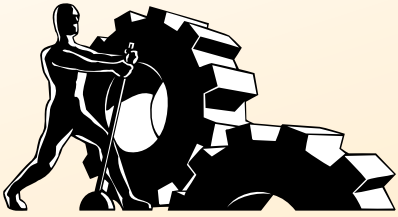


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Read Me First

Welcome to *Take Control of iWeb '09*, version 1.0, published in April 2009 by TidBITS Publishing Inc. This book was written by Steve Sande (with help from Doug McLean), edited by Karen Anderson (with help from Tonya Engst), and published 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.

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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. For example, iLife '09 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 find her iWeb Domain file, she would look in the [~/Library/Application Support/iWeb](#) folder, which is another way of writing [/Users/andrea/Library/Application Support/iWeb](#).

- **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.”

Version '09 vs. Version 3

You'll see under iWeb > About iWeb that this program is called iWeb '09 in general, and that the latest version number (as of this writing) is 3.0.1. For the sake of brevity, I refer to it as “iWeb 3” when I'm talking about this version and call it simply “iWeb” the rest of the time.

- **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.



Table 1: Menu and Keyboard Equivalents for the Toolbar

Toolbar Icon	Menu Equivalent	Keyboard Equivalent
	File > New Site	Shift-Command-N
	Insert > Text Box	None
	Insert > Shape > [list of shapes]	None
	Format > Unmask / Mask	Shift-Command-M
	Arrange > Rotate Counter Clockwise	Command-R
	View > Show / Hide Media	None
	View > Show / Hide Adjust Image	None
	View > Show / Hide Inspector	Option-Command-I
	View > Show / Hide Colors	Shift-Command-C
	Format > Font > Show / Hide Fonts	Command-T

Introduction

iLife '09 arrived with much fanfare on January 6, 2009, at Macworld Expo. With many new features touted for iPhoto, iMovie, and GarageBand, it seemed as if iWeb had been given scant attention.

After working with iWeb 3—also known as iWeb '09—for just a few minutes, I quickly realized that Apple made significant changes to the application. These address earlier shortcomings and make iWeb an even more powerful Web site design and publishing tool.

In previous editions of this book, I described a number of workarounds that allow publishing of your iWeb site to hosts other than MobileMe. Thanks to a new FTP (file transfer protocol) capability now built into iWeb, these workarounds are no longer needed. Similarly, several other processes I detailed in earlier editions have been eliminated or streamlined, as Apple has added new or improved functions.

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 along as I build a Web site step by step using iWeb. You can visit my iWeb site at <http://www.tcoiweb09.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 words and images and have iWeb turn them into a beautiful work of art. Experienced Web designers will be happy with the ways 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!

iWeb Quick Start

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 3:

- Find out how the changes in iWeb 3 help you create Web sites that are more compelling and powerful than those you could create in iWeb 2; see [What's New in iWeb 3](#) (p. 10).

Start your site:

- For historical context, read [A Brief History of Making 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. 41).
- Ready to take your site live? In [Publish Your Site](#) (p. 42), you'll find out how to publish to MobileMe and to other servers. [Appendix A: Web Hosting](#) (p. 144) provides more detail about hosting your site on a server that is not MobileMe.

Add links:

- Learn about making links in [Create Web Hyperlinks](#) (p. 66) and [Create Other Link Types](#) (p. 69).
- If image-based links are more your fancy, find more info in [Create Picture Hyperlinks](#) (p. 119) and [Make an Image Map](#) (p. 120).
- Link to content from other Web sites with [Add an RSS Feed](#) (p. 100).
- Get social with your iWeb site. Read [Add a Twitter feed](#) (p. 103).

Add media:

- Turn your thoughts into bits with [Publish a Blog](#) (p. 82).
- Take your radio or TV show online with [Publish a Podcast](#) (p. 88).

- [Add Photos](#) to your site (p. 105), and learn how to use the iSight Photo widget, Photo pages, My Albums pages, and MobileMe galleries.
- Use iWeb to [Create an Online Movie Theater](#) (p. 121) and add videos from iMovie and YouTube.

Create special effects:

- [Add Special Elements](#) (p. 35) to count visitors and provide an email link.
- Learn how to [Make Text Sparkle](#) (p. 57) and discover the fabulous effects you can create with [Shapes, Layers & Masks](#) (p. 72).
- See [Enhance Photos](#) (p. 115) to add cool effects—like [Instant Alpha](#) (p. 118)—to your photos.
- Looking for extra income? [Add Google AdSense Ads](#) (p. 126), get ideas for how to [Run an Online Store](#) (p. 130), and [Increase Traffic](#) to your site (p. 142).
- [Add Google Maps](#) to give your readers directions with the Google Map widget (p. 129).
- [Add a Form](#) to your site in order to capture information from visitors (p. 137).

What's New in iWeb 3

Let's start by looking at what's new or different in iWeb 3:

- **Publishing improvements:** Apple has drastically improved the process for uploading to Web hosts other than MobileMe by adding FTP capabilities to iWeb. See [Use a third-party Web host](#) (p. 43).
- **Updated user interface:** An improved Media Browser, accessed on the right side of the iWeb window or via the double-chevron button at the right side of the toolbar, provides instant access to your audio, photos, movies, and a larger collection of widgets.
- **iSight Movie widget:** You can now make a video podcast with the new iSight Movie widget, assuming you have an iSight camera handy. See [Add an episode with the iSight Movie widget](#) (p. 94).
- **iSight Photo widget:** Would you like to instantly add a picture of yourself to an iWeb site? You can [Use the iSight photo widget](#) to do so without opening any other applications on your Mac (p. 105).
- **More new widgets:** You can now add a [Countdown timer](#) (p. 36) to place a constantly updating countdown clock on your Web page, while the new RSS Feed widget adds updates from other Web sites, including your Twitter feed (read [Add an RSS Feed](#), p. 100).
- **Integration with Facebook:** You can use the newly added integration with Facebook lets your Facebook buddies know when you've updated your iWeb site. To set this up, look for the Facebook option when you configure the [Site Publishing Settings](#) (p. 44).
- **Advanced gradient fills:** When adding a gradient fill to the background of a page or object, you now have more control over the type, direction, angle, and color of the fill with the Advanced Gradient Fill. See [Background Fill](#) (p. 61) for details.
- **Easier layering:** If you like to stack items as though you were piling them up on the Web page, you'll be pleased with the new Bring to Front and Send to Back commands. To learn more and see examples, skip to [Text layering](#) (p. 65) and [Layers](#) (p. 77).

A Brief History of Making Web Sites

To appreciate just how powerful a Web site development tool iWeb is, it's helpful to know a little about what it used to take to create and publish a Web site.

Beginning in 1991, the World Wide 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_berniers-lee.)

I was so excited by the invention of the Web and HTML, that I quickly 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 />
The first few years of the World Wide Web were a lot like this. Pages
had lots of text, a few tiny graphics, and links to other Web sites. Who
could envision the changes we'd see? </p>
<p><a href="http://www.tcoiweb09.com/">A link to the example Web
site for this book</a><hr>
</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**.

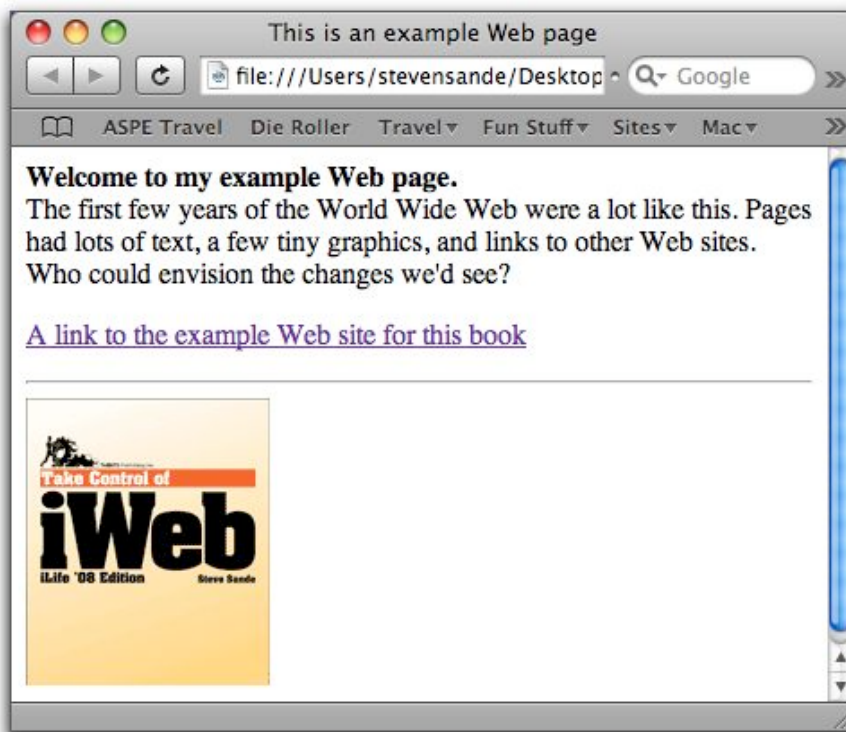


Figure 1: In the early days of the World Wide Web, pages often looked like this one. In comparison to the rich visual options we have today, it's a wonder that the Web took off like it did.

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.
- **``:** The `` (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 everybody typed HTML by hand, although by late 1995 simple graphical editors, such as Adobe's PageMill (originally by Ceneca Communications), appeared on the scene. In their infancy, these *WYSIWYG* (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 improved 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. Further, Web sites now often include special elements such as blogs, podcasts, videos, and video podcasts, available either directly from the site or via a system called RSS (Really Simple Syndication). In short, making a modern Web site can be difficult for amateurs and hobbyists, because it can require buying and learning to use expensive and complicated applications such as Dreamweaver.

Apple recognized the need for a simple, yet powerful Web design tool, and iWeb helps to fill that need, along with several other next-generation Web development tools, including:

- RapidWeaver: <http://www.realmacsoftware.com/rapidweaver/>
- Sandvox: <http://www.karelia.com/sandvox/>
- Freeway: <http://www.softpress.com/>

iWeb provides 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. Plus, the Widgets feature helps users add special items like Twitter feeds and Google AdSense advertising.

What you'll find by the time you reach the end of this book is that you can use iWeb 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 '09, 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 '09, your Macintosh must meet or exceed the following minimum requirements:

- A Mac with a Power PC G4 (867MHz or faster), PowerPC G5, or Intel processor (GarageBand Learn to Play requires an Intel-based Mac with a dual-core or faster processor), and at least 512 MB of memory (1 GB or higher is recommended; high-definition video requires at least 1 GB RAM). 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.
- At least 4 GB of available disk space if you want to install all of iLife '09. To install only iWeb, 750 MB should be sufficient.
- Mac OS X Leopard 10.5.6 or later.
- QuickTime 7.5.5 or later. iLife '09 installs this on your Macintosh if it's not currently installed.

If your Mac meets the requirements, grab your iLife '09 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. I also suggest that you disable antivirus software, if you have it installed, to avoid possible conflicts with the installer. Remember to turn it back on once the installation is completed.

If you've installed other Mac software, you already know how to install iLife '09: Open the box, remove the installation DVD, and place it in the Combo Drive or SuperDrive in your Macintosh. Soon the drive begins to whirl and the DVD contents appear on the screen (**Figure 2**). Double-click the iLife '09 icon to launch the installer.

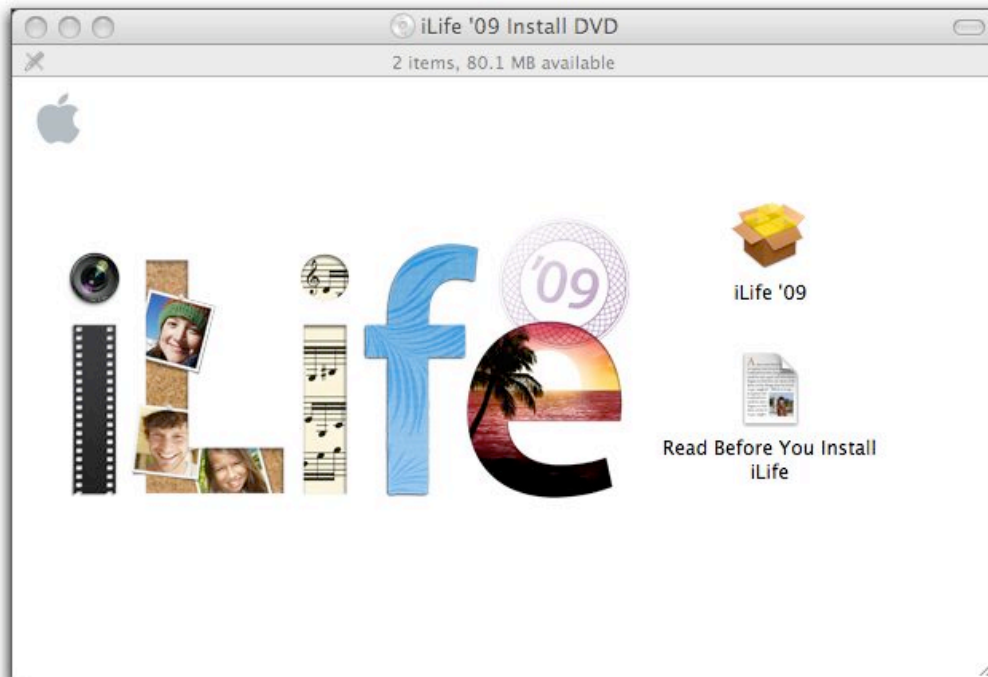


Figure 2: See that icon that looks like an open cardboard box and has the words iLife '09 beneath it? Double-click it to start installing.

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:

- Customize the installation if your disk space is limited. 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 iWeb icon (**Figure 3**) appears in the Dock, along with (if you installed them) icons for the other iLife programs. (If you're upgrading from an older version, new Dock icons may appear only in place of icons that were already on the Dock.)



Figure 3: The iWeb shows how you can use a Web site to post bulletins about your life and passions for the world to see.

GET THE LATEST VERSION

Before you start using 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.tcoiweb09.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 NEW SITE

The first time you launch iWeb, it either creates a new blank site for you or opens your existing iWeb Domain file (the file in which your iWeb sites are saved). Let's look at both of these scenarios:

- **First launch ever:** iWeb creates a new blank site for you and greets you with a Welcome to iWeb '09 dialog (**Figure 4**).

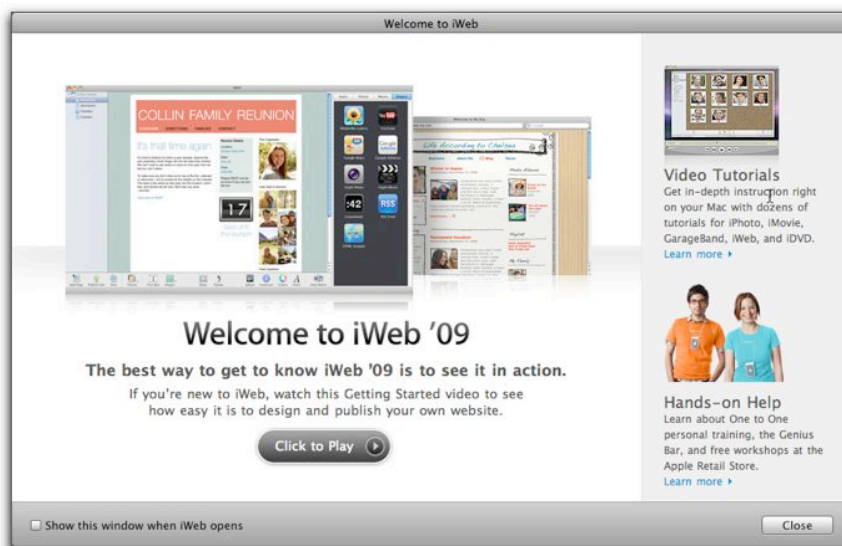


Figure 4: The Welcome to iWeb '09 dialog has an introductory video and links to more video tutorials on the Apple Web site. I recommend the tutorials as a supplement to this book.

Allow iWeb to access your keychain? You may be asked whether to allow iWeb to use confidential information in your keychain. If this message appears, click the Allow button.

Click the Close button on the Welcome to iWeb '09 dialog, and then pick a template, as I describe in “Choose a Template,” below.

- **Existing Domain file opens:** If you’ve used iWeb to create at least one Web site, then iWeb has saved the site information in a Domain file. The Domain file is stored in [~/Library/Application Support/iWeb](#), which is useful to know if you want to be [Editing One Site on Two Macs](#) (p. 41).

To follow along in this section and create a new site, choose File > New Site and then pick a template, as I describe below.

CHOOSE A TEMPLATE

Once you open iWeb 3 for the first time or decide to add a new Web site, you are asked to choose a template for your Web site (**Figure 5**).

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.

Finding More Templates

Since the early days of Apple, people have been 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 your own iWeb templates and is selling many themes: <http://11mystics.com/>.
- Lamiavia’s easily installed templates are now available through Miamiou: <http://miamiou.com/>.

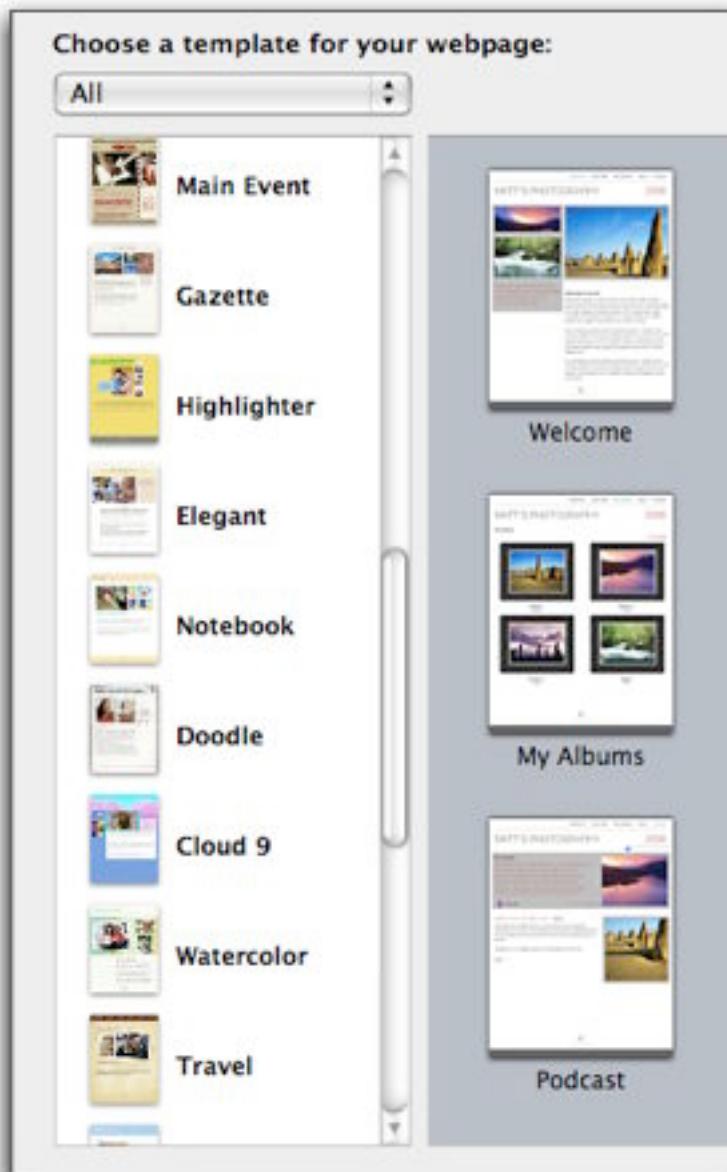


Figure 5: iWeb has 28 different templates for you to choose from. Each template has eight available page types (Welcome, About Me, Photos, My Albums, Movie, Blog, Podcast and Blank).

Apple wants your Web site to look like it was designed by a pro. Web designers follow 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:

- Look for templates that use fonts that add to the feel of the site. For example, **PORTAGOL**, a bold, stencil-like typeface in the Freestyle 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 6**).

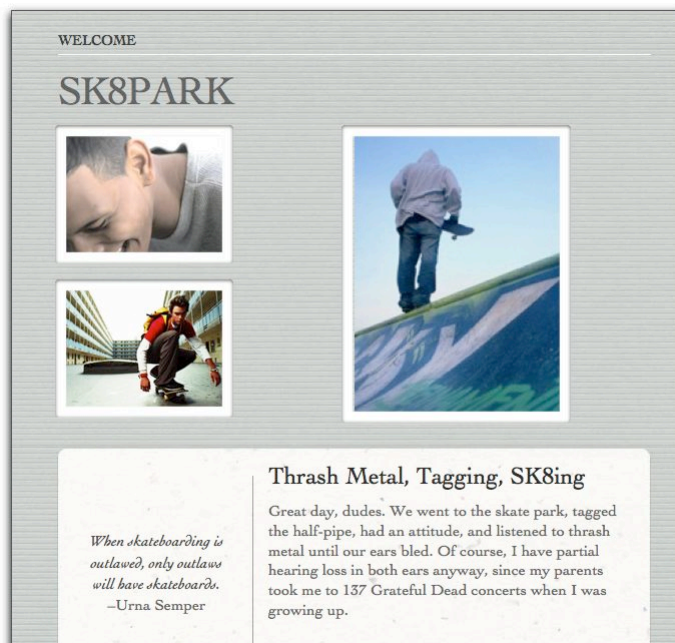
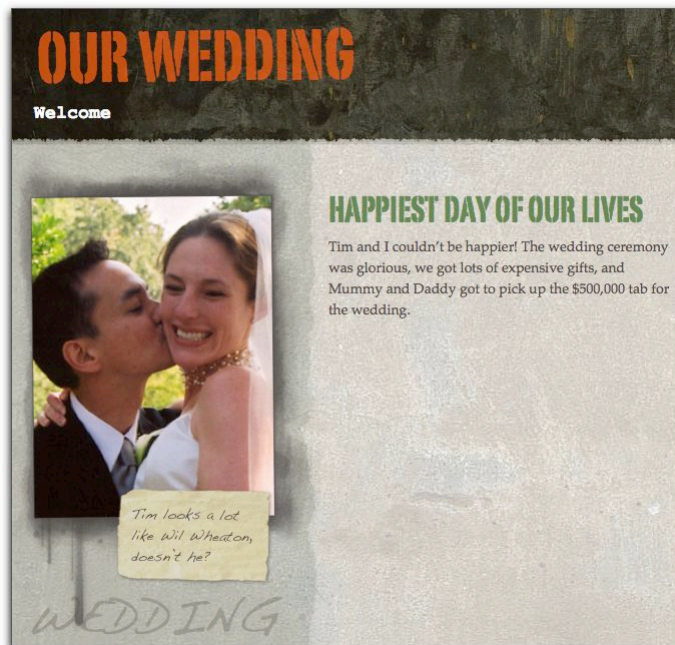


Figure 6: Unless you have a warped sense of humor, match the look of your site with the feeling you want to convey. Stencil fonts, spray paint backgrounds, and bright colors don't put across the romance of a society wedding (top), and a formal design and flowery fonts are out of place on a skateboarding 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 7**). If you're not sure about how your text colors and backgrounds will work, use the default template colors.



