

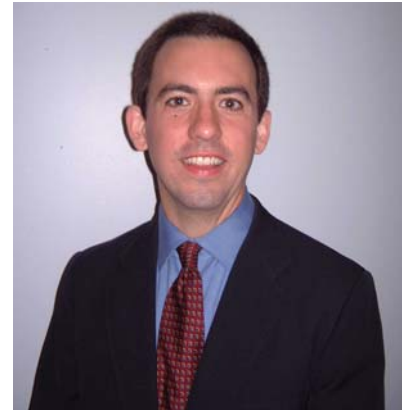


# Knowledge Network October Newsletter

Web Page Design

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**W**eb pages are become an important marketing tool for many companies who want to catch the attention of the customer and provide them with new products and services. Recently, companies have included sections within their web site allowing secure customer logins or an online store within their web site. When choosing to create a new web page, there are two approaches that can be used to design a web site. The first approach is to use HTML (hypertext markup language) programming within a word processing application. The best approach to learning HTML is to view the existing web page code of any internet site and also to explore the basics of HTML programming on the internet. When viewing a web site using Internet Explorer, the HTML code can be viewed by selecting view from the menu bar and selecting source. The following link also provides basic examples of commonly used HTML components.



- [http://hotwired.lycos.com/webmonkey/reference/html\\_cheatsheet/](http://hotwired.lycos.com/webmonkey/reference/html_cheatsheet/)

The second approach to creating a web page is to purchase a graphic based program such as Macromedia Dreamweaver or Microsoft FrontPage. These point and click programs work like any word processor or presentation software to create professional web pages without knowing how to program. There are basic templates available from the internet which can be used with the graphics based programs to produce a professional web site in a matter of minutes. Internet service providers also offer a limited web based graphic interface that includes templates designed to produce a basic web site. The following links are also useful when looking for specific graphics, pictures or templates to include in a company's web site.

- <http://office.microsoft.com/clipart/default.aspx> • <http://gallery.yahoo.com/> • <http://www.freebusinesstemplates.com/>

Once a web page is complete it is important to keep the information current. Web sites that are frequently updated with new product information and services provide the customer with a reason to return. Knowledge Network provides the expertise to update and maintain your company's web site. We also work with individuals and teach them how to keep their web site up to date with company news and product updates.



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