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	Nota di contenuto	Creating Web Sites Bible, Third Edition; About the Authors; Credits; Acknowledgments; Contents at a Glance; Contents; Introduction; Who Should Read This Book; How This Book Is Organized; Conventions and Features; What's on the Companion Web Site/CD; Minimum Requirements; Where to Go from Here; Part I: Laying the Foundation; Chapter 1: The Basics of Building Web Pages and Sites; Web Browsers; Web Pages; Web Sites; Analyzing Web Site Types; Understanding Internet Demographics; Determining Your Approach; Dos and Don'ts of Web Site Development; Summary; Chapter 2: Popular Web Design Tools Adobe Creative Suite 3 (CS3)Freeware and Shareware; Designing for the Mobile Web; Summary; Part II: The Basics; Chapter 3: History and Development of the Internet and HTML; Origins of the Internet; Development and Evolution of HTML; Summary; Chapter 4: HTML Building Blocks; Creating a Web Page Using HTML; Head and Body Sections; Block-Level Elements; HTML Tools; Designing a Simple Web Page; Logical and Physical Elements; Special Characters and Encoding Schemes: ASCII and Unicode; Element Quick Reference; Summary; Chapter 5: Links, Hotspots, and Web Site Navigation; Example Web Site

Internal Links with Anchor Tags Developing a Sample Web Site; Absolute and Relative Paths; Previous and Next Links; External Links; Storyboarding; Links Quick Reference; Summary; Chapter 6: The Elements of Color and Images in Web Pages; Setting Color Attributes; Using the Three C's: Complement, Contrast, and Coordination; Using Color Names and Hex Numbers; Popular Graphics Formats; Setting Background and Foreground Color; Adding Background Images; Adding Images; Aligning Images; Setting Image Size; Solving Image Problems; Quick Reference; Summary; Chapter 7: Text Formatting; Fonts Customizing Text with Character Styles Using the FONT and BASE FONT Elements; Aligning and Indenting Text; Choosing Character Sets; Using Special Characters and Entities; Summary; Part III: Advanced Design Features; Chapter 8: Harnessing the Power of Tables; Adding Tables and Setting Table Size; Managing Borders; Using Padding and Spacing; Aligning Tables and Cell Contents; Spanning Rows and Columns; Working with Images and Color; Tables Quick Reference; Summary; Chapter 9: Organizing Your Site with Frames; Designing Frame Layouts; Creating Frame sets; Setting Targets for Your Links Customizing Frame Borders and Margins Setting Scroll Bar Options; Avoiding Frame Problems; Frames Quick Reference; Summary; Chapter 10: Getting Input with Forms; Adding Forms; Getting Short Data with Text Boxes; Gathering Information with Text Areas; Making Choices with Check Boxes and Option Buttons; Saving Space with the SELECT and OPTION Elements; Using INPUT Buttons; Using the BUTTON Element; Adding Hidden Fields; Adding Labels; Setting Tab Order; Specifying Access Keys; Submitting the Form; Simple DOM; Summary; Part IV: Making It Look Professional
Chapter 11: Adding Multimedia and Other Objects

Sommario/riassunto	Updated for the most recent tools, techniques, and standards for creating cutting-edge Web sites for businesses or personal use, this book is one-stop shopping for HTML, JavaScript, CSS, tables, forms, Flash, and more Brand-new chapters cover Ajax, Adobe CS3 tools, RSS, and blogging tools Hands-on guidance and expert advice dive into such topics as creating and editing images and graphics, adding multimedia elements (e.g., Flash animations, audio, and video), creating stores for Yahoo! and Amazon.com, designing auction pages for eBay, and building blogs