Figure 7: Don't nauseate your readers by using 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 8**).



Figure 8: 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 thought to be 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.

Visit Other Web Sites

The best way to learn the rules of good Web design is to study other sites, good and bad. I like to visit The World's Worst Website (<http://www.angelfire.com/super/badwebs/>), a terrible, but self-aware, Web site that attempts to explain why it's so bad, as well as how to avoid creating a monstrosity like it! Also available are links to other pages cursed with bad design.

Other design resources include:

- **Moluv:** This page contains an ever-changing list of top-designed sites on the Web. At the bottom, you'll find a treasure trove of links to Web design galleries as well as some tutorial sites taking on issues such as color schemes and font selection.
<http://www.moluv.com/>
- **Make Better Web Sites:** Similar to Moluv, this site provides another listing of nicely designed sites.
<http://www.makebetterwebsites.com/>
- **Web Design from Scratch:** This site is billed as "a complete guide to designing Web sites that work", and it lives up to the billing for both beginners and more advanced Web designers.
<http://www.webdesignfromscratch.com/>

[Learn More & Do More](#), near the end of this book, notes additional useful resources for learning Web design.

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.

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 to describe your site and link to the other pages. For my example site—<http://www.tcoiweb09.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. 38.)
- **Photo:** iWeb's integration with iPhoto stands out on the Photo page. This makes it easy to display your favorite photos or create a portal to a Web-based slideshow. (See [Create a Photo Page](#), p. 107.)
- **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. 110.)
- **Movie:** Think of the Movie page type as an online theater for your QuickTime and YouTube movies. Create your movies in iMovie 8 and publish them online with iWeb. (See [Create an Online Movie Theater](#), p. 121.)
- **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. 82.)
- **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. 88.)
- **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 selecting a template and initial page type (if you are following this section tutorial style, select Fine Line 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 9**, I chose the Fine Line theme and the Welcome page.



Figure 9: iWeb creates a new site, called *Site*, and shows my first page (Welcome) in the Webpage canvas, along with the Sidebar at the left, the toolbar below, and the Media Browser on the right. The site icons appear in the Sidebar as blue (published) or red (unpublished) 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 (*TCiWeb2*) listed in the Sidebar.

The iWeb application window has four main areas:

- **Sidebar:** Situated at the left, the Sidebar helps you switch to different pages in a site and to rename your pages. The site icon

appears at the top level (leftmost) and the individual pages appear indented below it. If you are using iWeb to create and update more than one Web site, each site will appear separately in the Sidebar.

Here's the scoop on the site icons you may see in the Sidebar:

- ◇ **Cloud:** You are publishing the site to MobileMe.
- ◇ **Globe:** You are using FTP to publish to a *remote* Web server (that is, a server that is not located on the Macintosh you are currently using).
- ◇ **Manila folder:** You are publishing to a *local* folder, one located on the Mac you are presently using.

Making a change to a page, even adding or deleting a single character, turns the page icon red. The next time you publish the site, the icon turns blue again.

- **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.
- **Media Browser:** Situated at the right, the Media Browser gives you easy access to audio files, photos, movies, and widgets you may wish to add to your site.

NAME YOUR SITE

Notice, by looking in the Sidebar, that iWeb has named your site, *Site*. If you publish your site on MobileMe, this site name appears in the URL of the published Web site like this:

<http://web.me.com/username/Site/>

So, if your MobileMe user name is *stevensande* and your site is named *Site*, the URL is:

<http://web.me.com/stevensande/Site/>

And, pointing your browser at <http://web.me.com/stevensande/> has the same effect as typing the longer URL.

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.

Here are some important naming tips:

- **Typability:** Keep the site name fairly short so visitors don't have to type in a long address. For example, instead of *Steve and Barb Sande's February, 2009 Vacation in Africa*, I'd use *Vacation 07-2007* or, even better, *AfricaTrip09*. 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 these:

- 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 *TCoiWeb09*, in order to match my domain name.

