Here's a list of some of the basic formatting tags in HTML:

<h1>...</h1>

header, level 1 (the largest size type for a header, usually used at the beginning of a page or the start of a new section). Smaller heads are tagged with <h2>...</h2>, <h3>...</h3>, etc.

<b>...</b>

**boldface** text

<i>...</i>

italic text

<center> . . . </center>
 centered text

>

paragraph return (inserts an extra line space between paragraphs)

**Note:** Any paragraph returns that you insert in your document by simply hitting the Return key on your keyboard will be ignored by a Web browser. You must use the tag to create a paragraph break on the screen.

<br>

line break (no extra space)

<hr>

horizontal rule (a line running left-to-right across the page, to separate one section from the next)

...
ordered or numbered list. Each list item
begins with the tag and falls somewhere between the ...
tags.

<l

<a href="filename.html">...</a>
a hotlink to another file in the same folder

<a href="http://URL">...</a>
a hotlink to another site. You will have to know the Uniform Resource Locator (URL), or Web address, of any site to which you want to link your page.

<img src="image.gif">
This tag would i

This tag would insert an image with the filename "image.gif" on the far left side of your page.

You may feel somewhat baffled after reading that long list of formatting tags. It's easier just to look at a real HTML document and then see how it is translated into a Web page. You can view the "source document" behind any Web page by going to the "View" menu (in Netscape, other browsers may be slightly different) and selecting "Page Source." When you do this, you'll see the document with HTML tags that creates the page currently in the window of your browser.

### **WEB DESIGN**

Images won't mean a thing if you don't use them correctly. Like any presentation of media, your Web pages need to be interesting and attractive. Here are some tips:

- Design a consistent "look" to your page.
- Use one icon to connect your pages together.
- Use a consistent, readable color scheme.
- When using graphic files, use "thumbnail" size graphics as this will cause your page to load quicker.
- Try to make the page fit on one screen and if you can't, make two pages and link them together
- You can also add "wallpaper" which is a background image to a Web page.
- See Newsletters brochure.

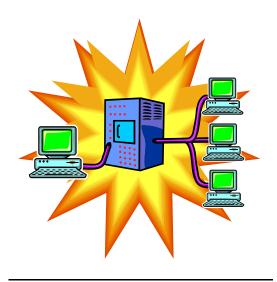
Neighborhood Communications is a series of brochures produced and distributed by the city of Carrollton's Community Services Division to inform citizens about the fundamentals of starting, maintaining and growing a neighborhood organization. If you have any comments about this brochure or if you have an idea or suggestion for another brochure or series of brochures, please contact the Community Services Division.



# **COMMUNITY SERVICES**

# NEIGHBORHOOD COMMUNICATIONS

## **WEBSITES**



Community Services Division
Department of Environmental Services
City of Carrollton
1945 E. Jackson Road
Carrollton, Texas 75006

Phone: 972-466-4299 Fax: 972-466-3175



The World Wide Web is home to information on a vast array of topics, from science to sports to humor. It is also home to information on community and neighborhood associations.

Why create a Web page? To make yourselves available to your members, the real estate industry, and potential

stakeholders. The benefits are not easy to define, but having a presence on the Web could



be the difference between securing a new member for your association or not. Many new residents are looking for indicators that a community is in tune with the modern world. A Web page certainly proves this. However, the foremost goal of a Web page is to communicate with current stakeholders and provide an easily accessible location for the dissemination of community information.

#### **GETTING STARTED**

Some Web sites have pictures, sounds, bit maps, or animated objects - they look and sound great! To access these Web pages (and to create one), you'll need a service provider - a local company providing Internet access accounts. An Internet provider will give you space on their network server to store your Web pages.

The Internet provider will also give you a Serial Line Internet Protocol (SLIP) account or a Point to Point (PPP) account. A SLIP account is the more common of the two. It's important to know what kind of account you have, because you need the right protocol to connect to your Internet service provider. Check with your service provider for more details.

#### DO IT YOURSELF

A page on the Web is simply a sheet with text, graphics, and multimedia objects. Internet service providers can create your Web site for you. However, this service may come with a fee. If you or someone in your association is computer savvy, you may be able to manage the Web page yourself. If you would like to create a Web page, you will need certain software, including a **text editor** and a **graphics application**. Both of these tools are available on the internet.

A **text editor**, in Web terms, is any text processing application that can generate text in ASCII format (pure text with no formatting; all computers can read ASCII text). Any computer running Microsoft Windows has a built-in text editor.

A graphics application is any software application that can open and manipulate photos, maps, and other images. Make sure the graphics application can make GIF or JPG files. GIF and JPG are file extensions that the computer uses to know what graphics application to open.

GIF and JPG files are prevalent on the Web. If you use your mouse to click on a graphic, you can save the image to your disk drive. Check to make sure the images aren't copyright protected before you use them. Most sites let you know if you can copy and paste their graphics. Some sites that offer "free" graphics include certain restrictions.

### Step 1: Create a Text

First you need to create a text document containing the words that you want to appear on your Web page. Most word processing programs will work fine, as long as you give your document a name ending in .html (or .htm if you're working on a PC) and save the document as "Text Only." Type out your story, facts about your association, or whatever it is you want to publish. Here are some tips for organizing your text

- Begin with a title and an attention-grabbing greeting or introduction, so people will know immediately what your page is about and will want to read more.
- Think about logical places to insert breaks in your text. No one wants to scroll down a long, uninterrupted block of text. Your page will be a lot more readable if you put in frequent paragraph breaks.
- Think about where you might want to insert pictures, if you have them in electronic files. A lot of pages start off with an eyecatching image right at the top, next to the title.
- If your word processing program has an option for "smart" or "curly" quotes, turn it off! Curly quotes will show up on a browser as strange little icons rather than quotation marks. The straight quotes may not look as nice but they're the ones you have to use for Web authoring.

## Step 2: Learn Basic HTML Tags

Next you need to insert some formatting tags in your document that will tell an Internet browser (such as Netscape, America Online, or Internet Explorer) how to arrange your words and pictures on the screen. These tags make up a language called HyperText Markup Language, or HTML. The basic skeleton for an HTML document looks like this:

<html>

<head>

<title>Title of Page</title>

</head>

<body>

Text of page . . .

</body>

</html>

Notice that (1) each formatting tag appears between "less than" (<) and "greater than" (>) signs, and (2) the tags often appear in pairs, with the second tag in the pair beginning with a "slash" (/).