



# Before You Begin

**A**s great as the temptation is to jump right in and start creating your website, you should do a few things first, in order to make sure the site you create is effective.

Web standards are important, but planning is even more important to the success of your website. If you do not have a clear vision of your site goals or know which of the many goals you have are most important, how can you expect your visitors to understand and share in your vision and enthusiasm?

In this chapter, we will determine your site needs and follow through with site planning, which will make creating and maintaining your site easier. You will also install Expression Web and become familiar with its interface.

## Why Are You Creating a Website?

Every website has a purpose. It must fulfill a need, whether that need is to sell a product, promote your business, provide support for a product, interact with or create a community of people with a shared interest or passion, or simply express yourself—to share your views, art, and so forth.

While many people think of a website as a design or a set of features, that is approaching your site from the wrong direction. Start with what you want your site to achieve instead of with a set of features you think you want. You may have watched home-improvement shows like *Mission: Organization* or *Clean Sweep*. You look at the “before” picture and think, “How could that mess have happened?” It could easily happen to your website.

In your excitement to get your website up, it’s tempting to just begin. Don’t do it—starting to create a site without proper preparation can prove to be a big mistake when your site grows out of control with no clear purpose. Take time to jot down your thoughts about each of the topics in this section.

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**Note** Start by setting out your vision: what do you or your clients want the site to accomplish?

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In addition to determining the purpose of your site, you need to know who your website’s target audience is. A website for gamers will need a very different look and feel than a website

selling home childproofing devices and safety seats. Site content goes hand in glove with the purpose of your site and your target audience. Without content, you will not attract visitors or keep them on your site long enough to fulfill your site goals. Unlike in the movie *Field of Dreams*, just because you build it doesn't mean "they will come." Consider the quantity and type of content you have or can develop when planning your website.

If this is a new website, a domain name and web hosting will need to be obtained (more on this later in the chapter). If the website already exists, you should evaluate your existing site to determine if it is achieving your site goals.

We will begin with the typical reasons for creating a website.

## Typical Website Objectives

While there is frequently some overlap, websites are basically divided into two general categories: personal or business.

### Personal Sites

Personal sites are often made for one of the following uses:

- *For fun*: To share your personal thoughts with the world at large, consider a blog instead of a traditional website. You can use Expression Web to personalize and make even a standard blog application reflect who you are.
- *For keeping in touch with family and friends*: Examples are a site for planning family reunions or for sharing photos and video clips.
- *For sharing a hobby or interest with fellow enthusiasts*: This may have elements of a community site or be more like a personal blog site.
- *As a neighborhood or group site*: Creating this type of website is typically a volunteer position when you are part of an organization such as a garden club, scouts, neighborhood association, or other non-profit group.

### Business Sites

Most sites on the Web have at least some business component. The most common types of business sites follow:

- *An e-commerce site*: To sell a product online, usually through the aid of a database-driven shopping cart. An e-commerce site can also be a static site with payment buttons for PayPal, Google Checkout, or some other payment gateway.
- *An information site*: To provide product or company information, including frequently asked questions, shipping terms, privacy policies, and other information that would be of interest to customers, with perhaps a secondary goal of selling products. You can save money on support costs when manuals, product specification, and other materials are available to your customers online.

- *A brochure website:* To follow up offline marketing such as television, radio, and telephone advertising where either cost or space does not allow all the information to be in the offline marketing.
- *Find new customers:* To expand your customer base into new markets. This can be especially important when your products are specialized ones that attract a small number of enthusiasts.

It's common to have more than one objective on a business site. A short list follows:

- Giving visitors a favorable impression of your company or organization
- Developing a qualified prospect list
- Selling products directly by taking credit card information over the Internet
- Encouraging potential customers to phone or mail you to consummate a sale
- Making product information and price lists available to distributors
- Making product information and price lists available to customers
- Strengthening brand identification
- Creating a community of users

Decide what your objectives need to be, and rank them in priority. Next, consider who your target visitor will be.

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**Tip** Be realistic about who will visit your site and what they will do there.

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## Attracting the Site Visitors You Want

Before your site can achieve your goals, you must not only know what your site objectives are but also what visitors you need to attract to your site to accomplish those goals. A site with the objective of selling \$900 latte machines will not succeed if it only attracts college students. No matter how much coffee the students might drink, few can afford to spend \$900 for their coffee makers. Their parents are more likely to be in a position to afford the machines and would likely make purchases for themselves, not their offspring.

### Picture Your Target Visitor

Typically, you will have some idea of the people you want to visit your site even if it is, "I want people to come, spend lots of money, and make me wealthy enough to retire in two years." If

your target is too broad, you will need to narrow it. Look at the following examples to see how you can narrow down the target for a site selling children's clothes:

- Focus on the current customers, or, if the business is new, on those who are likely to become customers. Then, combine the characteristics of those customers into two or three different “people” to represent your target market.
- Be realistic about your target customers. For example, our children's clothing site might include the following target customers:
  - Stay-at-home moms with too many children to take shopping simultaneously
  - Working mothers with no time to shop
  - Grandparents who want well-dressed grandchildren to show off in pictures
- Decide what elements the potential visitors have in common. See if your target market is too broad or too narrow.

## Content Equals Credibility

No matter how great your site looks or how well you know your target audience, a site without content will not be successful. There must be well written content for your website to rank well in search engines. Even if your visitors arrive at your site as a result of offline promotion, direct links, and personal referrals, there must be content that will keep them on your site once they have found it. The nature of your content as well as your site purpose and target audience will determine the feature set you need to have on your site.

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**Tip** Remember the KIS principle: Keep It Simple.

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When you know what content you will have, you can start to organize your site to perform the functions that visitors expect and/or need to see. Structure your website to make it easy for your visitors to find what they need. Putting your site structure on paper will help you see your site's organization. This site map does not need to be as complicated as the one shown in Figure 1-1.