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=TCoiWeb09/Home.html"/>
</head>
```

So, with this *index.html* page in place, a visitor who enters <http://web.me.com/stevensande/> into a Web browser will go to the same page as a visitor who enters the longer <http://web.me.com/stevensande/TCoiWeb09/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 10**.

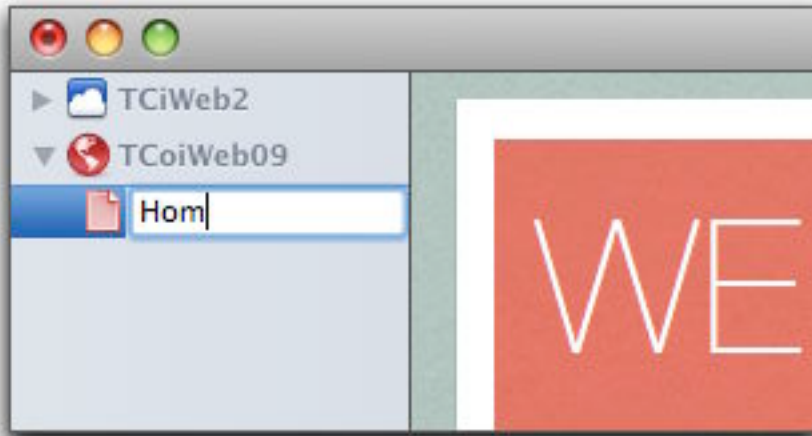


Figure 10: Here, I am changing the name of the Welcome page to *Home*. As soon I press Return, the navigation link at the top of the page (out of sight on the right of this screenshot) changes from Welcome to Home.

EDIT THE HEADLINE

The default headline in the example site is the white text near the top that says “*Welcome*.” You can change this text placeholder to whatever you want to say to your guests. To edit the headline:

1. Double-click *Welcome* to highlight it for editing.
2. Type the new headline. For this example, I’ve changed the name to *Take Control of iWeb ’09*.
3. Click anywhere else on the page to deselect the headline.

The headline is now so long that it wraps around to three lines, but we can take care of that later.

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 photos in from the Finder, but this is where iWeb's integration with other applications in iLife '09 works nicely.

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

1. Navigate to the Media Browser in the far right pane of iWeb. (**Figure 11**).



Figure 11: The Media Browser—you can choose music and playlists from the Audio pane, pictures from the Photos pane, Movies you've created from the Movies pane, and handy widgets from the Widgets pane.

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 iPhoto albums and events, and your complete iPhoto Library, 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 dramatic iPhone picture of a beautiful Colorado sunset, a cute picture of a cat belonging to one of my clients, a group *TUAW* (<http://www.tuaw.com/>) picture from Macworld Expo 2009, and two more snapshots. Here are a few tips:

- Don't be concerned if your photo is in a *portrait* (vertical) orientation but the photo placeholder is *landscape* (horizontal). iWeb automatically masks the image. By *mask*, I mean that iWeb hides part of the picture so it fits in the placeholder.
- If you're concerned about the file size of images on your Web site, choose iWeb > Preferences and make sure that the Optimize Images on Import box is checked.

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.

6. If you need to rotate a photo, hold down the Command key while dragging one of the eight handles that appear on the edges of the photo. You can also use the Rotate button on the toolbar to rotate a selected photo 90 degrees counterclockwise each time it is clicked.

7. 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).

8. If a photo appears 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.

My Web page is starting to look much better (**Figure 12**).

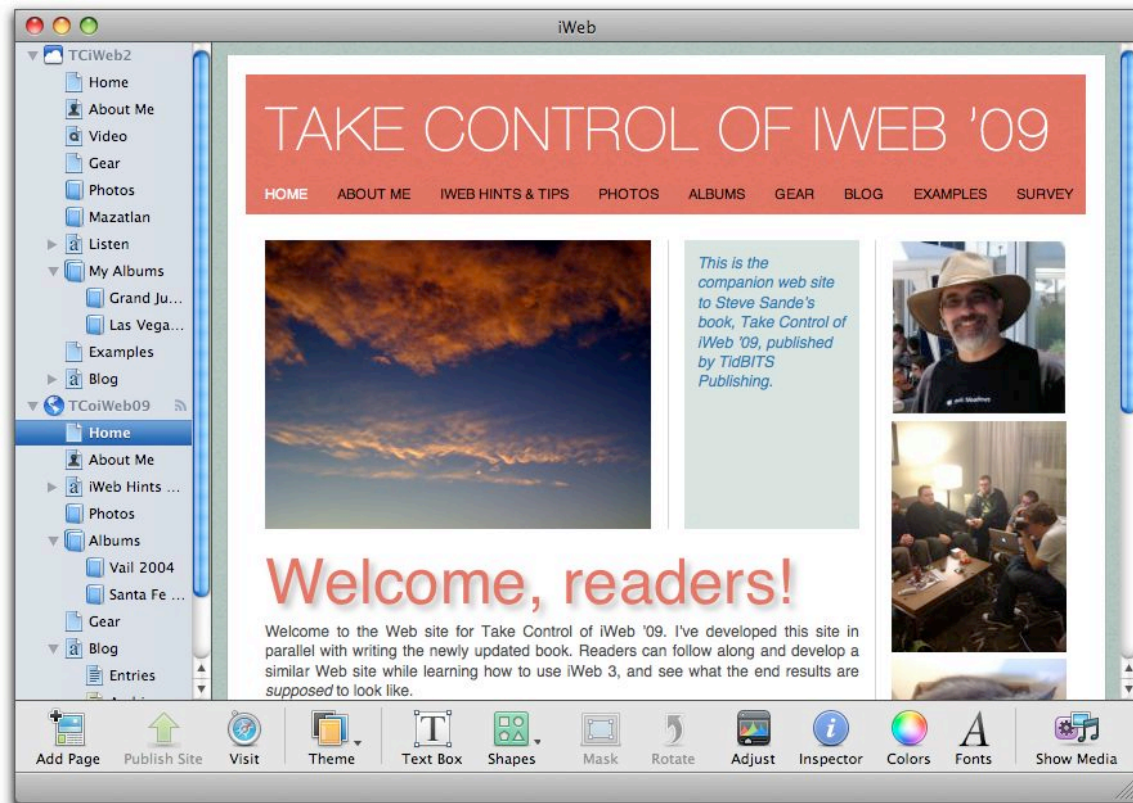


Figure 12: Changing the headline text and adding new pictures gives this page an entirely different look.

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 future versions of iWeb include this capability.

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 placeholder with your prose:

1. Select the heading by double-clicking it.
2. Type a new heading. (I changed the dummy text “Snippets of My Life” to “Welcome Readers!”).
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.

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 tag appears with a description of how to use that page design element.

What Is Lorem Ipsum?

New pages in iWeb have text placeholders filled with dummy text, usually beginning with “*Lorem ipsum dolor sit amet consectetur 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.

Made on a Mac



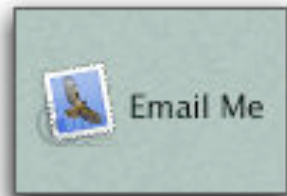
The first element, the Made on a Mac button, helps you show your pride in owning a Mac and links readers to the MobileMe Web site, where they can get more info about MobileMe, the Macintosh, and other Apple products and services. By default, all iWeb pages have a Made on a Mac button. You can delete 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.

Hit counter



Do you want to know how many people visit your Web pages? The Hit Counter element adds a small odometer-like counter that increases incrementally 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.

Email Me button



If you'd like to have people who read your Web site send you email, adding an Email Me button to your Web page automatically creates a link that people can use to contact you.

The email address used by the Email Me button is taken from information that you enter when you set up the [Site Publishing Settings](#). If you're concerned about spammers harvesting your email address from your Web site, consider entering the email address in the form *addressatdomaindotTLD*. As an example, the address joeshlabotnik@tcoiweb09.com would be entered as joeshlabotnikattcoiweb09dotcom.

This should keep automated harvesting applications from being able to recognize your email address as being in a valid format, while most people clicking the link should know enough to replace *at* with *@* and *dot* with a *.* (period).

Countdown timer

I've always loved countdown timers. It's fun to add them to Web pages to count down the days, hours, minutes, and seconds to the annual Macworld keynote address, or the start of the Apple World Wide Developers Conference. Even counting down to someone's birthday or anniversary can be a blast.

The new Countdown widget puts a countdown timer on any iWeb page without you having to calculate the time duration until the event. Follow along as I add a timer to my About Me page for the time until the midpoint of the August 21, 2017, total solar eclipse in Jackson, Wyoming at 10:36 MDT:

1. With the right page open in iWeb, I open the Media Browser to the Widget pane and then drag the Countdown widget to the page.

A black Countdown window appears (**Figure 13**).

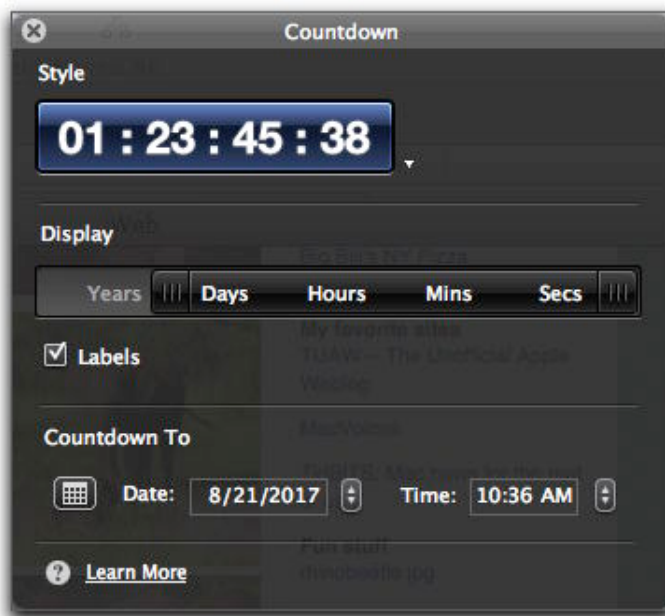


Figure 13: The Countdown window provides all the controls to set the style, display, and target time for the countdown timer.

2. To set the style of the timer, I click on the Style pop-up. I like the existing style, so I don't change it.
3. Since the target date is over 8 years away, I add years to the display by dragging the grab box (shown in **Figure 13** between Years and Days in the Display bar).

4. I want to label the time units, so I check the Labels box.
5. Under “Countdown To,” I enter the month, day, and year of the total eclipse, and the local time.
6. When I’m done with setup, I simply click the X button in the upper left corner of the window.

My timer is added to the page, slowly ticking down the time until it turns dark in the middle of the day (**Figure 14**).

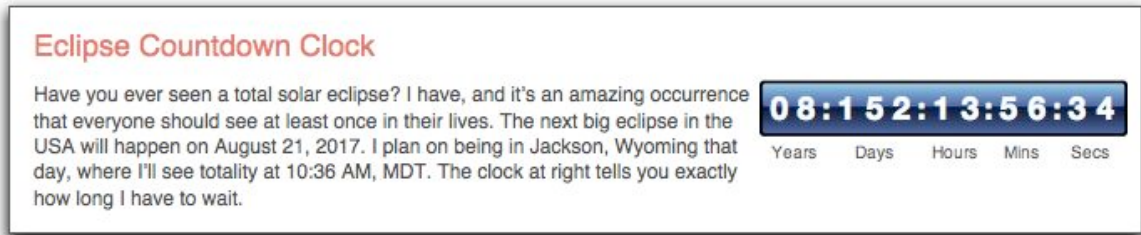



Figure 14: The finished countdown timer shows the years, days, hours, minutes and seconds until the total solar eclipse of August 21, 2017. I can’t wait!

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 15**).

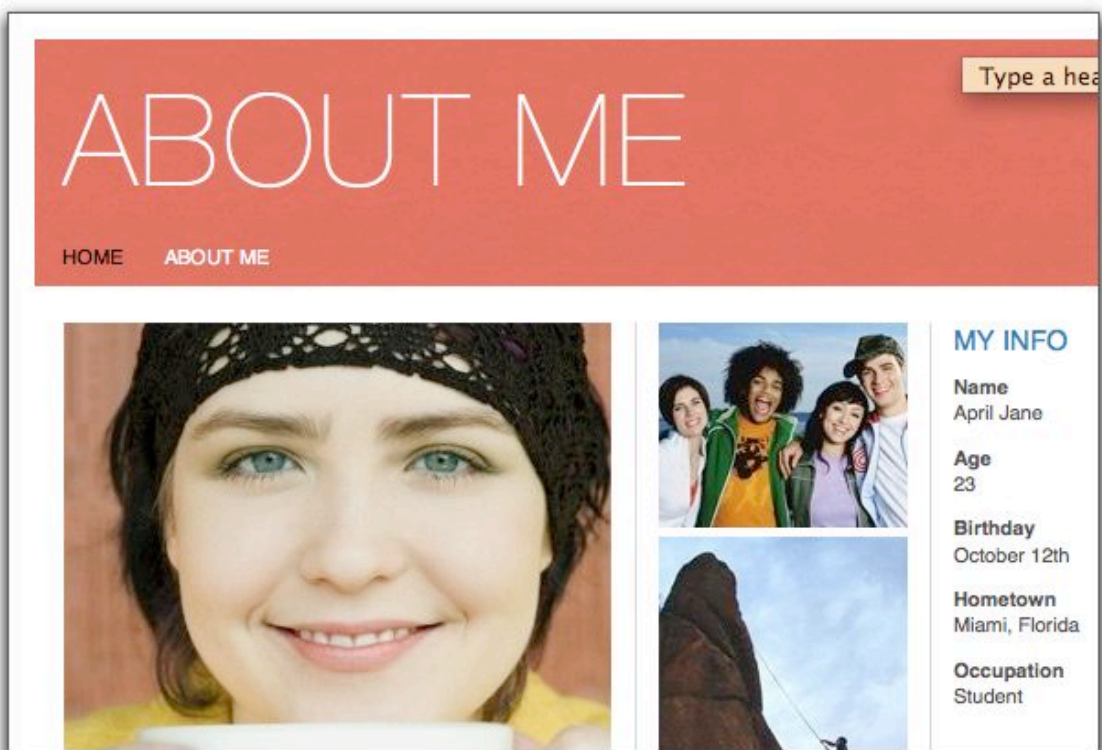


Figure 15: Everything I've ever wanted to know about April Jane, and more! Since I am not a 23-year-old female student and have much more facial hair, it's time to fill in my details.

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 and Body Text](#) if not).

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

- To change an item's label, click once on it to select the stat list. Now clicking on any label highlights the label for editing. (I wanted to replace *Activities* with *Pastimes*, so I highlighted *Activities*, and then typed [Pastimes](#).)
- To edit an item's text, select the text and type over it (April Jane lives in Miami, Florida, but I live in Highlands Ranch, Colorado. To select the text, you can either drag over it, or triple-click the line containing it. I double-clicked *Miami, Florida* and typed [Highlands Ranch, Colorado](#)).
- To remove a label or text, select it and press Delete. I deleted my birthday from the list.

Quick-select: *In some iWeb templates, you can quickly select text by triple-clicking the line.*

- 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 spouse's name 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 dragging an iTunes playlist containing your favorite songs to the list of your vital statistics on any template. If a songs list is included in the template you're using, you can also 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 the template. (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 Audio pane of the Media Browser, select the playlist containing your favorite songs.
- c. Drag the playlist from the Media Browser to the correct location in the list. When you drop the playlist, iWeb adds a link to the song's listing in the iTunes Store (**Figure 16**). You may have to change the link's font size (see [Make Text Sparkle](#)) or move the link slightly to make it look good.



Figure 16: 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.

Now that you've customized the About Me page, you know the basics of working with templates in iWeb. Next, we'll turn our attention to the basics of publishing your site to the Web, and then we'll look at more advanced topics.

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. iWeb saves all your Web sites in a single file called *Domain*. 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.
2. Open a network connection to the destination computer (or you can use a different transfer method, like 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.

Back Up!

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.

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 next in what I consider the most likely option to the least likely.

Use MobileMe

Apple has made Web publishing easy by integrating iWeb with the MobileMe service. 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 (see [Set Up a Personal Domain on MobileMe](#), later in this section). A 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 per year, MobileMe provides 20 GB of storage, an email address, and many other features. If you would like 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.)

Tip: [Amazon](#) often sells MobileMe packages at a substantial discount.

Use a third-party Web host

iWeb 3 is the first version of iWeb to allow direct publishing of iWeb sites to any Web server through a built-in FTP feature. In the past, publishing to an FTP server required an FTP client application and a convoluted set of instructions. Now, you still have to fill in a somewhat complex configuration form, but the process should go more smoothly for most people.

Why would you want to host your Web site on something other than Apple's MobileMe service? I can think of two compelling reasons:

- Many Web hosts provide much more storage space and bandwidth than MobileMe for a lower annual cost. Plus, you may already be paying for Web hosting as part of the service from your Internet Service Provider (ISP).
- The terms and conditions set by Apple for MobileMe do not allow commercial Web sites. If you want to set up a Web store, you can't legally do that on a site hosted on MobileMe, even if you have given it a personal domain name.

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.*

Note: To learn about using your own domain name on a third-party Web host, read [Appendix A: Web Hosting](#).

Be your own Web 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.

On the other hand, there are several reasons why you'd want to publish to a folder:

- You may wish to edit the individual files separately from iWeb, in order to further customize the site or add `<alt>` tags.
- Since the Apache Web server is built into each and every Mac, you can easily see how your Web site is going to look before publishing it to MobileMe or an FTP server. (To take advantage of this, enable the Sharing pane, and then checking the Web Sharing box.)
- If you just need to share information with a small group on your own office or home network, you can publish to a folder on your Mac that makes your site instantly visible. This is an excellent way to get site feedback from your family or co-workers before you publish the Web site to the world.

SITE PUBLISHING SETTINGS

New to iWeb 3 is the ability to define unique publishing settings for every Web site you create. Before you publish your site to any Web host, make sure that you properly define your Site Publishing Settings to publish to MobileMe, another Web host, or a folder.

To begin the process, click on your site icon to make the Site Publishing Settings appear in the Webpage canvas (**Figure 17**).

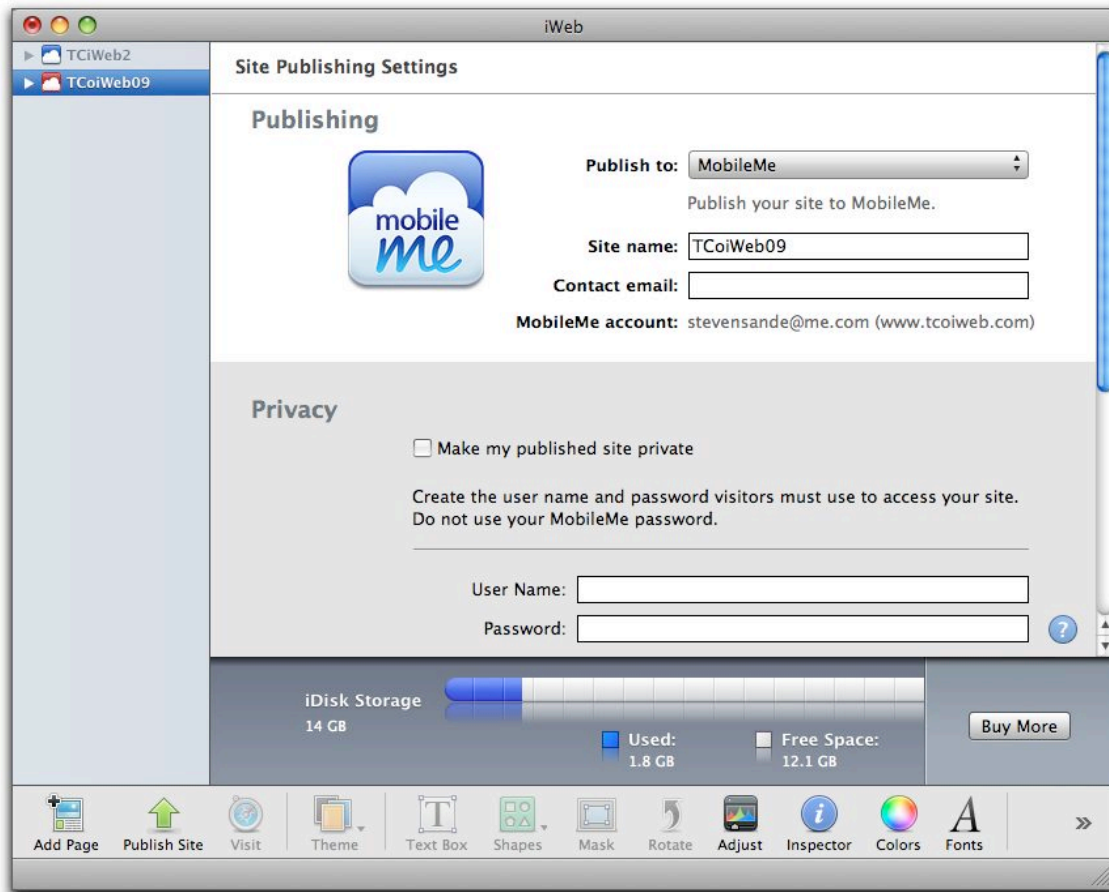


Figure 17: The default Site Publishing Settings are for MobileMe, but are quickly changed for FTP sites or local folders.

By default, iWeb sets any new Web site to be published on MobileMe; however, you can use the “Publish to” pop-up menu to switch the publish location to an FTP server or a local folder. I describe each of the three options next.

Settings for MobileMe

The settings for MobileMe are straightforward:

- **Site name:** This is the name of the Web site as it is listed in the Sidebar, and this also defines the URL for your Web site on MobileMe if you are not using a personal domain.
- **Contact email:** Remember the Email Me button we added earlier, in [Add Special Elements](#)? Use this field to enter the email address at which you would like Web site readers to email you.
- **Privacy (optional):** You may wish to keep your Web site private. If that’s the case, check the “Make my published site private” box, and then enter a user name and password. Make sure that you use

a different user name and password than those for your MobileMe account. When privacy is enabled, anyone visiting your Web site must enter the user name and password to view the pages.

- **Facebook (optional):** Do you have a Facebook account? Checking “Update my Facebook profile when I publish this site” causes the Mac to display a Facebook login page (**Figure 18**).

The image shows a Facebook login dialog box within the iWeb application. At the top, there is a blue header with the word "facebook" in white. Below this, the text "iWeb" is displayed, followed by a message: "Login to Facebook to enjoy the full functionality of iWeb. If you don't want this to happen, go to the normal Facebook login page." The login form includes fields for "Email:" and "Password:". Below these fields is a checkbox labeled "Keep me logged in to iWeb". A blue "Login" button is present, followed by the text "or Sign up for Facebook". A link "Forgot your password?" is also visible. At the bottom of the dialog, there is a "Security Note" stating: "After login, you should never provide your password to an outside application. Facebook does not provide your contact information to iWeb." The dialog box has a "Cancel" button and a "Finish" button at the bottom right.

Figure 18: If you have a Facebook account, entering your Facebook login email address and password insures that updates to your Web site are reflected in your Facebook profile. No account? No problem—you can sign up for Facebook from the login page.

Fill in your Facebook email address and password, check the “Keep me logged in to iWeb” box, then click the Login button. An Allow Access screen appears, on which you are asked to click an Allow button to give Facebook access to iWeb and vice versa. Once you’ve agreed to allow access, click the Finish button to return to the Site Publishing Settings page.

- **Available iDisk Storage:** There's something else at the bottom of the MobileMe settings page (**Figure 19**).



Figure 19: The Available iDisk Storage meter.

Not only does MobileMe display how much space you have left for storing your Web site, photos, and movies, but you can also click the Buy More button to log in to MobileMe and purchase more storage space. At the time of publication, you could purchase an additional 40 GB of storage and 400 GB of monthly data transfer for \$49.99 per year, or 60 GB of storage and 600 GB of monthly data transfer for \$99.00 per year. The basic MobileMe account comes with 20 GB of storage and 200 GB of monthly data transfer.

Where's my storage? Your MobileMe storage is divided between iDisk storage and Mail storage. In **Figure 19**, for example, I'm seeing only how much iDisk storage I have—not my total MobileMe space. You can customize the amount of disk space allocated to iDisk and Mail in MobileMe's Storage Settings, found on your Account page when you log in to MobileMe on the Web.

Settings for an FTP server

