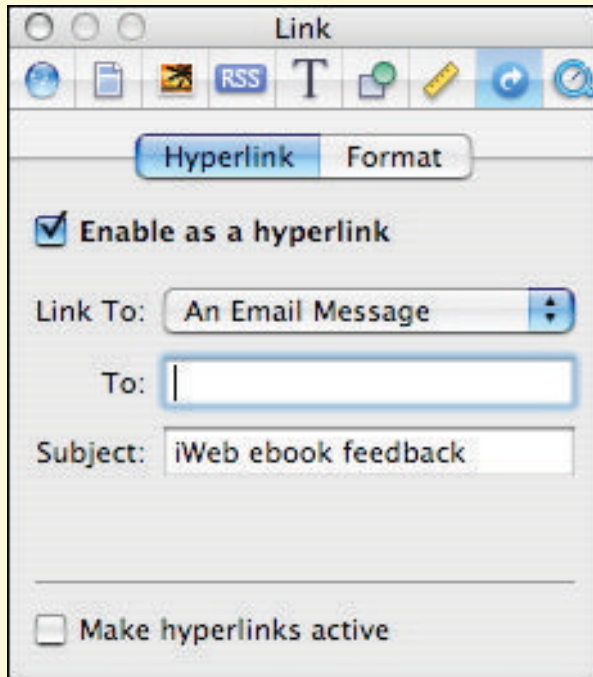
For personal Web sites, mailto links are a great way to encourage feedback from your friends.

iWeb also offers the opportunity to add an Email Me button to any page by choosing Insert > Button > Email Me. This automatically sets up a mailto link to your MobileMe email address.

Warning! Mailto links can make you a target for spammers, who use software to automatically glean email addresses from mailto links in Web sites. One way to decrease the chances that you'll become a spam target is to camouflage your email address. For example, steve@me.com can be camouflaged as steve@medotcom. Many senders realize that it's not a "real" email address and will replace dot with . before pressing the send button. iWeb unfortunately won't let you replace @ with at.

You can also provide an email addresses without a mailto link. Just writing the email address into your text as something like myname (at) me (dot) com will get the point across to your readers while eliminating harvesting by spammers.

- **File links:** Do you have files that you want your Web site visitors to download? An example would be a PDF file containing your family's annual holiday letter—it's too long to turn it into a Web page, but you want to enable visitors to download it easily. A file link lets a visitor click a link to download a file.

Add a file link by choosing A File from the Link To pop-up menu in the Link Inspector, then clicking the Choose button to select the file you want to make available for downloading (**Figure 35**).

FIGURE 35
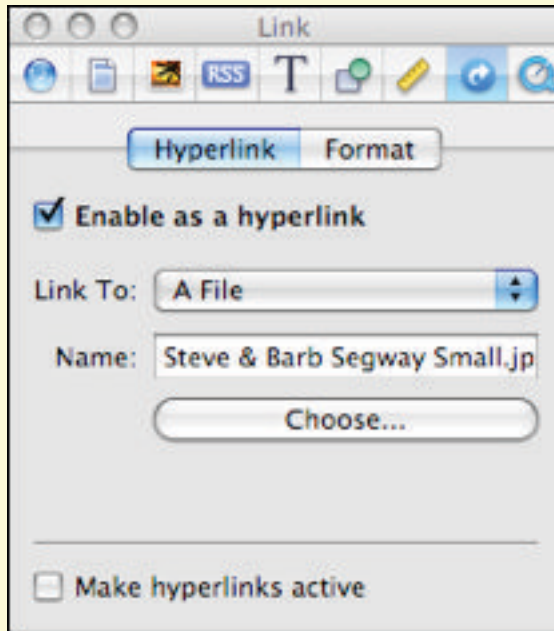
File links are helpful if you have information that you'd like to make available to the public.

Be sure that you have created the file or are the copyright owner, and don't allow downloads of other copyrighted material.

Link

Hyperlink   Format

☑ **Enable as a hyperlink**

Link To: A File

Name: Steve & Barb Segway Small.jp

Choose...

☐ Make hyperlinks active

SHAPES, LAYERS & MASKS

In this section, I talk about three powerful iWeb features—Shapes, Layers, and Masks. I touched on the topic of layers with respect to text objects in Work with Text, but there's more to the story.

Shapes

In iWeb, *shapes* are exactly what the name implies, pre-drawn shapes that you use to add excitement to your Web site. These include lines, arrows, circles, stars, rectangles, polygons, and even a comic speech balloon. Shapes can behave in three different ways on your page:

- **Inline:** If you insert a shape just after clicking in a text block, when a text cursor is flashing, the shape goes in the text as an inline graphic, meaning it behaves just like a regular character.

- **Wrapped:** You can change an inline graphic so that text in its paragraph wraps around it.

- **Fixed-object:** You can drag the object around freely on the page and place it where you like. Text does not wrap around it. (See Fixed-object shapes, ahead two pages.)

Inline & wrapped shapes

Follow along with me as I add an inline shape: First, I set the insertion point by clicking in the text where I want the shape to go. Next, I choose a circle from the Shapes pop-up menu on the toolbar. A circle surrounded by handles appears (**Figure 36**).

FIGURE 36
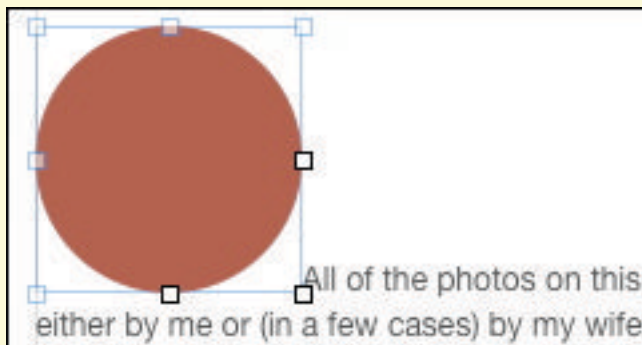
Inserting this shape changed the spacing between two paragraphs of my text and, frankly, I don't like the way it looks. That can be fixed with word wrapping.

I don't like the way the shape looks, since it's creating too much space above my paragraph. So, I keep the shape selected, open the Inspector, click the Text button, and click the Wrap button. I check

the "Object causes wrap" box and fill in the other options in the Inspector. My page now looks like **Figure 37**.
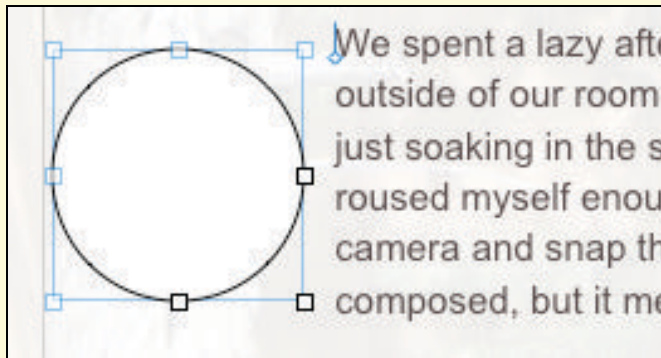
Text is now wrapped to the left of the circle shape. Now it's time to do something with that shape.

Caveat! iWeb doesn't provide full text wrap, which would allow iWeb users to move the shape anywhere in the text and have the text literally wrap around it, following the outline of the shape.

Just having a circle next to the text doesn't make sense, but I have a plan: I want to put a picture of a cat in the circle. To do this, I:

1. Make sure the shape is selected and open the Graphic Inspector.

2. Choose Image Fill from the Fill pop-up menu.

   iWeb opens an Open dialog.

3. Locate and open the image. I opened a picture of Frodo the cat.

4. Choose Scale to Fill (this may vary depending on the picture you're placing into the shape).

Frodo the cat is now immortalized in his own circular frame on my Web page. To finish the job, in the Graphic Inspector, I removed the line around the shape by setting the stroke to none—*stroke* refers to the type (solid, dotted, or dashed) and the thickness of the line. I also added a shadow. **Figure 38** (next page) shows the final product.

TIP To resize a shape proportionally, press Shift while you drag one of the shape's handles.

FIGURE 38

This small medallion, created by adding a shape with an image fill, highlights the text nicely and compliments the blog posting.

Fixed-object shapes

A *fixed-object shape* is movable anywhere on a page. While the name appears to be an oxymoron, it means that the object stays wherever you move it. To insert a fixed-object shape, make sure you do not have a typing cursor active in a text block and then choose the shape from the Shapes pop-up menu on the toolbar.

When a plain vanilla photo just doesn't do it for me, I like to call up a shape, do an image fill, and then move the resulting photo anywhere on the page I please. As an example, take a look at **Figure 39**.

FIGURE 39

I'm a star! I didn't use a graphics program to create this image, only a fixed object shape, a picture, a few settings, and some imagination.

What I did here was create a new star shape, increase the size from the default by dragging one of the handles, perform an image fill (as described on the previous page), rotate using the Command-click mouse action described earlier in Text rotation, and then add a shadow using the tools described in Styles. How long did it take me to complete this image? About a minute.

Shapes that change

While all shapes can be resized by dragging a handle, some shapes have multiple settings:

- **Stars and polygons:** When you create a star shape, a small slider appears under the star, allowing you to change the number of points from as low as 3 to as high as 20. The same slider appears with the polygon shape (3 to 11 sides).

- **Arrows:** You can change the width of the tail and the length of the head by dragging the *circular control* (inside the red circle in **Figure 40**). It's called a circular control because of its shape and to differentiate it from a square handle.

FIGURE 40

Dragging the circular control changes the width and length of the tail, and the length of the arrowhead.
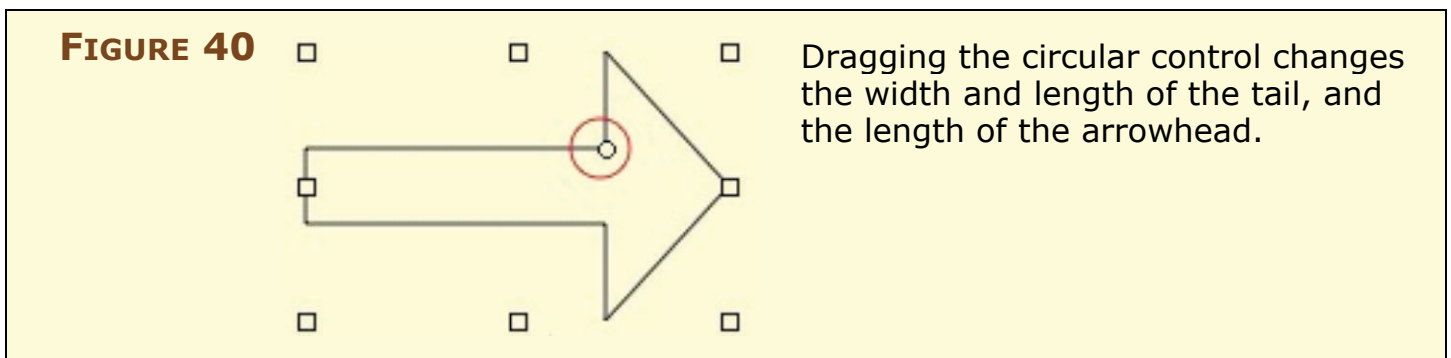
- **Round rectangles:** The circular control also has an effect on the rounded rectangle shape, where dragging the control can straighten or curve the corners.

Text in shapes

There's one more thing you can do with shapes—fill them with text. This is particularly useful for placing text in a confined area so that it can be moved to a specific spot on a page, perhaps to serve as a caption for a photo. Here's how to do it:

1. Create a fixed-object shape (see Fixed-object shapes). For my example, I'm using the comic speech balloon.

2. Drag the shape to the location where you want it. I decided to put the balloon near a picture of me as a kid on my Video page.

3. Resize the shape if you want it to be larger or smaller.

4. Double-click the shape. A text cursor appears inside the shape.

5. Start typing your text. If you type more text into a shape than can fit, a clipping indicator will appear (**Figure 41**). To see all your text, either remove some words or enlarge the shape.

FIGURE 41
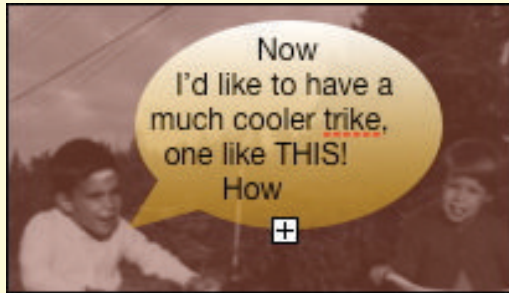
The *clipping indicator* is the small plus sign at the bottom of the shape. It's there to tell you that you have too many letters and too little space. (The red dotted underline beneath the word "trike" is from the Mac spelling checker.)

6. You can change the shape's background, opacity, border color, and thickness, and you can also apply formatting or links to the text in a shape. The final version of my speech balloon is on the example Web site (http://www.tcoiweb.com/).

Layers

I touched on the concept of layers earlier in this book (Make Text Sparkle). However, layers can be used for more than just making text look good. Layering graphic and text blocks is a wonderful way to create an interesting looking Web page.

The theory of layers is that you can stack different objects upon each other. By selecting one object and using the Forward and Backward buttons on the toolbar, you can move it in front of or behind other objects. To effectively use layers with graphics and text, you need to think about your page design in three dimensions–the height and width of your page, as well as the depth of the layers.

The use of layers to make your Web pages more exciting is limited only by your imagination. To demonstrate the power of layers, we're going create a special effect by using a picture as a backdrop to some text. Placing text directly on a picture can sometimes make the text unreadable, so putting a text-filled shape with a slight amount of opacity over the picture is a better way to create the effect.

We'll begin by creating a new page and placing a large picture on it. Then we'll create the effect:

1. Create a rounded rectangle shape over the darker portion of the photo. The shape is filled with the default white color at this point, blocking the picture.

2. Type your text. Don't worry about the color of the text right now. At this point the picture and shape look like **Figure 42**.

This picture demonstrates how you can use layers and the opacity setting to create an area in a picture that is slightly lighter or darker than the surrounding picture. Why would we want to do this? Because it makes text easier to read when placed over a photo since it provides a frame and additional contrast.

For more information on how to accomplish this feat, read Take Control of iWeb '08!

This picture was taken by Steve Sande and shows the beautiful Grand Tetons in Wyoming in early June of 2005. This was taken from the Jackson Lake Lodge, which is a wonderful place to stay!

I can't see the forest for the text in this picture. Since I don't want the text to block the beautiful scenery, I need to make the rounded rectangle transparent.

3. Select the shape by clicking it.

   Eight handles appear around the perimeter of the shape.

4. Open the Graphic Inspector and then adjust the opacity of the shape. In my case, 20% worked well to give the appearance of a slightly lighter text frame embedded in the picture.

5. Changing the opacity of the shape also changed the opacity of the text so it's almost impossible to read. Select and cut the text, then click the picture and paste the text to create a separate text layer.

6. Move the text layer on top of the rounded rectangle and resize it so it fits within the boundaries of the shape.

7. Change the color of the text to a readable and pleasant-looking hue. In my example, I grabbed the color of one of the sunlit peaks by using the magnifying glass icon in the Colors window to create a text color that contrasted with the dark blue of the mountains (**Figure 43**).

FIGURE 43
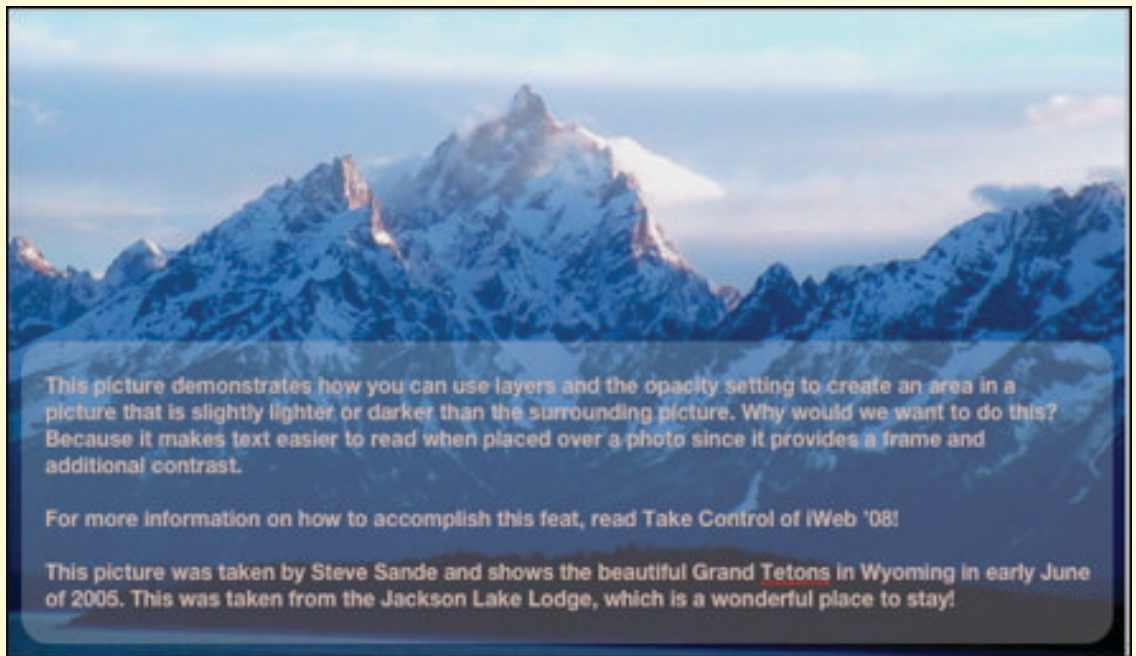
The completed example page. You can now see the lower part of the mountain, the trees and the lake, and the text is readable. I also used the Adjust tool on the toolbar to enhance the photo.

In this example, I inserted the lower layer (the photo), created a middle layer (the rounded rectangle shape), and placed a text layer on top. Experiment with moving layers around using the Forward and Backward buttons and you can find some surprising and wonderful effects.

Masks

A *mask* allows you to change what parts of a fixed or inline object are visible. A photographer would call this "cropping," but there is a slight difference—cropping changes the original image by removing parts of it, while a mask retains the original image but hides portions of it behind an opaque cover.

You may have already experienced masks without knowing what was going on. Many of the image placeholders in iWeb templates have masks applied, so when you drag a photo to a placeholder and drop it, certain areas of your original photo aren't visible.

Masks can be useful in cropping out distracting material in a photo, removing ex-husbands or ex-wives, and framing a photo so that it fits a space on your Web page. To demonstrate the mask tool, I've built a new entry for my blog. The text is written, I've made my formatting changes, and I've inserted a picture. I'd like to crop the picture so that I focus on the two Swiss Guards on the left (**Figure 44**).

Here's how to use a mask to crop out the right side of the picture:

1. I select the image and click the Mask button on the toolbar.

   A mask is applied (**Figure 45**) to the image, and the button changes to Unmask. (If I decide to bring back the original image at some point, I can click the Unmask button.)

