

# How to build @ Professional Web Site

## Newsletter N. 33

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"Web Designer and WebMaster Hints and Tips"

The monthly (or bi-monthly) e-zine for serious Web Developers - presented by Carlo Scodanibbio

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ISSUE N. 33  
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### 1) EDITOR'S NOTE

My dear ezi-readers and cyber-friends, Hello!

Here I am, back again, with a couple of good tips for you especially selected from my basket (a panama hat, as you know....).

You shouldn't be disappointed, so keep on reading!

Ciaoooooo!  
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### 2) SPECIAL ANNOUNCEMENT

Carlo goes "live" again at UCT in Cape Town.

Presenting what? A brand new program, a course entitled  
"HOW TO MAKE PROFESSIONAL POWER POINT PRESENTATIONS".

When? During the month of August - five evening sessions starting Thursday 11th.

As you know, I am primarily a trainer. Over the years I have developed my own style (rather successful, I must say) of transmitting training messages by creating lively Power Point presentations, capable of attracting and maintaining the audience interest from beginning to end.

Following requests from some of my participants, I have decided to release all my secrets to the general public, and make available my 10 years' experience with Power Point to everybody. After all, there is nothing more boring than a plain presentation: maybe with dull colours and backgrounds, and with walls of text and graphs and diagrams that get people bored to death (or fast asleep) in a matter of a quarter of an hour....

Professional presentation skills are a necessity in education, training, conferencing, marketing, science, and many other fields. In order to convey strong, valid messages to an audience, presentations should fulfil a number of criteria. They should be relevant, dynamic, appealing, stimulating, concise and, when applicable, entertaining. They should be designed to hold the interest of the audience so that the understanding and learning process will be as smooth and pleasant as possible.

Here is where Carlo's tips and hints come onto the scene: besides furnishing a number of technical tools (choice of colours - special effects for text - managing images - transitions - personalised animations - insertion of sound and movies - etc.), the course focuses on principles to be adopted and mistakes to be avoided to assure an effective, lively, interest-capturing presentation. Presentations for use on the Web or by e-mail will receive particular attention.

The course follows a step-by-step programme and is completely "hands-on". There will be also a Final Exam and a Certificate for successful candidates.

Interested?

If you wish to listen "live" to Carlo's nonsense and watch his famous (or infamous) training style, flock around and you won't be disappointed: knowledge by the ton and fun by the lots, guaranteed.....

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And for those of you asking when a new real-world edition of my famous "HOW TO BUILD A PROFESSIONAL WEB SITE" course will be held, I inform you it will be at the end of October, this year.

Just be patient for a while. Too late for you? No problem, my distance-learning equivalent is always there for you at

**<http://www.scodanibbio.com/webbuild>**

OK??????????????

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Now let's get into heavy action:

### 3.1) MAIN TOPIC OF THE MONTH - YOUR PERSONAL HTML/XHTML/CSS VALIDATOR

Yes, I mean a Validator, like the one the World Wide Web Consortium (W3C) offers, but readily available in your computer!

Interested? I am sure you should be.....

You know, connecting to the web, going to the W3C site, finding the Validator, and then uploading files to be validated from your computer to the remote Validator, one by one... and then reading the results (hopefully positive, but more than often negative...) and then saving the results page so that you can correct all mistakes..... and then make all corrections, and - just in case - re-validate each corrected page again before publication..... oh boy, oh boy, oh boy, it's a pain in the neck, isn't it?

NO WORRY!!!!!!!!!!!!!! There is a solution, and here comes Carlo to the rescue.

There is some clever genius there in the cyberspace who has invented a piece of software that you install in your computer and validates instantly any page of yours, any HTML file stored in your computer (one by one obviously). There and then. And highlights all mistakes!

BRILLIANT!!!!!!!!!!!!!!

And, more good news, one of the versions of this software is free!!!!!!!!!!!!

Where do you find such a goody? At

<http://www.htmlvalidator.com/>

There you have the full story, and a few choices:

- # download the "professional" version of the validator (but it costs money)
- # download the "standard" version of the validator (but it costs money: less)
- # download the "lite" version of the validator (it costs nothing, and it's free for you to keep!)
- # download a "demo" version of the "professional" validator, usable for 100 validations (it costs nothing, and it's free for you to keep until it works!)

I have tried both the "lite" version and the "demo professional" version: IMPRESSIVE!!

How does it work?

You open a file to be validated in the Validator pane, and then click on the "validate" button. FLIBADIPFLIBADAP, instantly, your document is scrutinised upside-down and inside-out and you get the "results".

