

## Tutorial

### Activities

- Code
  - Editor: Expression Web
  - Focus : Base Layout, css drop down menu, jssor implementation
  - Facebook and twitter feeds, SEO
  - Submitting to a search engine

## Build Site

- Create your site

Specify the name and location of the new site

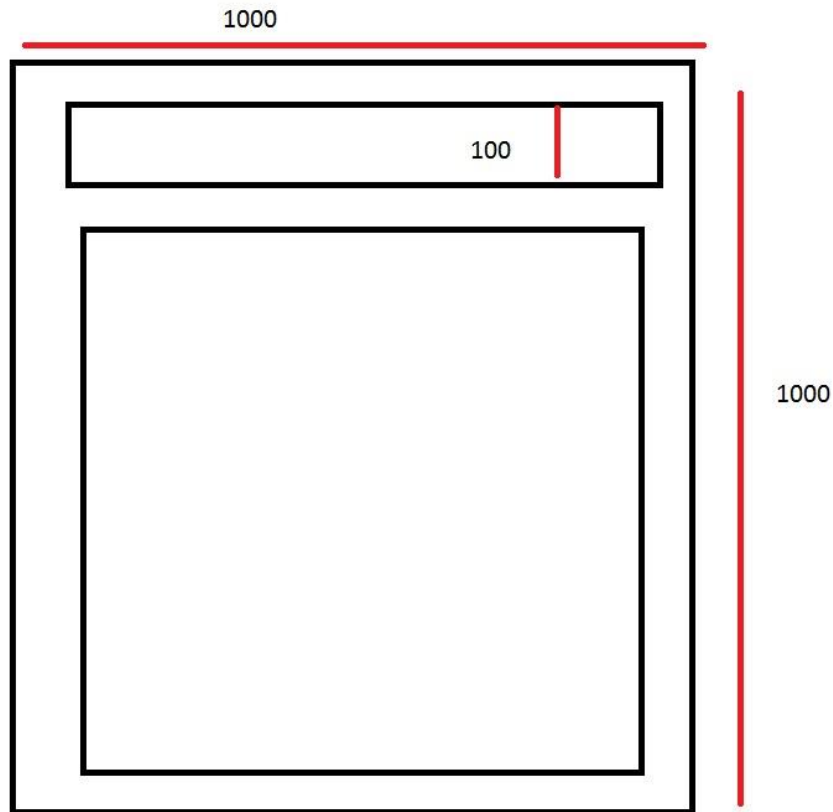
Location: C:\Users\Sean\Desktop\tutorial10 Browse...

☒ Add to Managed List Name: tutorial10

OK Cancel

- Build the following design

- 



- 
- 

```
1 <!DOCTYPE html>
2 <html>
3
4 <head>
5 <meta content="text/html; charset=utf-8" http-equiv="Content-Type">
6 <style type="text/css">
7     #dPage{width:1000px; height:1000px; background-color:lime; margin: 0 auto;}
8     #dHeader{width:1000px; height:100px; background-color:#336699; }
9     #dContent{width:1000px; height:900px; background-color:#C0C0C0;}
10 </style>
11 </head>
12
13 <body>
14     <div id="dPage">
15         <div id="dHeader"></div><!-- eo dHeader -->
16         <div id="dContent"></div><!-- eo dContent -->
17     </div><!-- eo dPage -->
18 </body>
19
20 </html>
21
```