Instead, a site map can be something as simple as hand written notes on categories and connections between them, as Figure 1-2 shows.

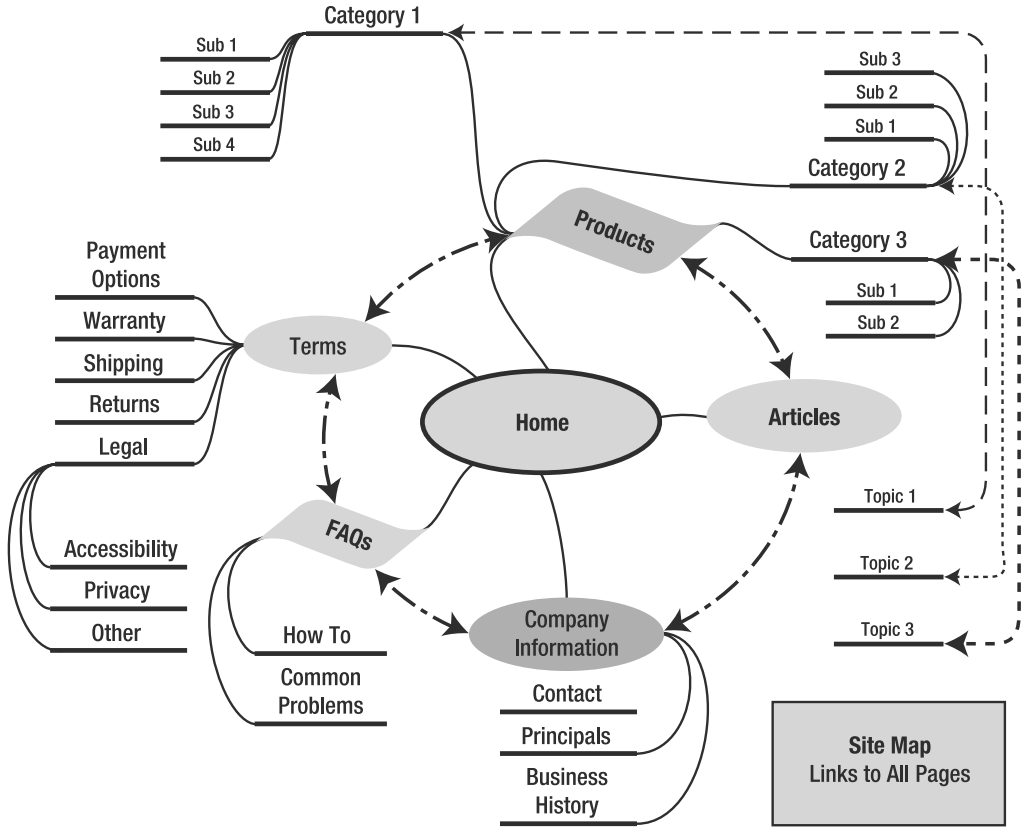


Figure 1-1. Site diagram with anticipated navigation paths

Purpose: sell golf clothes and accessories  
 Target Visitor: golfers who are Fashion conscious



Figure 1-2. A hand-drawn site plan

## Keep Your List Simple

Whether you choose to set down your ideas in a computer file or on a piece of paper, your first notes should be little more than what fits on the back of an envelope. Otherwise, you may not have clarified your thoughts sufficiently. Keeping your list simple will help you crystallize your goals and keep your focus on them.

## Points to Ponder

People use the Web primarily as a tool or utility with some purpose in mind. Except for a few special-purpose sites such as those for movies or games, most people don't visit a website just for entertainment. Most site visitors have something in mind before they visit a website. This means that an attractive site is not enough. Your site must be usable and must draw your visitors with content that meets their needs while at the same time serving your site goals. If this site is an adjunct to an existing business, ask your customers what they would want to find on your site.

As you plan your website, remember these fundamentals:

- It's not enough to know you need a website.
- You must know the purpose your website is to serve.
- You must know who will use your site—your target audience.
- Realize that the Web is not print and it is not television.
- The site visitor is the one who has ultimate control.

## Choosing a Domain Name

Every website on the Internet has a numerical address called an Internet Protocol (IP) address, which is four sets of up to three numbers with each set separated by a period. For example, Apress, the publisher of this book, has its website at 65.19.150.101. Most people have difficulty remembering strings of numbers and are better at remembering names. When you register a domain name, your visitors will be able to type in **http://apress.com** instead of the number of the Apress site. Your web host will then resolve your domain name to the numeric address of your hosting server. This allows more than one website to be hosted on the same server and IP address.

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**Tip** Easy to remember is better than short when it comes to domain names.

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The number one limitation of choosing a domain name is whether it's available. You can check domain name availability at any registrar's website. Several registrars are listed on this book's companion website at <http://foundationsofexpressionweb.com>. The second limitation is that a domain name can be no longer than 255 characters. While the maximum length of a URL is not known, Internet Explorer has a maximum of 2,083 characters, which is the least

number of characters of any major browser, making 2,083 characters the effective maximum length. Despite the availability of long domain names and paths for internal lengths, remember that your visitor will need to type in that address.

Every domain ends with a top-level domain, or TLD. See Table 1-1 for a list of common TLDs.

**Table 1-1.** *TLDs*

<b>Types of TLDs available</b>				
Original Unrestricted TLDs	com	net	org	country code *
Original Restricted TLDs	edu	gov	mil	int
Unrestricted TLDs added in 2001	biz	info	name	
Restricted TLDs added in 2001	pro	aero	coop	museum

\* *Each country reserves the right to determine the conditions for using country-specific domain extensions; some act as international open domain names, such as .tv, but that is subject to contract between the country and its authorized registrars. A list of all the countries with approved country codes and their two-character extensions is available at <http://www.iana.org/root-whois/index.html>.*

Domain names consist of a name and a top-level extension, which means that every domain out there is a second-level domain. Third-level domains, frequently called subdomains, are domains such as `events.microsoft.com`, `my.yahoo.com`, or `groups.google.com`. When you see a domain name that uses `www.domain.tld`, you are actually seeing a third-level domain name and not the root of the domain. With very few exceptions, such as `www`, you will not want to have a subdomain for your website unless you own the primary, second-level domain name.