If you have decided to use a Web hosting service other than MobileMe to host your iWeb site, then you must enter the settings for an FTP server into the Site Publishing Settings. Choosing FTP Server from the "Publish to" pop-up menu (**Figure 20**) reveals a different set of fields and a Test Connection button, which you should work with as follows:

- **Site name:** This is the name of the site in the Sidebar, and it is also the name of a folder that is created on the Web server to contain all your iWeb files.
- **Contact email:** This is the email address that is used by the Email Me button.

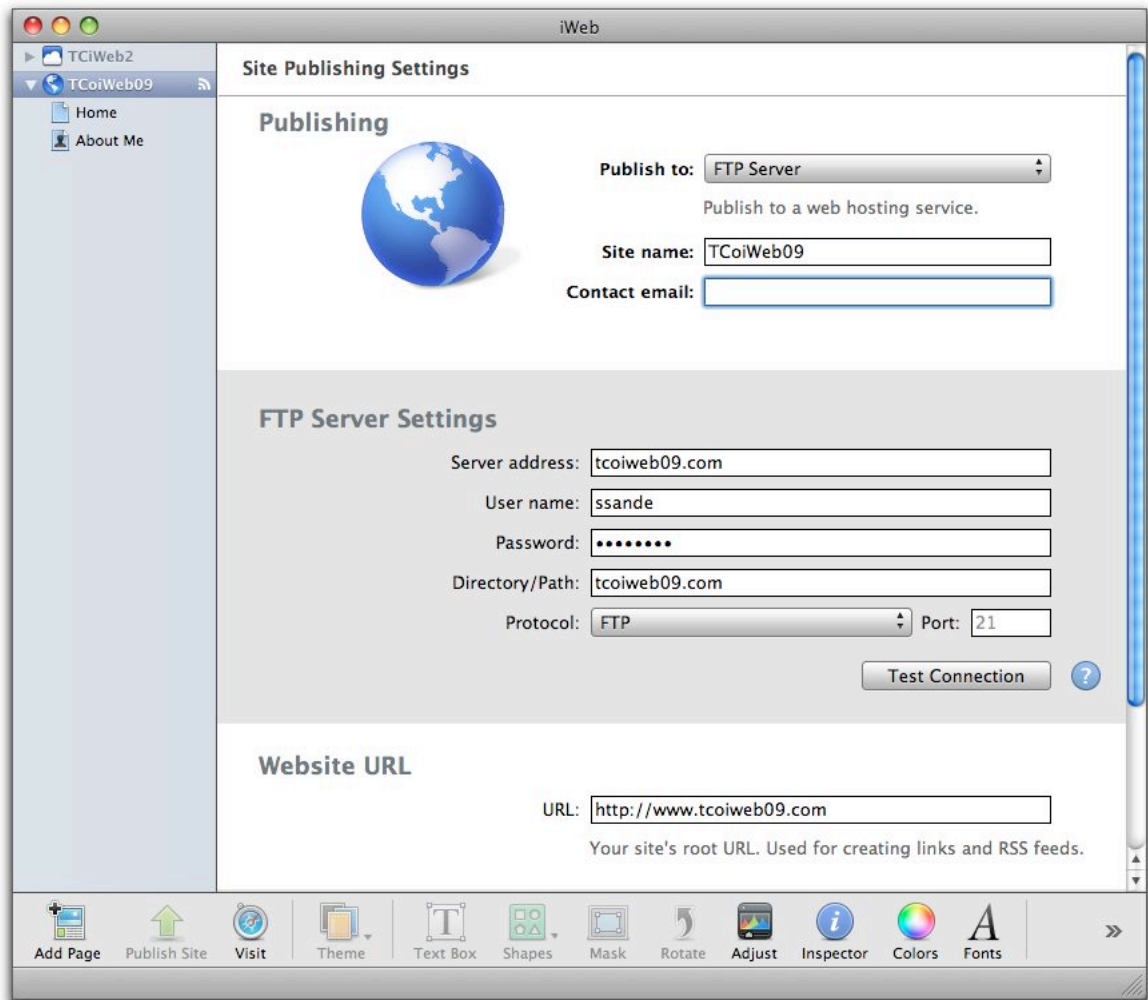


Figure 20: Site Publishing Settings for publishing to a Web server using File Transfer Protocol (FTP).

- **Server address and Directory/Path:** Your Web host should have sent you information regarding your login credentials, the server address, and the directory or path where your Web files need to be uploaded. Generally, the address and path information is listed like this:

Server address: [ftp.mywebsite.com](ftp://mywebsite.com)

Directory/Path: [/mywebfolder](#)

Unfortunately, that's not how iWeb wants to see it, and that has caused a lot of heartburn! Instead, enter the server address as the domain name, and leave the slash off the beginning of the directory or path. For example, if you received the above information from your ISP, you would enter mywebsite.com in the Server address field and [mywebfolder](#) in the Directory/Path field.

- **User name:** The user or login name provided by the Web host. Enter it exactly as provided, as user names are often case-sensitive.
- **Password:** This is the password for your login. Once again, it's important to enter the password exactly as it was provided by the Web host as case-sensitivity can cause problems.
- **Protocol:** For most Web hosts, the default protocol—FTP—is the correct choice. There are three other choices available:
 - ◊ FTP with implicit SSL
 - ◊ FTP with TLS/SSL
 - ◊ SFTP (Secure FTP)

Make sure that you check with your Web host to determine the correct setting.

- **Port:** When you choose a protocol from the Protocol pop-up menu, iWeb populates the Port field with the default port number for that protocol. If your Web hosting provider uses a non-standard port number, be sure to enter it into the Port field.
- **Test Connection:** Once the above-listed fields are filled in, click the Test Connection button to test your settings. When you click it, iWeb tries to log in to the server via FTP, then upload and delete a small file. If iWeb succeeds, the dialog in **Figure 21** appears.

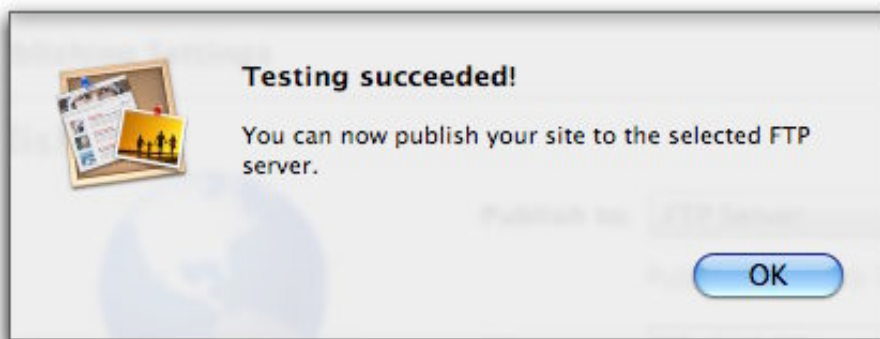


Figure 21: You can now publish! Or can you?

There's only one catch; even though iWeb may feel that you're ready to publish your site, the actual act of publishing might fail. There's no way to be sure until you publish your site for the first time. Why is this? Clicking the Test Connection button checks the validity of

your user name and password, and verifies that iWeb can create and delete files in the directory where your site resides. It does not check whether or not subdirectories can be created in that same directory. Since iWeb must create these subdirectories and populate them with files, it may fail when actually publishing.

- **URL:** For iWeb to create links within your site, it must know the top-level address or URL of the site. Enter the full address in the URL field. In some cases, you may not need to enter the [www](#). For example, it may be fine to enter [mywebsite.com](#) instead of [www.mywebsite.com](#). Check with your Web host if you're unsure.
- **Facebook (optional):** You can set up Facebook integration when publishing to a Web server through FTP. Consult [Settings for MobileMe](#), earlier, for details.

Settings for a Local folder

To configure iWeb to publish your site to a local folder on your Mac, choose Local Folder from the “Publish to” pop-up menu to reveal the corresponding Site Publishing Settings view (**Figure 22**).

Most of the settings are identical to those listed earlier in [Settings for MobileMe](#) and [Settings for an FTP server](#), so flip back a few pages to get help, if you need it. The big change is the folder location, which sets where iWeb saves the files that make up your Web site. To set the folder location, click the Choose button. A standard Mac dialog appears, requesting that you choose a location to store your site. The default location is the Sites folder on your Mac, which is found at [~/Sites](#).

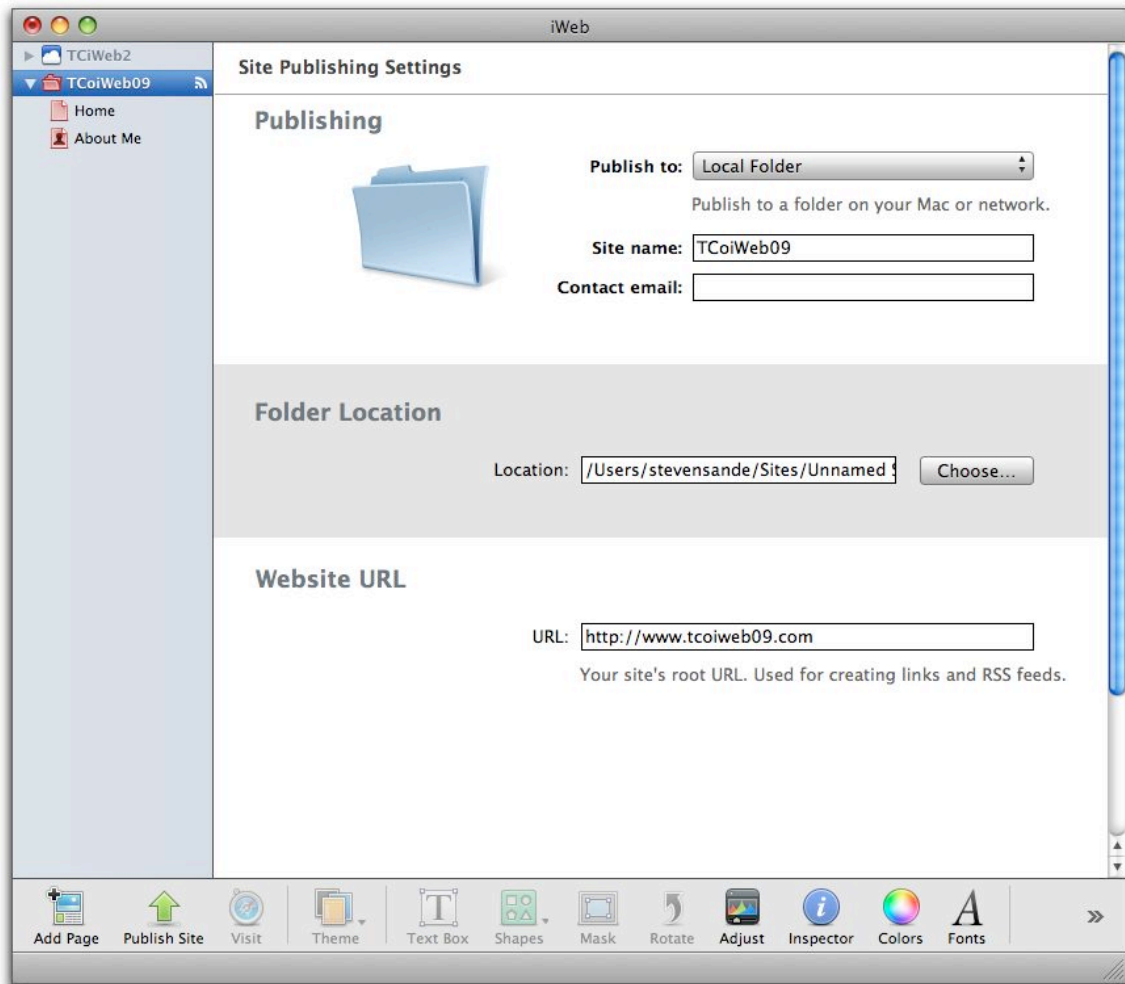


Figure 22: To view the settings for publishing directly to your Mac, select your site in the Sidebar and then choose Local Folder from the “Publish to” pop-up menu.

PUBLISH YOUR SITE

Now that you have populated the Site Publishing Settings for the method that you are using to publish your Web site, you are ready to send the site to the world (or to a local folder). Keep reading to learn about some specifics. I first cover MobileMe (next page) and I then look at how to [Publish to a third-party Web host](#) (ahead a few pages). Other than clicking the “Publish Site” button, no additional steps are required if you are publishing to a local folder.

Publish to MobileMe

Before you publish your iWeb site on MobileMe, you need to verify two things:

- Be sure that you've finished entering the Site Publishing Setup [Settings for MobileMe](#).
- Make sure that your Mac is signed in to MobileMe. You can verify this in one of two ways—either pull up the MobileMe preferences pane in System Preferences and see if the screen says “Signed into MobileMe”, or check the Site Publishing Settings to see if it shows how much available space your iDisk has. If the Available iDisk Storage meter is visible, you're good to go.

Now that you're ready, click the Publish Site button in the toolbar or choose File > Publish Entire Site. The first time you publish your site, every file that makes up the site is uploaded to MobileMe. Since this can include pictures, text, and other media, the first upload can take a relatively long time. Future publishing takes much less time as only the changes to your site are uploaded. You do have the option to publish the entire site again at any time.

Publish Site Changes vs. Publish Entire Site

You can either *Publish Site Changes*, which submits only the pages or sites that have been changed, or *Publish Entire Site*. Which should you choose?

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

At times, though, you should publish all your pages and sites again. For example, if you're publishing on MobileMe and you've accidentally deleted your site from your iDisk, use File > Publish Entire Site to make sure that all site components are uploaded again, not just those that have changed. Publish Entire Site 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 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.

During publishing, a small dialog shows the status as your Mac connects to MobileMe and uploads the site files. It is quickly replaced with a small circle next to the name of the site, which “fills up” as publishing continues. When publishing is completed, a new dialog appears (**Figure 23**).



Figure 23: 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 results of publishing a site to MobileMe using a personal domain, which is described starting on the next page.

Once the site has been published, you have several choices for proceeding:

- **Send email about the site:** 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.
- **Check your published site:** Click Visit Site Now to make sure 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 in the iWeb toolbar.)
- **Do more work in iWeb:** Click OK to return to iWeb’s editing tools.

Publish to a third-party Web host

Once you have enabled [Settings for an FTP server](#), there's only one thing left to do—click the Publish Site button. The first time you publish you should expect the publishing process to take a while to finish, as the entire site is being uploaded. Subsequent commands to publish the site upload only those files that have been changed or added, resulting in much faster publication times.

SET UP A PERSONAL DOMAIN ON MOBILEME

If you own a registered domain name (i.e., www.myplace.com) and you're a MobileMe subscriber, MobileMe and iWeb provide a process for forwarding browsers looking for that domain to the space on MobileMe. By setting this up, you make it possible to publish your site to MobileMe, but retain your domain name in the site's URL.

While writing an earlier edition of this book, I registered the domain name www.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 on MobileMe. (You must be connected to MobileMe for the menu item to be visible.) Your default Web browser opens to the MobileMe login page.
2. Log in to MobileMe. You're directed to the MobileMe Account Summary page.
3. Click the Personal Domain button on the left side of the MobileMe Account Summary page.

MobileMe describes the requirements for setting up a personal domain—a registered domain name that you own and iWeb installed on your Mac.

4. Click the Add Domain button.
5. Enter your domain name twice in the edit fields on the page that appears (**Figure 24**), then press the Continue button.

news

Add Personal Domain

Enter your domain name below and click Continue.

Domain Name Confirm Domain

www. tcoiweb.com www. tcoiweb.com

Go Back Continue

Figure 24: 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 25**) 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”) address to web.me.com, and then return to the page and click the Done button.

What-where-how is a CNAME? CNAME stands for canonical name. Even with knowing that, if you don’t know how to change the settings, call your domain registrar—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 needn’t wait for the change to spread through the Internet.

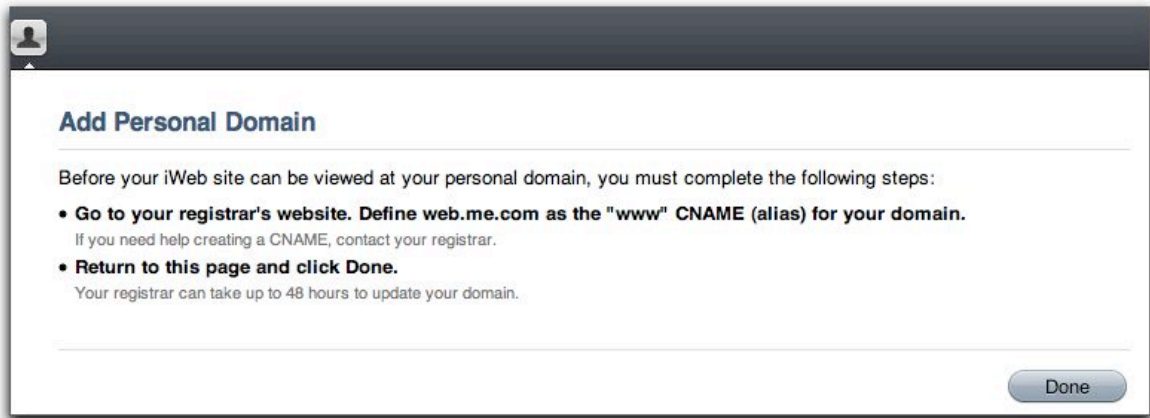


Figure 25: MobileMe now asks me to change the www CNAME (alias) for my domain to point to web.me.com.

Once you've 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.

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.

Work with Text

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

Steve Sande

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 text "Steve Sande" on the About Me page to make it stand out a bit. I selected the text by double-clicking it, and then clicked the Fonts button on the toolbar. Changing from the default Helvetica Neue font to plain Helvetica gave me the slightly bolder 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 salmon 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 26**) 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 underline and strikethrough effects.



Figure 26: 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 formatting in the Text Inspector (**Figure 27**).

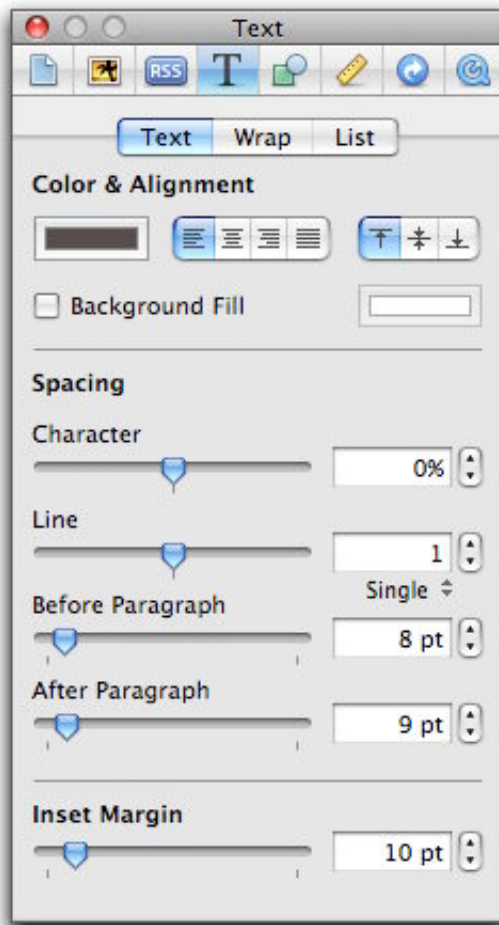


Figure 27: The Text Inspector provides another location to change the color of text in addition to its alignment and spacing controls.

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 (if you are reading in a format besides PDF, perhaps on an iPhone or Kindle, your margins may not be as I’ve described them in this paragraph). 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 28**.



Figure 28: 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* (rhymes with “sledding”) 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 highlight 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 29**.

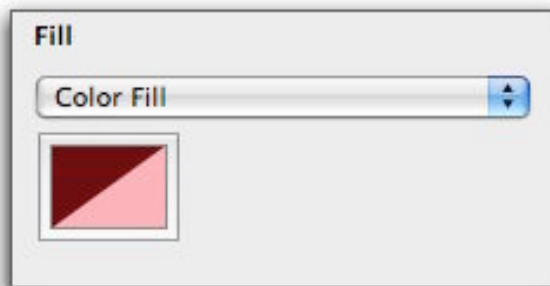


Figure 29: The Fill pop-up menu is a gateway to all sorts of fill effects. The color well, located beneath the menu acts as a button you can click to access the Color panel.

- **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 30**), 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.

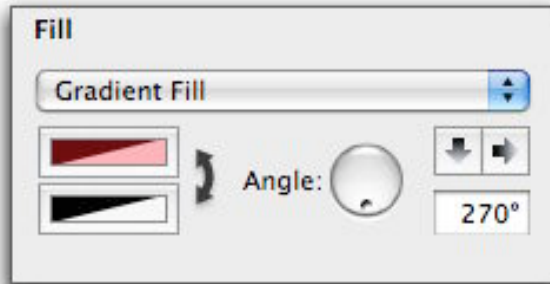


Figure 30: Applying a gradient fill to the background of a text box.

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.

- **Advanced gradient fill:** This fill lends more control than the standard Gradient fill. With it, you can choose a gradient style, change the direction and angle of the gradient, and set gradient colors by sliding the arrows at either of the slider (**Figure 31**).

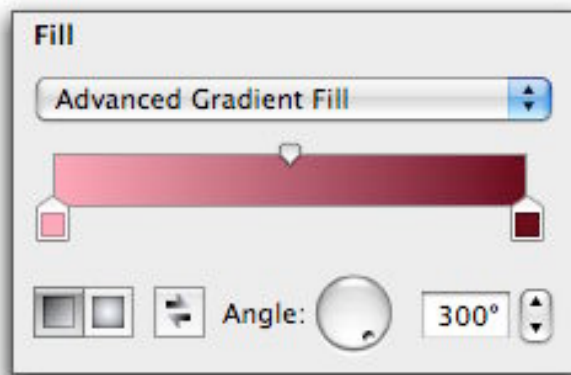


Figure 31: An advanced gradient fill provides much more control over how the gradient is applied to a shape or background.

- **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 32**): 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.

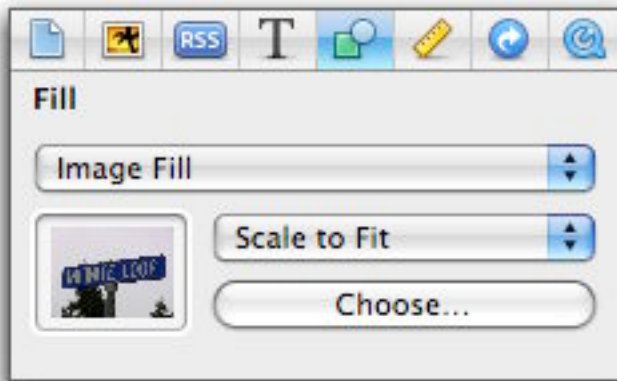


Figure 32:The multifaceted Fill area of the Graphic Inspector changes again when you choose an Image Fill. A standard Finder Open dialog appears when you click the Choose button, allowing you to find and choose the image used for the fill.

- **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 33**).



Figure 33: Using a brown tint on a black and white photograph makes a fine faux sepia-tint picture. (I wonder who this handsome little devil is?).

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 34 shows how I used rotated text and a shadow to label my video podcast page.

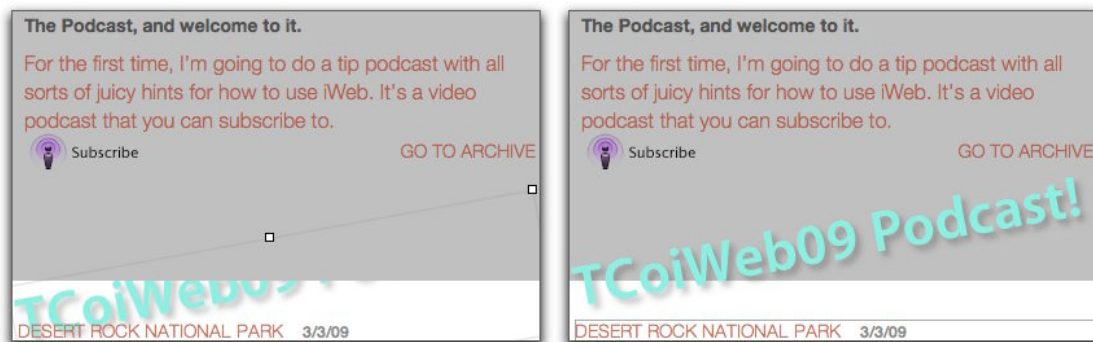


Figure 34: In the left image, I've dragged a text box over a piece of rotated and shadowed text. Using the Bring Forward and Send Backward commands located in the Arrange menu, I can either move the text box back or move the rotated text forward.

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.

Text layering

You have another layout tool at your fingertips with iWeb: layering.

Figure 34 (previous page) shows a side-by-side example of layering in action.

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 35 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 three times.



Figure 35: Creating this dynamic headline for my Podcast page didn't take a special graphics tool like Photoshop. I did it with layers in iWeb.

Note: For more layering examples, see [Layers](#), ahead.

Unicode-Savvy

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

Let's say 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 36**).

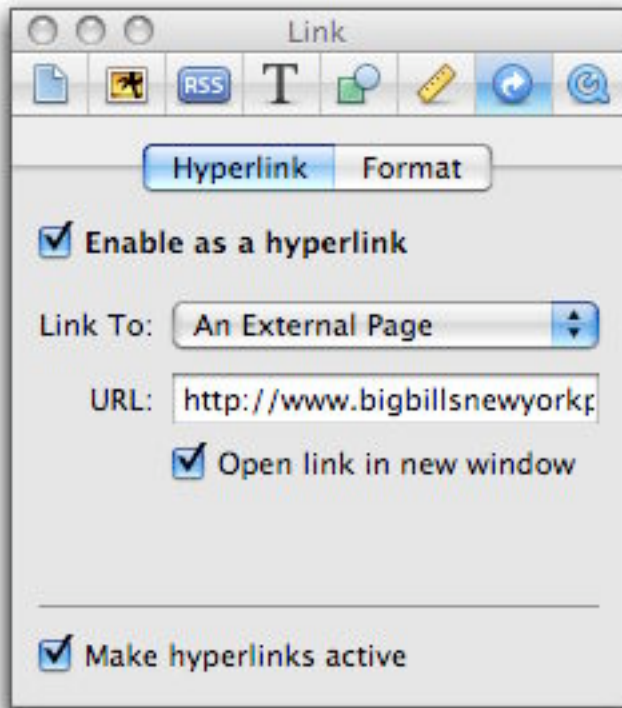



Figure 36: To set up my links, I made these changes

- The first checkbox in the Link Inspector shows that I'm enabling the highlighted text as a hyperlink.
- The pop-up menu indicates that I want to link to a page outside of my own Web site.
- The correct link is in the URL field.
- The checkbox below the URL shows that I want to open the link 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 within your site, choose One of My Pages from the Link To pop-up menu and pick 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, blue icon () appears in the lower right of the graphic. This icon won't appear on the published page, but people visiting 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.

Faster Link Making

Once you've mastered the basics of making links, you can make a link faster by dragging its favicon from a Web browser 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 URL field in a Web browser.) The resulting link text will be the page's title (**Figure 37**).

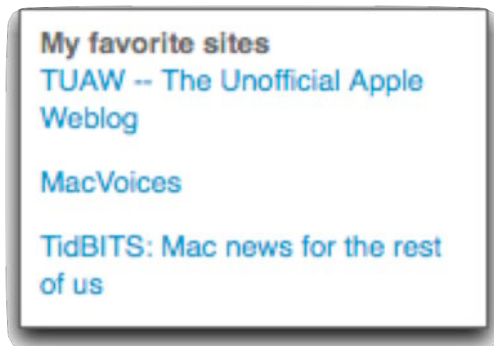


Figure 37: I dragged favicons for the home pages of my three favorite sites from Firefox to iWeb. Now, iWeb shows the title of each page, and iWeb has automatically entered each URL in the Link Inspector.

Change a Hyperlink's Text Color

When you add a hyperlink, it's nice to have its color work with the rest of your site's colors. To customize a link's colors:

1. Open the Link Inspector to the Hyperlink pane and make sure "Make hyperlinks active" is unchecked. (With the box unchecked, when you click a link, you can select it; otherwise, when you click a link, you follow it.)
2. Select a link that you want to format.
3. Return to the Link Inspector, open the Format pane, and pick your options. Along with changing the selected link's color, you can customize the color of the link when a mouse pointer rolls over it, when the link has been visited, or when it's disabled. (Links are disabled in iWeb when the "Make hyperlinks active" box noted in Step 1 is checked.)

Can I Link to a Point on The Same Page?

Anchor or *internal* links have been around since the early days of HTML. They provide a way to link to text or to a picture on the same page. A common use of this feature is to create links from a list of alphabetical letters (A to Z) to words listed in an alphabetical glossary on a long Web page. Clicking the letter T, for example, moves you down the page to the start of the glossary entries beginning with T.