- Add links for the content

```

26 <div id="dPage">
27   <div id="dHeader">
28     <div id="menu">
29       <ul>
30         <li><a href="#">Autobots</a>
31           <ul>
32             <li><a href="#">Optimus Prime</a></li>
33             <li><a href="#">Prowl</a></li>
34             <li><a href="#">Ironhide</a></li>
35           </ul><!-- eo sub menu items -->
36         </li><!-- eo root item -->
37       </ul><!-- eo drop down one -->
38     </div><!-- eo menu -->
39     <div id="menu">
40       <ul>
41         <li><a href="#">Decepticons</a>
42           <ul>
43             <li><a href="#">Megatron</a></li>
44             <li><a href="#">Starscream</a></li>
45             <li><a href="#">Thundercracker</a></li>
46           </ul><!-- eo sub menu items -->
47         </li><!-- eo root item -->
48       </ul><!-- eo drop down one -->
49     </div><!-- eo menu -->
50     <div id="menu">
51       <ul>
52         <li><a href="#">Movies</a>
53           <ul>
54             <li><a href="#">Animated 1986</a></li>
55             <li><a href="#">Transformers 1</a></li>
56             <li><a href="#">Transformers 2</a></li>
57           </ul><!-- eo sub menu items -->
58         </li><!-- eo root item -->
59       </ul><!-- eo drop down one -->
60     </div><!-- eo menu -->
61   </div><!-- eo dHeader -->
62   <div id="dContent"></div><!-- eo dContent -->
63 </div><!-- eo dPage -->

```

- From here we start styling
- Position the menu

```

10
11 #menu { float:left; width:200px;}
12

```

- And test
- Style the links

```

11 #menu { float:left; width:200px;}
12 #menu li {list-style:none;}
13 #menu li a{display:block; padding:3px 8px; text-decoration:none; font-weight:bold; text-align:left;
14 color:white;}

```

- And test
- Now we hide the sub menus and add some interactivity

```

11 #menu { float:left; width:200px;}
12 #menu li {list-style:none;}
13 #menu li a{display:block; padding:3px 8px; text-decoration:none; font-weight:bold; text-align:left;
14 color:white;}
15 #menu li a:hover{color:black;}
16 #menu li ul{display:none;}

```

- And test

- Next we want the sub menus to appear when we run the mouse over

```

11 #menu { float:left; width:200px;}
12 #menu li {list-style:none;}
13 #menu li a{display:block; padding:3px 8px; text-decoration:none; font-weight:bold; text-align:left;
  color:white;}
14 #menu li a:hover{color:black;}
15 #menu li ul{display:none;}
16 #menu li:hover ul{display:block; position:relative; left:0; width:100%; margin:0; padding:0; background-color:
  #0066CC;}
17

```

- And test
- And we can just add a little bit more styling to the sub menu links

```

6<style type="text/css">
7 #dPage{width:1000px; height:1000px; background-color:lime; margin: 0 auto;}
8 #dHeader{width:1000px; height:100px; background-color:#336699; text-align:center; }
9 #dContent{width:1000px; height:900px; background-color:#C0C0C0;}
10
11 #menu { float:left; width:200px;}
12 #menu li {list-style:none;}
13 #menu li a{display:block; padding:3px 8px; text-decoration:none; font-weight:bold; text-align:left;
  color:white;}
14 #menu li a:hover{color:black;}
15 #menu li ul{display:none;}
16 #menu li:hover ul{display:block; position:relative; left:0; width:100%; margin:0; padding:0; background-color:
  #0066CC;}
17 #menu li:hover li a {color:white;}
18 #menu li:hover li a:hover {color:yellow;}
19</style>