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**Note** You can register a domain name before you obtain web hosting. My recommendation is to register your domain name separately from your website hosting. That way you can easily transfer your domain if your hosting needs change.

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## Personal Site

For a personal site, use any name you want. Your name, a nickname, or even nonsense can be used as long as no one else has registered the name you want. Be creative, but think about how your site may grow or change in the future before you register that really cute name—you may outgrow it. For a personal site, you may use any unrestricted TLD name including: `.com`, `.net`, `.org`, `.info`, `.name`, or your country code.

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**Note** While the `.name` extension is an unrestricted domain, until recently you were only allowed to register a third-level or subdomain name, such as `http://john.doe.name`. Global Name Registry, the administrators for the `.name` TLD, have promoted third-level domains as “your email address for life.” It is not clear that you can host a website with a TLD of `.name`, so I would not recommend using a `.name` TLD for your website.

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## Business Site

For a business site, you may use any one of the unrestricted TLDs except `.name`. If the site owner is an individual or professional organization meeting the requirements for legal, medical, and accounting professions, you may want to consider a `.pro` extension. The `.pro` extension was created as a TLD restricted to these professions.

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**Note** The `.pro` extension was created to provide a level of confidence that the person or entity is a licensed practitioner in that field. The majority of `.pro` domain names will be third-level or subdomains of `law.pro`, `cpa.pro`, and `med.pro` to reflect that the domain owner is a licensed professional in the category their domain was created in. As part of a `.pro` registration, the registrar, Registry Pro, verifies that the applicant is a licensed professional in the United States, Canada, Germany, or the United Kingdom. In addition, when the domain name is issued, a digital certificate will be issued for use either on the registrant's website (via Secured Socket Layer encryption) or e-mail (via s/MIME) to provide for the confidential transfer of information. Only those companies or individuals who qualify in two or more categories will be able to obtain a second-level domain.

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If your business can obtain its business name with a `.com` extension you should purchase that domain name as soon as possible, even if you are not ready to publish your site. Protecting your first choice is worth the small expense (under \$10) to ensure that the name will be available when you are ready to launch your website.

Check the availability of your preferred name before you go any further. If you do not currently have a domain name registrar, a partial list of registrars is available at <http://foundationsofexpressionweb.com>.

If your company name or name of choice is not available for purchase as a `.com`, check to see who has the `.com` version before you purchase a domain name with a different TLD. If you use a domain name that ends in a TLD other than a `.com` extension, many visitors will visit the `.com` version without noticing your domain name does not end in `.com`. If your first choice name with a `.com` extension is taken, it might be better to choose a different name than to risk sending your traffic to a competitor.

Another desirable option is to register both the `.com` and the country-specific domain extension, especially if you plan to do business in more than one country. Many businesses outside the United States use their country codes as an alternative to `.com`. Many large companies, such as Coca Cola, Nike, and Toshiba, register the country extension for the countries in which they do business and in which they plan to do business in the future.

## Web Hosting

You need to make your site available on the Internet for people to visit. That means you must have space on a web server connected to the Internet. This is called web hosting, and there are many options. In most cases, you will want your website to be hosted by a commercial web hosting company that specializes in running web and database services using your own domain name. For a personal website, registering and using your own domain name is not strictly necessary.



## Hosting Using a Subdomain Name

Several options don't require registering a domain name, arranging for web hosting, or other additional expenses. The primary advantage to using one of these is the cost. Usually subdomains are either free or included with something you already pay for as part of an Internet service.

### ISP Hosting

Most people who use the Internet have a certain amount of web space available from their Internet Service Provider (ISP) providing their Internet connection, such as AOL, Road Runner, AT&T, Orange, or BT. Typically, the space is limited to around 5MB. This is more than adequate for many personal sites. ISP-provided hosting is usually very basic, since the primary business of an ISP is providing access to the Web, not providing full-featured, secure web hosting.

Drawbacks to using ISP hosting frequently include the following:

- You have no choice over your site's URL, which usually looks something like `http://www.earthlink.com/~user`.
- If you change ISPs, your site will no longer be available at the same URL. You will have to notify everyone of your new URL.
- Search engines don't index ISP-provided sites.
- There's no support for server-side scripting, such as ASP, PHP, or ASP.NET.
- Transferring files from your computer to the web space usually is by File Transfer Protocol (FTP) but may require using a proprietary tool.

While ISP-provided web hosting has drawbacks, it's a good place to test practice pages.

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**Note** Many domain registrars offer domain forwarding, where people use your domain name and the domain registrar's servers transfer all requests to your ISP-provided hosting. This can be a cost-effective solution to the first two drawbacks.

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### Free Hosts

GeoCities, Yahoo!, and Tripod are examples of portals offering free web hosting in exchange for allowing banners or other advertising to be placed on your site. Some disadvantages follow:

- Third-party advertising may include code that interferes with your web page functions, especially if you are using JavaScript for menus.
- You have little or no ability to use server-side code on your website.
- Usually, there's no ability to process a form.
- Frequently, these portals require the use of proprietary upload managers.

- Search engines rarely index free hosting service sites.
- All free hosting options require you to maintain your own site backups.
- Generally, there is little or no technical support. In cases where support is available, a fee often is charged, by the hour or on a per-incident basis.

