

HTML for Beginners & JavaScript Magic

- Step By Step -

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My SBI Story...

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

The screenshot shows the homepage of 4x4OffRoads.com. At the top, there is a navigation bar with the site name, a search bar, and a "Visit my blog" link. Below the navigation bar, there is a large central banner with the text "4X4 OFF ROADS! Enjoy Your 4x4 And Experience Off Road 4 Wheeling". To the left of the banner is a sidebar with a "Head Off Road" section containing a search form and a "Subscribe" button. Below the search form is a "For You" section with links to "My 4x4 Space", "FREE Newsletter", "FREE Wallpaper", "4x4 Sites", "4x4", "4x4 Vehicles", "Concept Car", "Trucks Iceland", "Used Trucks", "Big 4x4 Truck", "Off Road", "Off Roading 4x4", "Iceland Off Road", "Extreme Off Road", "Formula Off Road", "4x4 Media", "4x4 Video", "4x4 Blog", "4x4 Advertise", "Submit Article", "Magazines & Books", and "Privacy Policy". To the right of the banner is a "Most Popular 4x4 Articles and Off Road Stories" section with links to various articles. Below the banner is a "Submit Your 4x4 Article!" section with a "Buy 1 Get 1 Free!" holiday special advertisement. At the bottom of the page, there is a "Web Images Maps News Shopping Gmail more" navigation bar and a "thrandura@gmail.com | My Notebooks | My Account | Sign out" link.

The screenshot shows a Google search results page for the query "4x4". The search bar at the top contains the text "4x4" and a "Search" button. Below the search bar, there is a "Web Images Video" navigation bar and a "Results 1 - 30 of about 73,800,000 for 4x4. (0.17 seconds)" message. The search results are listed below, with the first result being "4x4 Offroad, Land Rover, Range Rover, Discovery, 4x4 clubs, news ...". The second result is "4x4 Off Roads | 4X4 OFF ROADS! - Enjoy Your 4x4 And Experience Off Road 4 Wheeling. For serious 4x4 off roads travel. Practical no nonsense information." This result is circled in red. The third result is "4x4 action, pictures, videos and more" and the fourth is "4x4 Parts-4x4 Accessories-4WD Parts-Jeep Accessories-Jeep Parts ...".

Overview

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- JavaScript Magic
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 - Random Picture
 - JavaScript Resources
 - CSS Menu Structure

HTML for Beginners

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

HTML Basics

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

HTML tables

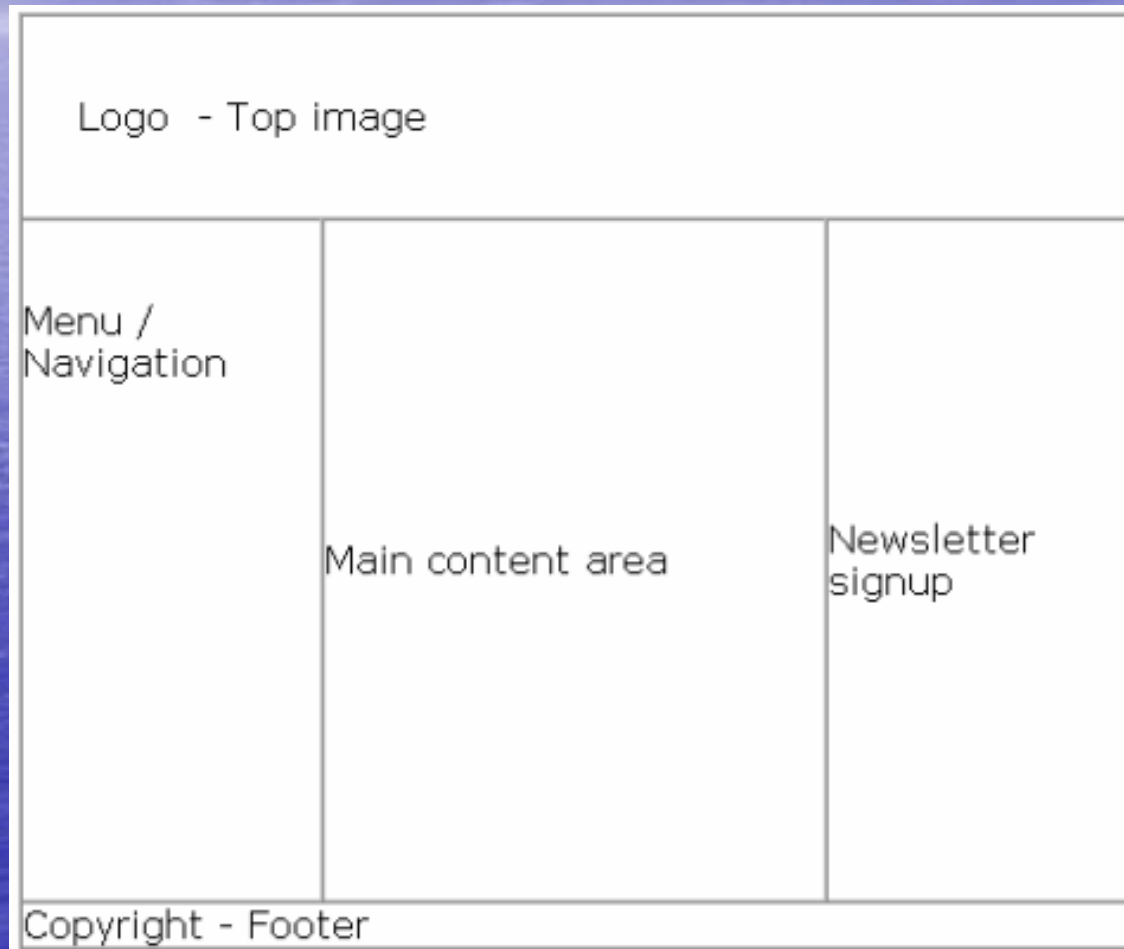
- Great for simple control
- Example 1: Picture index
- Example 2: AdSense in Content

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



SBI Includes

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



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

Remember:

- Have them all same width (800 pixels wide)

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

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

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

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

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

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

</BODY>
```

HTML Resources

- www.htmlgoodies.com
- www.htmlhelp.com
- Bulletproof Web Design – Dan Cederholm
- Creating COOL WEB SITES – Dave Taylor

JavaScript Magic

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

Bookmark this Site

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

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

A-B Split Testing AdSense

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

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

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

Random Picture

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


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

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

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

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

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

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

</script>
```

Use The Picture

- Place this code wherever you want...

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

BONUS: CSS Menu Structure

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

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

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

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

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

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



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

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

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

JavaScript Resources

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

Thanks!