```

- And test

Now add a new menu item

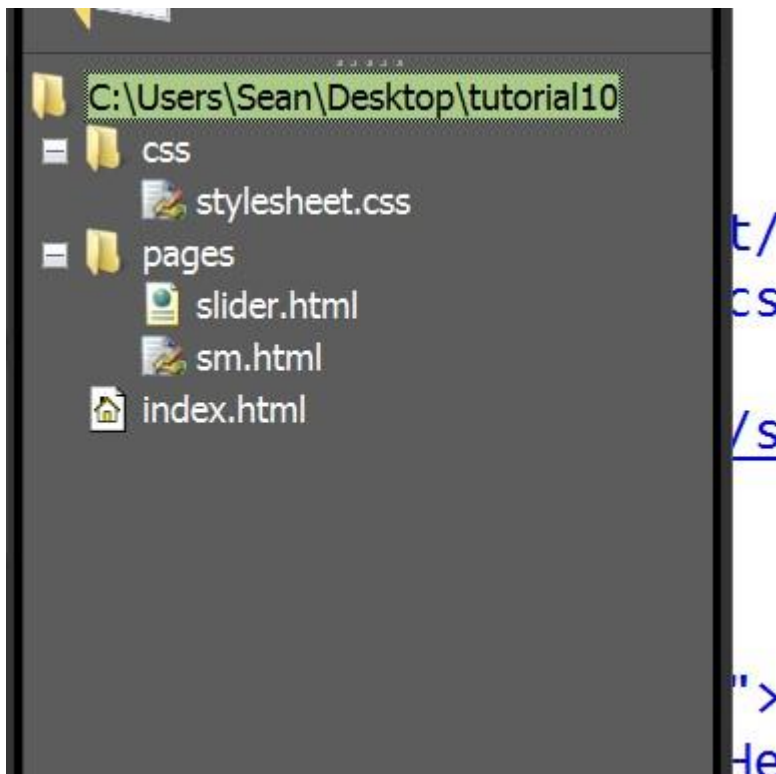
```

23<body>
24  <div id="dPage">
25    <div id="dHeader">
26      <div id="menu">
27        <ul>
28          <li><a href="index.html">Home</a>
29            <ul>
30              <li><a href="pages/slider.html">Jssor Slider</a></li>
31              <li><a href="pages/sm.html">Social Media</a></li>
32            </ul><!-- eo sub menu items -->
33          </li><!-- eo root item -->
34        </ul><!-- eo drop down one -->
35      </div><!-- eo menu -->
36    </div>
37    <div id="menu">
38      <ul>
39        <li><a href="#">Autobots</a>

```

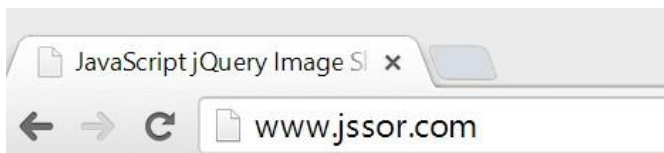
- Create the pages folder
- Create a css folder
- Move styles to an external stylesheet

- Create the slider.html page • And the sm.html



## Jssor Slider

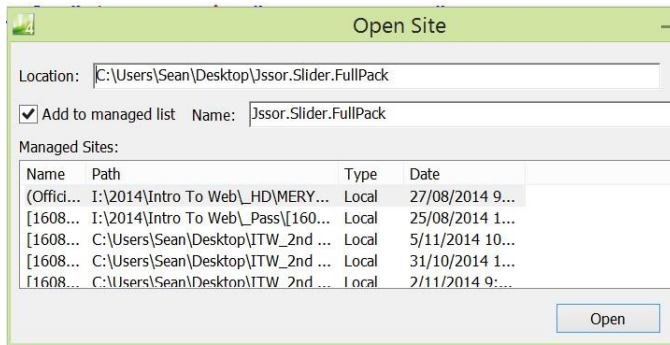
- Go here



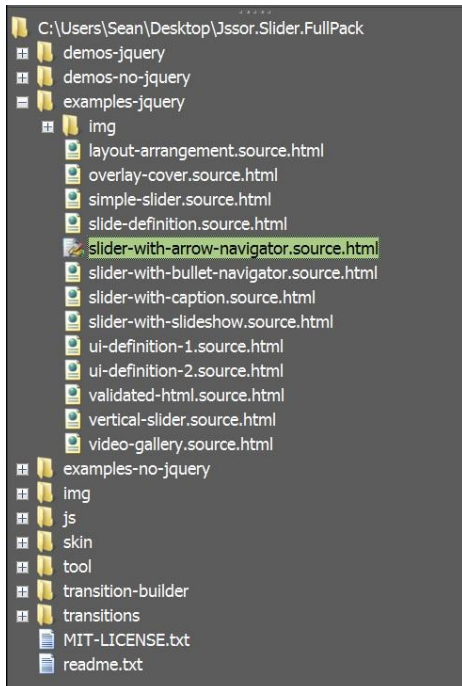
- Go to the download link and select the Source code and development kit