## Commercial Web Hosting

Commercial web hosting gives you the most flexibility, though it costs money (but not much money for small websites). In the 1990s, a very tiny amount of web space would cost \$30 or more per month; now, you can get generous hosting for under \$10 a month, which makes commercial web hosting affordable even for personal websites.

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**Note** There is no viable alternative to commercial web hosting for a business site.

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The cost can range from \$1.99 per month to whatever you want to spend. Normally, you will both want and need to register a domain name. Many web hosts offer to register your domain and keep it current while you host with them. While this may be tempting, especially when the offer is for free registration, if you later decide to change hosting providers, doing so may be more difficult than if you keep the registration separate from the domain hosting.

Some of the benefits of commercial web hosting follow:

- A URL never changes as long as you keep your registration current and pay your hosting fees. Even if you change ISPs or domain hosts, your URL remains the same.
- You own and control the domain name.
- Search engines will find and index your website.
- You can choose the options that suit your site needs including
  - Amount of space
  - Type of server
  - Server support for ASP, ASP.NET, PHP, and other server-side scripting languages
  - Security, whether it is private areas of your site or the ability to deliver Secure Socket Layer (SSL) encryption for e-commerce
- High-speed redundant connections between your server/site and the Internet backbone.
- Regular site backups to protect you from server failures.
- Technical support if you need help with setting up your site.

- Permanent e-mail addresses that you control. Most hosts offer POP3 and SMTP mail services so you can use Outlook, Windows Mail or iMail with your domain name. Those that don't offer e-mail forwarding to your ISP account.

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**Note** Even if your domain is not yet hosted, many registrars offer to forward e-mail to you.

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## A Word About Web Servers

There are basically two types of web servers available for commercial web hosting: Linux based and Windows based.

Expression Web will create sites that run on any server platform. However, if you plan on using the advanced features, such as data connections and master pages, a web server with ASP.NET 2.0 installed is your best choice, since in the first release version of Expression Web, the only server-side language that has IntelliSense support is ASP.NET 2.0.

### ASP.NET FOR NON-MICROSOFT SYSTEMS

Contrary to the beliefs of many, ASP.NET is not a proprietary technology owned by Microsoft but is an ECMA/ISO standard for both the Common Language Interface (CLI), and the C# language. See [http://www.ecma-international.org/news/PressReleases/PR\\_TC39\\_CSharp\\_CLI.htm](http://www.ecma-international.org/news/PressReleases/PR_TC39_CSharp_CLI.htm) if you would like more information on the standard.

At the time of this writing, the Linux and Macintosh versions of ASP.NET support ASP.NET 1/1.1 features and a limited set ASP.NET 2.0 classes on Mono 1.2. More ASP.NET 2.0 features are under active development. To find out the status of ASP.NET support, please visit the Mono Project website: <http://mono-project.com>.

## What to Look for in a Web Host

A list of items you should take into account when deciding on a web host follows:

- *Bandwidth*: Look for a host with fat pipes and redundant high-speed connections to the Internet. That way, if one connection goes down, your site will still be available using a backup connection.
- *Hosting space*: How much space do you need? Most static sites need less than 5MB, but many web hosts count your server log files in the amount of space available in your plan. Log files will tell you about the browsers, operating system, and behavior of your visitors but can grow very large, especially if your site is popular.

- *Reliability and support:* Ask for recommendations from people you know who already have websites to see if they are happy with their web hosting. Check online forums and reviews. Most web hosting companies will offer a 30-day money-back guarantee; use that time to find out how their technical support works. Also find out what sort of server backups the host offers.
- *Server-side language and database support:* Even if you do not think that you will use a database, if you are paying for hosting, make sure at least one database and one server-side language are supported. To use the database and server-side tools in Expression Web, look for a web server with ASP.NET 2.0 and Microsoft SQL Server or Microsoft Access support. While you will not be able to use IntelliSense, you can write code directly in Code view. You will also be able to designate a third-party editor for server-side scripts such as PHP for use with Expression Web.

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**Note** FrontPage Server Extensions are not required for Expression Web, but if your web host offers FrontPage Server Extensions, you may continue to use them to send form results by e-mail.

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## Simple Rules for All Websites

Following these simple rules will make your site better:

- Match your site to your goals.
- Use the Web for what is it and what it does well.
- Good site functionality beats the latest and greatest web technology or bells and whistles.
- Start simply.
- Stay focused.
- It is easier to add content, features, and function than to remove them.
- Most importantly, high-quality content is the single most vital key to a successful website.
- Site goals must be
  - Relevant
  - Measurable
  - Realistic
  - Prioritized
- Keep the site's content current.

# Installing Expression Web

Now that you have a site plan in mind, it is time to get started. If you have not yet installed Expression Web, now is the time to do so.

To install Expression Web, you must be using either Windows XP with Service Pack 2 or Vista. It does not matter which version you use, as long as your operating system is supported.

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**Note** To use Expression Web effectively, I recommend a minimum screen resolution of 1024×768.

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After you insert the Expression Web CD in your drive and agree to the licensing agreement, you are presented with the choice to Install Now or Customize. The default install of Expression Web is a good choice for those who will be working on basic websites and those hosting on a web server that does not support ASP.NET 2.0.

## Choosing Your Install Type

By default, Expression Web will install to your C:\Program Files\Microsoft Expression folder and include some of the Office 2007 tools, such as the spell-checker and file converters. The most frequently used converters and tools will be installed, while other options, such as the ASP.NET 2.0 web server and script editor, will be set to install on first use. If you do not know if you will be using server-side scripting, use the default install.

### A Default Install

For a default install use the Install Now button and skip to the “Taking a First Look at Expression Web” section.

If you have sufficient hard disk space, consider using a customized install so that you will have all the components available without the need to have the Expression Web disk available to install those components when you are ready to use them.

Other reasons to use a customized install are to install Expression Web in a location other than the Microsoft default of C:\Program Files\Microsoft Expression or to install the classic ASP scripting tool.