Unfortunately, iWeb can't create anchor links. If you have experience in editing raw HTML, you can add anchor links manually by editing your published iWeb page. However, the next time you publish the page, the information will be overwritten and you'll need to add it back.

If your Web site needs anchor links, you should either prepare to do a lot of HTML editing or use a different Web design tool to create pages that use anchor links.

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:** A link to an email address solves two problems—first, it removes the email address from the Web page, making it slightly less vulnerable to spammers harvesting it, though not much less vulnerable—see the Warning on the next page—and second, it makes it easier for visitors to send email to the address.

You can add a mailto link 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 38**).

Note: iWeb can also add an Email Me button to any page; to do so, choose Insert > Button > Email Me. For more information on the Email Me button, read [Add Special Elements](#).

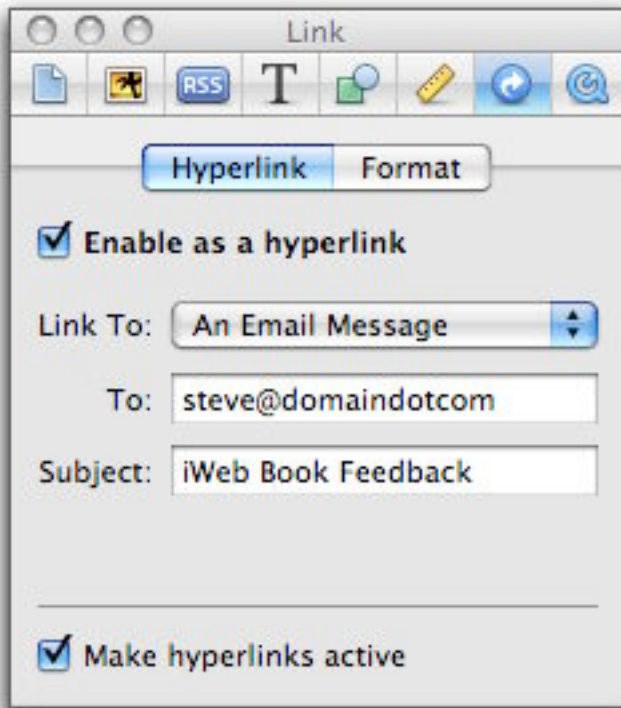


Figure 38: For personal Web sites, mailto links are a great way to encourage feedback from your friends.

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 39**).

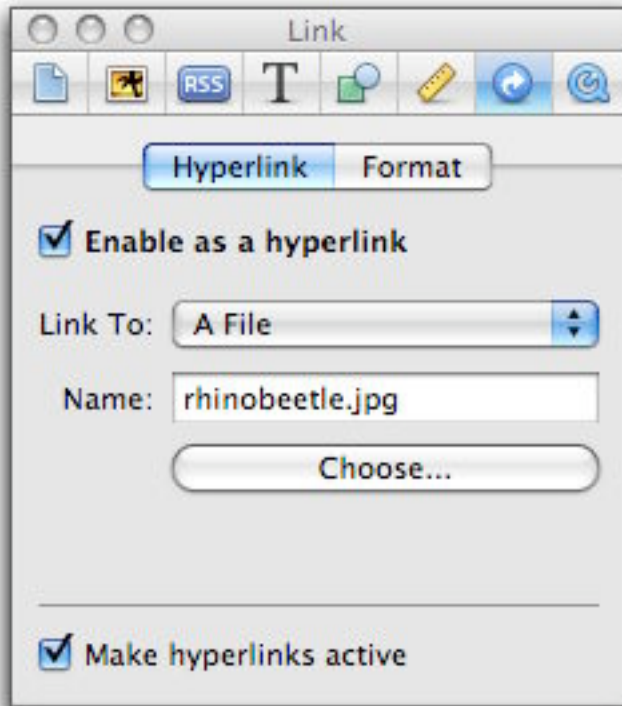


Figure 39: File links are helpful if you have information that you'd like to make available to the public. Be sure that you have created the file or are the copyright owner, and don't allow downloads of other copyrighted material.

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](#) (p. 120).

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 comic speech balloons. 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.)

I discuss each of these options ahead, and I talk about [Changing a shape](#) (for instance, adding more points to a star) and about [Adding text](#) to the inside of a shape.

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 40**).

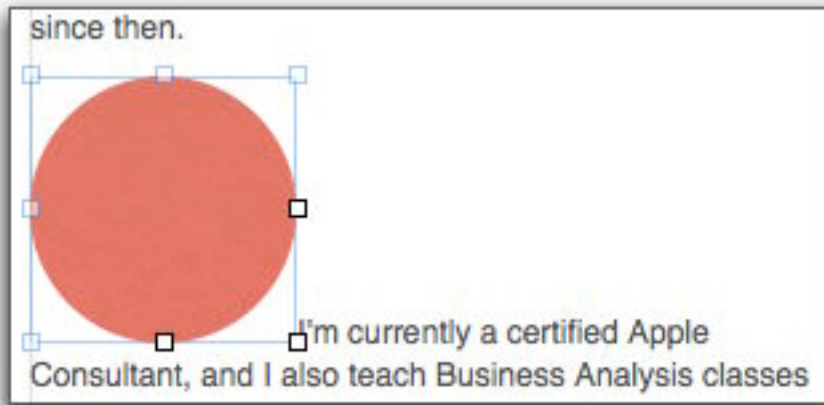


Figure 40: Inserting this shape changed the spacing between two paragraphs of my text and, frankly, I don't like the way it looks. That can be fixed with word wrapping.

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 41**.



Figure 41: 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 42** shows the final product.

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

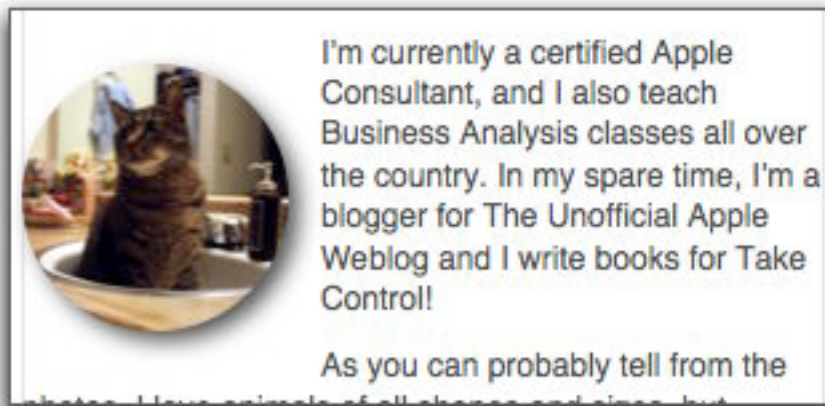


Figure 42: This small medallion, created by adding a shape with an image fill, highlights the text nicely and adds a fun image to the blog posting.

Fixed-object shapes

A *fixed-object shape* is movable anywhere on a page. *Fixed-object* means that the shape stays wherever you put 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 43**.



Figure 43: 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.

Changing a shape

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

- **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 blue circle in **Figure 44**). It's called a circular control because of its shape and to differentiate it from a square handle.

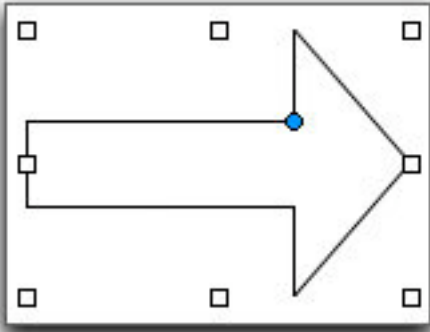


Figure 44: Dragging the circular control changes the width and length of the tail, and the length of the arrowhead.

- **Round rectangles:** The circular control also has an effect on the rounded rectangle shape, where dragging the control can straighten or curve the corners.

Adding text

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 on the About Me 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 45**). To see all your text, either remove some words or enlarge the shape.



Figure 45: 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.

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 sample site (http://www.tcoiweb09.com/TCoiWeb09/About_Me.html).

LAYERS

I touched on the concept of layers earlier in this book (see [Text layering](#)). 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 Bring Forward and Send Backward commands in the Arrange Menu, you can move it in front of or behind other objects. In iWeb 3 there are also new Bring to Front and Send to Back commands, which effectively send the selected object to the front or back of all layers. To effectively use layers with graphics and text, 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 to 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 placing a photo on a site page, and then 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 photo and shape look like **Figure 46**.

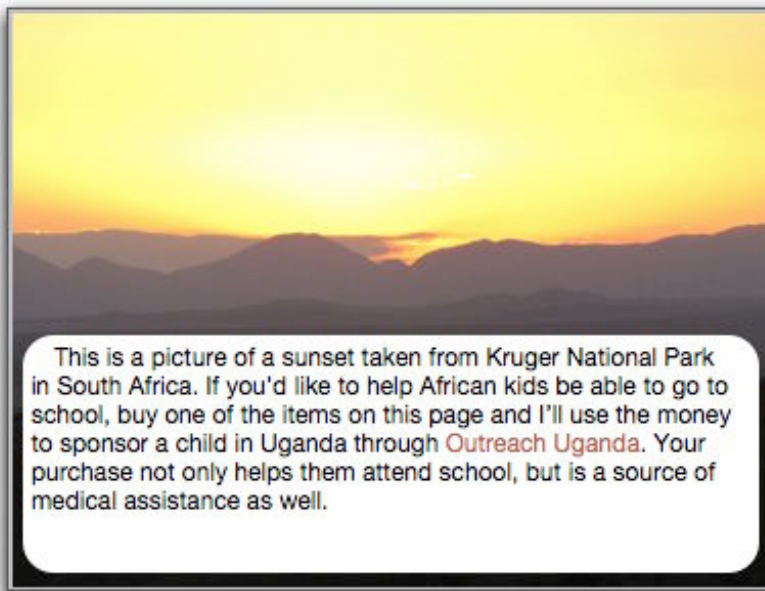


Figure 46: I can't see the forest for the text in this picture. Since I don't want the text to detract from the beautiful sunset, I need to make the rounded rectangle transparent.

3. Select the shape by clicking it.
4. Open the Graphic Inspector and then adjust the opacity of the shape. In my case, 10% 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 one of the colors of the sunset by using the magnifying glass icon in the Colors window to create a text color that contrasted with the darker shades of the foreground (**Figure 47**).

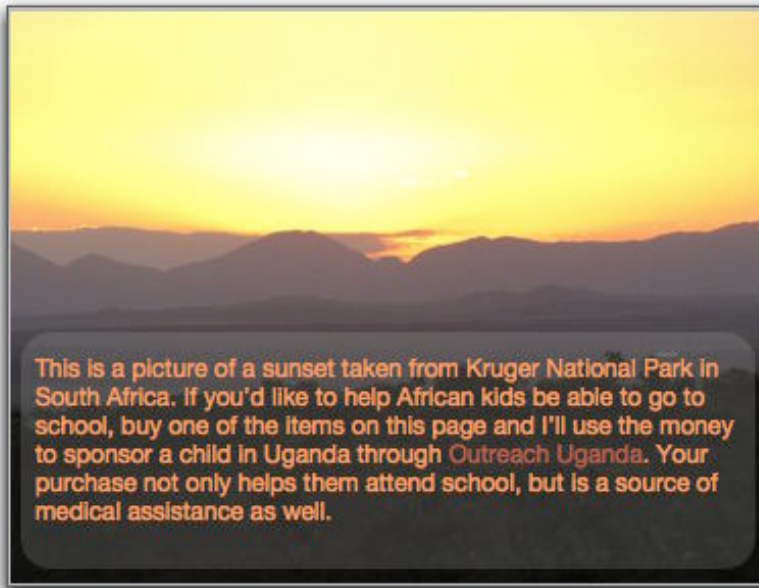


Figure 47: The completed example. You can now see the foreground foothills, and the text is readable. I also used the Adjust tool on the toolbar to enhance the photo.

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 Bring Forward and Send Backward commands and you can find some surprising and wonderful effects.

MASKS

A *mask* allows you to change which 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 removing distracting material in a photo 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 edit the picture so that I focus on the two Swiss Guards on the left (**Figure 48**).



Figure 48: The picture before masking. I'd like to see as much as possible of the two guards on the left and eliminate the woman who is talking to them.

Here's how I can use a mask to hide the woman in the right side of the picture:

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

A mask is applied 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.)

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 49**). The darker part of the image is what will be visible.

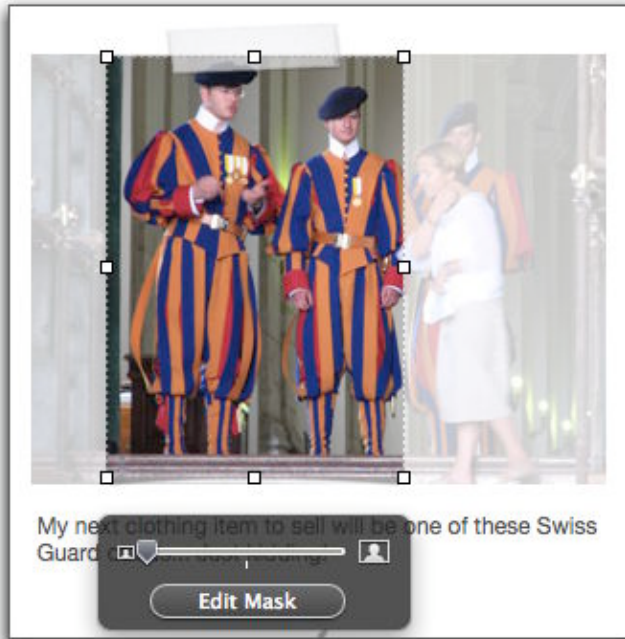


Figure 49: The image is now framed the way I want it, with the two guards nicely framed.

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 sample site and look at the Gear page at <http://www.tcoiweb09.com/TCoiWeb09/Gear.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 of the page.

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.

In this section, I show you how to be an iWeb blogger.


WHAT'S ON AN iWEB BLOG PAGE?

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)

MAKE YOUR BLOG

Let's 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 50**), in case you want to make a new entry right away.

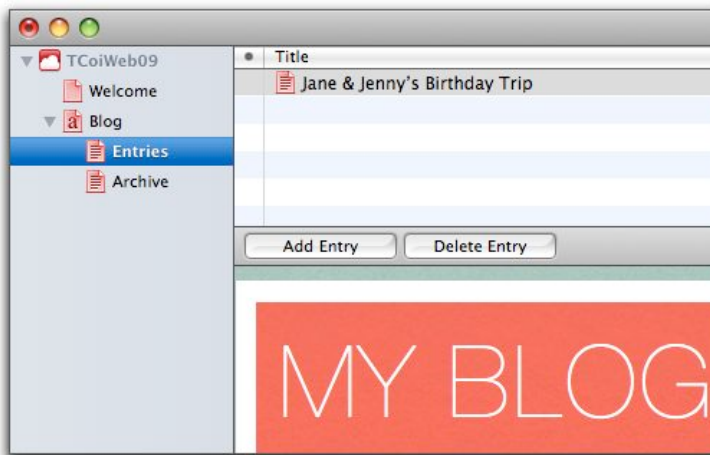


Figure 50: This figure shows a new blog entry in the Fine Line template. *Entries* is selected in the Sidebar, and buttons are available for adding or deleting an entry. Starting a new blog also creates a Blog summary page (called *Blog* in the Sidebar), and an Archive page that automatically collects 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 suggestions I made earlier in [Name Your Site](#).
 - b. **Customize the title:** Sure, *My Blog* is descriptive, but I'd like a headline that matches my 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 Fine Line theme shows a group of smiling, young, attractive people. Since it's been a while since I've been young and attractive, I want to scare you with 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 51**).

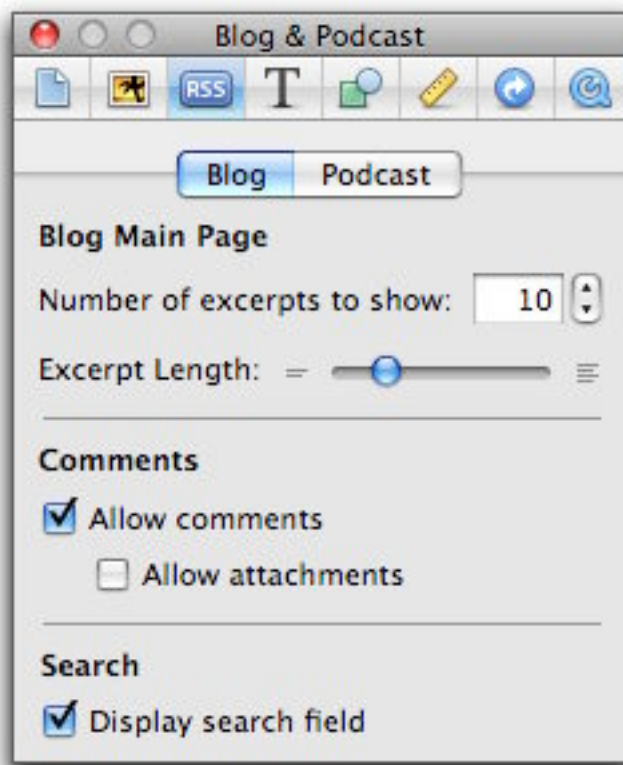


Figure 51: A number of important blog settings are on the Blog view of the Blog & Podcast Inspector.

- 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 no images. With the slider all the way to the right, each blog entry will appear on the Blog summary page in its entirety. 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 52**). 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.

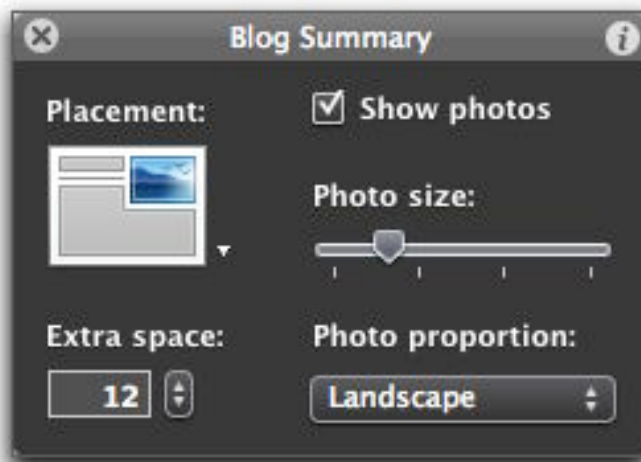


Figure 52: The Blog Summary window provides a way to fine-tune the look of entry excerpts on the Blog Summary page.

- 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](#), earlier 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 53**), you can replace the placeholder text with an actual entry.



Figure 53: 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 already entered a post titled "Musing about Africa."

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 "Musing about Africa."
 - 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, 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 or video 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 with podcatcher software, such as iTunes or Juice, to get 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.”

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 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?

In this section, I explain how to set up a podcast section on your iWeb site, and how to add content from GarageBand, the iSight Movie widget, iMovie, and the Finder. I also include directions for how to [Add an RSS Feed](#) and [Add a Twitter feed](#).


Put an RSS or Twitter Feed in iWeb

Any RSS feed, whether it's from the Twitter microblogging service, a blog, or a blog-like Web site, can now be displayed on an iWeb site, allowing you to show headlines (and sometimes content) from other sites in your iWeb site. To do this, jump ahead to the end of this section, where I discuss how to [Add an RSS Feed](#).

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. On the example Web site, I have a single podcast for both audio and video content.

Here's what to do:

1. **Add a podcast section:** Choose File > New Page (Command-N) or click the  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 54**).

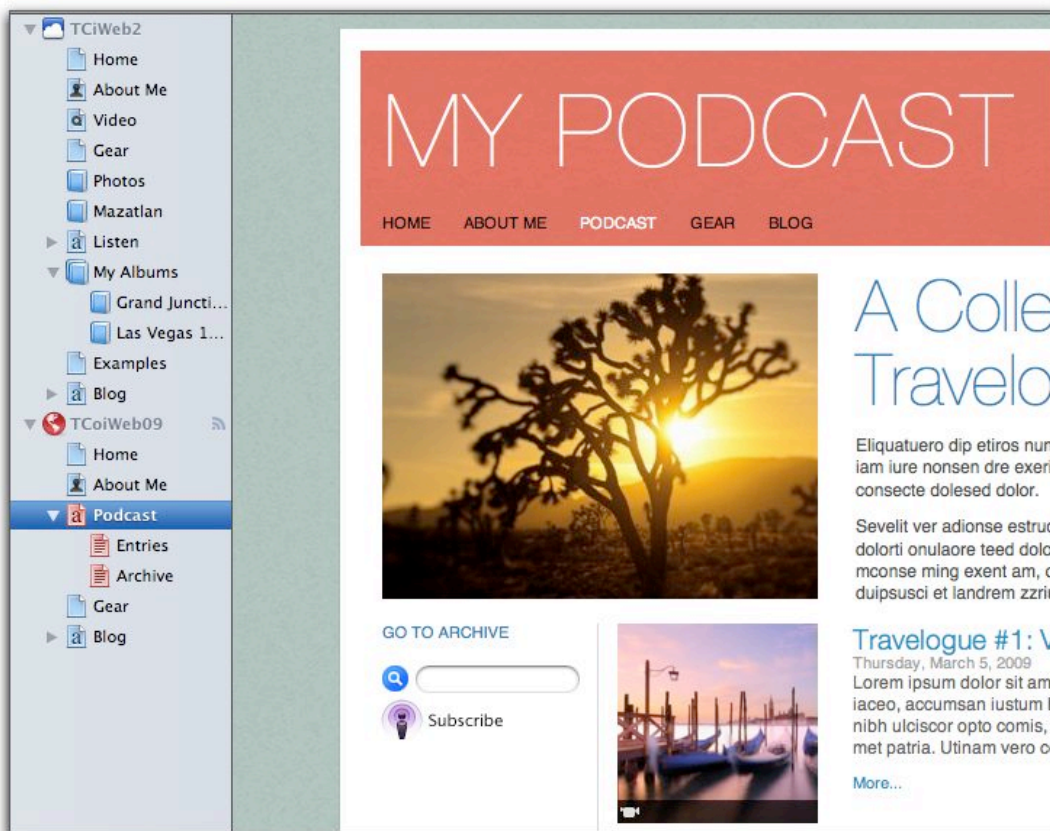


Figure 54: Here is the Podcast summary page in the Fine Line template. iWeb also creates a podcast entries page (called *Entries* in the Sidebar) and an *Archive* page that organizes older podcasts.

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](#).
- b. **Customize the title:** In the Webpage canvas, double-click the title to select it and type a new one. I chose *iWeb Hints & Tips* 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 the number of entries to show:** It's good to keep the Podcast summary page short, so that 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 listen to or watch the podcast.
- g. **Set the podcast details:** In the Blog & Podcast Inspector, click the Podcast button. In the Podcast view (**Figure 55**), 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.

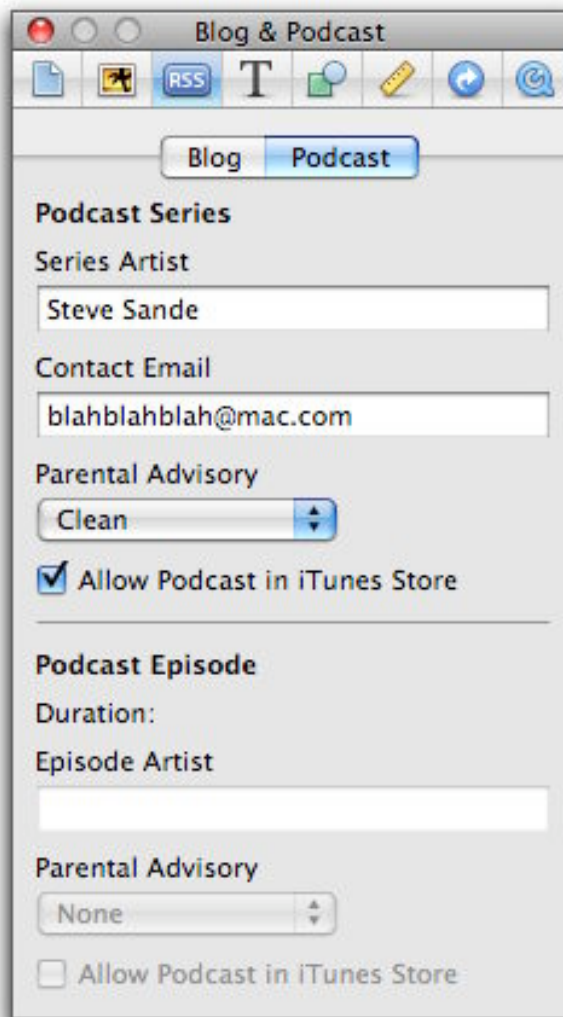


Figure 55: Podcast Series vs. Podcast Episode

- 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.
4. 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

iWeb makes it easy to include audio and video podcasts on your site. Let's take a quick look at your options for adding episodes:

- **GarageBand:** GarageBand is a commonly used tool for creating podcasts, and it comes with iWeb in the iLife '09 suite, so you already own it. GarageBand has special podcast tools, including automatic *ducking* (turning down the volume of music when narration begins) and adding iTunes enhancements (like chapters). (Look later on this page for directions)
- **Create an ad-hoc video with your iSight camera:** New in iWeb 3, this options is great for making a low-budget, low-effort video podcast, so long as your Mac has a built-in iSight camera. (Read [Add an episode with the iSight Movie widget.](#))
- **Import from iMovie:** To make a more sophisticated video podcast, you might turn to iMovie, which comes with iWeb in the iLife '09 suite, so you already own it. iMovie 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. (See [Add an episode from iMovie.](#))
- **Import from the Finder:** If, for whatever reason, none of the above options work for you, you can simply import your podcast file from the Finder directly. (Read [Add an episode from the Finder.](#))

First time? *If you are setting up podcasting on your site for the first time, once you've added an episode, be sure to skip ahead to later in this section, where I tell you how to [Submit a Podcast to iTunes.](#)*

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 (Mono, Spoken, Musical, Higher Quality, or Custom).

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 56**). If you don't add any pictures to your podcast, iWeb uses a generic podcast icon.

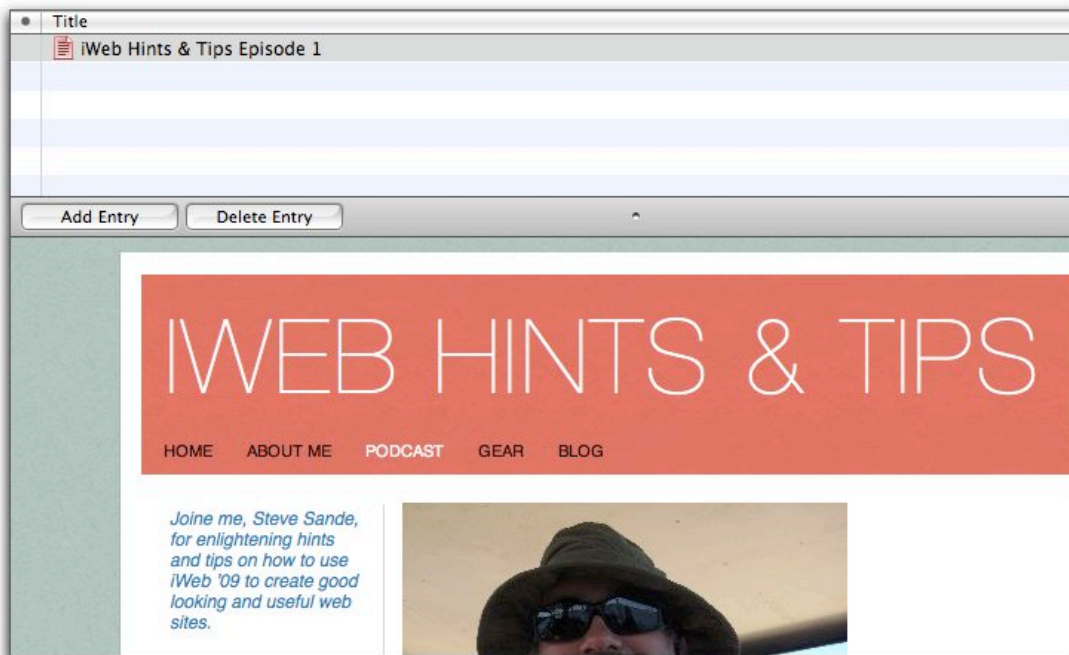


Figure 56: The first picture in your GarageBand podcast track appears in the picture placeholder. iWeb uses the name of your GarageBand podcast as the title description.

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.

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 site. Save your site and publish it using the instructions in [Publish Your Site](#). Also, if you haven't already, don't forget to do the steps in [Submit a Podcast to iTunes](#).

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

Add an episode with the iSight Movie widget

One of the new widgets available from the Media Browser is the iSight Movie widget. If you have an iSight camera in your monitor or laptop, you can use this tool to record and place short video podcasts on your Web site using iWeb—and nothing else:

1. With iWeb open to your Podcast Entries page, click the Add Entry button. A blank podcast page appears with a video placeholder.
2. If the Media Browser isn't visible, click the Show Media button. In the Media Browser, click Widgets, then drag the iSight Movie widget and drop it onto the video placeholder. Within a few seconds, your iSight camera turns on and you'll see yourself in the widget (**Figure 57**).



Figure 57: Adding a video podcast with the iSight Movie widget is quick, but you can't edit your work.

3. When you're ready to start recording, click the red record button. iWeb provides a 3-second countdown, and then begins recording your video.
4. Ready to wrap? Click the same button (which turns into a black-and-white stop button) to stop the recording. You can preview your video masterpiece by clicking the play button, and then re-record, if necessary, by clicking on the video and clicking the "Start the camera" button that appears.
5. If you are happy with your video, update the page title, the name of the podcast, and also add or edit text where appropriate.

When you're done, click the Publish Site button to upload your award-winning video to your Web site. Also, if you haven't already, you may wish to do the steps in [Submit a Podcast to iTunes](#).

Add an episode from iMovie

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

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

2. iMovie prompts you to choose between different types of movie file settings. Selecting one of the Computer or MobileMe settings produces a file that is easily shared online. In order to share a video on an iPhone or a computer, I selected Mobile as the size (480 by 360 pixels, and then clicked the Publish button.

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 over 2 minutes to complete this step.

3. When completed, open the Media Browser and find the movie that was just created. To embed the movie in a Web site, drag it from the Media Browser to the placeholder on the iWeb page.

Little black box? Sometimes you may decide to start your video with a totally black title screen that then evolves into an animated title. Unfortunately, the first frame is completely black so the “key” picture in iWeb is a black box. To avoid this in your video podcasts, either add a still photo at the start of your video podcast or overlay titles on the video.

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 double-clicking the title in the list of podcasts and typing the new name.
5. Delete or change the text on the page. To delete it, click the text and press Delete. To change the text, double-click it and type your new title, headline, or description.

Your video podcast is now ready to go live! Save your iWeb site and publish it using the instructions in [Publish Your Site](#). If you haven't already done so, you may wish to follow the steps in Submit a Podcast to iTunes.

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 *Entries* 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 58**).



Figure 58: 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](#). Also, if you haven't already, you may wish to do the steps in [Submit a Podcast to iTunes](#), next.