FIGURE 45
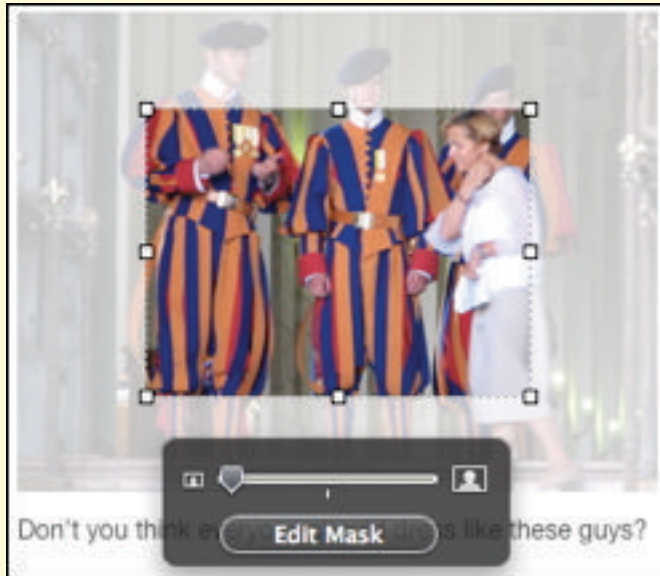
The mask applied to the image cuts off too much and makes my picture too small, so I adjust the size of the mask. The Edit Mask slider at the bottom lets me increase or decrease the size of the picture on the page.

2. To resize the mask, I drag the mask's handles until the mask covers only the portions of the image I don't want to see (**Figure 46**). The darker part of the image is what will be visible to me.

FIGURE 46

The image is now framed the way I want it, with the two guards nicely framed.

3. Since the image is now masked the way I like it, I click anywhere on the Web page to accept the mask. I can resize and even reposition the image with the mask in place. If I want to be fancy, I can rotate the image by pressing Command while dragging a handle.

To see how the final image looks after masking, visit the example Web site and look at the Examples page at http://www.tcoiweb.com/TCiWeb2/Examples.html.

PUBLISH A BLOG

Blog is a contraction of *Web log*, describing a Web site on which a writer, or group of writers, posts items on a regular basis focusing on a specific subject. The items typically include text, images, and links to other Web sites or Internet resources. Blogs display content in reverse chronological order, with the latest entries at the top.

Although we didn't call them blogs in the early days, blogs have been on the Web all along. Blogging took off in 2001 with the emergence of Blogger and other free Web-based blogging services that made it easy to add new blog entries and keep old entries organized. Blogging has become a popular means of communication and has been adopted by the mainstream media, although it is primarily known as an alternative media capable of affecting worldwide opinion.

iWeb's Blog page type provides most of the elements of a classic blog:

- An overview page, with excerpts of the most recent posts listed in reverse chronological order

- Detailed blog entries on their own pages

- An archive of past entries that your readers can visit

- Comments with attachments (when the Web site is published to MobileMe)

- A tool for searching iWeb blogs (MobileMe only)

In this section, I show you how to be an iWeb blogger. I'm a bloggy kind of guy, so I want to add a blog to the example Web site:

1. **Add the Blog pages:** Choose File > New Page (Command-N) or click the ⊞ button below the Sidebar. Select the Blog page type for the template you're using, and then click Choose.

   A *Blog* item appears in the Sidebar, heading a category that includes *Entries* and *Archive*. The *Entries* item opens in the Webpage canvas area (**Figure 47**), in case you want to make a new entry right away.

FIGURE 47
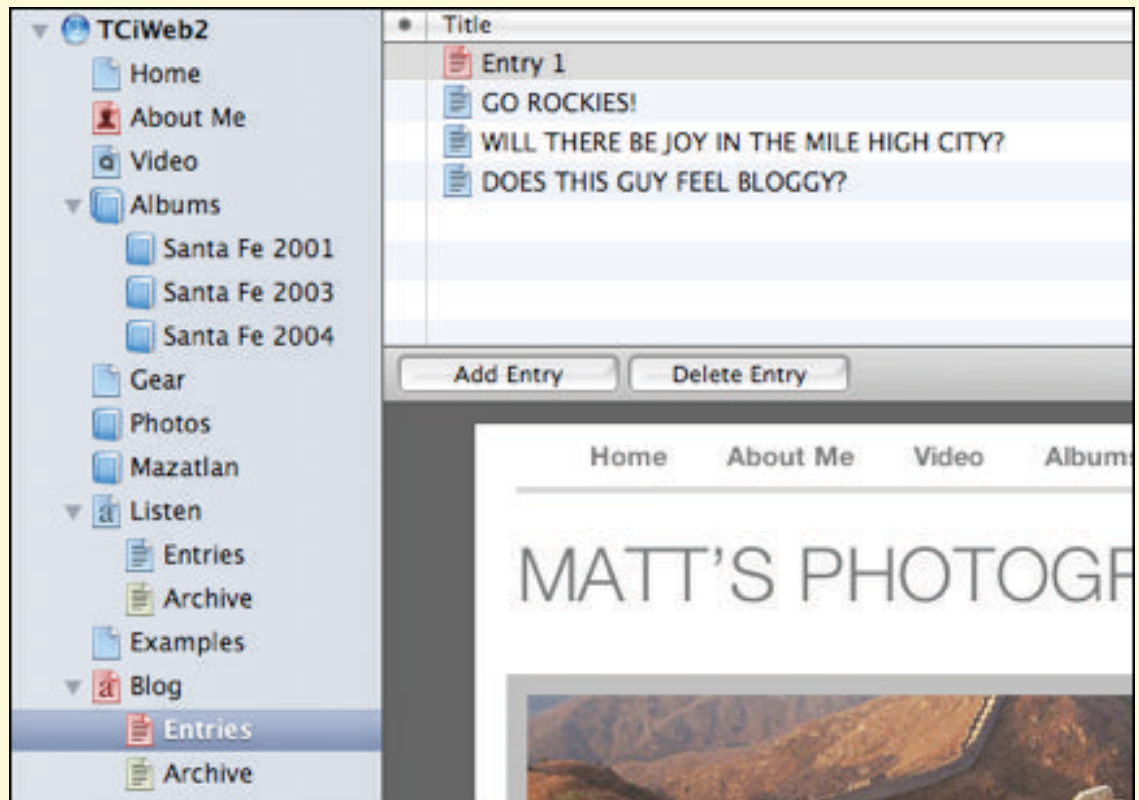
This figure shows a new blog entry in the Modern Frame template.

Entries is selected in the Sidebar, and buttons are available for adding or deleting an entry.

Starting a new blog also creates a Blog summary page (called *Blog* in the Sidebar), and an Archive page that automatically collects older entries.

2. **Update the Blog summary page:** iWeb initially shows you the *Entries* item, but since your readers see the Blog summary page when they click the Blog button, you should update that page first:

   a. **Change the summary page name:** If, for instance, you would rather call your blog a journal, you can change the summary page name and the corresponding label on the button. Double-click *Blog* in the Sidebar to select it, and then type a new page name following the naming suggestions I made earlier in Name Your Site.

   b. **Customize the title:** Sure, *Matt's Photography* is descriptive, but I'd like a headline that matches my witty personality. Double-click the headline in the Webpage canvas to select it, and type a new headline. I chose *Feelin' Bloggy* as the name of my blog.

c. **Replace the blog description:** Few people want to read the *lorem ipsum*, so double-click it to select it, and then type a short paragraph or two about what you plan to accomplish with the blog and why the reader should take the time to read it.

d. **Change the picture:** The placeholder photo for the Modern Frame theme is a picture of good ol' Matt. Since I've never been Matt and don't intend to be, I want to show a photo of my own grizzled visage. To change the photo, drag a photo from the Desktop or the Media Browser to the placeholder (see Change the Picture for help with the Media Browser).

e. **Set the number of entries on the Blog summary page:** It's considered good etiquette to restrict the number of recent entries on the Blog summary page so that readers don't feel compelled to scroll down a long list of entries. In the Inspector, click the Blog & Podcast button (the blue RSS button) and change the number of excerpts if you like—iWeb defaults to ten, which may be a good number to start with (**Figure 48**).

FIGURE 48
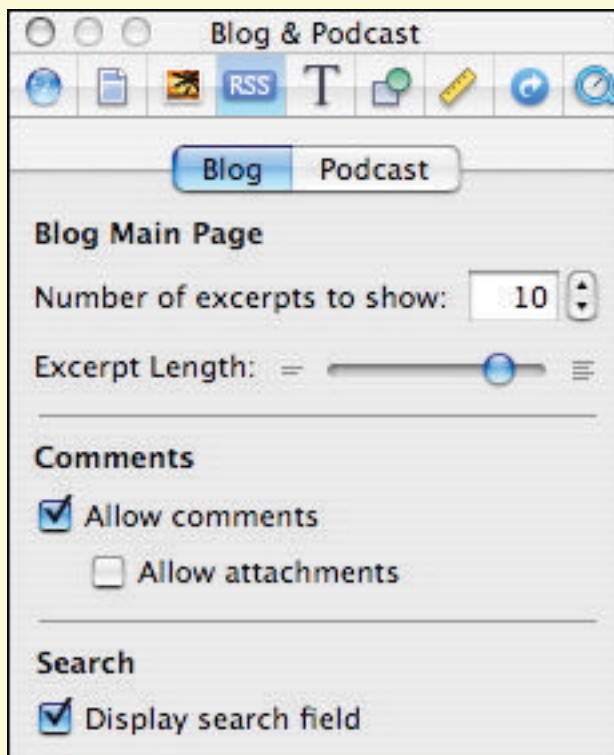
You make five important decisions in the Inspector:

- How many excerpts to show on the Blog summary page.
- The length of each blog excerpt.
- Whether to allow comments.
- Whether to allow files to be attached to comments.
- If your Blog page should offer a search field.

f. **Set the length of each blog excerpt:** With the Blog view of the Blog & Podcast Inspector still open, adjust the excerpt length by moving the slider left or right. At the leftmost setting,

each blog entry appears as a headline, date, and "read more" link. With the slider all the way to the right, each blog entry will appear on the Blog summary page in its entirety, but without any associated images. I prefer to show about five lines of each excerpt, enough to whet my readers' appetites so that they'll click the "read more" link.

g. **Set the formatting for each blog excerpt:** Click once on the sample blog excerpt to display the Blog Summary window (**Figure 49**). You can use this tool to choose the placement of the text for all entries in relation to the picture, get rid of unwanted image placeholders, change the size of the photos, add extra space between multiple photos in a blog posting, and change the proportions of the photo.

FIGURE 49

The Blog Summary window, new to iWeb 2, provides a way to fine-tune the look of entry excerpts on the Blog Summary page.
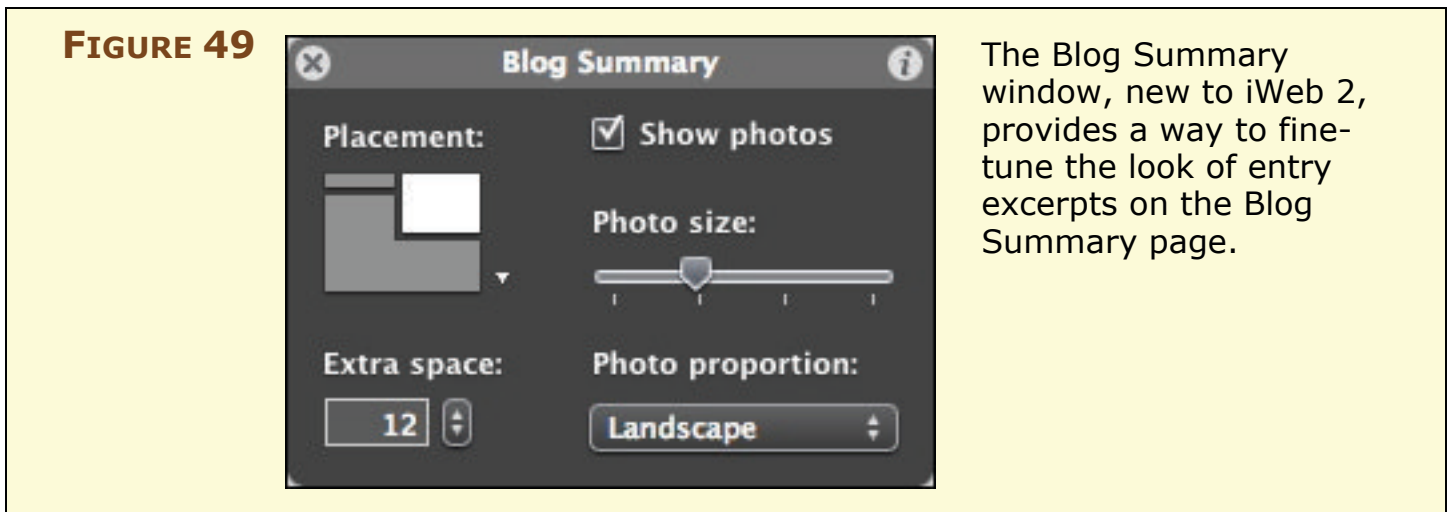
h. **Allow comments:** If you wish to allow readers to comment on your Blog posts, check the "Allow comments" box. Although comments add interactivity to blogs, they can also provide a target for spammers who seek out and destroy blog sites with unwanted advertisements.

Comment compatibility: Comments set up in iWeb work only if you publish to a MobileMe account. If you publish to another Web host, be sure to read Add Special Elements, later in this book.

i. **Allow attachments:** If you've allowed comments, you should also decide if you want to let people attach files to their written

comments. In my opinion, this is a bad idea unless you're running a private Web site and know who will be sending files to your Web server.

Now that the Blog summary page is ready to go (**Figure 50**), you can replace the placeholder text with an actual entry.

FIGURE 50
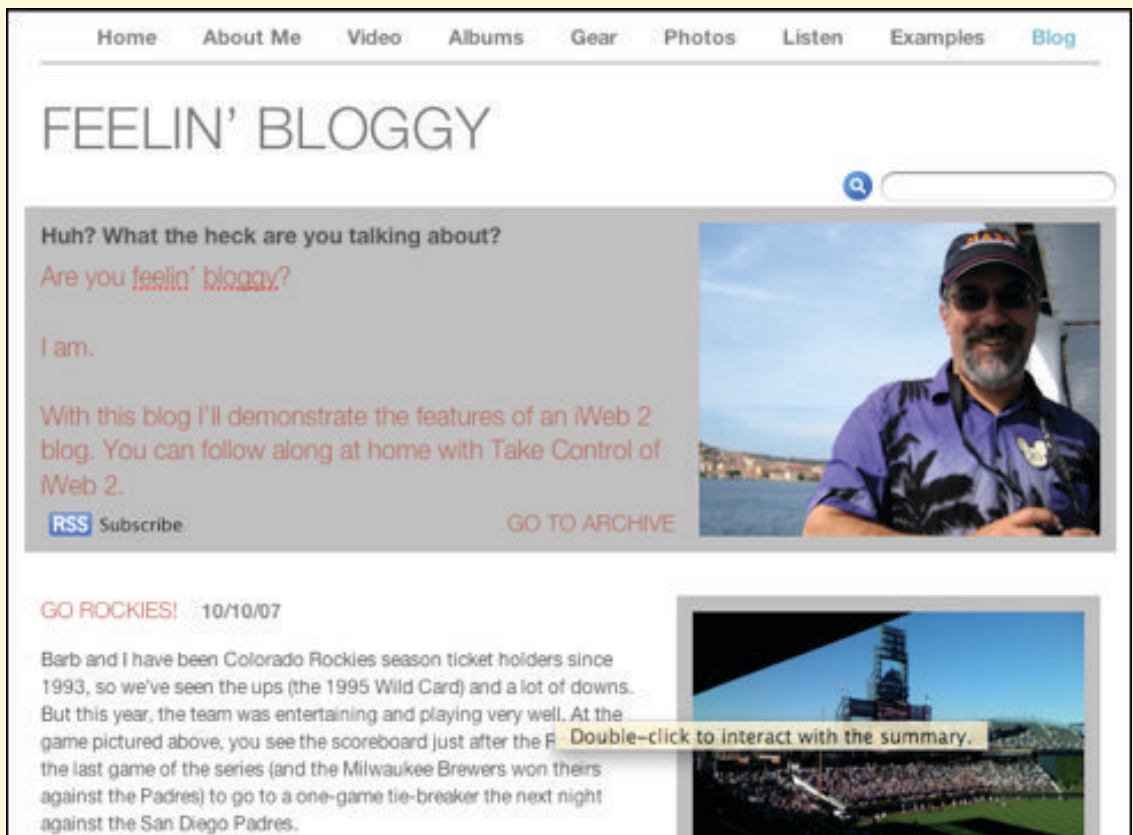
The main Blog page is ready to go. With a new picture, my own title, and a description of what I'll be writing about in the blog, I can start typing blog entries. I've entered a post titled "Go Rockies" already, as you can see in this screenshot.

3. **Add a blog entry:** In the Sidebar, click the *Entries* item. Now, above the Webpage canvas, you'll see a list of entries containing a default, new blog entry, and at the bottom you see a placeholder page for the new blog entry (if you don't see a new placeholder page, click the Add Entry button, located below the list of blog entries). Let's edit the placeholder page:

   a. **Edit the title of the blog entry:** Double-click the title to select it, and then type a new title. The title does not appear in the URL for the entry page, so you don't have to worry about technical considerations when you choose your title. My first

entry is called "Does this guy feel bloggy," describing the look on the face of an architectural detail in Florence.

b. **Delete or change the headline:** The template that I'm using has a big headline at the top of the page as well as a title for each entry. If you feel that the headline is a redundant feature, you can delete it or you can change it to something different.

c. **Delete or customize the picture:** When you do a lot of blogging, you don't always have a photo to go with your text. If this is the case with your blog entry, delete the picture to save space and make the page load faster. To delete the picture, click it to select it, and then press Delete. You can also replace the photo with one of your own, as described in Change the Picture.

d. **Write your blog entry:** Now it's time to play Ernest Hemingway and sweat over a hot keyboard. Triple-click the *lorem ipsum* of the text placeholder and begin typing your masterpiece. Concentrate on your writing and not on how the text looks. (In Make Text Sparkle, I show you how to perform tricks with your text to make your blog entries stand out.)

4. **Add an RSS button:** Most iWeb blog pages include a Subscribe to RSS Feed button. This button lets your readers subscribe to your blog and receive the latest updates as they occur. If the button is not included on your page, or if you have inadvertently deleted it, choose Insert > Button > Subscribe to RSS Feed.

5. **Save:** At this point, you should save your Web site (choose File > Save), and then publish it to MobileMe or another Web server, as I described in Publish Your Site.

If your blog or any of the other pages you've created aren't exactly what you had in mind, don't worry, unless you don't like the look of your Blog summary page—try a different template if that's the case, since it's difficult to modify that page and have your changes stick. You'll have plenty of opportunities to fine-tune your Web site and add new features as we continue.