- Right click extract the files
- Open up a new copy of expression (Hold shift and click the icon in the task bar)
- Then open up as a site (open Site)



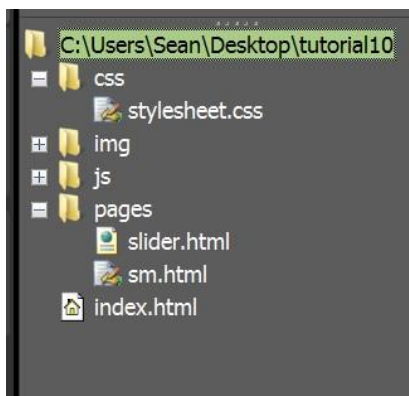
- 
- From here open up the slider-with-arrow-navigator-source.html



- 
- From here, we need to copy 3 elements to our own slider.html
  - The css
  - The javascript
  - The html

- Normally you would point to your own images, but we'll use the ones in the example, so we will take the img folder as well.

- It should look like this:



- 
- From here we link up the javascript, so find it in the example page and copy it to the slider page



```

6<style type="text/css">
7</style>
8<link href="../css/stylesheet.css" rel="stylesheet" type="text/css">
9<!-- it works the same with all jquery version from 1.x to 2.x -->
10<script type="text/javascript" src="../js/jquery-1.9.1.min.js"></script>
11<!-- use jssor.slider.mini.js (40KB) instead for release -->
12<!-- jssor.slider.mini.js = (jssor.js + jssor.slider.js) -->
13<script type="text/javascript" src="../js/jssor.js"></script>
14<script type="text/javascript" src="../js/jssor.slider.js"></script>
15</script>
16    jQuery(document).ready(function ($) {
17        var options = {
18            $DragOrientation: 3,                //[Optional] Orientation to drag slide, 0 no
drag, 1 horizontal, 2 vertical, 3 either, default value is 1 (Note that the $DragOrientation should be the same as
19            $ArrowNavigatorOptions: {          //[Optional] Options to specify and enable arrow
navigator or not
20                $Class: $JssorArrowNavigator$,    //[Required] Class to create arrow navigator
instance
21                $ChanceToShow: 2,                //[Required] 0 Never, 1 Mouse Over, 2 Always
22                $AutoCenter: 0,                  //[Optional] Auto center arrows in parent
container, 0 No, 1 Horizontal, 2 Vertical, 3 Both, default value is 0
23                $Steps: 1                        //[Optional] Steps to go for each navigation
request, default value is 1
24            }
25        };
26
27        var jssor_slider1 = new $JssorSlider$("slider1_container", options);
28    });
29</script>
30
31
32</head>
33
34<body>
35    <div id="dPage">
36        <div id="dHeader">
37            <div id="menu">
38                <ul>
39                    <li><a href="../index.html">Home</a>

```

- Next we look at the css

```

6 <!-- Arrow Navigator Skin Begin -->
7 <style type="text/css">
8     /* jssor slider arrow navigator skin 03 css */
9     /*
10     .jssora03l          (normal)
11     .jssora03r          (normal)
12     .jssora03l: hover  (normal mouseover)
13     .jssora03r: hover  (normal mouseover)
14     .jssora03l:dn      (mousedown)
15     .jssora03r:dn      (mousedown)
16     */
17     .jssora03l, .jssora03r, .jssora03l:dn, .jssora03r:dn
18     {
19         position: absolute;
20         cursor: pointer;
21         display: block;
22         background: url(../img/a03.png) no-repeat;
23         overflow: hidden;
24     }
25     .jssora03l { background-position: -3px -33px; }
26     .jssora03r { background-position: -63px -33px; }
27     .jssora03l: hover { background-position: -123px -33px; }
28     .jssora03r: hover { background-position: -183px -33px; }
29     .jssora03l:dn { background-position: -243px -33px; }
30     .jssora03r:dn { background-position: -303px -33px; }
31 </style>