SUBMIT A PODCAST TO iTunes

Doing all of this work to publish a podcast is a waste of time if nobody listens to or watches your work. iWeb provides a quick way to add a podcast listing to iTunes. iTunes contains the world's 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 iTunes:

1. Choose File > Submit Podcast to iTunes.

A dialog appears (**Figure 59**). 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 59: The violet background, the photo and the description of the podcast are the content that is visible to people who visit this podcast listing in the iTunes 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 60 shows what I saw when I submitted my podcast to iTunes.



Figure 60: There's no need for you to 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, noting 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 AN RSS FEED

RSS stands for "Really Simple Syndication," and it's a way to publish frequently updated information, such as blogs or podcasts, to the Web in a standard format. For example, other people can subscribe to the RSS feed that is created for your iWeb blog or podcast, thus accessing your content via the RSS feature in programs such as Safari and Apple Mail, or in a specialized RSS-reading application. Conversely, you can bring an RSS feed *in to* your Web site, thus showing information from other Web sites in yours. Keep reading to get a general example and to learn how to bring in a Twitter feed.

I'd like people who visit my example Web site to see examples of some of my latest online writing. Follow along as I add a feed of my *TUAW* posts to the Examples page on my site:

1. Determine the address of the RSS feed and copy it.

To do this, I went to the *TUAW* site, which has a Web page that shows only the posts I have written. In the address bar at the top of that page is a small RSS icon. The icon looks slightly different in Safari () and Firefox (). I click the RSS icon, causing the RSS feed URL to appear in the address bar of my Web browser (<http://www.tuaw.com/bloggers/steven-sande/rss.xml>), where I select it and copy it to my Clipboard.

No browser window? Depending on how your Mac is set up, the RSS feed URL may display elsewhere. For example, Apple Mail may be set up as the default RSS newsgroup reader on your Mac. Chances are good that you'll be able to copy it no matter where it appears.

2. Opening iWeb to the Examples page, I open the Media Browser to the Widgets pane and drag the RSS Feed widget to an open area on the page.

A small gray rectangle denoting where the feed will be located and a black RSS Feed window appear (**Figure 61**).

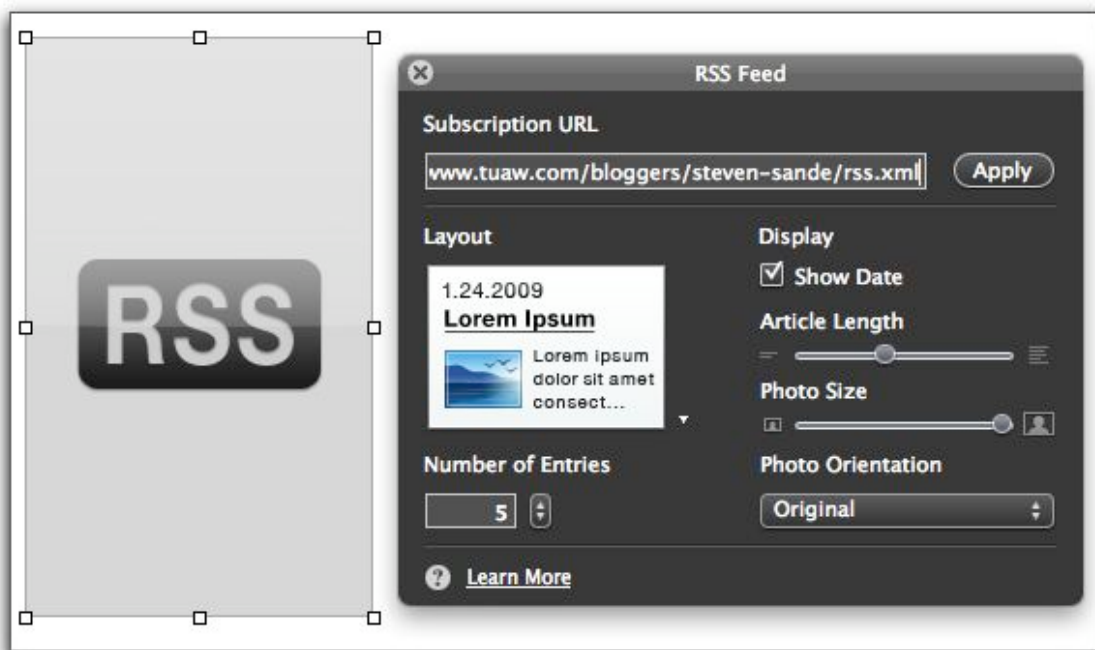


Figure 61: Use the RSS Feed window to define the URL and configuration of the feed you're adding to a Web page.

3. To configure the RSS feed, I paste the URL into the Subscription URL field.

You can also change the layout of the RSS feed to display with or without pictures, configure the number of entries you want to display, and make other changes. When you're done, click the Apply button, then click the close button in the upper left of the dialog to dismiss it.

4. If you would like to provide more room for the RSS feed, click on one of the handles on the RSS box (the small squares located around the RSS box at the left of **Figure 61**, previous page) and drag it to resize the feed box.
5. Once you've clicked the Apply button, your feed appears in both iWeb and on your published site (**Figure 62**).

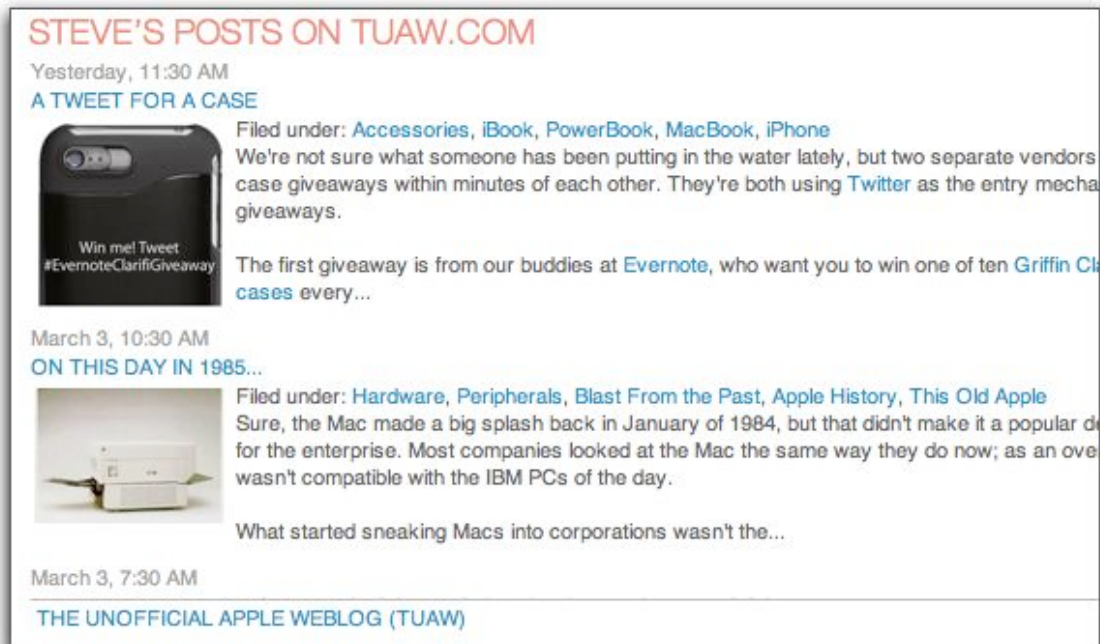


Figure 62: You can add any RSS feed to your iWeb site using the RSS Feed widget.

Don't Violate Copyright

When someone sets up an RSS feed, they control how much of the original articles appear in the feed, which is mostly intended for individual readers, not reposting on other Web sites.

If you include an RSS feed that shows entire articles, or big chunks of articles, you should check with the publisher to be certain you aren't violating copyright. For example, while *TUAW* is happy to get more readers coming into their site from my iWeb page, they'd probably be much less excited if I were displaying the complete articles on my iWeb site, thus not forwarding them readers, since *TUAW* needs readers in order to attract advertisers and stay in business.

Add a Twitter feed

Do you tweet? No, I'm not asking if you've lost your mind and think you're a bird. I'm asking if you're one of the millions of people who have embraced Twitter. Twitter is a social networking tool that operates on the premise of letting people know what you're currently doing or thinking about in 140 characters or less. You can find out more about Twitter at <http://www.twitter.com/>.

Adding a Twitter feed to your iWeb site can provide a constantly updated view at what you are doing. Since a Twitter feed is simply an RSS feed, you can use the RSS Feed widget to add it to your Web site:

1. To find the RSS feed for your Twitter account, go to your Twitter page on the Twitter Web site. For example, my personal Twitter page is at <http://www.twitter.com/stevensande>.
2. On the right of the page, below the list of people you're following, Control-click (right-click) the link "RSS feed of *your* updates" and from the contextual menu, choose Copy Link Location (**Figure 63**).

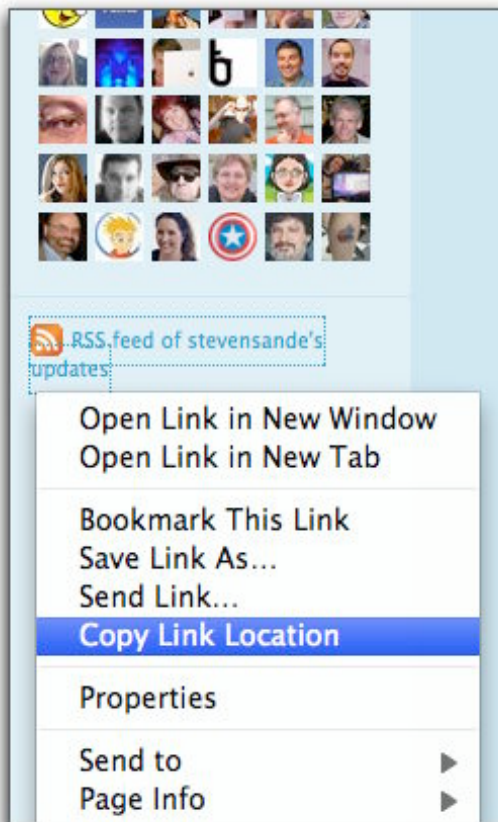


Figure 63: Control-click (right-click) the RSS icon on your Twitter page to copy the feed URL so it can be added to your iWeb site.

3. In iWeb, open the Media Browser to the Widgets pane and drag the RSS Feed widget to your Web page.
4. In the RSS Feed dialog that appears, paste the URL for the Twitter feed. Select the various attributes for the feed—as described just previously—then click Apply.

You add not only your own Twitter feed, but also any other Twitter feed you're following. It's a wonderful way to add fresh content to your Web site without having to edit your site every day. Visit my Twitter feed on the Examples Web page at <http://www.tcoiweb09.com/TCoiWeb09/Examples.html>.

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.

Here's a summary of your options:

- **Insert a single photo:** If you just want to add a single photo, you can do so via the Media Browser or the Finder, but don't miss trying the new iSight Photo widget to quickly add a photo of yourself (I cover the iSight Photo widget below on this page).
- **Photo pages:** You can [Create a Photo Page](#) to display as many as 300 photos on the page and offer a nice slideshow option.
- **My Album pages:** 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.
- **MobileMe galleries:** You can [Work with MobileMe Galleries](#) in iPhoto and publish them to your MobileMe account. Web galleries have several 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.

Still More Info on Photos in the Next Section

For advice on enhancing the appearance of your photos using tools in iWeb, or for details on making them into clickable links, see the next section, [Enhance Photos](#).

USE THE ISIGHT PHOTO WIDGET

As you've seen in earlier sections of this book, adding photos to an iWeb page is as easy as dragging one from the Media Browser or Finder, and then dropping it on the page or a placeholder. But did

you know you can also add pictures directly from the iSight camera built into most Macs and some monitors?

The new iSight Photo widget is great for snapping a quick photo while you're writing a blog entry and having it immediately embedded in your iWeb page. Let's give it a try:

1. With a page open in your iWeb site, make sure the Media Browser is showing, and then drag the iSight Photo widget from the Media Browser to the place where you'd like your picture to appear.
2. A black window appears on the screen below an image from the iSight camera (**Figure 64**).



Figure 64: The iSight Photo widget opens a window onto your current emotions by taking a picture of you sitting at your iSight-equipped Mac.


3. When you're ready to take a picture, click the red "Capture a photo" button. After a quick 3-second countdown, the screen of your Mac flashes and your photo is snapped. If you don't like the photo, just click the button again for a new chance.

Maybe you'd like to add a lot of photos from your iPhoto Library. If that's the case, read on to learn how to create a photo or album page.

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 import photos from iPhoto, you can continue with these steps, but if you'd prefer to work in iPhoto immediately before the import, perhaps to double-check photo titles, 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  button below the Sidebar. Click the Photo template, and then click Choose.

A Photo page with placeholders appears (**Figure 65**).

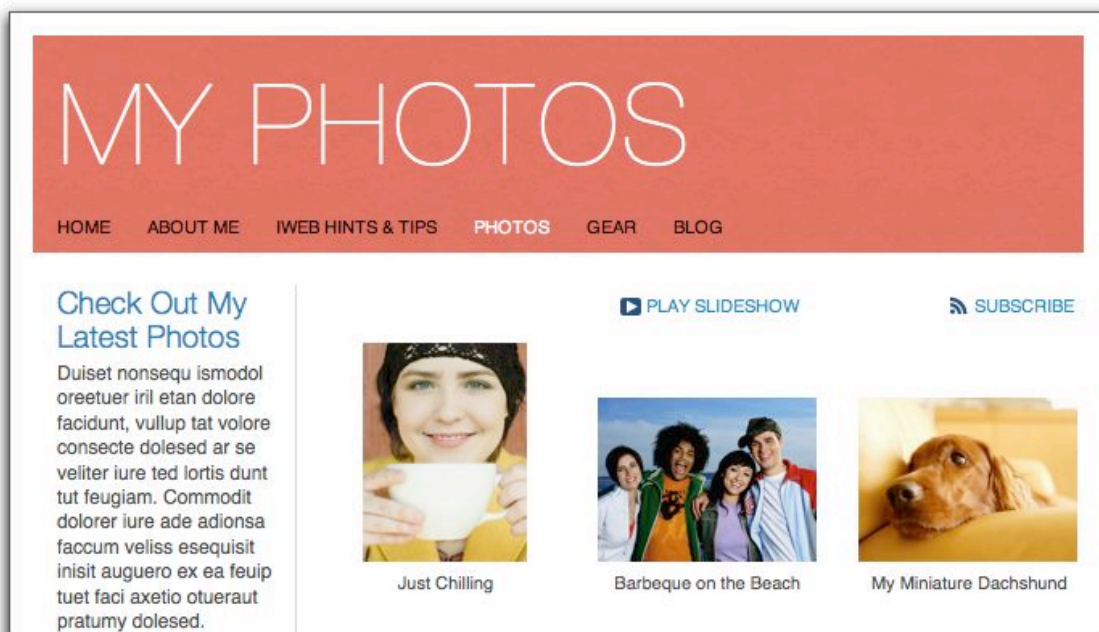


Figure 65: The headline (*My Photos*), text, and photos are all placeholders for your custom content.

3. If you plan to have more than one Photo page or you 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, *My Photos*, is fine, but I'd like something more dramatic. Double-click the headline placeholder and type a new title. For my example Photo page, I changed it to *Visions*.
5. That paragraph of *lorem ipsum* needs to go. Double-click it, and then type a description of the pictures you're adding.
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 66**) and adjust the Caption lines option by clicking its up or down arrow.



Figure 66: Use the Photo Grid window to change the number of columns and lines in the caption, frame your pictures, and specify the number of photos on each page.

11. In most iWeb templates, pictures initially appear in three columns. To make your photos appear larger or smaller, you can change the layout by choosing the number of columns (**Figure 66**, 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.

Framed alternative: *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 one photo, 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 (**Figure 67**). 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.

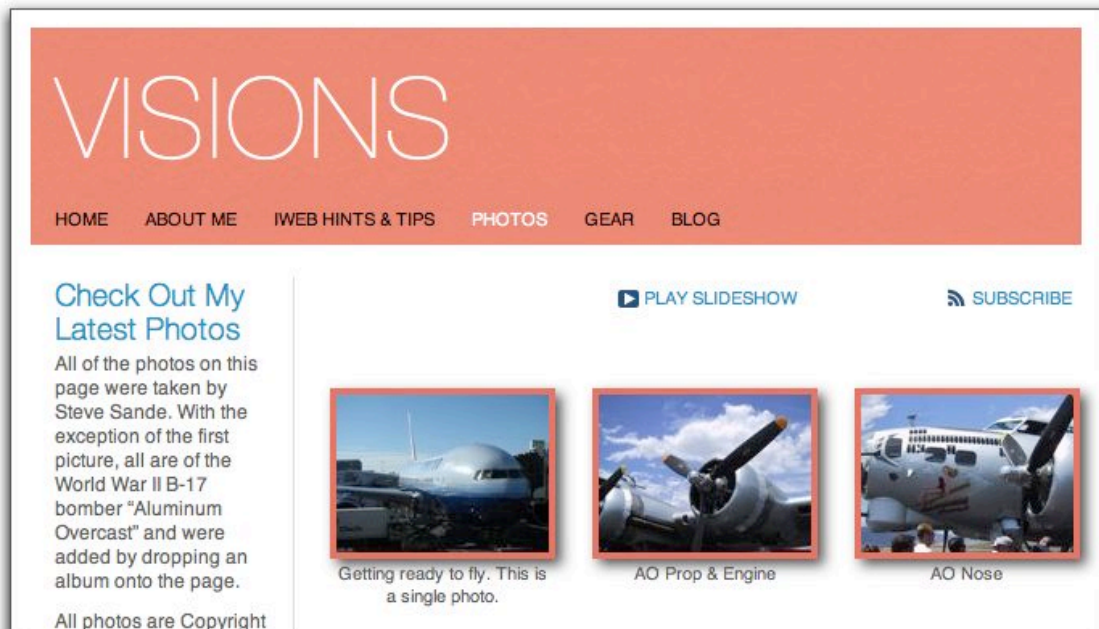



Figure 67: My customized Photo page looks different than the template page, and it took little work to change the format and frame style.

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.

SET UP A MY ALBUMS PAGE

The My Albums page type 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  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 68**).

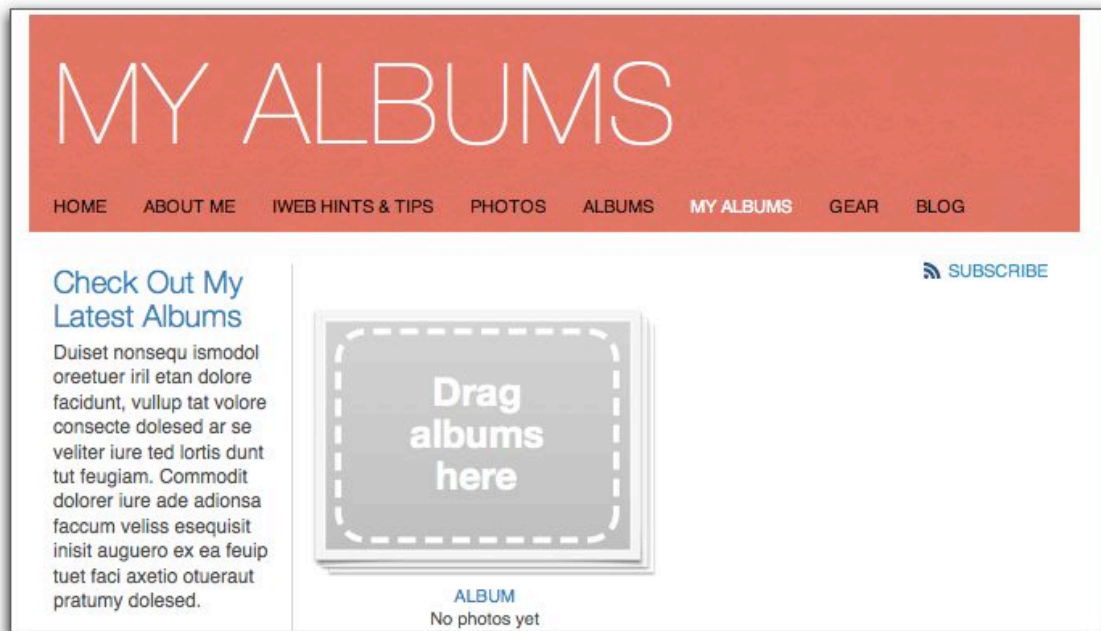


Figure 68: Here's a blank My Albums page in the Fine Line template. Everything on the page is a placeholder you need to change to customize your iWeb site.

2. Customize the page headline and title. Double-click the page headline and type in your headline; then double-click the title to edit it.
3. That stack of photos that makes up the photo album in the theme I chose (**Figure 68**, above) is a bit boring. iWeb provides a way for you to change the style to one of 17 types. Click the album and a black window appears (**Figure 69**).

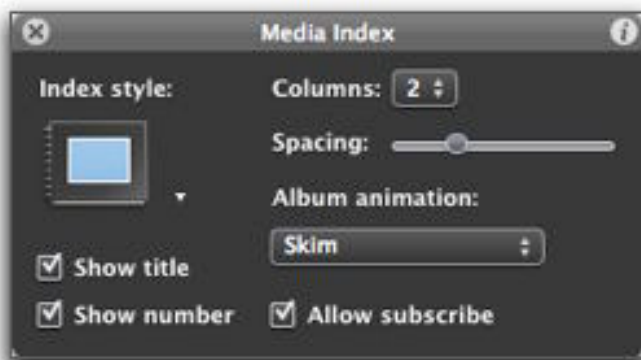


Figure 69: Use the Media Index window to change the look and features of your photo albums.

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 window 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 your 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 window by clicking the X in the upper left corner.
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.
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 on 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](#).)

Be sure to visit my Web site to see how My Albums pages work—
<http://www.tcoiweb09.com/TCoiWeb09/Albums/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 titles of the photos in iPhoto, since the titles 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 or event selected when you chose Photo Page, the page will have the same name as the album or event.)
 - **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 MOBILEME GALLERIES

A MobileMe gallery is a page displaying photo albums that you publish to a MobileMe account from iPhoto. Each album is viewable by others, and you can make individual albums available to everyone or only to people you've provided passwords to. You can also allow viewers to download your photos or upload additional photos to an album.

What I personally like about MobileMe galleries is how good they look! Visitors to your gallery see each of your published albums, and they can quickly review the contents of an album simply by moving the mouse pointer left and right over the album. This “scrubbing” motion allows the visitor to scroll through 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. Another view places all the photos in an album into a mosaic-like grid. And there's a slideshow option.

Those options all sound like fun, don't they? Adding an iPhoto Web gallery to an iWeb page provides interest and functionality to that page. To add an iPhoto Web gallery to an iWeb page:

1. From the iWeb page where you want to add the gallery, choose Insert > Widget > MobileMe Gallery, or drag the MobileMe Gallery widget in from the Media Browser.
2. From the MobileMe Gallery window that appears, from the Display pop-up menu, choose one of the albums to use as a display album.

A small, animated photo appears on the iWeb page, showing the key photo from the album you chose in Step 2. What I mean by "animated" is that it automatically shows the album as a slideshow and moving the mouse pointer left and right over the photo scrolls through the album.

Your visitors can click on the photo to open a new browser window featuring the album in your MobileMe Gallery, complete with the viewing controls that I described above.

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 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 tool—[Instant Alpha](#)—to eliminate cluttered backgrounds in photos. I also cover 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 PHOTO FORMATTING

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: 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 70**).

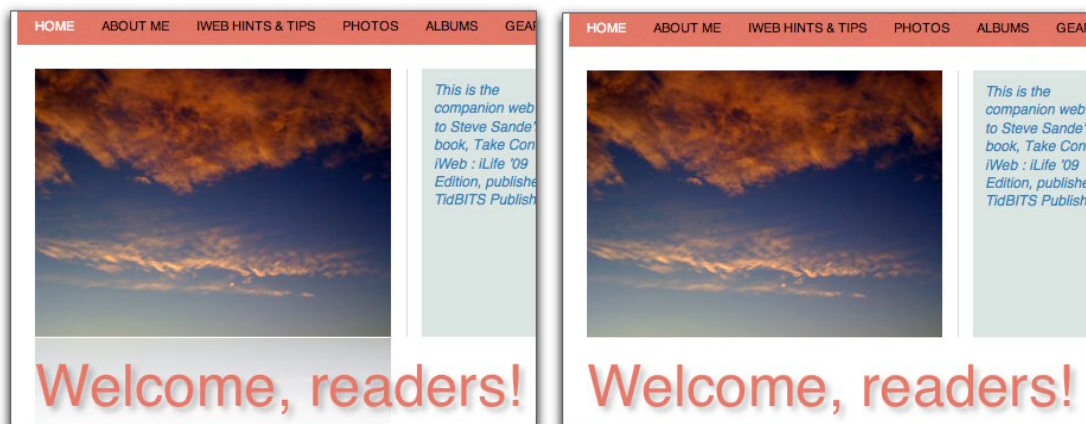


Figure 70: Photos on a Web page without (left) and with (right) a reflection. Should you use a reflection? You make the call. In this case, I found the reflection distracting so I removed it.

- **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 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 71**).



Figure 71: 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. Under Layout, 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 72**).

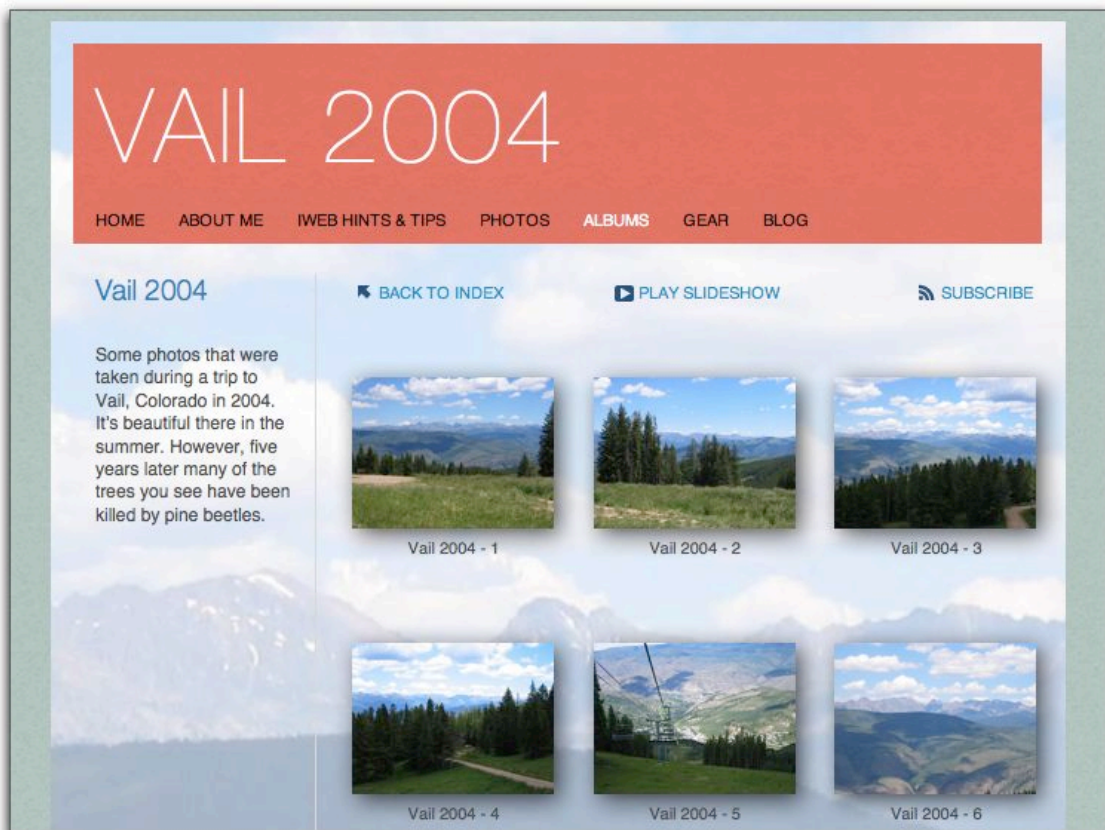


Figure 72: To jazz up a photo page about a trip to Vail, Colorado, I used a photo as the page background, reducing its opacity to serve as a non-disruptive backdrop.

I used shadowing to make the other photos 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'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 picture of a cat. When I took a picture of the cat, it was against a concrete floor that detracted from the photo. What I wanted is to have the cat 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 message appears on the screen (**Figure 73**).

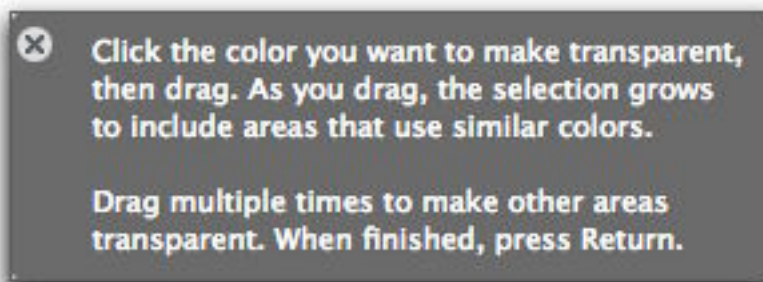


Figure 73: Is this the first time you've used Instant Alpha? Have you used it before, but forgotten how it works? iWeb provides succinct help each time you invoke Instant Alpha.

3. As noted in the message, just click on the color you want to make transparent and then drag the mouse. A complementary-colored 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 cat (**Figure 74**).

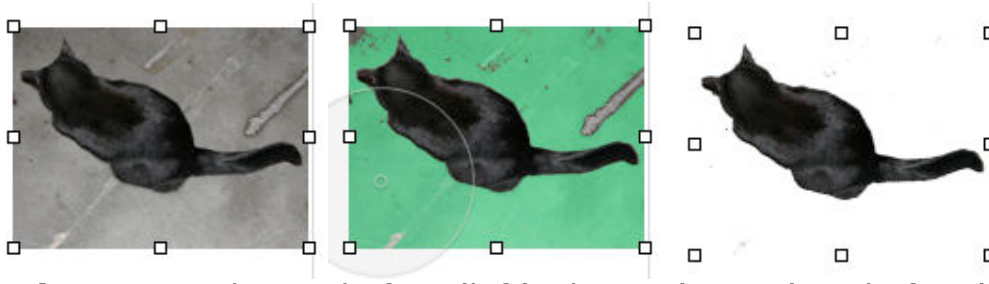


Figure 74: The cat before (left), during (center) and after (right) applying Instant Alpha.

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 to 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 once created an iWeb 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. 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 [Add a YouTube Video](#) to your Web page using the YouTube widget.

I discuss both options in this section

Note: For information about video podcasting, flip back to the [Publish a Podcast](#) section, and especially check out the topics relating to iMovie and to the iSight Movie widget.

Import from the Finder? You needn't have a movie in iMovie or YouTube to include it on an iMovie page. For example, you can drag a QuickTime movie into an iWeb page from the Finder.

ADD AN iMOVIE VIDEO

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

A dialog appears, asking you to select the format(s) for exporting your movies (**Figure 75**).

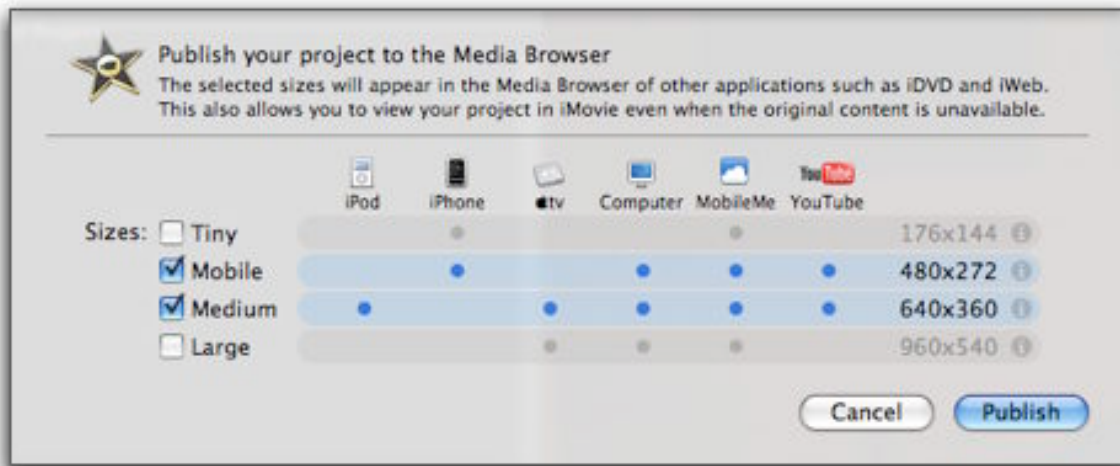


