

### Put a Little Pizzazz in Your Web Site!

The whole point of developing **netStartGold** was to level the playing field for educators that needed or wanted a sophisticated, professional Internet presence without having to pay a lot of money, or having to learn complicated and time-consuming programming languages. With our tool anyone can build a great looking web site without ever knowing any programming.

However, you can very easily jazz up your **netStartGold** site with a few simple HTML (Hyper Text Markup Language) commands. The most useful HTML commands will allow you to make a word, phrase or sentence **bold**, *italicized* or underlined. All you have to do is insert the HTML tags immediately before and after the word or phrase. Remember though, this only works inside the Content Area boxes, not in the headings, slogans, or navigation. Our software magically transforms what you typed in those boxes into either a GIF or a javascript format and HTML won't work there. Here are the commands:

Bold	<code>&lt;b&gt;your text&lt;/b&gt;</code>
Italics	<code>&lt;I&gt;your text&lt;/I&gt;</code>
Underline	<code>&lt;u&gt;your text&lt;/u&gt;</code>

You can even combine them, if, for example, you wanted to make a word both bold and italicized:

```
<b><I>your text</I></b>
```

These commands will make your text appear underlined and/or italicized to your web site's visitors whether they are viewing it over either Microsoft's or Netscape's browser. For some reason, however, the simple command for bolding doesn't always work over older versions of the Netscape browser. So you might want to try this one instead:

```
<span style="font-weight: bold">YOUR TEXT GOES HERE</span>
```

Too long to type in, much less to remember? Here's a tip: save this document to your hard drive. In fact, just put it in the folder where you keep the backup of your web site's content. You are backing up your content aren't you? Then, whenever you want to add some pizzazz to your site, open this document and copy and paste these tags before and after the text.

Another tip: Let's say that you have three paragraphs on your Home Page and you want the name of a book or a project to be bolded, and it is mentioned four times. Copy (control + c, or apple + c) the front tag and paste it in front of the book's title or project name all four times first. Then do the same thing with the second tag.

Stylistic tip: Using these tags is a great way to add a little spice to your web site but you shouldn't overuse them. They are much more effective when used sparingly. For example, businesses use them with their company's name or phrases such as "Call Us Today!" or "Make Your Reservations Today" or certain phrases that they especially want to emphasize to their customers. Definitely, doing something like putting all of your text in bold or italics will probably make your web site look less professional than you would like.

Another great feature of **netStartGold** that you may already be using is its ability make dynamic links. Whenever you type in anything beginning with http:// or www, followed a "dot" anything.com (or net, org, edu, etc.), our software magically transforms what you typed into a "hot link." Again though, this only works in the Content Area boxes. This also works with e-mail addresses. Anytime you type in anything followed by the @ symbol followed by anything.com (net, org, edu, etc.), it will be a hot link. When a visitor clicks on it, it will open his or her e-mail program with the address already in the "To:" address bar. These two features are quick and easy ways to link other sites from your site and to give your visitors an

easy way to contact you via e-mail. Make sure the URLs and e-mail addresses are spelled properly, however, because the software won't know. It's magical, but not too bright.

Now, you've probably seen some web sites where the links just said "Company Name," or "Contact Us," "Click Here" or even a person's name, and those were also hot links to another web site or to someone's e-mail. How did they do that? With HTML.

If you want a link on your site that says "Click Here," copy and paste this in the appropriate place:

```
<a class="link" href="http://www.yourlink.com" target="_blank">Click Here</a>
```

this one won't open another browser:

```
<a class="link" href="http://www.yourlink.com">Click Here.</a>
```

Where it says "yourlink.com" just change it to whatever the URL is that you want. If you would rather put a topic heading on your site instead of "Click Here," then replace "Click Here" in the tag with that topic heading (e.g., "American Revolution," or "Fun Science Projects," etc.).

For the e-mail address, you could write something like: For More Information Contact: and then use this tag:

```
<a class="link" href="mailto:janedoe@something.com">Jane Doe</a>
```

Of course, you will want to replace the address and name with real ones.

Have fun!