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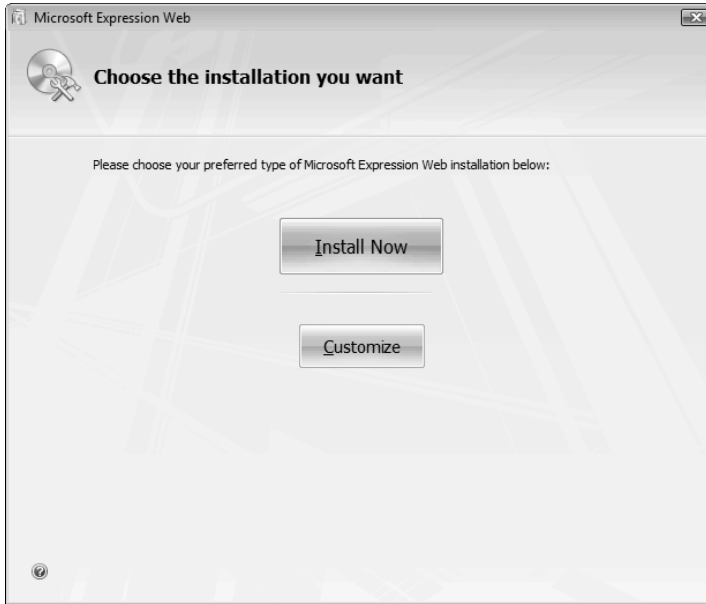
**Note** The number one reason for a custom install is if your website will be hosted on a web server with ASP.NET 2.0.

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### A Custom Install

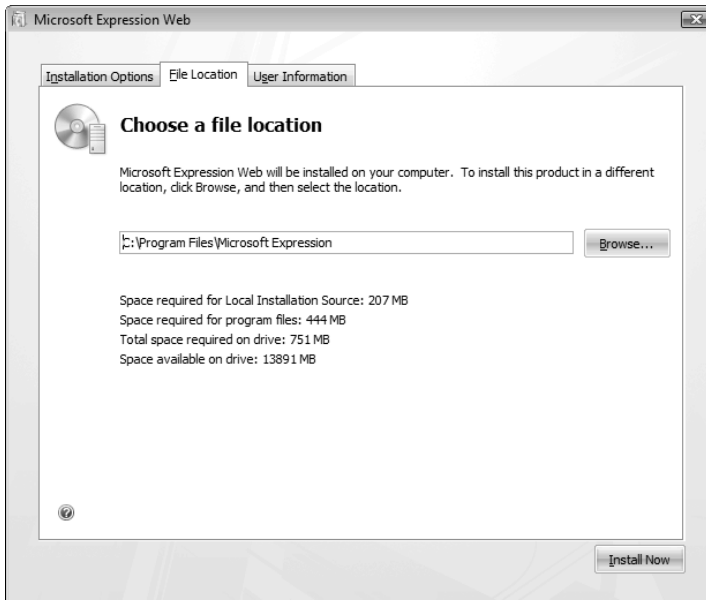
If you need a custom install, follow these steps:

1. Click the Customize button, shown in Figure 1-3.



**Figure 1-3.** Click the button for the type of install you wish to perform.

2. This will launch the dialog box asking you to choose the location on your system to install Expression Web. Use the Browse button to navigate to the location where you want Expression Web to be installed, as shown in Figure 1-4.



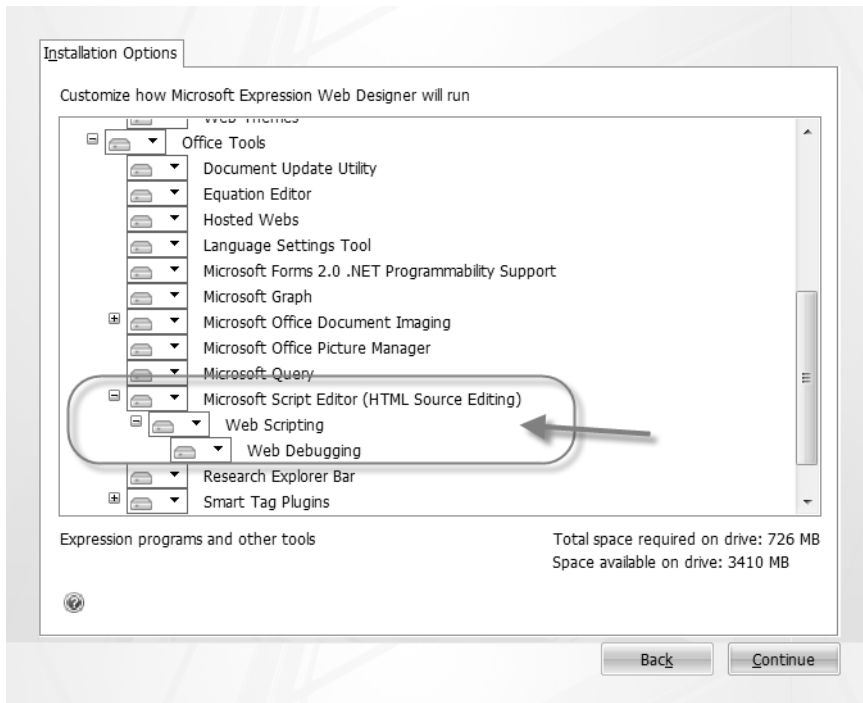
**Figure 1-4.** Use the Browse button to choose your install location.

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**Note** This will be your only chance to choose your install location. If you use the Install Now button and then try to go back to change the install location, you will get an error and be unable to complete your install.

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3. The last choices you will have are to change the default options installed. One change you may wish to make at this stage is to install the ASP.NET web server now instead of on first use, if the web server you will be hosting on offers ASP.NET 2.0.