Figure 75: Sharing your movie to the Media Browser makes it available to any application that uses the Media Browser. In this example, I chose to export to a file so that it will be viewable on iPhones and computers, as well as on MobileMe and YouTube.

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 time-consuming. On a midrange 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  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, click the Movies button in the Media Browser. Drag your movie choice from the Media Browser and drop it on the movie placeholder.

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. If you added a Movie page, edit the headline and the descriptive text for the 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 Photo Formatting](#)).

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

Video for Windows Users

iMovie 8 (the version that comes with iLife '09) 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 upgraded 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 YOUTUBE VIDEO

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, using the YouTube widget:

1. Start by visiting YouTube and locating the video you wish to insert. Just to the right of the video screen is an informational area that has a URL for the movie (**Figure 76**). Select and copy the URL.

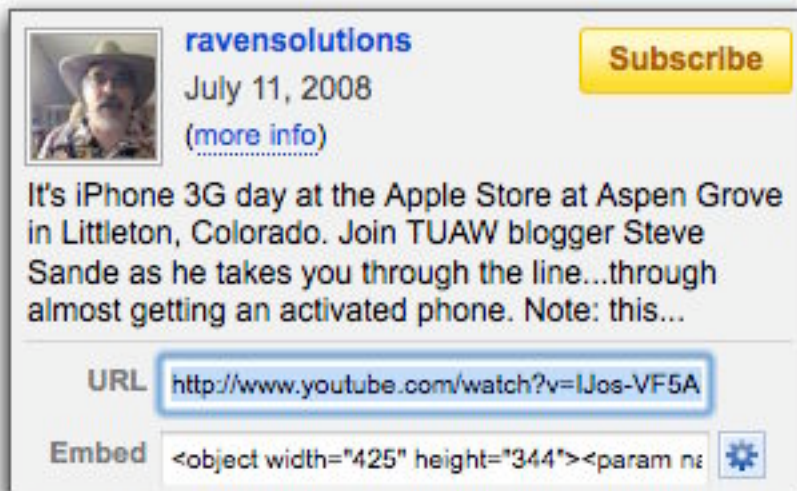


Figure 76: YouTube videos include a URL that is normally used to tell friends about a video. That URL is what we want to copy.

2. In iWeb, click the Widgets button in the Media Browser and drag the YouTube widget to the appropriate place on your page.

A box marked with the YouTube logo appears, in addition to a floating, black YouTube window (**Figure 77**).



Figure 77: The YouTube box is the size of a YouTube movie. Just paste the URL into the proper field to add the movie to your site.

3. In the window's large edit field, paste the URL that you just copied from the YouTube site, then click the Apply button.
4. Click the X in the upper left of the YouTube window to close it.
5. Save and publish your iWeb site.

Your readers can now enjoy the video (**Figure 78**).

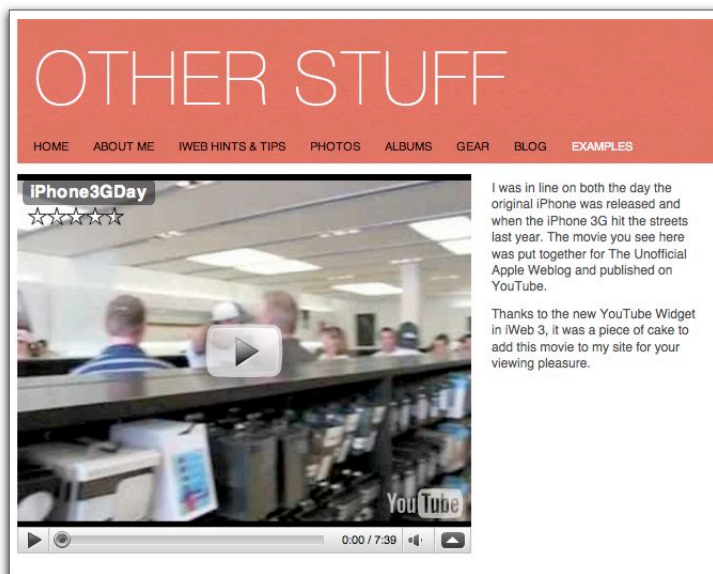


Figure 78: The YouTube widget makes it easy to add a YouTube movie to your iWeb site in just a few seconds.

Money, Maps & 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.

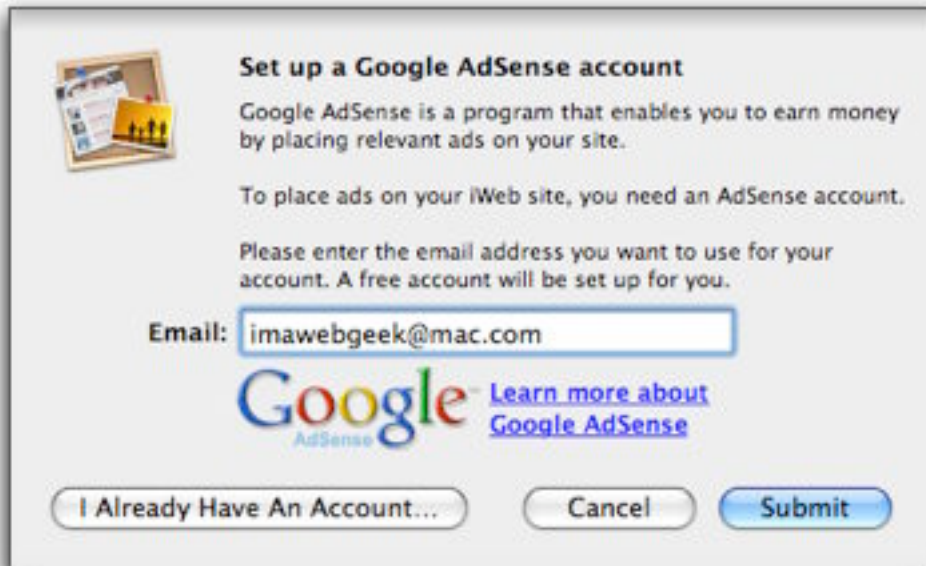
Perhaps you'd like to add a form to your site, either to gather names or to conduct a survey. Or, maybe you'd like to add a map? I cover these options and more in this section.

ADD GOOGLE ADSENSE ADS

Google AdSense is the most prevalent example of an affiliate program. Affiliate programs provide advertising content to your Web site and provide a way to make ad revenue for your site. Apple and Google are close partners, and they've worked together to create an easy way for you to add Google AdSense ads to your iWeb pages.

Here's how to sign up to show AdSense ads on your iWeb site:

1. Choose File > Set Up Google AdSense.
2. In the resulting dialog (**Figure 79**), enter your email address and click Submit. (Of course, if you already are a member, click the I Already Have an Account button.)



Set up a Google AdSense account

Google AdSense is a program that enables you to earn money by placing relevant ads on your site.

To place ads on your iWeb site, you need an AdSense account.

Please enter the email address you want to use for your account. A free account will be set up for you.

Email:


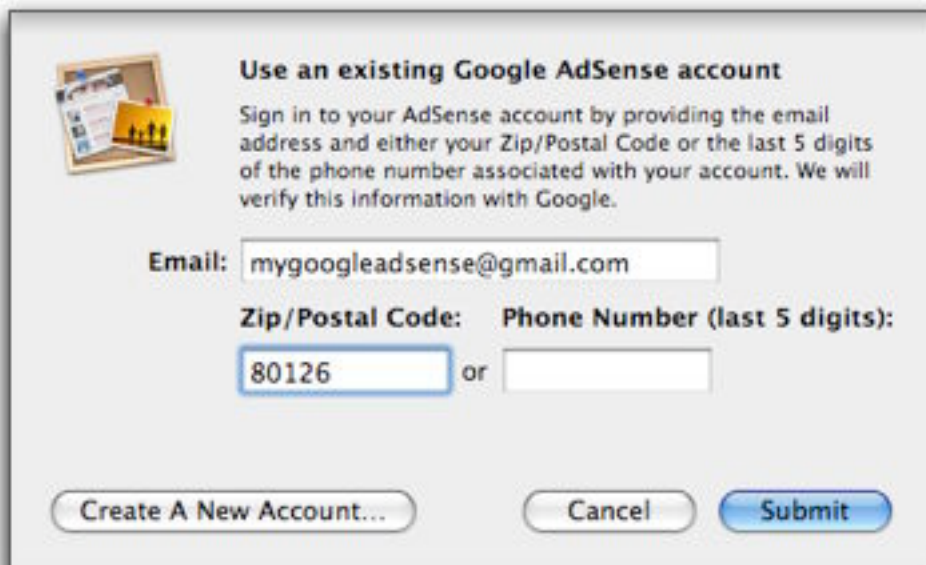
 [Learn more about Google AdSense](#)

Figure 79: 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 five digits of your phone number (**Figure 80**).

3. Fill in the requested information, then click the Submit button.



Use an existing Google AdSense account

Sign in to your AdSense account by providing the email address and either your Zip/Postal Code or the last 5 digits of the phone number associated with your account. We will verify this information with Google.

Email:

Zip/Postal Code: or Phone Number (last 5 digits):

Figure 80: 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 ad.
2. Choose Insert > Widget > Google AdSense Ad, or drag the Google AdSense widget from the Media Browser.

Two items appear on your Web page—a 250 by 250 pixel AdSense text-and-image square and the black Google AdSense Ad window (**Figure 81**).

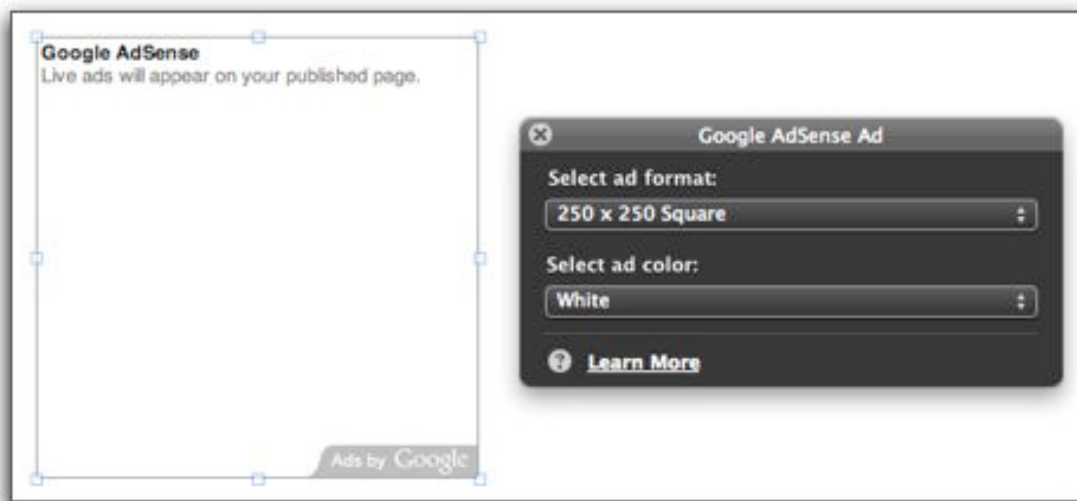


Figure 81: One menu selection is all it takes to put an AdSense ad on your Web page. The window (right, above) is used to change the look and size of the advertisement.

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 page, I used the beige ad color to complement the pastel colors of the theme.
5. Once you've set the ad format and color, close the Google AdSense Ad window.
6. Move the ad to the appropriate location on your Web page, then save and publish the page.

7. 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

A widely used feature of Google is Google Maps, an online map and business search engine. While it won't make you money directly, 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 3 makes it easy to add Google Maps to a Web page with the Google Maps widget:

1. In iWeb, choose Insert > Widget > Google Maps or drag the Google Maps widget from the Media Browser.

A sample map appears, along with a floating dialog (**Figure 82**).

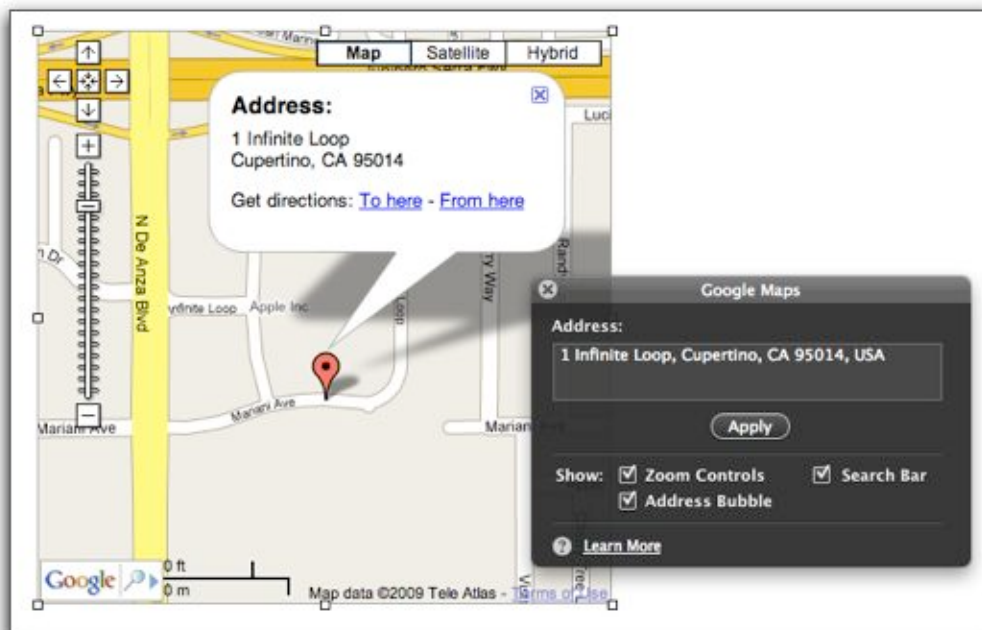


Figure 82: The default map shows Apple headquarters in Cupertino, CA. Use "Get Directions To Here" to get directions from your current location to the Mother Ship.

2. In the dialog, type the address you wish to show on the map and click Apply.

A map to the address you typed should appear in the map, but if not, try again until you get the map you want. You may need to type a more specific address.

No map? *The Google Maps 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 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.*

3. Select whether or not to show zoom controls or the address bubble on your map:
 - The *zoom control* is the ladder-like graphic on the left of the map shown in **Figure 82** (above). 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 and out.
 - The address bubble is the white “cartoon balloon” pointing at the destination address. Clicking the appropriate link gives you directions to or from the destination address.
4. Close the Google Maps floating window by clicking the X at its upper left.

The actual map appears in iWeb, and you can now save and publish your Web page.

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 MobileMe, if your site is located elsewhere, the sky is the limit for your ecommerce ambitions.

In this section I describe two methods of creating a store:

- For those who'd like to sell t-shirts, clothing or other items that you've designed, I walk through using CafePress to build your store (below).
- To sell other goods and services, or to create a true shopping cart experience for your customers, try using [Google Checkout](#).

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) 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 these items to the Gear page on my iWeb site:

1. Log in to 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 screenshot of the item you want to sell and copy it.
8. Switch back to iWeb and paste the screenshot 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 [177927251](#) 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 83**).



IM4MACS Long Sleeve T-Shirt (Navy, Black) - \$25.99
If you're ever driving around and see a green 2007 Honda CR-V with this license plate, honk and wave! It's either me, or somebody who has stolen my car.

Since I work as a certified Mac consultant in my real life, I had this custom plate made up for my car. You can wear this cool message with pride with this beautiful long sleeve cotton T-shirt, available in your choice of Navy or Black.

To buy, click the T-shirt image at left.

IM4MACS Short Sleeve T-Shirt - \$20.99

For those summer days, here's a classy T-shirt to wear wherever you go! Available in a plethora of colors and sizes, this shirt is sure to attract the attention of the opposite sex and make you smarter. Well, maybe not, but you're showing your intelligence if you buy this shirt.

To buy, click the T-shirt image at right.




Figure 83: 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 won't have to 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

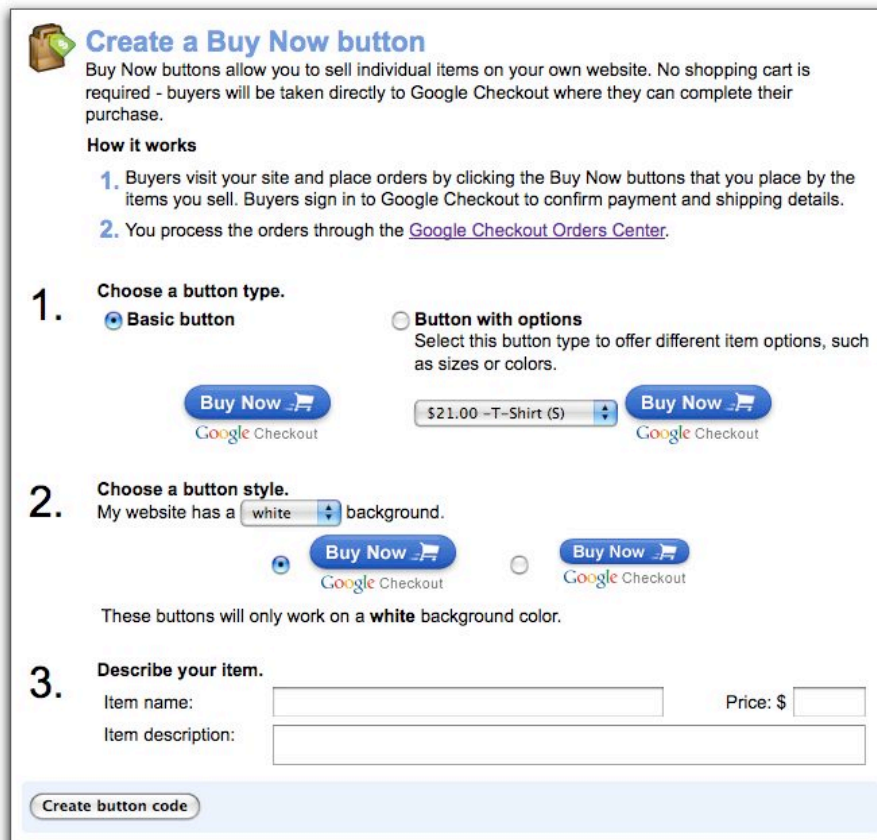
If you want to sell single items, provide an online payment option for a service, or collect donations, then iWeb 3 and Google Checkout (<http://checkout.google.com/>) are the answer to your online retail questions. I won't go through the mechanics of getting an account set up with Google Checkout. This example assumes that you have already signed up for Google Checkout and have an approved account.

We'll get started by adding a single item to an iWeb shop backed by Google Checkout. If you're planning on selling a number of items in different sizes and colors, and you'd prefer a shopping cart-based store, skip ahead to [Add a Shopping Cart](#).

To set up a single-item iWeb shop:

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 84**).



The screenshot shows the 'Create a Buy Now button' page. At the top, there's a green shopping bag icon and the title 'Create a Buy Now button'. Below the title is a brief explanation: 'Buy Now buttons allow you to sell individual items on your own website. No shopping cart is required - buyers will be taken directly to Google Checkout where they can complete their purchase.' This is followed by a section titled 'How it works' with two numbered steps: 1. Buyers visit your site and place orders by clicking the Buy Now buttons that you place by the items you sell. Buyers sign in to Google Checkout to confirm payment and shipping details. 2. You process the orders through the [Google Checkout Orders Center](#).

The main form is divided into three numbered steps:

- 1. Choose a button type.** There are two radio button options: 'Basic button' (selected) and 'Button with options'. Below 'Basic button' is a preview of a blue 'Buy Now' button with a shopping cart icon and 'Google Checkout' text. Below 'Button with options' is a preview of a button with a dropdown menu showing '\$21.00 -T-Shirt (S)' and a 'Buy Now' button with a shopping cart icon and 'Google Checkout' text.
- 2. Choose a button style.** It says 'My website has a' followed by a dropdown menu set to 'white' and the word 'background.'. Below this are two radio button options for button styles. The first option shows a blue 'Buy Now' button with a shopping cart icon and 'Google Checkout' text. The second option shows a similar button but with a different style. Below these options, it says 'These buttons will only work on a white background color.'
- 3. Describe your item.** There are two input fields: 'Item name:' and 'Item description:'. To the right of the 'Item name:' field is a 'Price: \$' field with a dropdown menu.

At the bottom of the form is a button labeled 'Create button code'.

Figure 84: It takes just three steps 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 > Widget > HTML Snippet or drag the HTML Snippet widget from the Media Browser. When the floating dialog appears, paste the HTML code you 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.

Add a Shopping Cart

Now that you’ve set things up so you can sell one item with a Buy Now button, you may wish to add more items and give customers a proper shopping cart—rather than buying one item at a time, your site visitors can browse through a store full of products, add items to their shopping cart, and then check out when they’re ready to buy.

To set up your cart, log in to your Google Checkout account and click the “Google Checkout shopping cart” link. For each product you’ll be selling in your Web store, create an “Add to cart” button (**Figure 85**).

Google Checkout shopping cart

The Google Checkout shopping cart is easy to set up and use. With it, your customers can collect multiple items from across your site and purchase them all at once.

To get started, just generate "Add to Cart" buttons with the wizard below and add them to your site. You can also [customize the cart](#) for more advanced functionality.

If you need features such as inventory management, we suggest you use a [shopping cart](#) from one of our partners.

- 1. Choose product type**
☒ simple ☐ with multiple options ☐ with multiple prices
- 2. Describe your product**
Title: Price: \$
Image URL:
- 3. Preview**

Figure 85: To create a true shopping cart-based Web store, Google Checkout's shopping cart feature provides a way to create "Add to cart" buttons. When site visitors are done adding items to their shopping cart, they can check out.

As with the individual Buy Now buttons, you can insert the "Add to cart" button code on your Web page via the HTML Web Snippet widget. It's still up to you to add pictures and descriptions of all of your products to get your visitors in the buying mood.

Note: 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.

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 want to have your data stored in a MySQL, Oracle, or SQL Server database, server-based form-generation and data-collection software like the \$69.95 Form Maker Pro (<http://www.form-maker.com/>) can be useful to create 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 can see what this could look like in the sample site that I made for this book near the bottom of the page at <http://www.tcoiweb09.com/TCoiWeb09/Survey.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 > Form (**Figure 86**).

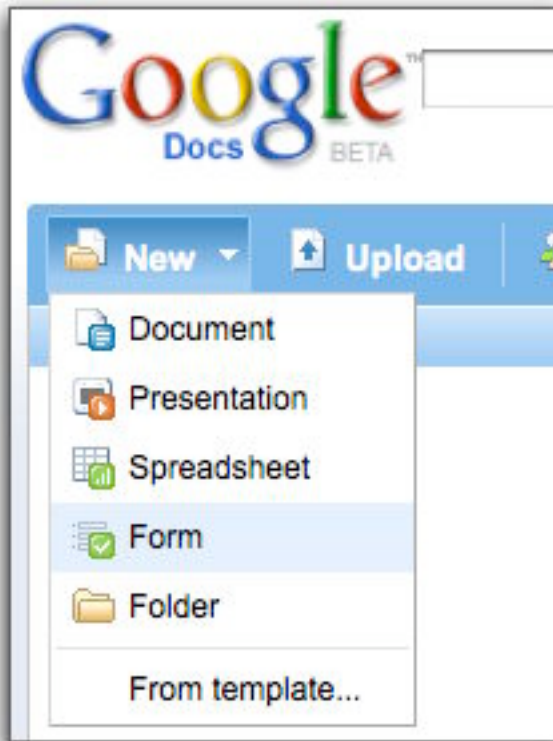


Figure 86: Google Docs uses spreadsheets to store all the information gathered on a form and allow processing of the results. Here I'm choosing Form from the New menu to design a new form.

2. Google Docs opens a blank form in a new window or tab in your Web browser (**Figure 87**). At the top of the blank form is a field that says "Untitled form." Click in the field, and then type in a name for your form.

Google Docs

+ Add question ▾

Untitled form

You can include any text or info that will help people fill this out.

Name

Question Title: Untitled Question

Help Text

Question Type: Text

Their answer

Done ☐ Make this a required question

Figure 87: The empty form as it appears in Google Docs.

3. The next field down is a place for you to put a description of the form that people are filling out. Once again, click in the field and type a description.
4. By default, Google Docs makes “Name” the first field of the form. You can either keep this, or use the pencil icon on the far right side of the form to edit the field.
5. Just below “Name” is the first blank question. Type your question in the Question Title field (in my example it is “What is your age?”), and then type any explanatory text in the Help Text field just below.
6. Now it’s time to figure out what kind of question you want respondents to answer. It can be one of the following types:
 - **Text:** This is for answers that require a short textual answer, such as a name.
 - **Paragraph text:** If you’d like respondents to provide a much lengthier answer, this creates a larger field for them to type in.

- **Multiple choice:** Use this to create multiple-choice answers. I used this in my example form to capture the age range of my readers. Respondents can choose only one item from the list.
 - **Checkboxes:** This is useful if you'd like respondents to choose one, many, or no answers from a group of possible responses.
 - **Choose from a list:** This creates a pop-up list from which a selection is made.
 - **Scale:** Want someone to rank an item on a scale? This type of question creates a set of radio buttons on a scale from 1 to n, where n is a number you choose. You can type in headings for each end of the scale.
7. To add more questions, click the Add Question button at the top of the page. When you're done, click the Save button at the top right.
 8. At the bottom of the page is a link to your form. Copy the link.

Embed the form

Now that you've made the form, your next task will be to embed it on an iWeb page. You'll be using a special technique, called an *iframe*, or an *inline frame*.

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. Drag the HTML Snippet widget from the Media Browser or choose Insert > Widget > HTML Snippet to add a new HTML Snippet.
3. Click in the resulting black HTML Snippet window so that the insertion point is near the upper left of the box.
4. Enter the following HTML into the HTML Snippet window:

(The italicized URL shown here—in green for those of you reading in color—is a placeholder; paste in your own URL from the end of the previous set of steps.)