PUBLISH A PODCAST

What's the fastest-growing new media on the planet? Podcasts. *Podcasts,* online radio shows, are consumed whenever, wherever, and however the listener desires. A typical podcast has three features:

- It has a number of episodes, all dealing with a particular subject.

- Listeners can subscribe to a podcast using *podcatcher* software like iTunes or Juice. By subscribing to a podcast, listeners will receive the latest episode automatically.

- Listeners can enjoy a podcast on a mobile device, such as an iPod, iPhone or other MP3 player.

Hundreds of thousands of podcasts are available today on almost any conceivable topic from "A Bluegrass and Old Time Radio Show" to "Zolfo Springs, Florida Weather."

Podcasts can go beyond the audio to include video, at which point, we call them *video podcasts,* or *vodcasts.* Video podcasts won't necessarily appeal to people who like to listen while they do something else, but they do have advantages:

- It's easier to demonstrate devices or processes when you can show your audience what you're talking about instead of describing it.

- The combination of sight and sound is much more engaging than audio alone. Would you rather see bright blue water, sparkling sand, and swaying palm trees in a travel podcast, or only hear the podcaster describing them?

As an owner of iLife '08, you have three powerful integrated tools at your disposal for recording, editing, and publishing podcasts—GarageBand, iMovie 7, and iWeb 2. GarageBand has special podcast tools, including automatic *ducking* (turning down the volume of music when narration begins) and adding iTunes enhancements (such as chapters). iMovie 7 is the video podcast equivalent of GarageBand, and it can transfer your video masterpiece into a Web-friendly, low-bandwidth version that plays nicely in a Web browser or on an iPod.

Create a Podcast Section

Although you can use your blog area to host podcasts, you will probably want to add a podcast section to your Web site. For instance, on my example site, I created not one, but two, podcast sections, one for my audio podcast called *Listen,* and another for my video podcast called *Watch.*

Here's what to do:

1. **Add a podcast section:** Choose File > New Page (Command-N) or click the plus (![+]) button below the Sidebar. Select the Podcast page type for your template, and then click Choose.

   The Sidebar shows a new *Podcast* item, a new *Entries* item, and an *Archive* page. Initially, iWeb selects *Entries,* showing you a default layout for a new episode in the Webpage canvas, and an episode list above the Webpage canvas.

2. Click *Podcast* in the Sidebar to view your new Podcast summary page (**Figure 51**).

FIGURE 51
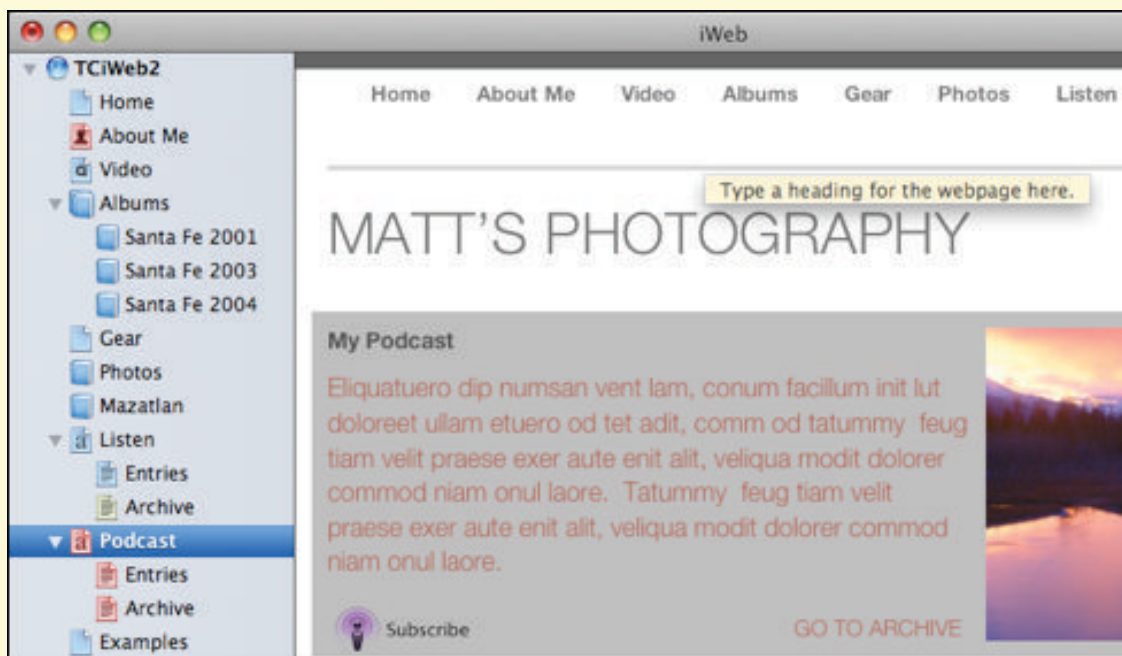
Here is the Podcast summary page in the Modern Frame template.

iWeb also creates a podcast entries page (called *Entries* in the Sidebar) and an *Archive* page that organizes older podcasts.

3. **Customize the Podcast summary page:**

   a. **Change the page name:** Your Podcast summary page has the default name *Podcast* and that name appears in the navigation links. If you prefer a different name, double-click *Podcast* in the Sidebar to select it and type a new name following the naming suggestions I made earlier in Name Your Site. For my sample site, I used *Listen* as the Podcast page name.

   b. **Customize the title:** In the Webpage canvas, double-click the title to select it and type a new one. I chose *Take Control of Steve's Podcast* for my podcast.

   c. **Replace the podcast description:** Double-click the description text to select it, and replace it with a persuasive reason why people should take the time to listen to your podcast.

   d. **Change the picture:** Drag a photo from the Desktop or the Media Browser to the placeholder (see Change the Picture for help with the Media Browser).

   e. **Set how many entries to show:** It's good to keep the Podcast summary page short, so it will load quickly. In the Inspector, click the Blog & Podcast button (**RSS**) and, in the Blog view, set the number of excerpts (in this case, "excerpt" means "episode descriptions").

   f. **Set the length of each episode description:** With the Inspector still open, adjust the excerpt length by moving the slider left or right. Show at least five lines so your description is long enough to encourage visitors to click the "listen" link.

   g. **Set the podcast details:** In the Blog & Podcast Inspector, click the Podcast button. In the Podcast view (**Figure 52**), enter the name or names of the people who are the podcast hosts in the Series Artist field. Also be sure to enter a contact email address. The address does not show up in iTunes, but is used by the iTunes Store for contact purposes. Is your podcast something that would be considered adults-only? If so, please choose Explicit from the Parental Advisory pop-up menu. Finally, check whether or not you want to have the podcast appear in the iTunes Store listings.

FIGURE 52
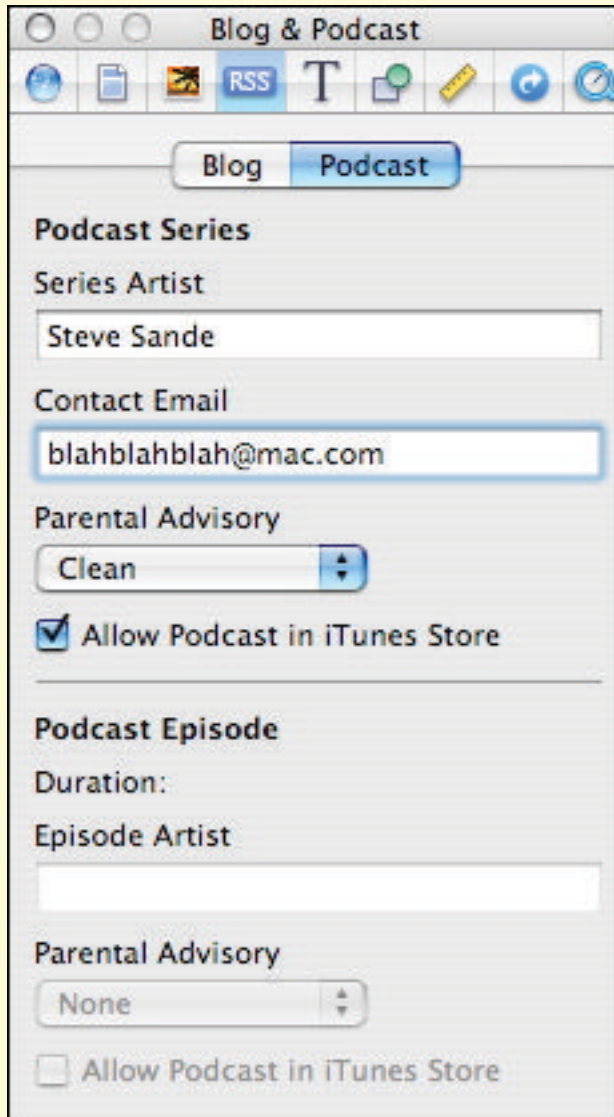
There's a difference between a Podcast Series and a Podcast Episode:

- The "Podcast Series" section at the top of this Podcast view provides the iTunes Store with information about your podcast that appears in the directory listing.

- The "Podcast Episode" controls at the bottom are dimmed here because an episode is not selected. These details can vary by episode. If a particular episode needs different details than the series, you should come back here later and change the information for that episode.

5. Most iWeb podcast pages include a Subscribe button. This button lets your readers subscribe to your podcast in an application like iTunes. If the button is not included on your page, or if you have inadvertently deleted it, choose Insert > Button > Subscribe to Podcast to place this important button on the page.

That's it—you've customized your Podcast summary page. Now, it's time to add an episode.

Add an Episode

You can add an episode from GarageBand or iMovie 7. If you've already taken care of the encoding and don't want to use GarageBand, or if you're using other software to create your podcasts, you can add episodes from the Finder or Media Browser. I provide the steps for each possibility here.

Add an episode from GarageBand

If you created your episode in GarageBand and wish to add it to your Web site in AAC MPEG 4 or MP3 format, you can accomplish that with only a few clicks:

1. With your podcast file open in GarageBand, choose Share > Send Podcast to iWeb.

2. Choose the type of compression (AAC or MP3) and the Audio Settings (Good, High or Higher Quality).

   GarageBand launches iWeb, creates a *mixdown* (mix of the different channels you've recorded) of the podcast, and converts the recording from GarageBand format to your chosen audio format. Patience is a virtue during this process—it took my 2 GHz Intel Core Duo iMac almost 6 minutes to process a 24-minute podcast.

3. Choose the "blog" to send the podcast to (iWeb considers a podcast to be another type of blog), and click OK. If you have only a single blog or podcast page rather than both pages, you don't get a choice—the podcast is sent to the blog or podcast page that exists already.

   Your podcast episode is added to the episode list. If you added pictures to your podcast while editing it in GarageBand, the first picture in the podcast track appears in the picture placeholder (I used an iPhone podcast for my example, as you can see in **Figure 53**). If you don't add any pictures to your podcast, iWeb uses a generic podcast icon.
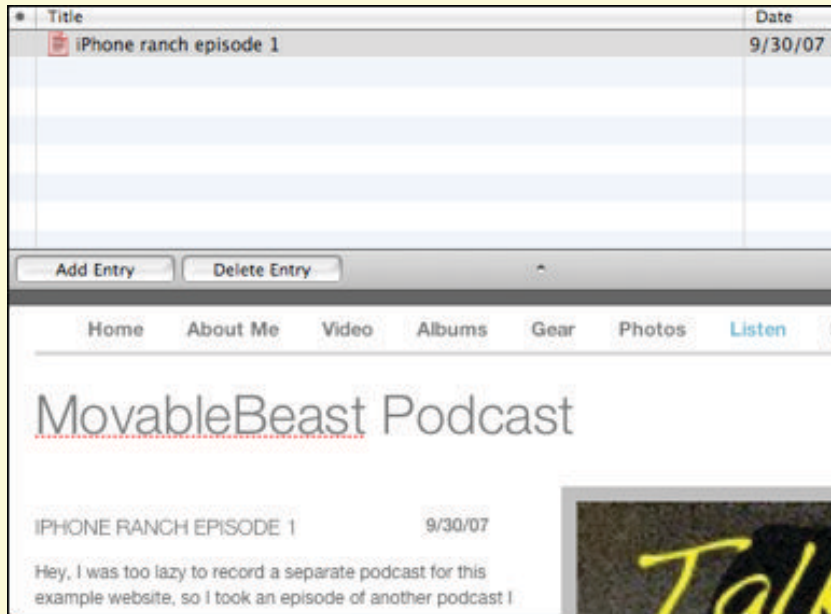
   > **Warning!** *If you try to drag-and-drop your own image into the picture placeholder, you'll lose your picture and podcast episode as well. Use GarageBand's podcast track to add the picture, or use the generic podcast icon added by iWeb as your picture.*

FIGURE 53

The first picture in your GarageBand podcast track appears in the picture placeholder.

iWeb uses the name of your GarageBand podcast as the title description.

4. Edit the episode title—you may have given your episode a name in GarageBand that doesn't make sense for it on the Web. If you want to change the name, triple-click the title and type the new name.

5. Edit the headline. To delete it, click the headline and press Delete. To change the headline, triple-click it and type your new headline.

Your podcast is now added to your iWeb site. Save your iWeb site and publish it using the instructions in Publish Your Site.

Podcast won't play: You may run into a situation where you've exported a podcast directly from GarageBand to iWeb as an AAC file, then found that it won't play in a Web browser. Instead, you see a QuickTime logo with a question mark on it and when you click that logo, it takes you to a download page for the latest version of QuickTime.

If this happens to you, share the podcast with GarageBand and convert the file to MP3 format instead of AAC.

Add an episode from iMovie

You can easily add video podcast episodes made in iMovie 7 to your iWeb site:

1. With your episode file open in iMovie, choose Share > iWeb.

2. iMovie 7 prompts you to choose between two types of Web movie file settings. Select "Share for Video Podcast," and then click Share.

iMovie processes the video clips, transitions, and effects you've added, and compresses the video into M4V format. The processing can take some time. My example video is slightly over a minute long, yet it took 3.5 minutes to complete this step.

3. When prompted, choose any blog or podcast on your site as the location for your episode.

Your episode is added to the episode list in the section you chose. iWeb shows the first frame of the video on the episode page.

4. If you gave your video podcast episode a name in iMovie that doesn't make sense for it on the Web, change it now by triple-clicking the title and typing the new name.

5. Delete or change the headline. To delete it, click the headline and press Delete. To change it, triple-click it and type a new headline.

Your video podcast is now ready to go live! Save your iWeb site and publish it using the instructions in Publish Your Site.

Add an episode from the Finder

If you'd prefer not to use the encoding options in GarageBand or iMovie, or if you already created the file in another program, follow these steps to add your episode (in MP3, M4A, or M4V format) to your iWeb site:

1. In iWeb's Sidebar, under the name of your podcast, select *Entrie*s to show the episode list and Webpage canvas.

2. Click the Add Entry button below the episode list to open a new episode page in the Webpage canvas.

3. Drag your podcast file from the Finder and drop it on the podcast placeholder, which looks like a picture with audio/video player controls below it (**Figure 54**).

FIGURE 54

The podcast placeholder consists of a picture with audio/video player controls just beneath it.

You should replace the *lorem ipsum* below the placeholder with descriptive text about your podcast.

4. Set up the picture:

   - In the case of an audio podcast, if you added any pictures to it, the first picture appears in place of the placeholder picture and you are all set. Otherwise, a new placeholder appears with the words "Drag Image Here." Drag a picture in from the Finder or the Media Browser and drop it on the placeholder.

   - In the case of a video podcast, iWeb uses the first frame of your video file as the podcast picture.

Your podcast is now ready to go live on the Internet. Save your Web site, and then publish it using the instructions in Publish Your Site.
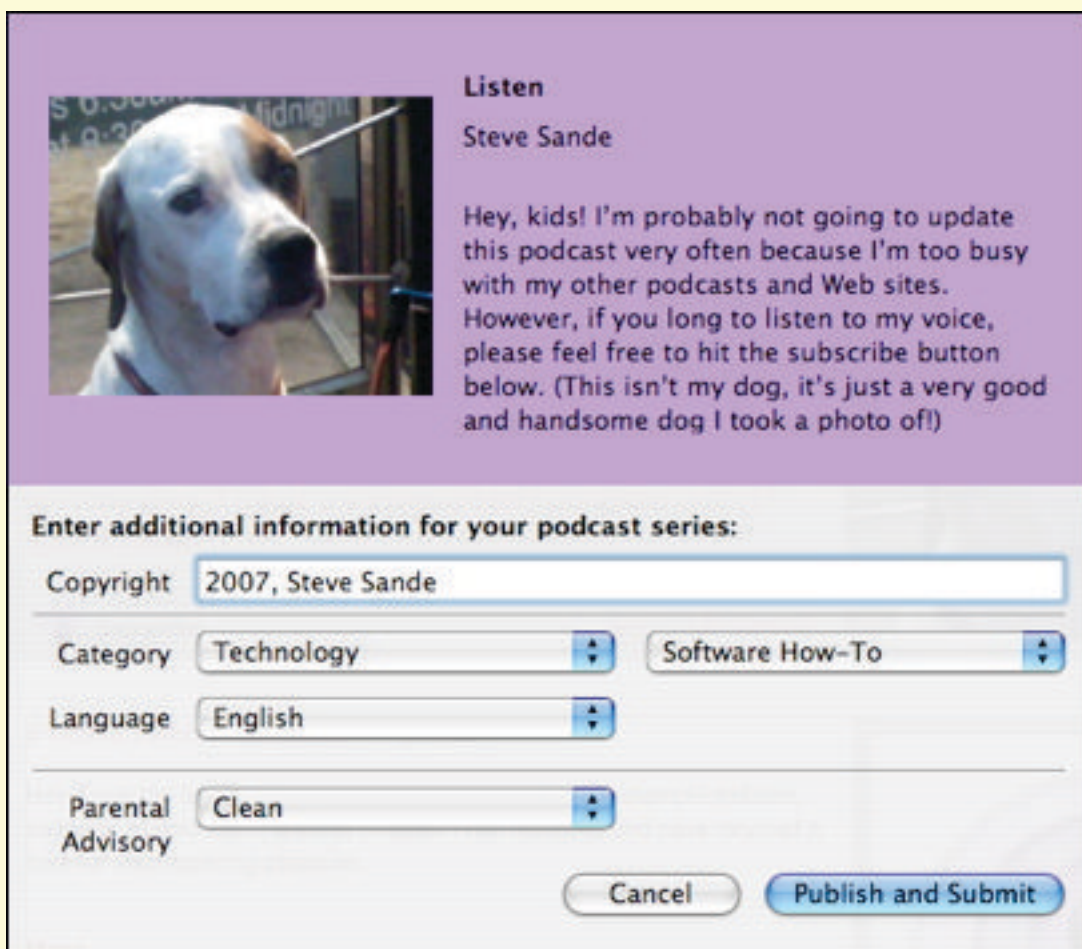
Submit a Podcast to the iTunes Store

Doing all this work to publish a podcast to your Web site is a waste of time if nobody listens to or watches your work. If you are a MobileMe subscriber, iWeb 2 provides a quick way to add a podcast listing to the iTunes Store. The iTunes Store is the largest podcast directory, so you can rest assured that if someone is looking for a podcast about your area of expertise, they'll find your work in their search results. Follow along as I submit my podcast to the iTunes Store:

1. Choose File > Submit Podcast to iTunes.

   A dialog appears (**Figure 55**). Notice that iWeb has pre-populated a lot of information. The podcast description and photo that you entered earlier are already formatted and ready to send to iTunes.