The results are given on the basis of the DOCTYPE declaration you are using in your document: HTML documents will be validated against the relevant version of the declaration (HTML 3.2 - or 4.0 - etc.) and XHTML documents will be validated against the XHTML type (Strict, Transitional, etc.).

The results are of 3 main types: ERRORS, WARNINGS, or no-error/no-warning (= perfect page - in which case you also get a "ta-da" music to celebrate....).

ERRORS are coding mistakes that even the W3C Validator would not pass.

WARNINGS are imperfections that may cause problems with some browsers.

Typical examples: improper use of white space - line carriages where there should be none - upper case instead of lower case - and so on....

ERRORS in your code are highlighted in dark brown. WARNINGS are highlighted in yellow.

Below the main program's pane there are two additional windows: one displaying the results, with each ERROR or WARNING commented in rather good detail - and the other displaying rules (to fix up the concerned ERROR) or tips (to eliminate the reason of the WARNING). SUPER-DUPER-FANTASTIC!

This little gadget does much, much more than the W3C Validator!

Obviously, the "lite" version does not have all the features of the "standard" and "professional" versions.

The "lite" version only validates HTML and XHTML code (that is excellent already) and gives up to a maximum of 20 WARNINGS per page. The "professional" version has no such limitations and, besides, validates also CSS, it has a spell-check (excellent) and many other features.

Try for yourself. I have been really impressed by the power of this CSE Validator (as it is called).

It highlights page defects that the W3C Validator would not even look at.... It is an excellent designer and webmaster aid, and I can only recommend it 100%.

Happier? (You should be.....)

### 3.2) MAIN TOPIC OF THE MONTH - GIFT: DOWNLOAD A FREE COLOUR PICKER

Yes, my dear cyber-friends, a small gift for you, small but extremely handy if you can't afford pieces of graphic software such as Adobe Photoshop, or Corel PhotoPaint, or PaintShopPro or the like. Handy because after installation (easy and fast) you may keep the Colour Picker window open in a corner of your desktop and while you design your pages, there it is ready to give you colour codes of the 16 million+ available on earth. Not only the HTML code, but also the RGB, VB and Hexadecimal ones: ready to copy and paste into your page's code or to store in the program's "favourites" palette (handy when you design a new site from scratch.....).

Why this gift?

Because I love you all (hehe, hehe, hehe) and also to show my sympathy to a very good cyber-friend of mine (Robby is his name): friend from years and very devoted to his small web business, that is his life. He eats, breaths and sleeps his web business round-the-clock. He has gone through very tough times, yet he still goes full steam ahead with enormous determination and an excellent sense of humour. Very good.

Robby was the first to get free my distance-learning course for Web Designers/WebMaster (you may

read the story in my newsletter N. 16). Since then we are friends. And to reciprocate my gift of over 2 years ago, now he offers this Colour Picker free to all my students, past, present and future, and to all readers of my newsletter. Nice, isn't it?

You'll find the gift at

**<http://www.lowbudgetdesigns.net/downloadpage.html>**

with straight-forward instructions for downloading. While the file downloads, I suggest you browse through Robby's site (all links are there ready for you): you may discover a number of interesting widgets and gadgets, special offers, other free downloads, etc. Definitely worth to visit. And if you are happy with the Colour Picker, please drop two lines of thankyou e-mail to Robby: he will be so happy.....

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3.3) MAIN TOPIC OF THE MONTH - EXAMPLES OF CSS DESIGN

Quite a few, and most of them very elegant: that's what you will find at

**<http://www.csszengarden.com/>**

a collection of CSS designed web pages.

There is a bit to learn, both from the artistic and the technical points of view. You may also download the HTML and CSS codes of each page in the gallery, which makes easy the concept of "copy, paste, and improve".

You may also modify the CSS code "online" and see the changes!

Pay a visit there, you won't regret it!!

That's it for this newsletter. My hat is empty, yours contains a few more tips - I hope....

Bye!! Ciaooooo!! Arrivederci!! Salutations!! A' bien tot!! Greetings!! Hasta la vista!! Zdravo!! Tot-siens!! Bye!! Yassou!!

Carlo

How to build a Professional Web Site

**<http://www.scodanibbio.com/webbuild>**

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HOW TO BUILD A PROFESSIONAL WEB SITE

A comprehensive real-world AND distance-learning Web Design/WebMaster course  
presented by Carlo Scodanibbio

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If you are receiving this Newsletter it's either because you have subscribed to receive it, or because you have downloaded the first five (free) Lessons of my Course "How to build a professional web site", accepting to receive one issue of this Newsletter.

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