```

- And now the html

```

108     <div id="dContent">
109     <!-- Jssor Slider Begin -->
110     <!-- You can move inline styles to css file or css block. -->
111     <div id="slider1_container" style="position: relative; top: 0px; left: 0px; width: 600px;
112     height: 300px; ">
113
114     <!-- Slides Container -->
115     <div u="slides" style="cursor: move; position: absolute; left: 0px; top: 0px; width: 600px; height: 300px;
116     overflow: hidden;">
117         <div></div>
118         <div></div>
119         <div></div>
120         <div></div>
121         <div></div>
122         <div></div>
123         <div></div>
124     </div>
125     <!-- Arrow Left -->
126     <span u="arrowleft" class="jssora03l" style="width: 55px; height: 55px; top: 123px; left: 8px;">
127     </span>
128     <!-- Arrow Right -->
129     <span u="arrowright" class="jssora03r" style="width: 55px; height: 55px; top: 123px; right: 8px">
130     </span>
131     <!-- Arrow Navigator Skin End -->
132     <a style="display: none" href="http://www.jssor.com">bootstrap carousel</a>
133 </div>
134 <!-- Jssor Slider End -->
135
136 </div><!-- eo dContent -->

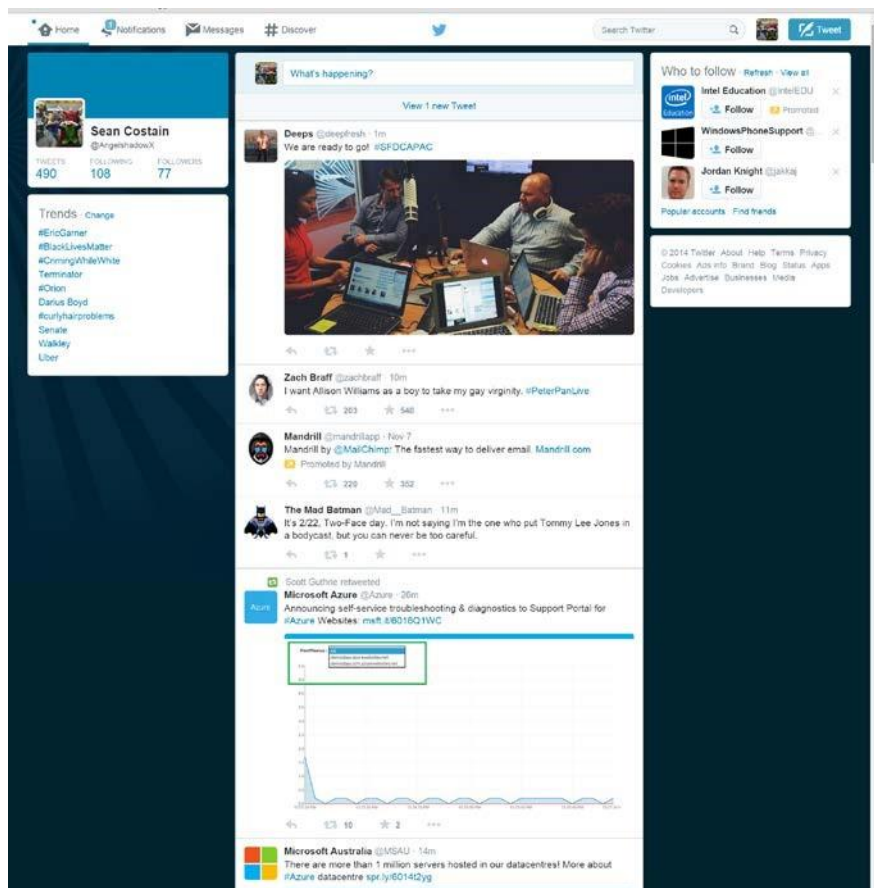
```