FIGURE 55

The violet background, the photo, and the description of the podcast are in the iTunes Store podcast directory.

2. Enter copyright information, if applicable to your podcast. Choose the Category and Sub-category (if applicable) for your podcast, and

then the language in which it is recorded. Finally, be sure to enter parental advisory information. You have your choice of none, clean (for podcasts that are acceptable for any age group), or explicit (podcasts that contain subject matter appropriate only for adults).

3. Click the Publish and Submit button.

   iWeb begins the process by publishing your Web site. Once that is completed, iWeb opens iTunes and begins the submission by filling in the URL to the *RSS feed file* (a file used by iTunes and other podcasting applications to subscribe to your podcast).

   Figure 56 shows what I saw when I submitted my podcast to the iTunes Store.

FIGURE 56

You needn't wonder what your feed file Web address is—iWeb provides that information to the iTunes Directory automatically.

4. Click Continue. At this point you must sign in using your Apple ID and password. You have a final chance to check your podcast description in the Review Podcast screen that appears. If everything is acceptable to you, click the Submit button.

iTunes responds with a short message telling you that any correspondence regarding your podcast will be sent to the email address you provided in the Blog and Podcast Inspector. In a few minutes, you'll receive an email message notifying you that your podcast feed was successfully added and is under review. If everything is fine, another message follows within a day or two with code that you can use to add a link that lets listeners subscribe to your podcast with a single click.

Now that you're a successful podcaster, be sure to keep both your podcast and your site updated.

ADD PHOTOS

Digital photos are great! It's so easy to take pictures with your digital camera and transfer them to your Mac, then retouch and categorize them in iPhoto. With iWeb, it's straightforward to add a gallery to your Web site so visitors can read about a vacation trip and then view pictures from the trip in an animated slideshow.

Of course, you can insert a single photograph anywhere in your site, but iWeb also provides a few special options:

- **Photo pages:** These pages are set up to display as many as 300 photos on a page. If you publish to MobileMe, they also offer a nice slideshow option.

- **My Album pages:** New in iWeb 2, these Web pages organize multiple iPhoto albums on a single page. Once you Set Up a My Albums Page, viewers of the page can click an iPhoto album's thumbnail-style cover image to open a Photo page showing its contents.

- **Web galleries:** New in iLife '08, you can Work with Web Galleries in iPhoto and publish them to your MobileMe account. Web galleries have a number of nice features for fun and easy viewing of photos, and you can put an animated, clickable, thumbnail-style image leading to a gallery on any page in iWeb.

> **TIP   MORE INFO ON PHOTOS AHEAD**
>
> For advice on making your photos faster to download for people viewing your site, enhancing their appearance using tools in iWeb, or for details on making them into clickable links, see the next section, Enhance Photos.

Create a Photo Page

iWeb has a special, attractive page type—the Photo page—specifically for publishing your pictures on your Web site. iWeb even provides a slideshow feature to show your pictures in sequential order.

Let's create a Photo page:

1. If you want to export photos from iPhoto to iWeb, you can continue with these steps, but if you'd prefer to work in iPhoto immediately before the export, perhaps to double-check photo names, or to make sure an album is properly set up, skip ahead to Export Photos from iPhoto to iWeb.

2. Add a Photo page to your Web site by choosing File > New Page (Command-N) or pressing the plus (+) button below the Sidebar. Click the Photo template, and then click Choose.

   A Photo page with placeholders appears (**Figure 57**).

FIGURE 57
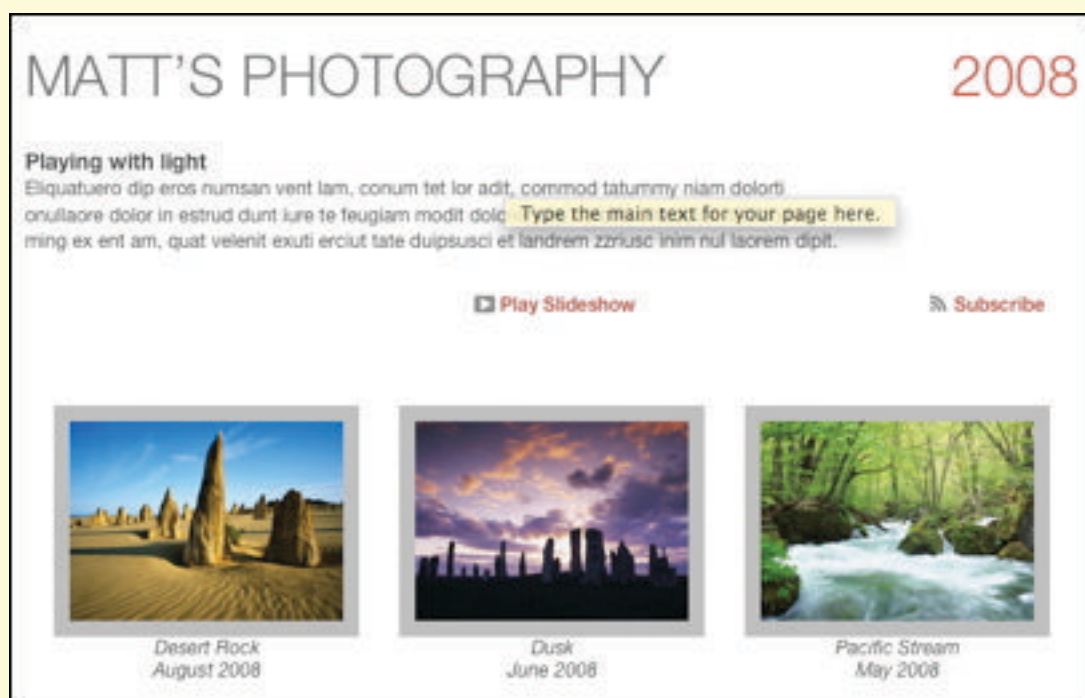
The headline (*Matt's Photography*), text, and photos are all place-holders for your custom content.

3. If you plan to have more than one Photo page or don't like the name *Photos,* you can change the name. Double-click *Photos* in the Sidebar to select it, type the new name, and press Return. Since my example site only has one photo album, I'm going to continue calling the page *Photos.*

4. The headline on the page, "Matt's Photography," may work well for Matt, but not for you. Double-click the headline placeholder

and type a new title. For my example Photo page, I changed the headline to *Random Pictures.*

5. That paragraph of *lorem ipsum* needs to go. Double-click it, and then type a description of the pictures you're adding to the Photo page.

6. A Photo page can hold up to 300 pictures. There are three ways you can add photos to your Photo page:

   • You can drag an individual picture from the Media Browser and drop it on a photo placeholder.

   • You can drag a complete photo album from the Media Browser onto a photo placeholder.

   • You can drag the photo from the Finder and drop it on a Photo page.

7. You may decide that a photo looks better in a different location on the Photo page. To move a photo, drag it. The other photos will shift as you do this.

8. What if you have unnecessary duplicates? Select any photos you want to delete by clicking them, and then press Delete. You can select multiple photos for deletion by Command-clicking them, or highlight a range of photos by Shift-clicking.

9. Photos that you bring into iWeb may have a short default caption, perhaps something like *2008Photo(113), 105-0501_IMG,* or equal nonsense. To edit a caption, click it to select it, and then type your new text. You can type longer captions than those that appear on the Photo page, but they will be visible only in the slideshow.

10. By default, iWeb shows only two lines of your photo captions. To change the number of lines, click on one of the photos to display the Photo Grid window (**Figure 58**) and adjust the Caption lines option by clicking its up or down arrow.

FIGURE 58
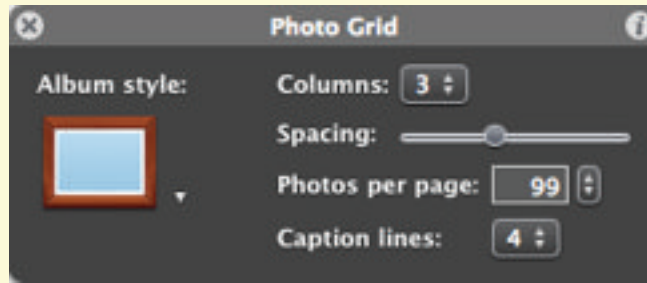
Use the Photo Grid window to change the number of columns and lines in the caption, frame your pictures, and set the number of photos on each page.

11. In most iWeb templates, pictures are initially placed in three columns. To make photos appear larger or smaller, you can change the layout by selecting the number of columns (from one to six) in the Photo Grid (**Figure 58**, above).

12. Wouldn't your photos look nice with picture frames around them? Scroll through the available frames under Album Style on the Photo Grid window, then click one to apply it.

NOTE There's an alternative to frames that looks just fine on many Web sites. You can add a color border to all your photos by selecting a plain frame style, then using the Stroke controls in the Graphic Inspector to add a solid line: choose a color for the border from the color well, then increase the line thickness by adjusting the points in the un-labeled field.

13. You can add even more depth to your photos by adding a shadow. From the Graphic Inspector, check the Shadow box; then adjust the color, angle, offset, blur, and opacity of the shadow to your liking. I used a frame that makes it look like I printed my pictures on photo paper and then taped them to the page (**Figure 59**). The shadow gives a feeling of depth to the page.

You have now created a Photo page. After you next publish your site, you can send email to your friends, relatives, and co-workers and brag about your Photo page. Also, you may wish to link to your new Photo page from the About Me page.

FIGURE 59

PHOTO PAGE

iPhone, which then deposited them into iPhoto. One
Media Browser and the photos were on this page.

▶ Play Slideshow   🔊 Subscribe

Coors Field - Rockies vs. Phillies   Barb & Mack at Rockies Game
                                      (Mack is my 93 year-old father-in-
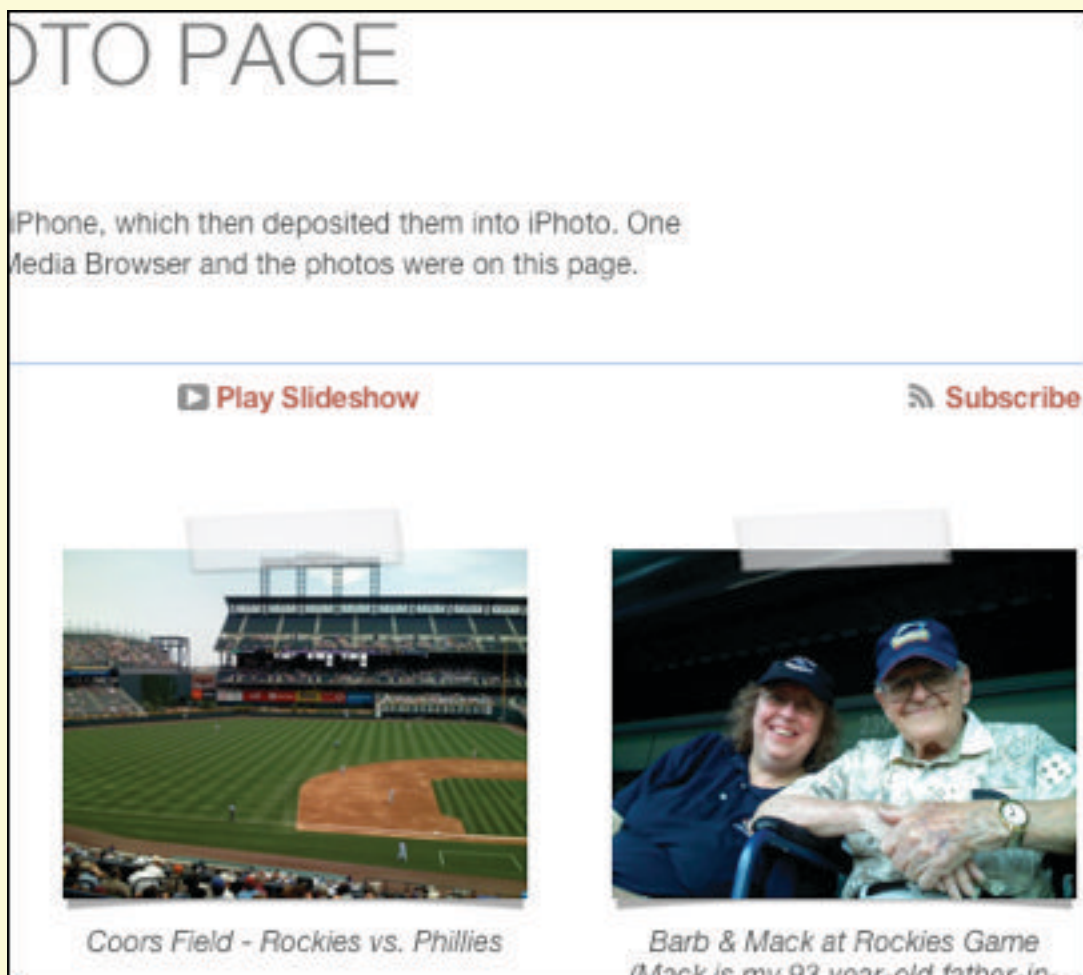
My customized Photo page looks different than the template page,
and it took little work to change the format and frame style.

Play Slideshow and Subscribe buttons are automatically added to a
Photo page. When clicked, the Play Slideshow button opens a new
window that displays your pictures one at a time, while the Subscribe
button allows subscribers to use a Web browser to view the RSS feed
of your page. They can view your latest photos whenever you update
the site.

Enhanced vs. Regular Slideshows

Visitors to your Web site can view a slideshow of your photos by
clicking the Start Slideshow button on your Photo page. When you
publish your site to MobileMe, the slideshow is *enhanced.* The photos
appear on a black background with a reflection at the bottom, the
slideshow plays without further clicks from the viewer, and a filmstrip
appears at the top of the current slide when the mouse hovers there,
which allows the viewer to select other slides in the slideshow.

I was concerned that some of my friends who use Windows might not be able to view the enhanced slideshows, but testing shows that the slideshows work well in Windows Web browsers.

If you use Publish to Folder and host your site on another server, you won't get the enhancements in your slideshow, and, in fact, it won't be a slideshow. It will appear on a white background with a brushed steel border, viewers must click a forward or back button to move to the next or previous slide, and there is no filmstrip available for quick navigation to another slide.

Set Up a My Albums Page

A new feature in iWeb 2 is the My Albums page type, which features photo albums from iPhoto instead of individual photos. By clicking an album cover, guests to your Web site can then see the individual photos that make up the album or view a slideshow. Let's go step-by-step through this process:

1. Add a My Albums page. Choose File > New Page (Command-N) or press the plus (+) button below the Sidebar. Select a theme, click the My Albums template, and then click the Choose button. A blank My Albums page is added to your iWeb site (**Figure 60**).
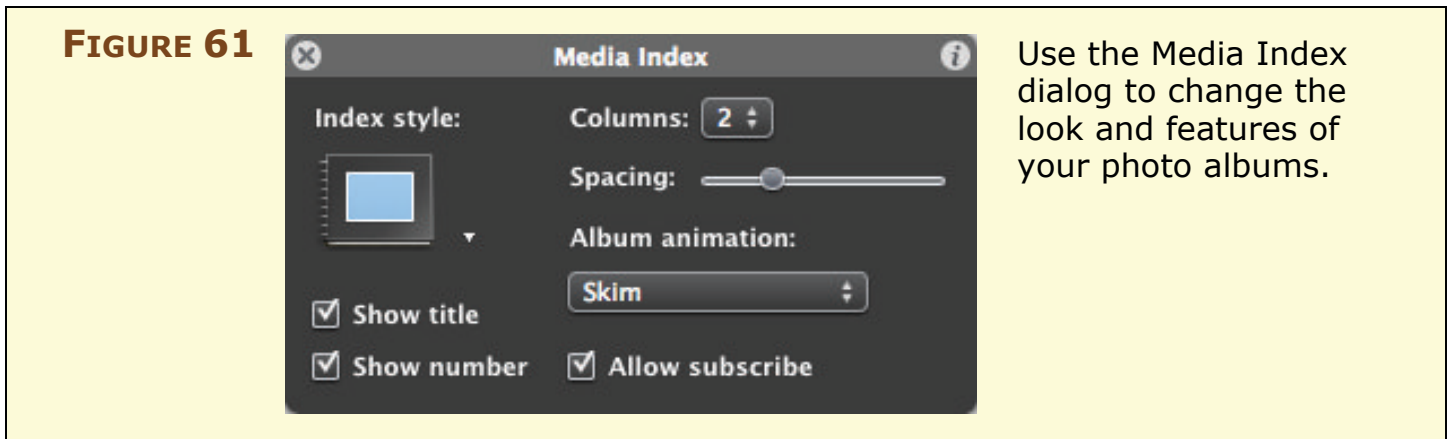
FIGURE 60

Our mystery friend Matt is back, this time with albums full of his photography. Of course, all of these are placeholders you need to change to customize your iWeb site.

2. Customize the page headline and title. Double-click the page headline and type in your headline, and then double-click the title to edit it.

3. That black and gray spiral-bound photo album in the theme I chose (**Figure 60**, previous page) is a bit boring. iWeb provides a way for you to change the style to one of 17 types. Click the album and a transparent black dialog appears (**Figure 61**).

FIGURE 61

Media Index

Index style:

Columns: 2

Spacing:

Album animation:

Skim

☑ Show title

☑ Show number   ☑ Allow subscribe

Use the Media Index dialog to change the look and features of your photo albums.

4. Click the Index style button and a pop-up menu appears showing all 17 styles of photo albums. Click on one of the album buttons to apply the style to the album on your page.

5. Since the Media Index dialog is still visible, you can use it to change several other features of your My Albums page:

- To disable the title that appears below each album, uncheck the "Show title" box.

- iWeb shows the number of photos in an album just below the album. To turn off the numbering, uncheck "Show number."

- How many columns of albums would you like to see on you're my Albums page? From the Columns pop-up menu, choose from 1 to 4 columns.

- The Spacing slider adjusts the amount of blank space between the albums.

- Someone viewing the My Albums page can see the contents of each album without opening it by hovering the mouse pointer on the album cover. The Album animation pop-up menu gives you the choice of no animation or a variety of transitions between the pictures when someone hovers the pointer.

- If you'd like your visitors to be able to subscribe to an album in iPhoto, make sure the "Allow subscribe" checkbox is checked.

6. Once you've changed the settings for the My Albums page, close the Media Index dialog by clicking the X in the upper left-hand corner of the box.

7. Now add your albums. You can drag them one at a time, or as a group, from the Media Browser and drop them on the page. An album appears on the My Albums page for each album you drag and drop.