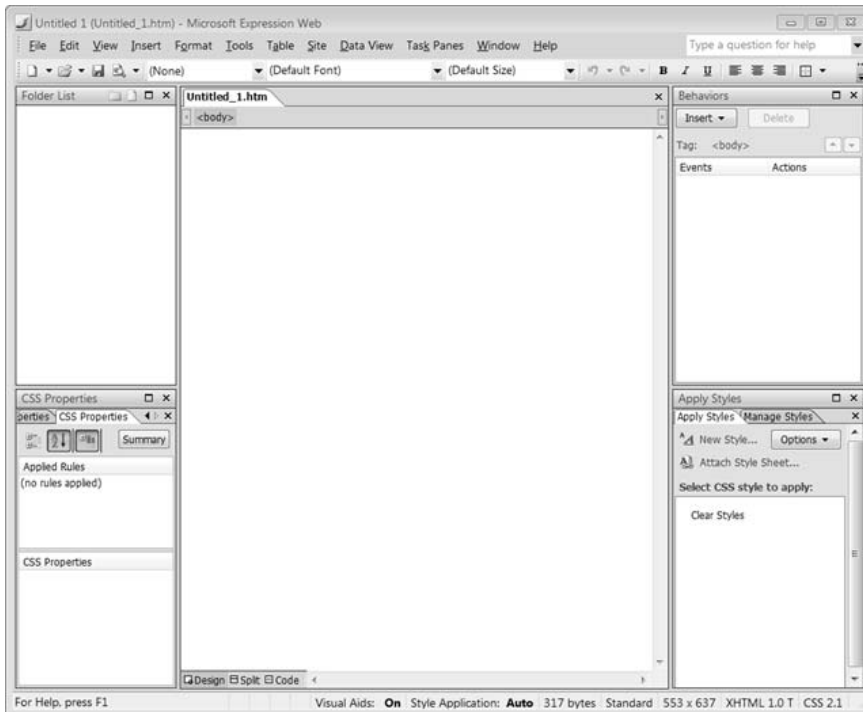
**Figure 1-5.** Install the VBScript editor for writing Classic ASP

4. If you are short on hard drive space, you may also change the tools you do not anticipate using to install on first use.
5. Use the Continue button to complete your install.

## Taking Your First Look at Expression Web

If you have never used a web editor before but have used Windows or one of the Microsoft Office programs, parts of Expression Web will look familiar. You will see the same type of menus across the top and a format toolbar like you see in other Microsoft programs.

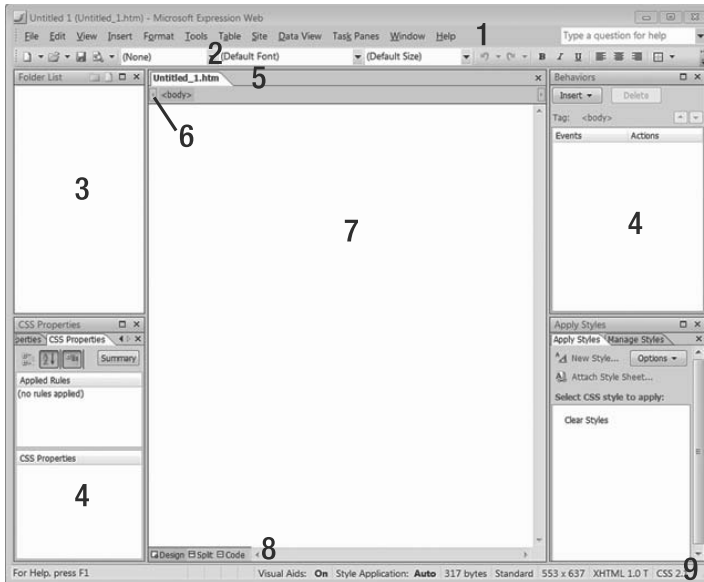
The Expression Web interface consists of a series of toolbars, status areas, and task panes. By default, it looks Figure 1-6.



**Figure 1-6.** When you first open Expression Web, it will look like this.

To work effectively in Expression Web, you will need to become familiar with all of the numbered areas in Figure 1-7.





**Figure 1-7.** Sections of the Expression Web interface

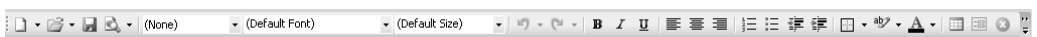
The Expression Web interface is divided into the following areas:

1. **Menu bar:** The menu bar follows Windows standards and consists of File, Edit, Insert, Format, Tools, Table, Site, Data View, Task Panes, Windows, and Help options (see Figure 1-8).



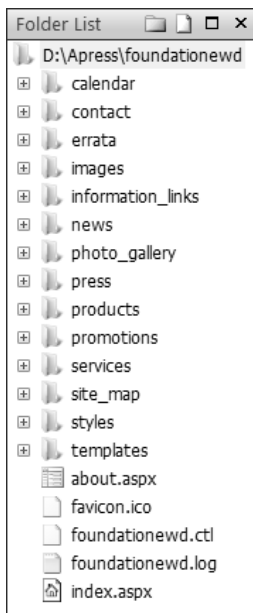
**Figure 1-8.** Expression Web's menu bar uses the familiar Windows menus.

2. **Format toolbar:** While the Format toolbar (see Figure 1-9) may look like the one in Microsoft Word and FrontPage 2003 (and earlier versions), it behaves quite differently from either of those programs by writing styles instead of applying font tags. Unlike with older web editors, if you repeat your format actions on subsequent sections of text, Expression Web does not create a separate style but applies the class created in the first instance to your new selection.