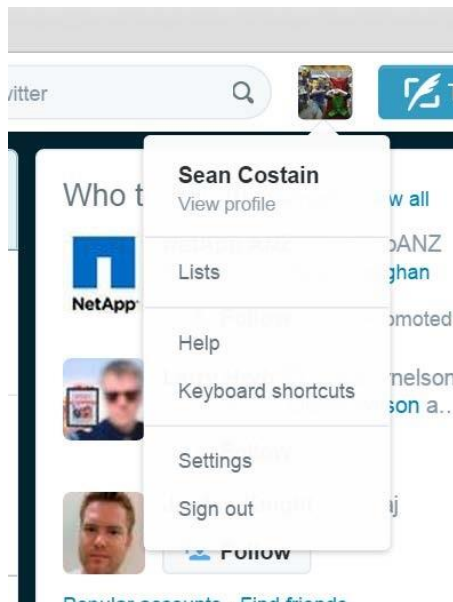
- From here, you should be able to test it.
- You can then go through the other examples to find a slider that meets your design criteria.

## Social Media

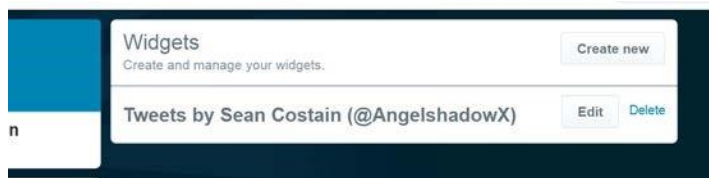
- To get social feeds on your site you need to first have one.
- So let's look at twitter
- I've logged into my twitter feed



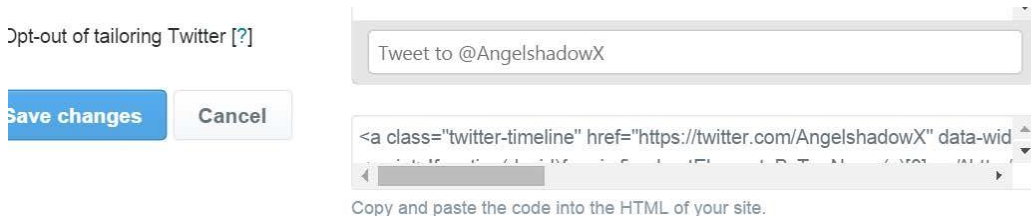
- So to start off with, I need to create a widget that will allow me to embed twitter.
- So we first go to our settings, click on your profile pic



- 
- Next click on Widgets
- And then create a widget



- 
- From the create a widget section, customise the way you want your tweets to look
- Once you have one, you will see it listed in the widgets section.
- From here click on your widget; Mine says Tweets by Sean Costain.. click on edit
- Down in the bottom, you will see a small bit of html, you want to copy this code



By using Twitter Widgets, you agree to the [Developer Rules of the Road](#).

- 
- Once you have copied it, go to your sm.html page and paste it into the content section

```

60 <div id="dContent">
61
62 <a class="twitter-timeline" href="https://twitter.com/AngelshadowX" data-widget-id="426116505101561856">Tweets by
  @AngelshadowX</a>
63 <script>!function(d,s,id){var js,fjs=d.getElementsByTagName(s)[0],p=/^http:/.test(d.location)?'http':'https';if(!
  d.getElementById(id))
  {js=d.createElement(s);js.id=id;js.src=p+"://platform.twitter.com/widgets.js";fjs.parentNode.insertBefore(js,fjs);
  }(document,"script","twitter-wjs");</script>
64
65
66 </div><!-- eo dContent -->

```

- 
- From here, load up your page, you should see something like this:



- 
- And that's twitter
- Facebook is a bit different, what you need to do is login to your facebook account, then go to the following address:  
[https://developers.facebook.com/docs/plugins/embeddedposts?locale=en\\_GB](https://developers.facebook.com/docs/plugins/embeddedposts?locale=en_GB)
- From here you can select the type of activity from facebook you want to embed.
- We will work our way through these in class.
  - Like button ○
  - Share button ○
  - Send ○ Embed
  - post ○ Follow
  - button ○ Feed
  - dialog

# Meta Tags & SEO

## What Are Meta Tags?

HTML meta tags are officially page data tags that lie between the open and closing head tags in the HTML code of a document.