8. If you don't like the name of an album as shown in the Sidebar, you can change it by double-clicking it and editing the name.

9. Each album you dropped onto the My Albums page has a Photo page associated with it. Readers who click an album are taken to that Photo page. Since iWeb creates these Photo pages with standard placeholder text, you need to customize each of the pages. (For help, see the previous subsection, Create A Photo Page.)

To see an example of how the My Albums page works, visit http://www.tcoiweb.com/TCiWeb2/My_Albums/My_Albums.html. It's an excellent way to organize a lot of photos.

Export Photos from iPhoto to iWeb

Dragging individual photos or albums from the Media Browser to an iWeb page isn't the only way to copy photos to iWeb. In many cases, you may be working in iPhoto when the desire to publish your photographs strikes you. Here's what to do:

1. First edit the names of the photos in iPhoto, since the names will serve as captions in iWeb.

2. Select the items you want to share, and click the iWeb button in the iPhoto toolbar to pop up two choices—Photo Page and Blog:

   - **Photo page:** Choose Photo Page to export the photos to a new iWeb Photo page. (If you had an album selected when you chose Photo Page, the page will have the same name as the album.)

   - **Blog:** Choose Blog to share photos with one of your iWeb blogs. iWeb adds one new entry for each photo.

Once you've exported photos from iPhoto to iWeb, be sure to edit your new iWeb Photo page or blog to match the style and content of the rest of your site.

Work with Web Galleries

iPhoto 7 adds the Web Gallery, a new feature that replaces the photocasts available in some previous versions of iPhoto. A Web Gallery is a page displaying photo albums that you publish to a MobileMe account. Each album is viewable by others, and you can choose to make individual albums available to everyone or only to people you've provided passwords to. You can also choose to allow viewers to download your photos or upload additional photos to the album.

What I personally like about Web Galleries is how good they look! Visitors to the My Gallery page see each of your published albums, and they can quickly review the contents of the albums simply by moving their pointer left and right over the album. This motion allows the visitor to scroll quickly through all of the photos in an album without having to open it.

When visitors decide to open an album, they initially see the photos in a grid, but from the bottom of the page, they can access more viewing options. For instance, there's a carousel view that works like the Cover Flow effect in iTunes. And there's a slideshow option.

You can add an album from an iPhoto 7 Web Gallery to your iWeb page by choosing Insert > MobileMe Gallery. From here, pick an album, and iWeb will put a small, animated photo onto your iWeb page. What I mean by "animated" is that it automatically shows the album as a slideshow. It also provides the same functionality of a Web Gallery in MobileMe: Moving the mouse pointer left and right over the photo scrolls through all of the photos included in the album.

Your visitors can click on the photo to open a new browser window featuring the album in your iPhoto 7 Web Gallery, complete with the usual Web Gallery viewing controls like the carousel view.

With all of this talk about photos, let's move on to a discussion about making those photos look great on your Web page.

ENHANCE PHOTOS

iWeb 2 gives you the power to do more with your online photos. In this section, I describe how to create interesting effects, frames, and shadows, and even how to use my favorite new iWeb 2 tool—Instant Alpha, which eliminates cluttered backgrounds in photos. I also cover editing photos so that they load faster (see Accelerate Picture Downloads), how to turn almost any picture into a clickable hyperlink (see Create Picture Hyperlinks), and how to Make an Image Map.

The Fine Points of Formatting Photos

Here are my favorite tips for formatting photos in iWeb:

- **Removing, adding, or changing reflections:** Some iWeb templates automatically place a reflection under large pictures on certain pages. You can add, remove, or change reflections on almost any picture through the Graphic Inspector: select the picture, open the Graphic Inspector, and configure the "Reflection" checkbox and slider. Reflections cannot be added to photos that represent iPhoto Web galleries.

  Reflections aren't always appropriate. I like them under large single photos on a page, but they seem distracting and unnecessary on pages with a lot of text or multiple photos. I tried reflections under the photos on the Examples page of my Web site and didn't like them (**Figure 62**).

FIGURE 62
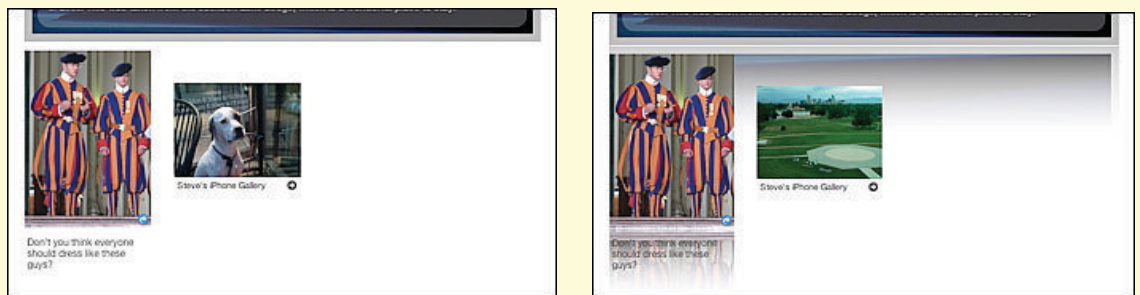
Photos on a Web page without (left) and with (right) a reflection. Should you use a reflection? You make the call. In this case, I found the reflection distracting, so I removed it.

- **Adding, removing, or changing shadows:** You can make photos appear to float over a Web page by adding a shadow. I find shadows less distracting than reflections, and they can add depth

98

to an otherwise flat and uninteresting page. As with reflections, shadows can't be applied to a photo that represents an iPhoto Web gallery. To add a shadow, select a photo, open the Graphic Inspector, and set the Shadow checkbox and other controls:

◇ **Color:** I usually don't adjust this, since most shadows are shades of gray in nature. However, you can click the color well to pick a new tone.

◇ **Angle:** I recommend the default, which is 315°. That places the "sun" above and to the left of your Web page.

◇ **Offset:** The offset is the apparent depth of the shadow—a small number makes the picture appear to float above the Web page, while the highest offset (50) gives the illusion that the photo is about three-quarters of an inch above the page.

◇ **Blur:** The blur defines whether the shadow is sharp or fuzzy. Smaller numbers make the edge of the shadow sharper, and the shadow edge becomes more diffuse as the number gets higher (the highest setting is 100). I prefer slightly more diffuse edges for higher offset numbers.

◇ **Opacity:** Smaller opacity numbers create a light shadow, while larger numbers (the maximum is 100) make a dark shadow. I prefer to make the shadow slightly less opaque as the offset increases (**Figure 63**).

FIGURE 63

Coors Field - Rockies vs.
Phillies
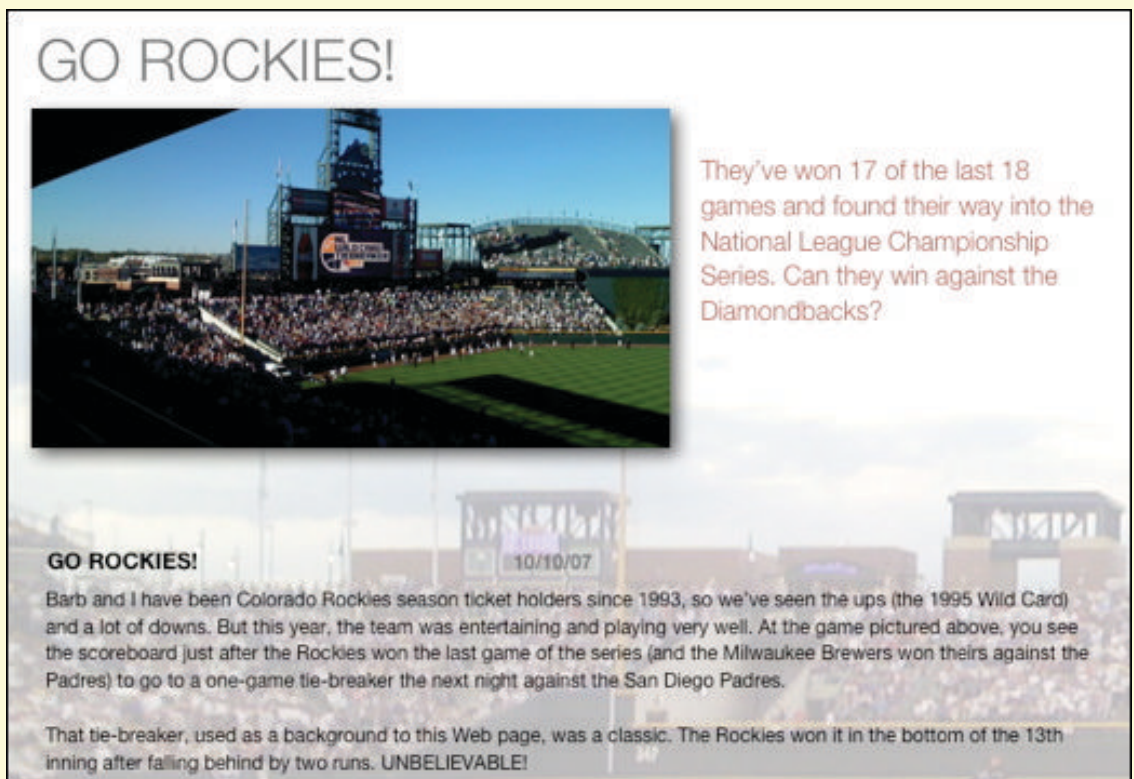
Coors Field - Rockies vs.
Phillies

Shadowing pictures (right) brings the illusion of a third dimension to your Web page and adds an interesting touch to your photos.

- **Changing the opacity of photos:** In the Graphic Inspector, move the Opacity slider left to decrease the opacity and make the selected picture appear more transparent. Use this effect to make a photo appear hazy, as in a distant memory.

- **Using photos as page backgrounds:** Open a page and then open the Page Inspector. Choose Tinted Image Fill from the Page Background pop-up menu, and then click Choose to select the picture you wish to use as the background. Once you've selected a picture, choose Scale to Fill from the middle pop-up menu.

  Finally, click the color well to tint the picture, if desired. I don't tint my pictures, but I adjust the Opacity slider so that only a hint of the picture shows in the page background (**Figure 64**).

Figure 64

GO ROCKIES!

They've won 17 of the last 18 games and found their way into the National League Championship Series. Can they win against the Diamondbacks?

GO ROCKIES!   10/10/07

Barb and I have been Colorado Rockies season ticket holders since 1993, so we've seen the ups (the 1995 Wild Card) and a lot of downs. But this year, the team was entertaining and playing very well. At the game pictured above, you see the scoreboard just after the Rockies won the last game of the series (and the Milwaukee Brewers won theirs against the Padres) to go to a one-game tie-breaker the next night against the San Diego Padres.

That tie-breaker, used as a background to this Web page, was a classic. The Rockies won it in the bottom of the 13th inning after falling behind by two runs. UNBELIEVABLE!

To jazz up a blog entry about my beloved Colorado Rockies, I used a game photo as the page background, reducing its opacity to serve as a non-disruptive backdrop.

I used shadowing to make the blog photo appear to float over the background.
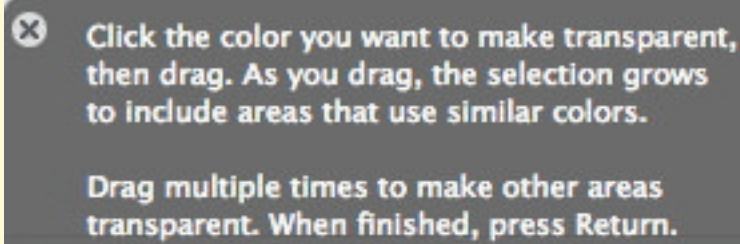
Instant Alpha

No, it's not a new fast-cooking oatmeal, nor is it anything like Instant Karma. iWeb 2's Instant Alpha is a fun and useful effect that lets you turn a color or colors transparent. It works best when the item you wish to highlight (a person, for example) is surrounded by the color you want to make transparent.

For the Examples page of my Web site, I want to highlight a small bronze sculpture of a raven. When I took a picture of the sculpture, it was against a yellowish background that detracted from the Web page. What I need is to have the sculpture and its shadow without the background color. Here's where Instant Alpha really shines:

1. After placing the picture on the Web page, click on it to select it.

2. Choose Format > Instant Alpha.

An informational dialog appears on the screen (**Figure 65**).

FIGURE 65

> ⊗ Click the color you want to make transparent, then drag. As you drag, the selection grows to include areas that use similar colors.
>
> Drag multiple times to make other areas transparent. When finished, press Return.

Is this the first time you've used Instant Alpha? Have you used it before, but forgotten how it works? iWeb provides succinct help each time you invoke Instant Alpha.

3. As noted in the dialog, just click on the color you want to make transparent and then drag the mouse. A brown highlight grows over the area you're making transparent, indicating the region that will become transparent.

4. If not all the color surrounding the image becomes transparent, click and drag in several areas around the image.

5. When you're satisfied, press Return and the color disappears, leaving only the sculpture and its shadow (**Figure 66**). If I was really daring, I could remove the shadow as well.

FIGURE 66

The Jim Eppler raven sculpture before (left), during (center), and after (right) applying Instant Alpha. You can see a short movie of this process at http://www.tcoiweb.com/TCiWeb2/Video.html.

Accelerate Picture Downloads

A big complains about the first version of iWeb was how long it took for a Web browser to render pictures on an iWeb page. I'm happy to say that iWeb 2 does a much better job of optimizing photos than its predecessor. However, you can help your readers enjoy their Web browsing even more by doing manual optimization. It's easy to optimize your photos for Web viewing. To learn how, follow

along with me as I fix a photo. First, download and install GraphicConverter, a nifty shareware utility from Lemke Software (http://www.lemkesoft.com/, €29.95 or $34.95).

Important iPhoto info! If you are working in iPhoto, follow these steps before editing photos in GraphicConverter:

1. *Create an album for photos you intend to optimize, and put duplicates of your photos in it, so edits you make to those copies won't change your originals: Choose File > New Album (Command-N) to make the album. Now, select the desired photos and choose Photos > Duplicate (Command-D). Finally, drag the photos with "copy" in the title to your new album.*

2. *In iPhoto's General preference pane, from the Edit Photo pop-up menu, choose In Application and then choose GraphicConverter to tell iPhoto that GraphicConverter should be an editing choice.*

3. *If you want to usually use GraphicConverter to edit photos, leave the Edit Photo pop-up menu set to GraphicConverter. But, if you want to usually edit photos in iPhoto, change the Edit Photo menu to another option.*

Now, to edit a photo in the new album in GraphicConverter, double-click it or Control-click (or right click) it and choose GraphicConverter from the menu that appears.

Now, I'll open a photo in GraphicConverter, and then open the Information panel by choosing Window > Show Information (Control-Command-I). Here's what it says about my photo:

Size: 2,048 x 1536 pixels

Resolution: 180 x 180 ppi

Colors: 16.7 million (32-bit)

File Length: 931.7 KB

This explains why it takes so long for that picture to load. My iWeb page is only 700 pixels wide, so the image is being scaled down to fit. And since most monitors display graphics at about 72 pixels per inch, the resolution is overkill. And must I show the picture in 16.7 million colors?

Clearly, there is room to shrink this photo:

- **Decrease the bit depth (number of available colors):** I start manipulating the picture in GraphicConverter by changing the *bit depth* (number of colors available) to 16-bit (32,768 colors) by choosing Picture > Colors > Change to 32768 colors (16-bit) (Control-Command-5). This didn't change the look of the photo noticeably, but it did reduce the file size (called file length in the Information panel).

- **Reduce the resolution:** Next, I reduce the resolution to 72 x 72 ppi by choosing Picture > Resolution (Command-Option-R) and entering 72 in both fields. This decreases the size of the image to 819 x 614 pixels, decreasing the file size as well.

- **Scale:** Finally, I scale the picture down to 700 pixels wide while keeping the proportions of the original photo. I choose Picture > Size > Scale (Control-Command-Y), make sure the "Keep Proportions" and "Scale Picture" boxes are checked, and then enter a width of 700 pixels.

Now the Information panel shows the following statistics:

Size: 700 x 525 pixels

Resolution: 72 x 72 ppi

Colors: 32,768 (16-bit)

File Length: 294.1 KB

The new file size is less than a third of the original, meaning it should load about three times faster than the original picture.

Watch out for masking! *Even if you optimize your images, the automatic masking that iWeb performs on images that are dropped into certain placeholders will still slow rendering of those pictures in Web browsers. To avoid this, use iWeb's predefined graphic placeholders sparingly, and turn off masking if you do use them.*

> **NOTE** GraphicConverter isn't the only software you can use to optimize your photos for use in iWeb, but I recommend it because it's inexpensive and powerful. Some other applications are:
>
> - Adobe Photoshop Elements: http://www.adobe.com/products/photoshopelmac/, $89
> - Adobe Photoshop CS3: http://www.adobe.com/products/photoshop/, $649
> - Apple Aperture: http://www.apple.com/aperture/, $199
> - ArcSoft PhotoStudio: http://www.arcsoft.com/products/photostudio/, $79

Create Picture Hyperlinks

Earlier, in Create Web Hyperlinks, you saw the power of using text-based hyperlinks to connect Web pages to other Internet locations. Picture-based hyperlinks let you turn any image into the source of a link, so that readers can click the picture to follow the link.

To turn an image into the source of a link, follow these steps:

1. Click the image to select it.

2. In the Link Inspector, check the "Enable as a hyperlink" box.

3. Enter the link:

   - If you are linking to another Web site, enter (or paste) the URL in the URL field.

   - If you are linking to another page on your site, choose One of My Pages from the Link To pop-up menu and then choose a page from the Page pop-up menu.

   A small icon that looks like the Link Inspector button appears in the lower right corner of the picture to indicate that the picture is now a clickable hyperlink. This icon won't appear on your published Web page, but people reading your site will see whatever cues their browsers offer for graphical links, such as the pointer changing to a hand when it moves over the image or a yellow help tip popping up and showing the linked URL.

4. Test the link by clicking it in iWeb.

Make an Image Map

Image maps link certain areas of an image to different URLs. Designers use graphical tools to create pictures with striking or unusual buttons and images, and then use an image map to define which area links to which URL. To make an image map in iWeb:

1. Create your base image and place it on your iWeb page.

2. Create shapes that cover the areas you wish to turn into clickable regions.

3. Link each shape to the appropriate Web page using the Link Inspector (see Create Picture Hyperlinks, just previously).

4. Set the fill for each shape to None in the Graphic Inspector.

5. Also in the Graphic Inspector, set the stroke for each shape to a dotted line with a width of .25 pt.

This creates virtually invisible links that your visitors can click. Note that you must set the stroke to something other than None for this to work.

I recently completed a Web page that used an image map to good effect. A client created an organization chart with pictures of the principal partners and the company's consultant employees. I used layering with invisible shapes to create an image map. Now readers can view biographies of each consultant by clicking the org chart in different locations.

> **TIP** For more information about options for different types of links available in the Link To pop-up menu of the Link Inspector, see Create Other Link Types, earlier.