```
<iframe
src="http://spreadsheets.google.com/viewform?formkey=cHJyaXA3LS1lcUpGdkN5
R2pIMnJ3TGc6MA.." width="600" height="600">
</iframe>
```

The opening iframe tag above has three attributes:

- The “source” 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.

Tip: For more details, 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 window.

Your form appears on the iWeb page (**Figure 88**). You can tweak the width and height to make the form fit the page, or use the scroll bars that appear in the iFrame.

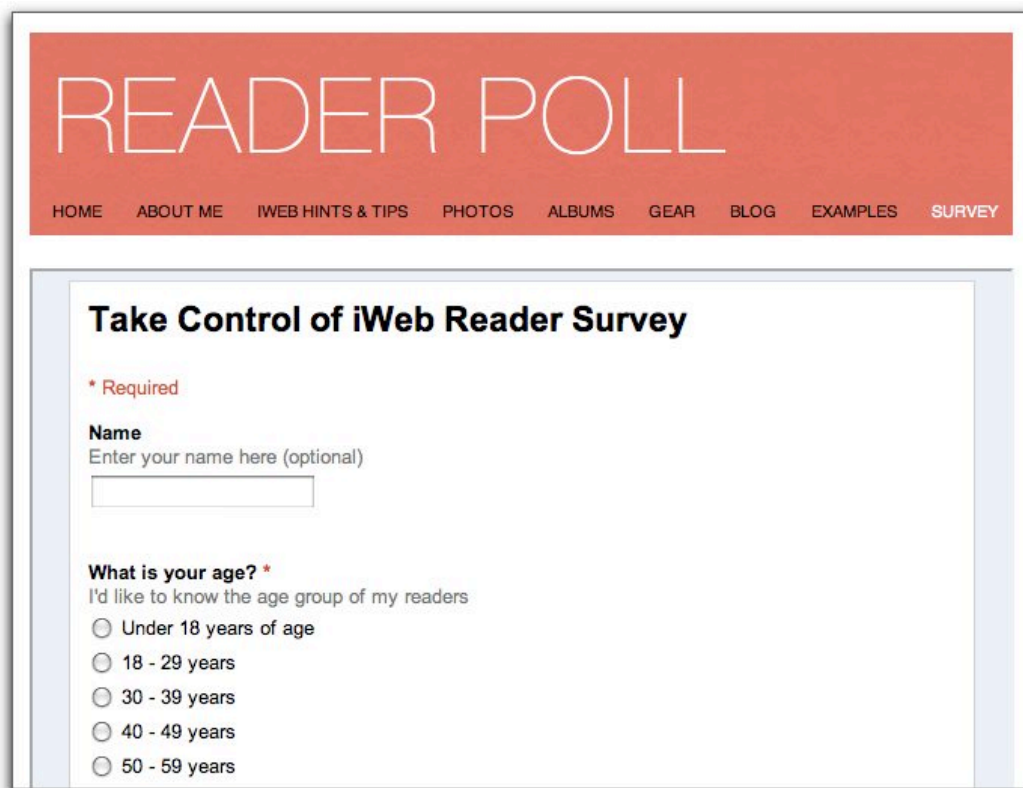
The image shows a screenshot of a web page. At the top, there is a red header bar with the text "READER POLL" in white, large, sans-serif capital letters. Below the header, there is a navigation menu with links: HOME, ABOUT ME, IWEB HINTS & TIPS, PHOTOS, ALBUMS, GEAR, BLOG, EXAMPLES, and SURVEY. The "SURVEY" link is highlighted in red. Below the navigation menu, there is a white rectangular area containing a survey form. The form has a title "Take Control of iWeb Reader Survey" in bold black text. Below the title, there is a red asterisk followed by the word "Required". The first question is "Name" with the instruction "Enter your name here (optional)" and a text input field. The second question is "What is your age? *" with the instruction "I'd like to know the age group of my readers". Below this, there are five radio button options: "Under 18 years of age", "18 - 29 years", "30 - 39 years", "40 - 49 years", and "50 - 59 years".

Figure 88: Here’s my form. You can view it and you can even respond to my survey by clicking the Survey link from any page on the example Web site.

6. Save and publish your Web site.

To view the data that is entered in the form, log in to Google Docs and click the “See responses” button. You’ll even see a time/date stamp that lets you know when visitors filled out the form.

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 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.

Learn More & Do More

Continue your journey with iWeb by learning more about MobileMe, podcasting, and Web design. The publications and Web sites 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, \$39.99)

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=1309>

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 obtain a domain name for your Web site and find a Web host for it elsewhere than MobileMe.

To get a domain name and host your Web site elsewhere than MobileMe, follow these steps:

1. Decide at which 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 for sites provided by your Internet Hosting Provider. 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 1](#) in the next set of steps.

- **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 number of Web sites, including the one used for the examples for this book. 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 these two well-regarded domain registrars:

- easyDNS: <http://www.easydns.com/>
- GoDaddy.com: <http://www.godaddy.com/>

(It's becoming more and more difficult to find domain names that someone doesn't already have. 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, for example, 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.

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.*

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.

You've now set up your own domain. Now it's time to make it work with iWeb and get your site published:

1. 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.
2. Edit your Site Publishing Settings as described in [Settings for an FTP server](#) (p. 47). Remember to click the Test Connection button to see if your FTP settings are acceptable to iWeb.
3. Click the Publish Site button in the toolbar, or choose File > Publish Site Changes or File > Publish Entire Site.

404? *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!

It Can Take Time

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](#).

About This Book

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. He's also an instructor for ASPE Technology facilitating Business Analysis classes (<http://www.aspe-sdlc.com/>). Since the spring of 2008, he's been blogging iPhone and Mac news on *The Unofficial Apple Weblog* (<http://www.tuaw.com/>). You can follow Steve on Twitter (<http://www.twitter.com/stevensande/>).

Steve lives in Highlands Ranch, Colorado, with Barb—his wife of 30 years, who really is a rocket scientist—and his tortoiseshell cat, Ruby.

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SHAMELESS PLUGS

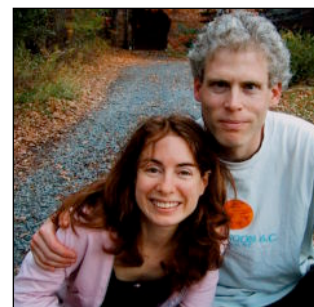
If you're a Mac user who lives nowhere near an Apple Store, and you need some help or training, my Mac consulting firm, Raven Solutions, LLC (<http://im4macs.com/>), offers remote online support services. When I'm not available, one of my team of Apple certified consultants can help out.

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 Macintosh-related content since they started the online Web site and 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.

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