The text in these tags is not displayed, but parsable and tells the browsers (or other web services) specific information about the page. Simply, it “explains” the page so a browser can understand it.

Here's a code example of meta tags:

```
<head>
<title>Not a Meta Tag, but required anyway </title>
<meta name="description" content="Awesome Description Here">
<meta http-equiv="content-type" content="text/html; charset=UTF-8"> </head>
```

When it comes to the description content, keep the content well under 300, as an extremely large amount of keywords in the meta name indicates a spam page.

The title tag is an underrated SEO tool.

## What is a Title Tag?

Title tags are part of the meta tags that appear at the top of your HTML inside the < head> area. Think of title tags like the title of the chapter of a book. It tells people and search engines what your page is about.

Title tags are also part of what makes people decide whether to visit your site when it shows up in the search results. The title tag should contain important keywords to help the search engine determine what the page is about.

## Quick Checklist

When you're writing your title tag what do you need to know? Here's a quick checklist with some tips on how to write optimized title tags:

- **Length:** Title tags should be a maximum of 70 characters long, including spaces.
- **Keyword Placement:** Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). However, if you're working in a

language that reads right-to-left, then it is reversed, and it would be least important to most important.

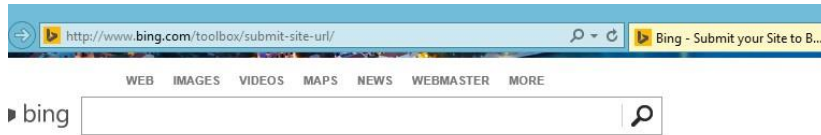
- **Keyword Separation:** Use pipes | to separate important (keyword) phrases (no commas, underscores, dashes or any other punctuation unless the keyword is written that way).
- **Wording:** Keep your important phrases short and simple. Leave out words that would make it read like a sentence. (e.g., and, if, but, then, etc.)
- **Company Name:** If your company name is *not* part of the important (keyword) phrases, put it at the end of the title tag; if it is part of your important words, put it as the first words in the title tag. *Some* SEOs will tell you to leave it out. You can leave it in for branding purposes – so people will see the brand and click. This isn't valid for all sites.
- **DON'T DUPLICATE Title Tags:** They must be written differently for every page. *Don't* mass replicate your title tags.
- **Make It Relevant:** Title tags must be written to be descriptive of the content on the page. (e.g., the About Page would be:



# Submitting to a search engine

## Bing

<http://www.bing.com/toolbox/submit-site-url/>



### Submit your Site to Bing

Type the URL of your homepage

Type the characters from the picture in the text box

Refresh | Audio



SUBMIT

## Google

<https://www.google.com/webmasters/tools/submit-url?pli=1>

A screenshot of the Google Webmaster Tools submission page. The browser's address bar shows the URL 'https://www.google.com/webmasters/tools/submit-url?pli=1'. The page features the Google logo and a navigation bar with links to 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Drive', 'Calendar', and 'More'. Below the navigation bar, the heading 'Webmaster Tools' is displayed. The main content area contains the text: 'Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it.' followed by a label 'URL:' and a text input field. Below the input field is a reCAPTCHA challenge. The reCAPTCHA image shows a green box with the number '285' and a white box with the number '5884433'. Below the image is a text input field with the placeholder 'Type the text', a 'Privacy & Terms' link, and a reCAPTCHA logo with the text 'stop spam. read books.' At the bottom of the form is a 'Submit Request' button.