CREATE AN ONLINE MOVIE THEATER

Digital video is becoming much easier to produce, thanks to better camcorders and software like iMovie 7. You can share your digital videos with your Web site visitors by converting the videos to a Web-friendly, low-bandwidth format, then exporting them to iWeb. The process is extremely easy, once you've created the digital video. You can also embed a YouTube video right on your Web page; iWeb's new HTML Snippet command makes it easy.

Add a Video from iMovie

Once you've shared a movie from iMovie to Apple's Media Browser, you can easily import it into other applications that use the Medial Browser, including iWeb.

Here's how to put your movie in the Media Browser and include it on an iWeb page:

1. With your edited movie selected in iMovie 7, choose Share > Media Browser.

    A dialog appears, asking you to select the format(s) for exporting your movies (**Figure 67**).

FIGURE 67
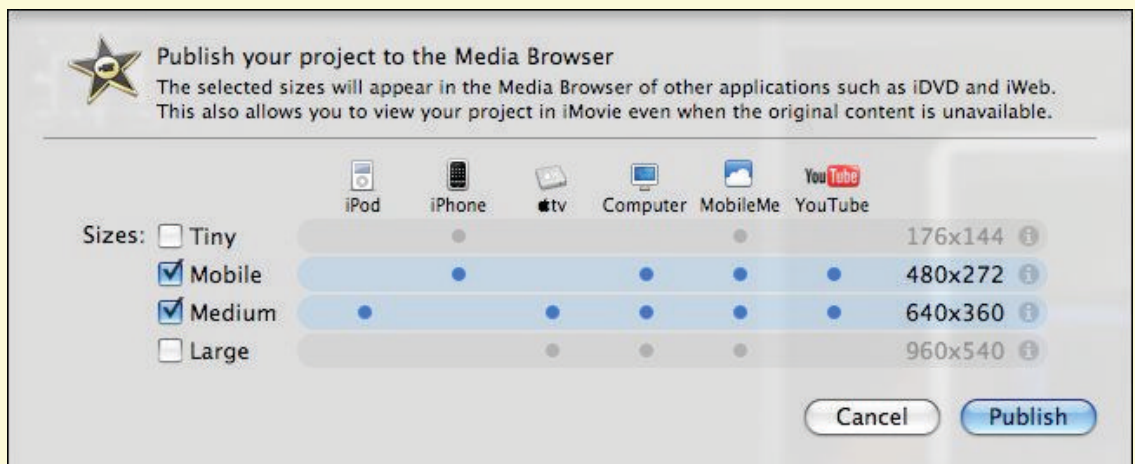
Sharing to the Media Browser makes your movie available to any application that uses the Media Browser. In this example, I chose to export to a file viewable on iPhones and computers, as well as compatible with MobileMe and YouTube.

> ***Warning—first frames count!*** *The first frame of your movie will show on your iWeb movie page, so be sure to use an image for the first frame and not a blank black.*

2. Select a format for your movie:

   • For most videos, the mobile setting produces a small, easily downloaded video file.

   • If you know your viewers have no issues with bandwidth, select the medium or large settings to create videos that are easier on the eyes.

   When you've chosen a format, click Publish.

   iMovie compresses and formats your movie with the proper size, frame rate, and audio quality. This process can be very time-consuming. On a fast Intel-based Mac I found that it took about twice as long as the length of the video to finish the processing (i.e., a 30-second video would take about a minute to process).

   Once the conversion is complete, your movie is available in the Media Browser for placement on an iWeb page. The movie can be placed on any page, or you can use iWeb's Movie page template to showcase your cinematic masterpiece. It's a good idea to remain consistent with the rest of the pages used on your Web site.

3. If you want to use a new Movie page in iWeb, click the plus (+) button below the Sidebar and then pick a template and its corresponding Movie page template, and, finally, click Choose.

   iWeb creates the page for you with movie and text placeholders.

4. To place the movie on your page, in iWeb, open the Media Browser and click the Movies button. Drag your movie choice from the Media Browser and drop it on the movie placeholder. If your movie isn't in the Media Browser, you can drag it from the Finder and drop it on your iWeb page. Movies can reside on any iWeb page, not just on the Movie page template.

   A warning is displayed if the movie is over 10 MB in size:

   • If your viewers are on high-bandwidth Internet connections, you can ignore the warning.

- If you're concerned about the file size, republish the movie in iMovie using a smaller size or lower quality format.

5. Select and edit the headline and the descriptive text for the Movie page. You can also add a shadow or frame to the picture on the movie page using the Graphic Inspector (see The Fine Points of Formatting Photos).

You've now successfully added a movie to your iWeb site.

NOTE VIDEO FOR WINDOWS USERS

iMovie 7 usually creates video with H.264 encoding technology. Many Windows users have upgraded to QuickTime 7 or similar software that can decode H.264 video, but if they haven't they won't be able to view your movies.

To make sure they can view your movies, consider linking to the latest version of Windows QuickTime from your Movie page—http://www.apple.com/quicktime/download/standalone.html.

If Windows users can't upgrade to the latest version of QuickTime or another player application that can decode H.264 video, you should choose a different method of encoding your video, such as MPEG-4. Depending on what application you're using to encode your video, you should be able to find settings for the *codec* (software used to encode and decode video) by choosing a Save As, Share, or Export menu item.

Add a Video from YouTube

YouTube is a cultural phenomenon, with the most popular user-submitted videos having tens of millions of viewers. In addition to adding your own videos to your Web pages, you can also insert YouTube content into your site. This is done using the Web Widget called HTML Snippet, which allows you to insert raw HTML code into an iWeb page.

Follow along as I add an episode of "Will It Blend?" to my example Web site:

1. Start by visiting YouTube and choosing the video you wish to insert. Just to the right of the video screen is an informational

section that includes HTML code for embedding the video into your Web page (**Figure 68**). Select and copy the embed code.

From: **Blendtec**
Joined: 1 year ago
Videos: 64

Subscribe

▷ **About This Video**

Everybody knows that the iPhone can make phone ... (more)

Added: July 10, 2007

Embed   customize

`<object width="425" height="355"><param name="movie" value="h`
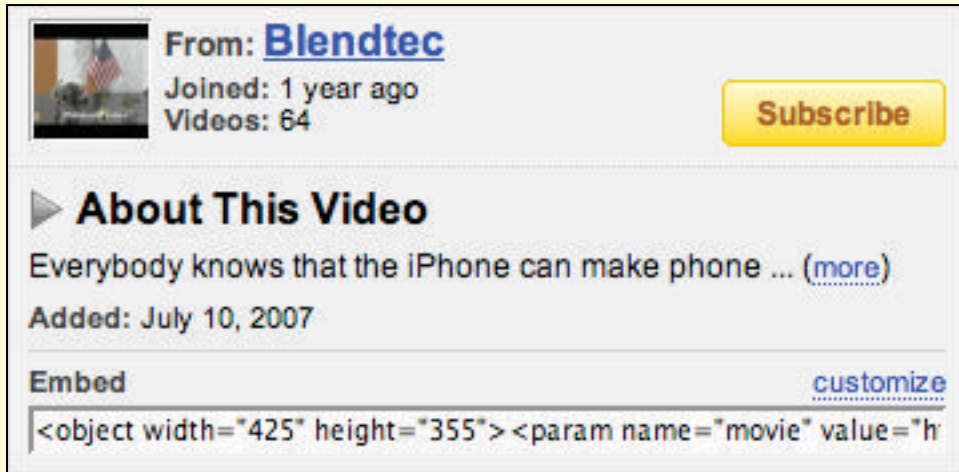
YouTube videos include HTML code that can be used to include the video on a Web page. The Embed code at the bottom of this screenshot is what we're interested in.

2. With your Web page open in iWeb, click the Web Widgets button on the toolbar and choose HTML Snippet. You can also choose Insert > HTML Snippet from the menu bar.

3. A small box marked <HTML> appears, in addition to a floating transparent black dialog titled HTML Snippet. In the large edit field on this dialog, paste the Embed code that you just copied from the YouTube site, then click the Apply button.

4. Click the X icon in the upper left of the HTML Snippet dialog to close it.

   Since the embed code includes the necessary video size information, iWeb automatically resizes the HTML Snippet box to perfectly fit a YouTube video.

5. Save and publish your iWeb site.

Your readers can now enjoy the video.

MAKE MONEY, ADD FORMS & MORE

A Web site can be a drain on your wallet, especially if it grows so popular that you're charged for bandwidth and space usage overages. Wouldn't it be nice if you could at least recoup part of the cost of running your Web site? Perhaps you have a great new product or service that you want to sell online. With iWeb and a little ingenuity, you can start selling your goods to the world.

Perhaps you'd like to add a form to your site, either to gather names or to conduct a survey. Or, maybe you'd like to add a map? I cover these options and more in this section.

Add Google AdSense Ads

In the previous edition of this book I described how you could join an affiliate program (Amazon Associates) that lets you put ads on your Web pages. There was only one problem with this; you couldn't use the affiliate links if you were using MobileMe (.Mac). Since that time, Apple has become a close partner with Google and added the capability to place Google AdSense ads on any Web site you create with iWeb, including those hosted on MobileMe. What's even better is how easy it is to insert AdSense advertisements on your Web pages.

To begin choose File > Set Up Google AdSense. Now enter your email address to create a new account (**Figure 69**), and click Submit to begin the process. (Of course, if you already are a member, click the I Already Have an Account button.)

FIGURE 69

Type the email address you want to use for your AdSense account; then click Submit.

A dialog appears, asking for the account email address and your zip code or the last 5 digits of your phone number (**Figure 70**). Click the Submit button to continue the process of linking iWeb to Google AdSense.

FIGURE 70

Already using Google AdSense? Enter your account email address and a piece of supporting information, and then click Submit.

Next, you should receive an email message with additional information. Those who are already using AdSense receive a special email with a Web link that takes you to a page asking for permission to allow Apple to access your AdSense account for statistical purposes.

Adding an AdSense advertisement couldn't be easier:

1. In iWeb, open the Web page on which you wish to add the advertisement.

2. Choose Insert > Google AdSense Ad. Two items appear on your Web page—a small 125 x 125 pixel AdSense button and a floating dialog (**Figure 71**).

FIGURE 71
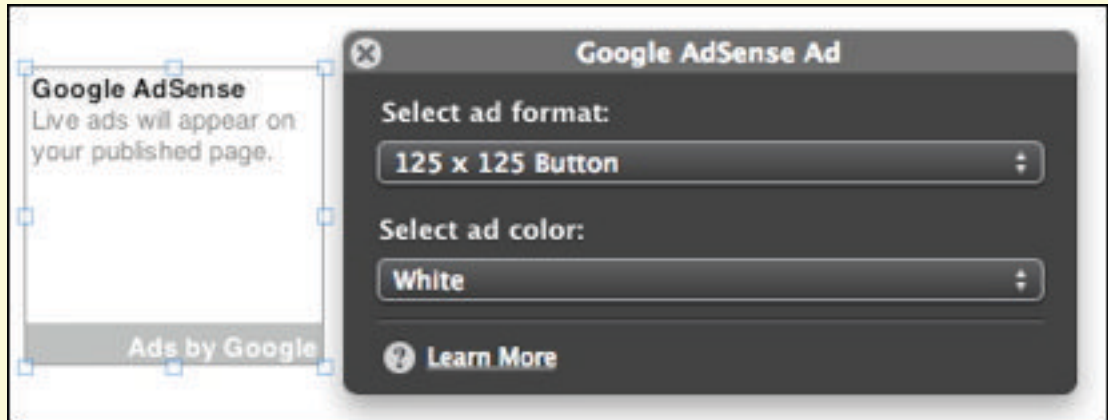
One menu selection is all it takes to put an AdSense ad on your Web page. The dialog (right, above) is used to change the look and size of the advertisement.

3. From the Select ad format pop-up menu, choose the type and size of the advertisement. You can choose from text links, text ads, or text-and-image ads, all in a variety of sizes.

4. Use the Select ad color pop-up menu to choose a color scheme for your ad. It's best to use something that doesn't detract from the overall theme of your Web page. On my example Photos page, I used the Brown ad color to match the wooden frames around my pictures.

5. Move the ad to the appropriate location on your Web page, then save and publish the page.

6. View the published page in your Web browser to see what the ad looks like.

It may take a day or two for Google AdSense to determine what kind of content you have on your Web page and begin inserting appropriate ads. Your patience will be rewarded when you start making money on the click-throughs for those ads.

Add Google Maps

One of the more widely used features of Google is Google Maps, an online map and business search engine. While it won't make you money directly, having a map showing where your business is located can help potential customers find you and may drive business to your "brick and mortar" store.

iWeb 2 makes it easy to add Google Maps to a Web page with the Google Map Web Widget. A Web Widget provides a way for you to add someone else's content to your site. Here's how I used the Google Map Web Widget to add a map showing the location of a favorite pizzeria and providing driving directions:

1. With my Examples Web page open in iWeb, I choose Insert > Google Map.

   A sample map appears, along with a floating dialog (**Figure 72**).

FIGURE 72
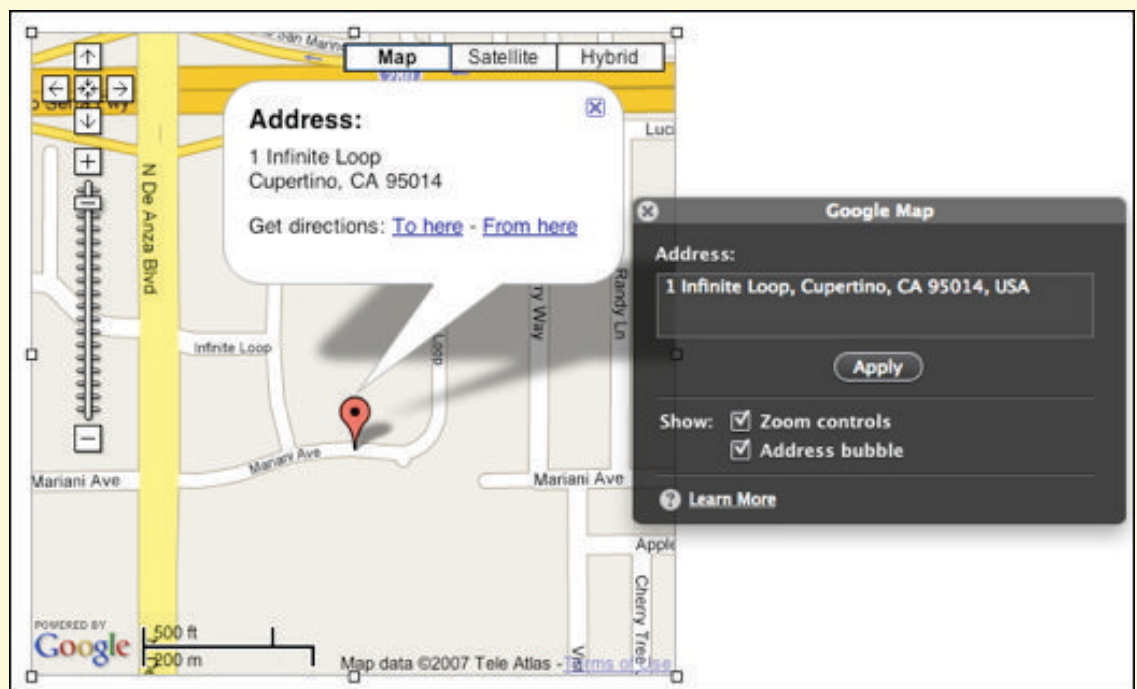
The default map shows Apple headquarters in Cupertino, CA. Use "Get Directions To Here" to get directions so you can visit Steve Jobs.

2. In the dialog, I type the address I wish to show on the map.

3. I can also select whether or not to show zoom controls or the address bubble on my map:

- The zoom control is the ladder-like graphic on the left of the map shown in **Figure 72** (previous page). Clicking the plus (⊞) button zooms you in for additional detail, while clicking the minus (⊟) button zooms you out to show a larger area. You can also drag the zoom slider up and down to zoom in or out.

- The address bubble is the white "cartoon balloon" pointing at the destination address. You can click the appropriate link to get directions to or from the destination address.

4. I click the Apply button.

The actual map appears in iWeb, and I can now save and publish my Web page.

TIP The Google Map Web Widget is rather picky about the address that you enter, so you may not see your map appear. If this happens, try entering the address a bit differently. For example, instead of Quail Place or Quail Road, enter Quail. The Web Widget uses a different map database than the usual Google Map database, so addresses that may be recognized in Google Maps might not appear in the Widget.

Run an Online Store

If you make your own products, wouldn't it be nice to sell them in your own online store? Although you won't be able to host a store on .Mac, if your site is located elsewhere the sky is the limit for your ecommerce ambitions.

In this section I describe three different methods of creating a store:

- If you'd like to sell t-shirts, clothing, or other items that you've designed, I walk you through using CafePress to build your store.

- To sell other goods and services, try using Google Checkout.

- Finally, I briefly describe how you can create a truly professional store using open source ecommerce software called Zen Cart.

Warning! *If you want to create an online store on your iWeb site, then you should host your site somewhere other than on MobileMe. The MobileMe terms and conditions state:*

"The Service is designed for personal use and not intended to be used for commercial business purposes, including, but not limited to, transacting online sales or software distribution via an e-commerce site."

This does not apply to Google AdSense advertisements.

CafePress

CafePress (http://www.cafepress.com/) can make you a shop owner immediately, and you don't have to worry about having a minimum quantity order, keeping items in stock, or shipping merchandise to buyers. CafePress specializes in printing clothing, home decor items, posters, calendars, and even print-on-demand books and CDs, all based on content you provide. (For an example of a non-iWeb site that sells goodies on CafePress, visit http://www.tidbits.com/store/.)

I won't go through the process of signing up with CafePress (it's free, by the way) or creating your store, since CafePress provides easy instructions. I've created some clothing items featuring my custom license plate.

Follow along as I add a sales page for those items to my iWeb site:

1. Log into your CafePress account and click the "Visit" link for your store. A list of your merchandise appears, categorized by type.

2. Choose an item to add to your iWeb store, and click the CafePress link for that item to bring up the description. For my example, I'm choosing the IM4MACS Long Sleeve T-Shirt.

3. Switch to iWeb, and add a new Blank page for your store.

4. Change the name of your store page in the Sidebar. I changed the name of mine to *Gear*.

5. Change the headline at the top of the page by double-clicking it and typing your new headline.

6. Replace the placeholder title and descriptive text with your own writing. Describe the store you're running and include any special notes about your products.

7. Now we're ready to get to work. Switch back to your CafePress store and the item you want to sell on your own Web site. Using Grab (found in your /Applications/Utilities folder) or a similar screen-capture utility, capture a screen shot of the item you want to sell and copy it.

8. Switch back to iWeb and paste the screen shot onto your store Web page. If you want to make the image larger or smaller, click it to select it, then drag one of the corner handles.

9. Add a text box to the store Web page and use it to add text that describes the product. I typed a short description with the price, made it bold, and wrote a longer description beneath.