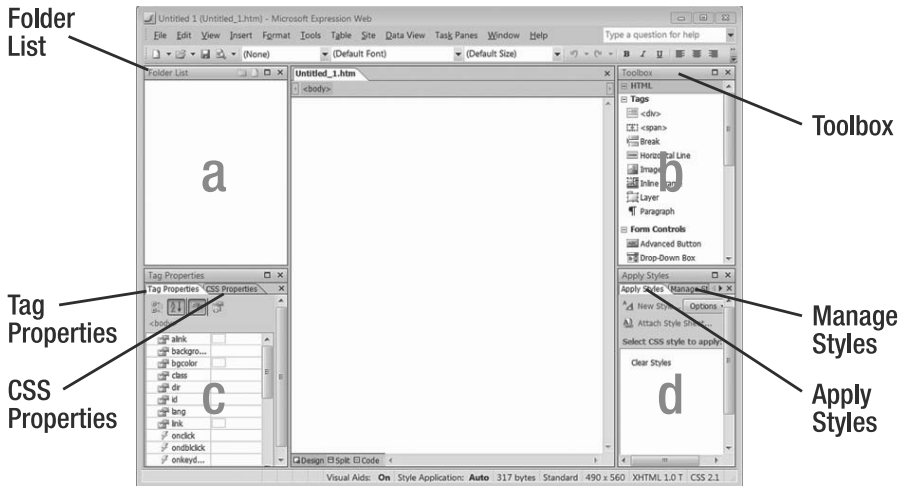
**Figure 1-9.** While this may look like a typical Microsoft formatting toolbar, using the buttons on it will generate styles, not apply font elements.

- 3. Folder List:** The Folder List is technically a task pane, but the function it serves in your site is so important that the Folder List deserves its own section number. This is where your local site files are shown. Every page, image, or other file should be listed here in the same folders as on your production website. Use it to open files, or drag images, Dynamic Web Templates (DWTs), stylesheets, and other items to be displayed in or attached to your pages. Until you create a local website, the Folder List will be empty, as shown in Figure 1-6. Once your site is created, it will look more like the one shown in Figure 1-10.



**Figure 1-10.** The folder list provides you with an outline of all the files in your local website.

- 4. Task panes:** Each of the task panes has one specific function. There are 18 task panes and one entry to reset your Expression Web interface back to the default layout. The six most commonly used task panes are open by default. These are shown in Figure 1-11.



**Figure 1-11.** Task panes displayed by default in Expression Web

The following task panes are open by default in Expression Web:

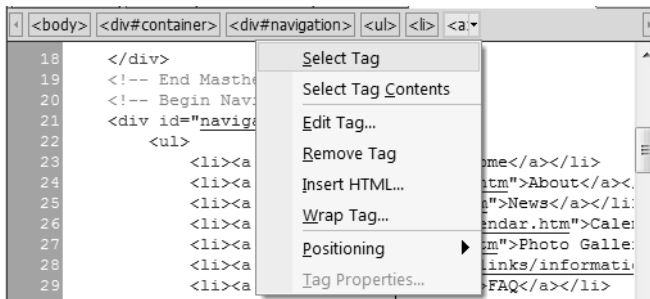
- a. *Folder List*: See item 3.
- b. *Toolbox*: Drag HTML elements and ASP.NET controls from the toolbox to use on your web pages.
- c. *Tag Properties*: Holds two tabbed properties task panes:
  - *Tag Properties*: Displays the attributes available for the HTML element or ASP.NET control that is selected on the open page as well as any events associated with that item.
  - *CSS Properties*: Displays the property and values of the chosen element including those properties inherited by the element.
- d. *Apply Styles*: Holds two tabbed styles-related task panes:
  - *Apply Styles*: Here, you can choose from available styles to apply to an element or section of text, and you can create new styles. The styles available will be shown in the Apply Styles task pane with the style settings applied, so that you can see what the style will look like when you apply it.
  - *Manage Styles*: This pane allows you to move styles between your document and an external stylesheet as well as create new styles.

5. *Document tabs*: These show you the pages you currently have open. A tab will be added for Web Site view once you have created and opened a website, as shown in Figure 1-12. In the Web Site view, you will see a top-level representation that matches your collapsed Folder List until you connect to your Internet server to publish your site. Once you have connected to your remote site, the publishing interface will become the default view for the Web Site tab.



**Figure 1-12.** The document tab bar shows the pages you have open along with the Web Site view when you are connected to your web server.

6. *Quick Tag bar*: Acts like a document breadcrumb map showing you where you are in the document's structure. Using the bar, you can select and edit the HTML elements as shown in Figure 1-13.