10. Last but not least, use the tricks you've learned earlier in this book to link to the appropriate page in your CafePress store (see Create Web Hyperlinks and Create Picture Hyperlinks). When you link to a product listing in the CafePress store, copy the URL from the CafePress site and paste it in the URL field in iWeb's Link Inspector.

    For one of the custom t-shirts I've designed, the CafePress URL is http://www.cafepress.com/sandestuff.177927251. In the URL, sandestuff indicates the CafePress store that the item is located in, while 17792751 is the specific item number for the T-shirt with the special artwork I've created.

Once the links have been created, your store is open for business (**Figure 73**).

FIGURE 73
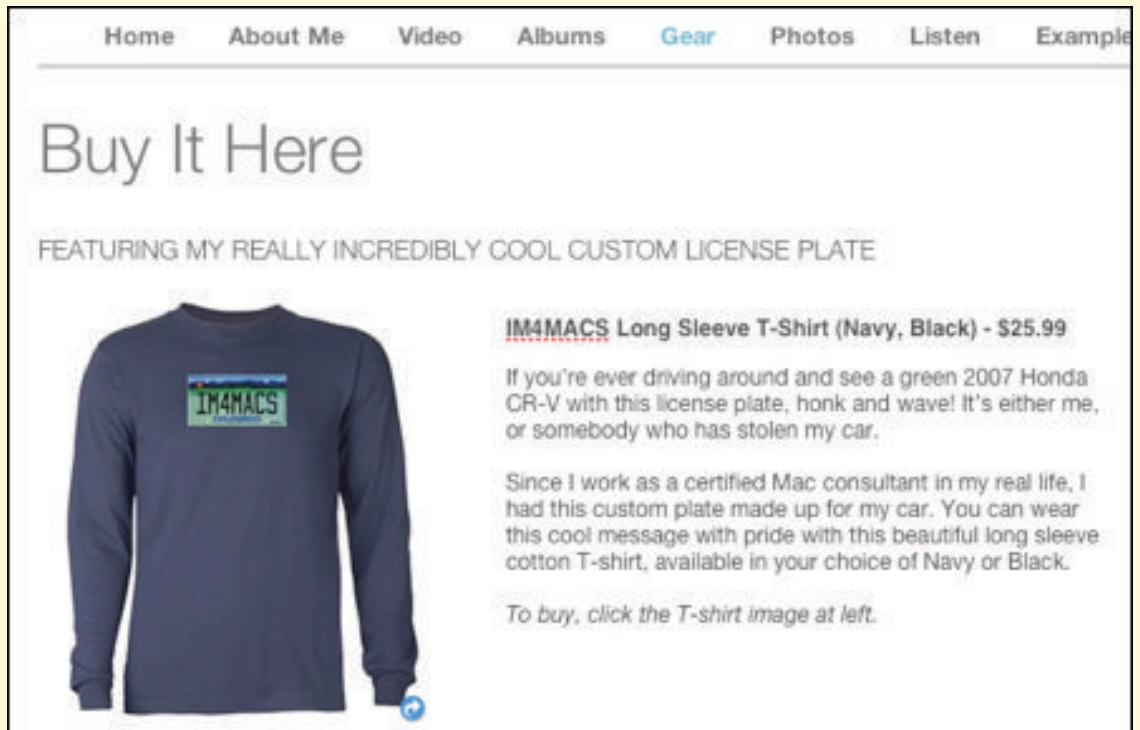
My store is open for business after only a few minutes of work in iWeb. With CafePress, you supply the artwork and they supply the products. You needn't deal with processing credit cards, keeping an inventory on hand, or shipping to customers.

CafePress is great when you want to make a limited range of items, but what if you want to sell a product that isn't in their catalog? That's where Google Checkout can come in handy.

Google Checkout

If you want to sell single items, provide a payment option for a service, or collect donations, then iWeb 2 and Google Checkout (http://checkout.google.com/) are the answer to your online retail questions.

I won't go through the mechanics of getting an account set up with Google Checkout. This example assumes that you have already signed up for Google Checkout and have an approved account. To open an iWeb shop backed by Google Checkout:

1. Visit http://checkout.google.com/, and log in to your account. You're taken to your account management portal page. Click the Settings tab, and then click the "Buy Now buttons" link in the left sidebar.

The "Create a Buy Now button" page appears (**Figure 74**).

FIGURE 74

Just three steps is all it takes to create a Google Buy Now button.

2. Select the type of button you want to use. If you are selling a single item (no different sizes or colors), the Basic button is probably sufficient. Select "Button with options" if your customers should choose from multiple options for each item.

3. Choose the button style. At publication time, your choices were large or small buttons on a white or colored background.

4. Now describe your item, listing its name, price, and so on. If you selected "Button with options," you can add descriptions for each option by clicking the "Add another item" link.

5. When your choices are complete, click the "Create button code" button. Just below the button, an edit field containing HTML code for the Buy Now button appears. Click in this field to select all the code, and then copy it.

6. Now switch to iWeb. Choose Insert > HTML Snippet or press the Web Widget toolbar button and select HTML Snippet. When the floating dialog appears, paste the HTML code you just copied from the Google Checkout page into the edit field. Press the Apply button.

7. Now you have a button, but no product description. Using the techniques I've discussed elsewhere in this book, add text and photos to entice your readers to buy your product or service.

8. Test the payment button. Since you're going to use an outside payment processor, it's a good idea to make sure everything works before turning the store loose on an unsuspecting world. Your buyers will be able to pay you with a variety of methods, including credit cards.

Keep it under cover! *You should hide the store until you're sure it works properly by disabling or hiding any links to it.*

I wouldn't be entirely surprised if Apple added a Store page type to a future version of iWeb, to be used only when the site is hosted away from MobileMe. Until then, you can use link-based services such as CafePress and Google Checkout to sell a variety of goods and services.

Zen Cart

Zen Cart (http://www.zen-cart.com/) is a full-featured open-source Web store application with thousands of installations around the world. Although installing and configuring Zen Cart is beyond the scope of this book, the HTML Snippet Web Widget lets you embed a Zen Cart store into an iWeb site hosted on a Web host that allows ecommerce (i.e., not MobileMe).

The key is to set up your Zen Cart store the way you want it, separately from your Web site. For example, you may locate the files for your Web site on your Web server at http://mywebstore.com/ and have the store accessible at http://mywebstore.com/store/. Then, add the store to your Web site:

1. Create a new blank page in iWeb, and edit the page to match the rest of your site. Use the Layout button in the Page Inspector to set the width of your page so it is about 20 pixels wider than the width

of your Zen Cart store. The default store page is 900 pixels wide, so setting the page width to 920 pixels will frame the store perfectly.

2. Using the Web Widgets button on the toolbar or the Insert > HTML Snippet command, add a new HTML Snippet.

3. In the edit field, add the following code:

   <iframe src="*http://mywebstore.com/store/*" height="1800" width="905"></iframe>

   replacing the italic URL—shown in green for those of you viewing this in color—with your actual store URL.

4. Press Apply. In a few moments the Zen Cart store appears in the iWeb page.

If you're looking for a way to sell products online and individual links just aren't going to cut it, give Zen Cart a try. Now that we can integrate Zen Cart with iWeb, a whole new world is opening up for Mac users interested in ecommerce.

Add a Form

If you're using your iWeb site for business, or for a volunteer endeavor, chances are good that you need to capture information of one type or another. This can include such things as the names and addresses of potential customers and Web surveys to capture feedback or marketing information.

The common way to create a form on a Web site is to tie an HTML-based form to a database application like MySQL or FileMaker Pro. iWeb doesn't currently have a built-in forms module to let you create the HTML, but you can create the code in another program and then use the HTML Snippet command to insert the necessary HTML on your Web page.

> **TIP** If you store your data in a MySQL, Oracle, or SQL Server database, server-based form-generation and data-collection software like the $70 Form Maker Pro (http://www.form-maker.com/) can be useful for creating the HTML code that you embed in your iWeb pages.

However, you can easily capture information with your iWeb site, without coding a traditional HTML form or learning about MySQL or a similar database management system. Just ahead, I show you how to use the form capability in Google Docs spreadsheets to create a form that you can use for a nifty online survey or to collect customer data, available right within your Web site. When visitors fill out the form, the data is transferred to a Google Docs spreadsheet where you can retrieve the results at any time.

You get an idea of what this could look like in the example site that I created for this book; look near the bottom of the page at http://www.tcoiweb.com/TCiWeb2/Examples.html.

Create the form

To make a form for your site using Google Docs, you need a Google Docs account, which you can get at http://docs.google.com/. Click the Get Started button to be escorted through the new account process.

Once you have set up your account, sign in to Google Docs. Google Docs will open to a startup page showing any documents that you've already created and saved. From that page, follow these steps to create a form:

1. Choose New > Spreadsheet (**Figure 75**).

FIGURE 75
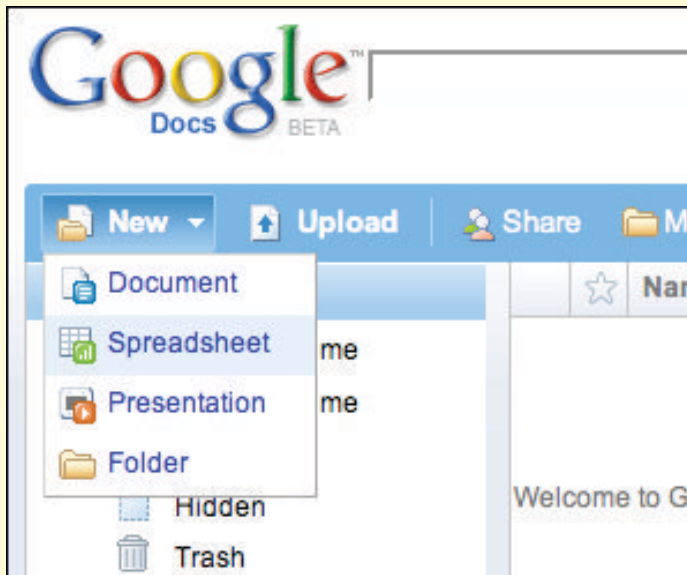
Google Docs uses spreadsheets to create forms, store all the information gathered, and allow processing of the results.

Here, I'm choosing Spreadsheet from the New menu to make a new, empty spread-sheet.

2. In the first row of the spreadsheet (that's row 1, the row *above* the gray bar), enter questions for the form data you wish to collect with one question or piece of data (some database folks would call this a *field label*; Google Docs calls it a *question title*) per column (**Figure 76**).

   For example, enter Name in column A, Address in column B, City in column C, State in column D, Zip or Postal Code in column E, and a survey question ("Do you use iWeb?") in column F.
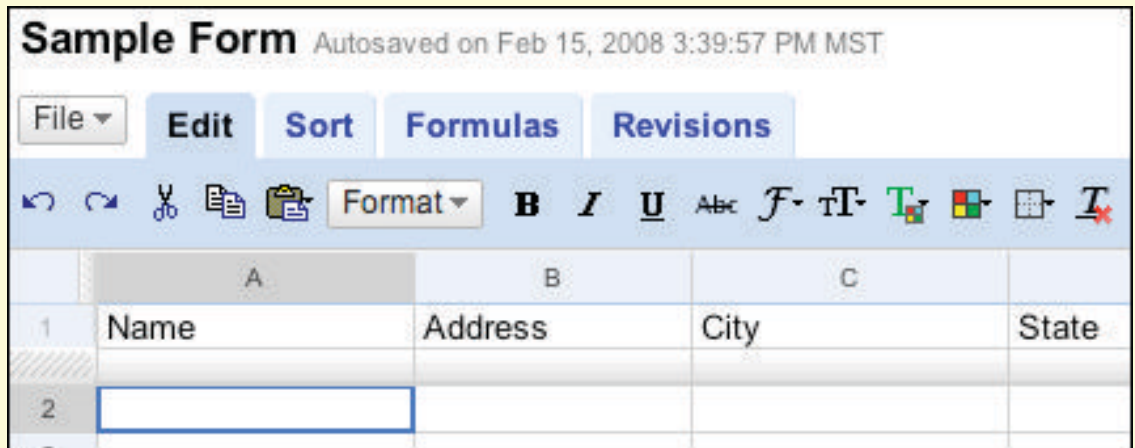
A view of the Google Docs spreadsheet. Row 1 contains the names of the data fields we want to capture with our form.

3. Choose File > Save to save the spreadsheet. Google Docs requires that you give the spreadsheet a unique name.

4. Now click the Share tab near the top right of the Google Docs page.

5. Google Docs asks if you wish to invite people as collaborators, as viewers, or to fill out a form. Select the last item—fill out a form.

6. Click the "Start editing your form" button.
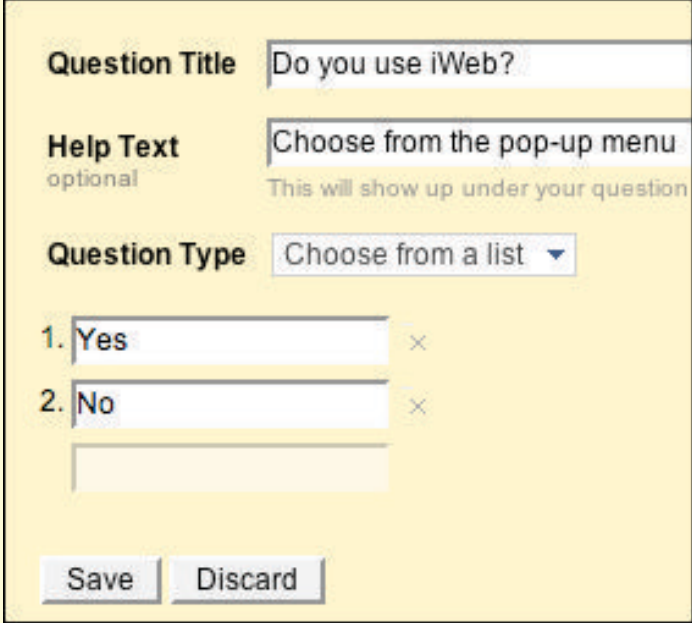
   A new window appears containing your form.

7. You may want to edit the way the questions in your form can be answered. For example, the answer to the "Do you use iWeb?" question should have only two choices—yes or no. To edit those choices for a particular question:

   a. Click the corresponding Edit link (you must hover your mouse over the question in order to see the link).

Google Docs highlights the question with a yellow background and shows customization controls for it.

b. Use the controls to further edit the way your question can be answered (**Figure 77**).

FIGURE 77

Question Title	Do you use iWeb?

Help Text
optional
Choose from the pop-up menu
This will show up under your question

Question Type   Choose from a list ▾

1. Yes   ×

2. No   ×

Save   Discard

When editing Google Docs form fields, you can add help text and configure the answer so that it is in the form of a short text field, a longer paragraph box, multiple choice, check-boxes, or choices from a list.

When you're done, click Save.

c. Click the Save button to save the information in the form.

d. Configure another question, or when you finish configuring, click the "Next, choose recipients" button.

A Preview and Send a Form page appears. You can use this page to send email to people letting them know that you want them to fill out your form, but since this form is going into your iWeb site, don't worry about sending email.

8. Click the "Go to live form" link.

A new Web page opens, showing your form. Keep that page open as you proceed with the next task, embedding your form.

Embed the form

Now that you've made the form, you can embed it on an iWeb page. You'll be using a special technique, called an *iframe,* or an *inline frame.* Keep your Web browser open, since you will need to copy the URL of the new Web page into the iframe's HTML code.

To embed your form in a Web page in iWeb:

1. In iWeb, click in the location where you want to embed your form.

2. From the Web Widgets button on the toolbar, choose HTML Snippet.

3. Click in the resulting black HTML Snippet dialog so that the insertion point is near the upper left of the box.

4. Enter (or paste) the following HTML into the HTML Snippet dialog:

   (The italicized URL shown here—in green for those of you reading in color—is a placeholder; substitute your own URL from the end of the previous set of steps.)

   <iframe src="*http://spreadsheets.google.com/viewform ?key=pkXWKw4_R-6sZfykeKFMpAA*" width="600" height="600"></iframe>

> **NOTE** The opening iframe tag above has three attributes:
> - The URL of the embedded page
> - The width of the "frame" that will hold the embedded page.
> - The height of the "frame" that will hold the embedded page.
>
> For more information, see http://en.wikipedia.org/wiki/Iframe.

5. Click the Apply button, and then click the X at the upper left to close the HTML Snippet dialog.

   A rectangle representing the shape of your form appears on the iWeb page. You can tweak the width and height to make the form fit the page.

6. Save and publish your Web site

7. To view the data that is entered in the form, log in to Google Docs and view your spreadsheet. You'll even see a time/date stamp that lets you know when visitors filled out the form.

Congratulations! You've now set up a form. You can easily view the results in the Google Docs spreadsheet.

Increase Traffic

Whether you've added some moneymaking opportunities to your Web site using the ideas earlier in this section, or you are trying to get the word out on something like a hot political topic, how do you get people to visit your site? There are many methods, including pay-per-click Web advertising and Web rings, but I mention only one here—listing your Web site on search engines.

By listing your Web site on a search engine like Google or Yahoo, you're making sure that people who are looking for information have a way of finding your site. Here's how to list your site on the major search engines:

- **Google:** You needn't do anything to submit your site to Google, since Google's software "spiders" "crawl" the Web, find new Web sites, and then index the sites by words and phrases used on the site pages. Google suggests that you increase the chance of your site being crawled by making sure other locations link to your site. For more information, visit http://www.google.com/support/webmasters/.

- **Yahoo:** Use the form at https://siteexplorer.search.yahoo.com/submit to submit the URL to your home page and the rest of your site will be added by the Yahoo crawler. You can also add the RSS feed to your blog or podcast.

- **Windows Live Search:** Show your support for the Mac by submitting your iWeb site to Microsoft's search engine at http://search.msn.com/docs/submit.aspx?FORM=WSDD2.

- **Ask.com:** Ask uses a similar method to Google for adding Web sites to its index, so you needn't submit your URL to them.

You can increase the chances that Google and Ask.com will crawl your Web site by submitting your URL to Yahoo and Windows Live Search. If another Webmaster finds your site through one of these two search engines and likes it, chances are good that they'll link to your site, which will increase your visibility to the spiders and crawlers.

MANAGE MULTIPLE iWEB SITES

Once you're familiar with iWeb, you may want to have multiple sites. For example, perhaps you want to have your own site and a Web site for a school or church group, or for different clients. You can create multiple Web sites in iWeb and publish them to your MobileMe account all at once, but if you're not using MobileMe or wish to have the second site on another Web server, you need to create separate Domain files, a feature that Apple added in iWeb 1.1.

If you currently have all your Web sites in a single Domain file and want to split them out to separate Domain files, follow these steps:

1. In the Finder, create a separate folder for each of your Web sites.

   For example, I created a folder in my Documents folder and named it *Websites,* and then made six new folders within it (**Figure 78**).