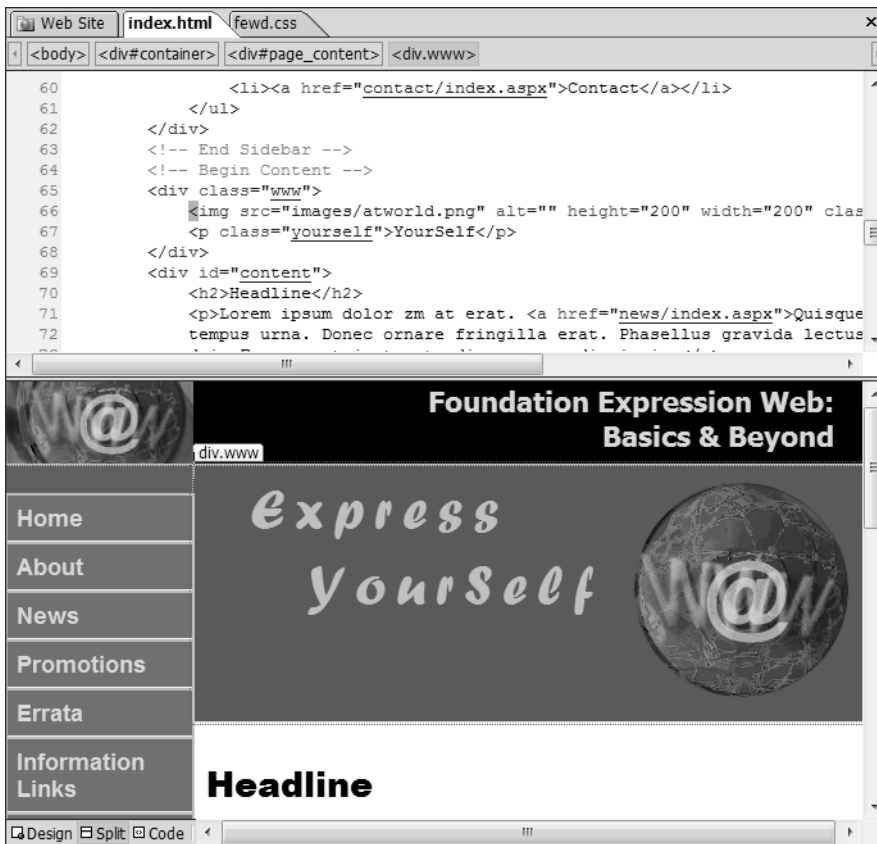


**Figure 1-13.** Using Quick Tag shows you the document structure and lets you manipulate the elements.

7. *Document window*: This is where you create your web pages using one of the following three views, which are shown in Figure 1-14:
  - *Design*: This view, shown with a blank page in Figure 1-6, renders your page according to the doctype chosen and is a close approximation of what the browser displays. Design view rendering has improved so that there is no need for a separate Preview view inside Expression Web.
  - *Split*: Shown in the Figure 1-15, this is the recommended view, since it allows you to see both the code and the way the code renders in a modern browser.
  - *Code*: This view, shown in Figure 1-14, lets you view only the code, which, unless you come from a development background, may be difficult for you to visualize.

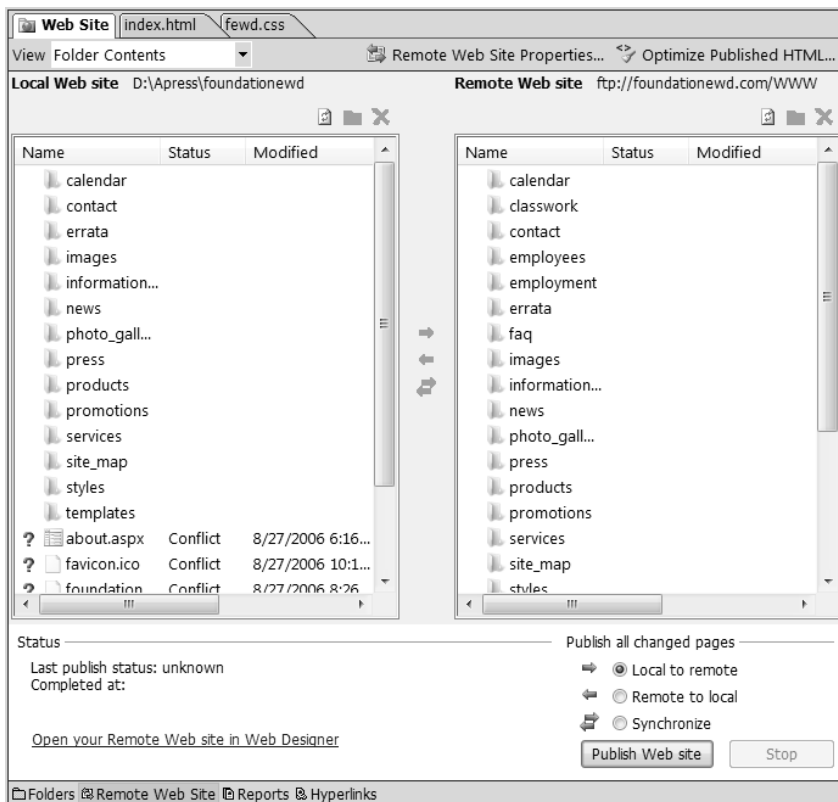


**Figure 1-14.** From left to right, the three document views are Design view, Split view, and Code view. I recommend working in Split view.



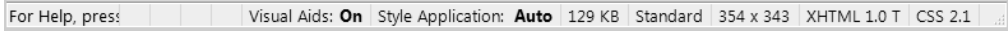
**Figure 1-15.** Using Split view for your Document window lets you see both code and design at the same time.

8. *Document window options*: Below the Document window is a context-sensitive set of options for the Document window. The default view when Expression Web is first opened is shown at the bottom of Figure 1-11. When you have a local Web Site open without a page open in the Document window, you will see a page that looks like the Folder List with file details such as you would see in the details view of Windows Explorer. If you have connected to your web server to publish your site, you will see your local and remote servers, as shown in Figure 1-16.



**Figure 1-16.** The web publishing interface will appear under the Web Site tab in the Document Window with related options of Reports and Hyperlinks in the Document Window's options.

9. *Status bar*: This is the last section of the Expression Web interface. As the name implies, it lets you see page status and program options. In Figure 1-17, you can see that Visual Aids are turned on; Style Application is automatic; and the Document window design section is a narrow 354 pixels wide. Ideally, the design section of Split view (and of the whole page in Design view) would be the width you want for your page, but in this case, I narrowed the space available to get the screenshot you see in Figure 1-17. The remaining information in the Status Bar tells me the doctype and Cascading Style Sheet (CSS) version the page is using.



**Figure 1-17.** *The Status bar provides you with information about your Expression settings and your web page.*

## Summary

In this chapter, we have made decisions concerning the purpose of the website you will be creating and your target visitor. We looked at when you need a domain name and at commercial web hosting versus using third-level hosting without a domain. These are important decisions you should make before you begin creating your website.

Next, we installed Expression Web and learned how the design surface helps us create better web pages. Now that you are familiar with the interface, it is time to create your first website!