FIGURE 78
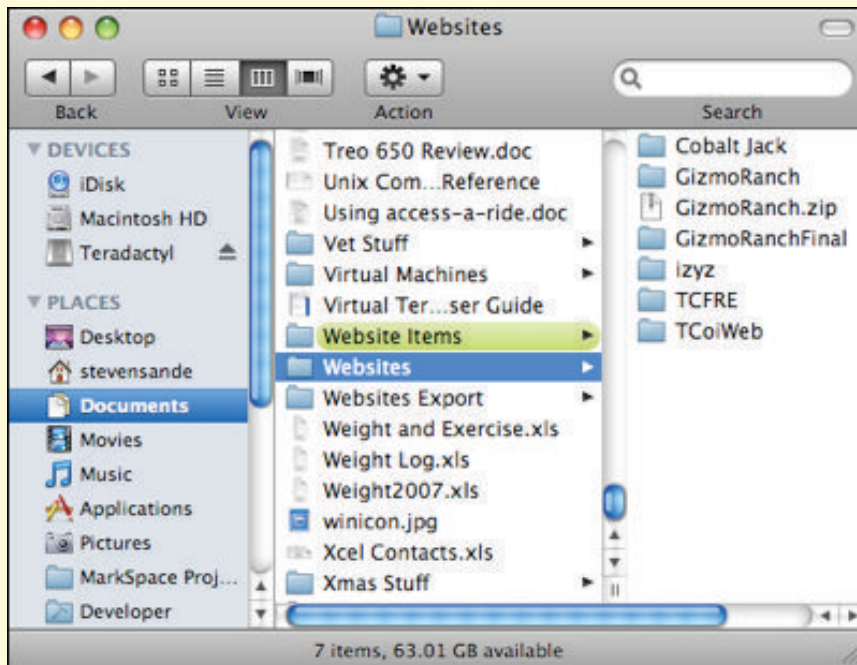
Finally, I can store my Web sites in my Documents folder, which is where I think they should be.

2. Place a copy of your *Domain* file (found in your user's folder in `~/Library/Application Support/iWeb/`) in each of the folders created in Step 1.

Warning! *Since you will be deleting Web sites from a Domain file in Step 4, make certain that this file is a copy of your original Domain file. In this step, to make a copy, Option-drag the file out of your user Library and drop it into your new folder. This insures that you are working on a copy.*

I also recommend making a backup of your original Domain file before proceeding.

---

3. From one of the folders, double-click Domain to open it in iWeb.

4. In the iWeb Sidebar, highlight one of the other Web sites, then choose Edit > Delete Site. Repeat until you're down to the one Web site that you want to store in the folder.

5. Choose File > Save to save the individual Web site in its folder.

6. Repeat Steps 3–5 until each folder has one Web site Domain file in it, each file containing only one Web site.

Now that you've successfully created a Domain file for each Web site, when you want to edit one of these Web sites, double-click the appropriate Domain file. The original Domain file is still in your Library folder and can be opened for editing by launching iWeb.

LEARN MORE & DO MORE

Continue your journey with iWeb by learning more about MobileMe, podcasting, and Web design. The publications, Web sites, and products listed here are some of my favorites.

Take Control ebooks:

- *Take Control of MobileMe* by Joe Kissell (TidBITS Publishing, $10)

- *Take Control of Podcasting on the Mac,* by Andy Affleck (TidBITS Publishing, $10)

- *Take Control of Your Domain Names,* by Glenn Fleishman (TidBITS Publishing, $10)

Books:

- *The Non-Designers Web Book,* by Robin Williams & John Tollett, (Peachpit Press, $34.99)

- *Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond,* by Jennifer Niederst Robbins (O'Reilly, $39.95)

- *Web Design Garage*, by Marc Campbell (Prentice Hall, $34.99)

Web sites:

- Apple's iWeb Forum
  http://discussions.apple.com/forum.jspa?forumID=1193

- Vincent Flanders's *Web Pages That Suck*
  http://www.webpagesthatsuck.com/

APPENDIX A: WEB HOSTING

The topic of hosting an iWeb site on a server that isn't run by MobileMe could rightfully fill another book. However, it wouldn't be fair to you to talk about setting up your own Web site without at least touching on the subject, so this appendix gives an overview of how to host your site someplace other than MobileMe.

To host your Web site elsewhere than MobileMe, follow these steps:

1. Decide at what Web location your site will be reachable. Web-hosting companies typically offer you one or more of the following choices for the start of a URL:

   • **A special path at the hosting company from a domain they control:** This is common because it requires the least effort by the hosting company. The pattern is usually http://www.example.com/*username*/ or http://www.example.com/~*username*/.

   • **A subdomain at the hosting company:** A subdomain prepends a name to the front of a domain name; for instance, I host Web sites on my Podbus.com hosting service with URLs like http://mytestsite.podbus.com/.

   If you go with either of the above two options, skip to Step 5.

   • **Your own domain:** Many hosting companies are happy to create a virtual Web server for you at a domain name you choose and register through them or a third party. A virtual Web server resides on the same computer as dozens or even tens of thousands of other Web sites, but only responds when its name is "called" by a browser. For example, my Podbus.com servers host a Web site whose URL is http://stmatthew-elca.org/. This type of hosting is usually slightly more expensive than using a path or a subdomain.

   > *Allow for transfer time! If you already own a domain you want to use, but you don't want to work with the existing firms that handle your domain and Web hosting, allow a few days to transfer your files or registration to new hosts.*

2. Check if your desired domain name is available by searching for it on a domain name registrar's Web site or a hosting company's site, if they also handle domain registration. I suggest you search at GoDaddy.com (http://www.godaddy.com/) and easyDNS (http://www.easydns.com/), two well-regarded domain registrars. (It's becoming more and more difficult to find domain names that someone doesn't already own. I tried to register stevensande.com a while back, only to find that someone else with my name already owned it.)

   Enter your proposed domain name in one of the domain search fields to see if it's available. If your primary choice is already taken, GoDaddy.com provides you with a truly baroque list of alternatives. Some of the alternatives include variations of your proposed name and different *TLDs* (top-level domains, or the far-right part of a domain name), such as .org, .net, and .biz, as well as country codes like .cn or .nu. It's often better to get a .com name to ensure that someone typing the name in a Web browser doesn't forget the TLD and wind up at the wrong location.

3. Now that you've decided on a domain name, it's time to put three pieces together: your domain name registration, domain server, and Web host. Some services can sell you all three pieces in one package, meaning you can avoid thinking about these parts as different steps, but it's also common to end up working with two services in order to get all three pieces:

   • **Register your domain name:** Expect to spend anywhere from $1.95 to $35.00 per year for a domain registration, with the lower pricing going to bulk buyers. I prefer GoDaddy for the speed of registration and control they offer of my domain.

   • **Serve your domain:** Registering a domain gives you a lease on that name, but it doesn't tell other computers on the Internet how to find your Web site or deliver email. For that, you need a domain host, technically called a *DNS* (domain name system) server. DNS maps human-readable names to machine-friendly Internet protocol addresses, like takecontrolbooks.com to 216.168.61.78. Your Web host typically provides details so that you can either host your DNS at your registrar (entering one set of information) or at the Web host itself (entering a different set of information at the registrar).

- **Sign up for a Web-hosting account:** You'll upload your Web site files to the Web server via FTP.

4. Using information provided by your Web host, configure your domain depending on one of three scenarios:

   - **Your registrar, DNS host, and Web host are the same company:** You should be able to use one dashboard or control interface to set everything up. Or, simply by paying for the accounts, you may already be active.

   - **Your registrar hosts your DNS, and your Web host is separate:** Set your domain name's main address and www plus dot address to IP address values provided by your Web host. For instance, you would use the DNS host settings to have example.com and www.example.com point to 192.168.1.1 if that's the value provided by your Web host.

   - **Your registrar is separate from your combined DNS and Web host:** Your Web host will provide the details on how to delegate DNS hosting by entering values at your registrar for their *nameservers*, which handle DNS requests.

5. Determine where to upload your files. This information usually comes from your Web host in the form of an FTP address, a user name used to log in to the FTP server, and a password for the FTP server. Your provider may tell you to upload files directly in to your FTP directory or may give you a different path to the directory.

Warning! FTP is an insecure protocol; your user name and password are sent without any protection over all the networks between your computer and the destination server. If you're on a home network, you may be fine, but if you're at a Wi-Fi hot spot other users could intercept your information. Find a Web host that offers Secure FTP (SFTP) which) uses strong encryption to scramble the data between most FTP client software available on the Mac and their FTP server.

6. Upload your files as outlined in Publish to Other Servers. If your first attempt at viewing your Web site results in a "404: File Not Found" error, contact your Web host and make sure that they have set your directory index to index.html. The directory index

is a pointer that sends visitors to the home page without requiring them to type the index.html part of the URL. All they need to type is www.whateveryourdomainis.com, not www.whateveryourdomainis.com/index.html.

Your Web site is now online for the world to see. Congratulations!

NOTE Don't get frustrated if you can't get your Web site up and running immediately. It can take some time (usually less than a day) for your new domain name to make it to all of the domain name servers in the world, you might not get information from your Web host in a timely manner, or there may be issues in uploading your files via FTP. Be patient, work with your Web host, and before you know it, your beautiful iWeb site will be ready for the world to see.

TIP Want to know more about the steps discussed in this Appendix? Need some handholding? Check out Glenn Fleishman's *Take Control of Your Domain Names*.

TIP Backing up important files is always a good idea. After you've put a lot of time and effort into creating your Web site, the last thing you'll want to do is start all over again if your hard drive fails or a file is corrupted. Using Mac OS X 10.5 (Leopard) and an external hard disk, you can back up your files without any effort with the built-in Time Machine application. You may also wish to read Joe Kissell's *Take Control of Mac OS X Backups*, which is an excellent resource for any Mac owner.

APPENDIX B: ADD A TWITTER FEED

Do you tweet? No, I'm not asking if you think you're a bird, but if you are a member of Twitter.

Twitter (http://www.twitter.com/) is a social networking service based on the idea of answering the question "What are you doing?" with frequent 140-or-less character posts to the world at large and your followers in particular. It has become wildly popular, with many Web sites, news organizations, celebrities, and even the Take Control series (http://www.twitter.com/takecontrol/) having Twitter accounts that you can follow.

If your friends or Web site visitors don't have Twitter accounts, they can still follow your daily antics if you add a Twitter *feed* to your iWeb site. What's a Twitter feed? It's a listing of your most recent tweets in reverse chronological order—kind of a mini-blog. **Figure 79** shows a Twitter feed on an iWeb page.

FIGURE 79

Tweets from Steve (courtesy of a wonderful Javascript written by Remy Sharp)

- "Trying to get caught up after "fun" afternoon yesterday running to ER" 4 minutes ago
- "Yummy vegetarian spicy pinto bean sloppy joe tonight, plus a Great Divide Samurai Rice Ale. Clam chowder to start. Heartburn here I com..." about 14 hours ago
- "Checked Barb out of ER, now we're celebrating lack of blood clot in leg. On the bad side, a "Baker Cyst" is still causing her lots of pain." about 14 hours ago
- "Yay! Wife doesn't have a blood clot. It's a "Baker's Cyst" behind the knee, possibly a result of her rheumatoid arthritis." about 15 hours ago
- "Hospital ER now requires check in with photo ID before entering area, yet they request SSN verbally out in the

The Twitter feed JavaScript adds your latest tweets in reverse chronological order, along with when they were posted. A small addition to the script posts a message if Twitter is slow in responding, so your readers know that the tweets are loading, albeit slowly.

To add the Twitter feed, use the HTML Snippet Web Widget to add to your iWeb page a script written in *JavaScript*—a programming language popular with Web developers—by developer Remy Sharp (http://remysharp.com/) and made available under an MIT License.

If the thought of having a list of tweets on an iWeb page has you all atwitter, follow along as I add a Twitter feed to the examples page at http://www.tcoiweb.com/TCiWeb08/Examples.html:

1. To start, you need three files:

    *   The JavaScript file

    *   A special Cascading Style Sheet (CSS) file for formatting the output of the script

    *   An animated GIF image that shows a progress bar while the tweets are loading

    I've made this easy for you by providing all three of the necessary files in one zip archive. You can download it here: http://idisk.mac.com/stevensande-Public/TweetFeed.zip.

2. Double-click the TweetFeed.zip file to open the archive and access the individual files.

3. Upload these three files to the root (top) level of your iWeb site:

    *   If MobileMe hosts your site:

    a. In the Finder, choose Go > iDisk > My iDisk. You may be asked to enter your MobileMe user name and password.

    b. Once the iDisk mounts, on the iDisk, double-click the Web folder, and then from *within* the Web folder, open the Sites folder.

    c. Drag the three files—ajax-loader.gif, twitter.js, and twitter.css—to the Sites folder.

135

- If MobileMe doesn't host your site: Copy the files to the root level of your site, that is, the level that holds the page files (index.html, About_Me.html, and so on) and folders.

4. Open your Web site in iWeb. You may want to put the Twitter feed on an empty page, in which case you should add a new page to your site using the page type of your choice.

5. Create a text box for a title. In **Figure 79** (previous page), that's the "Tweets from Steve" header above the list of tweets. The JavaScript doesn't create that for us, so we need to add a title of our own.

6. Make sure you know your iWeb URL. If you aren't sure, publish your site and then copy the URL from the dialog that iWeb pops up to announce that the site has been successfully published.

7. Now comes the fun part! Choose HTML Snippet from the Web Widgets in the toolbar, and then copy the following code and paste it into the HTML Snippet container:

```
<link rel="stylesheet" type="text/css" media="screen,print"
href="http://yourwebsiteURL/twitter.css" />
<script src="http://yourwebsiteURL/twitter.js"
type="text/javascript" charset="utf-8"></script>
<script type="text/javascript" charset="utf-8">
getTwitters('tweet', {
  id: 'yourtwitterID',
  count: 5,
  enableLinks: true,
  ignoreReplies: true,
  clearContents: true,
  template: '"%text%" <a
href="http://twitter.com/%user_screen_name%/statuses/%id%
/">%time%</a>'
});
</script>
<div id="tweet">
<p>Please wait while my tweets load. <img
src="http://yourwebsiteURL/ajax-loader.gif" /></p>
<p><a href="http://twitter.com/yourtwitterID">If you can't
wait, check out what I've been twittering.</a></p>
</div>
```

Do not click Apply yet!

8. There, that wasn't too bad, was it? Now you just need to do a little editing to the code in the HTML Snippet container:

   a. Replace the three instance of `yourwebsiteURL` with the actual address of your Web site. For instance, my URL is www.tcoiweb.com, so that's what I substituted.

   b. Next, for the two instances of `yourtwitterID`, replace each one with your Twitter user name, the name that you use to log in to Twitter.

   c. Think about how many tweets you want to show on your Web page, and type that number beside `count`, replacing the `5` that's there now. Or, you can show five tweets and leave the `5` alone.

   d. Click Apply.

   Your most recent tweets should appear on your iWeb page

   If your tweets don't show, make sure that you've posted some tweets, and if you have, recheck the location of the files that you copied in Step 3. Also, make sure that you are connected to the Internet. You can double-check or further edit the HTML by double-clicking Twitter feed (or failed Twitter feed) on your iWeb page.

9. When everything is updated to your satisfaction, publish the Web page. Be sure to check that your tweets are showing up.

Warning! *If your site is not hosted on MobileMe, you may need to upload or add the files back to your site whenever you republish. Keep this in mind if your tweets suddenly disappear after you add content to your site.*

TIP CHANGING THE LOOK OF YOUR TWEETS

If you don't like the color or text size of the tweets on your Web page, you can change the CSS file to alter those attributes. I leave this as an exercise for the reader. Check Remy's Web page about his JavaScript for details: http://remysharp.com/2007/03/20/how-to-add-twitter-to-your-blog-without-it-hanging-your-site/.

Thank you for purchasing this Take Control book. We hope you find it both useful and enjoyable to read. We welcome your comments at tc-comments@tidbits.com. Keep reading in this section to learn more about the author, the Take Control series, and the publisher.

About the Author

Steve Sande embraces change. After gathering his Bachelor of Science in Civil Engineering and MBA from the University of Colorado, he worked as an engineer until falling in love with the Mac in late 1984. He started a new life as an IT manager and unofficial Mac evangelist, at one point managing a team supporting over 1,200 Macs.

In late 2004, Steve embarked on a new career as a certified Mac consultant. When he's not haunting the local Apple Stores, working with clients, or writing ebooks, he loves to cook, go geocaching, sing, ride his recumbent bicycle, collect and create art, and attend classical music concerts (despite the picture, Steve doesn't like most country music). He's also an instructor for ASPE Technology facilitating Business Analysis classes (http://www.aspetech.com/). Since the spring of 2008, he's been blogging professionally on The Unofficial Apple Weblog (http://tuaw.com/). You can follow Steve on Twitter (http://www.twitter.com/stevensande/).

Steve lives in Highlands Ranch, Colorado, with Barb—his wife of 29 years, who really *is* a rocket scientist—and his tortoiseshell cat, Ruby.

Author's Acknowledgements

I'd like to thank several people for their support during the creation of this book:

- **Barb Sande**, my wonderful wife, for putting up with me typing away on my computer at all hours of the day.

- **Tonya Engst**, for being such an unbelievably patient, hard working, and understanding editor-in-chief.

- **Karen Anderson**, for taking on the daunting task of editing this book and being patient with a person who is notoriously slow at creating updates.

- **Remy Sharp,** for his wonderful Twitter feed JavaScript.

- **Tom Gewecke,** for his outstanding work in the iWeb Forum on the Apple Support Web site and assistance with previous versions of this book.

Shameless Plugs

If you're a Mac user who lives nowhere near an Apple Store, and you need some help or training, my Mac consulting firm, Raven Solutions, LLC, offers remote online support services. When I'm not available, one of my team of Apple certified consultants can help out.

I also run a Web and podcast hosting company called Podbus.com. Our rates are low, our service is great, and we offer a money-back satisfaction guarantee (http://www.podbus.com/).

About the Publisher

Publishers Adam and Tonya Engst have been creating Mac-related content since they started the online newsletter *TidBITS,* in 1990. In *TidBITS*, you can find the latest Macintosh news, plus read reviews, opinions, and more (http://www.tidbits.com/).

Adam and Tonya are known in the Mac world as writers, editors, and speakers. They are also parents to Tristan, who thinks ebooks about clipper ships and castles would be cool.

Production Credits

Link-making AppleScript: Matt Neuburg

List macros: Sharon Zardetto

Take Control logo: Jeff Tolbert

Editor: Karen Anderson

Editor in Chief: Tonya Engst

Publisher: Adam Engst

Twitter feed test assistant: Amelia Sauter

Take Control of iWeb: iLife '08 Edition

ISBN: 1-933671-37-8

Version 1.1

Copyright © 2009, Steven P. Sande. All rights reserved.

TidBITS Publishing Inc.

50 Hickory Road

Ithaca, NY 14850 USA

http://www.takecontrolbooks.com/