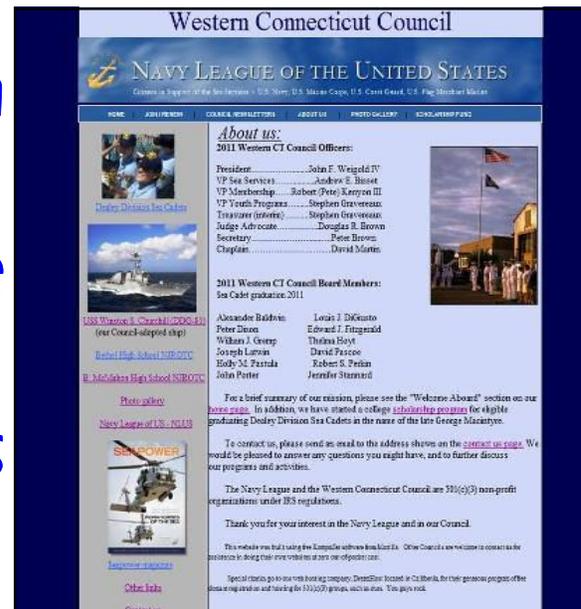


Western Connecticut Council

October 2011

NAVY LEAGUE COUNCIL GUIDE: ***WEBSITE SET-UP***

How to make,
launch, and run
your own
Council website
in 10 to 20
volunteer hours
with \$0 out-of-
pocket costs.



Frequently Asked Q's (FAQ's):

Q. Zero cost? Really?



A. Yes. This Guide was written by the Western CT Council's "webmaster" (fancy name for someone who never did a website before!). I volunteered to do our Council's new website, but the Council prefers to spend funds on our youth programs, so one goal was to minimize cost. With some ideas from friends, and some effort learning new skills, the result is a website tailored to our needs that actually cost, not many hundreds, but zero dollars: zero to develop, to register our web address, for hosting services, and for ongoing updates and modifications. Not zero in time volunteered certainly: it took part-time effort spread over one month, although much of that was done while watching Red Sox games. But zero dollars out-of-pocket. Use this Guide and you can do the same.

Q. No offense, but what does your Western Connecticut website look like? What does zero dollars buy after all?

A. No offense taken. We like our site but see for yourself by clicking: www.navyleaguewestct.org Browse around. Maybe you won't like parts, or would rather emphasize different things in your website. Fine, this Guide will show you how to do that, within a few basic constraints. There are some other Council websites that are more elaborate - good for them. Only you can decide if you'd prefer one of those, and if you don't mind paying the price. If so, then go for it. But if your Council's choice is between a zero cost website, or no website at all, then this Guide was made for you.

Q. So it only will take 10 to 20 hours of volunteer time? Why such a big range?

A. 10 to 20 hours is an estimate. Skim through the steps on the following pages, none are lengthy. You'll see actual computer screen images on many steps, so you can match what will be on your own computer as you do that step. There is a big range in the estimate for 2 reasons: (1) different people have different levels of computer skill; and (2) it depends on how much you decide to change from the format of the sample site - if you are happy with most of what you see on the Western CT site, then you'll finish quicker. Lastly, anyone who uses this Guide and reports back with actual hours spent will allow me to refine the estimate in future Guide updates.



Q. Must I be a computer geek to do this?

A. No! What you need is: (a) ability to do simple documents in any word processing program, like Word; (b) familiarity with basic internet surfing; (c) basic ability to load and view digital photos; and (d) a good attitude, willing to learn. That's it. You also need a computer with an internet connection, of course. The Guide will steer you to everything else you need.

Q. So what are the secrets to this approach that make it free and fairly quick to do?

A. There are only 3 big ones:

- (1) you'll use free Kompozer software to make changes to the basic template of the Western CT site. Kompozer is issued by Mozilla, who also developed Firefox, the 2nd most-used browser after Microsoft IE. Kompozer is easy to learn. You see changes as they are being made. If you can use Word, you'll quickly pick up Kompozer.
- (2) you'll get the Western CT template, so you won't reinvent the wheel trying to figure out how to center your pages, how to make links that work (and change color when a mouse is put over them), how to get the Navy League page header in place, etc. These necessary things, and others, took time you won't have to spend. You can concentrate on tailoring the site to your needs and preferences.
- (3) you'll register your web site's name for free and get free web hosting through the generosity of a large west coast hosting company named DreamHost. They have many paying customers, but they charge zero for non-profit IRS

501(c)(3) groups such as our Councils. You'll need the standard IRS letter proving your status. If you don't have such an IRS letter, then perhaps a related group, such as your local Sea Cadets will have one you can use. (If you don't have access to a letter, you'll pay roughly \$10 per month for this service). The DreamHost service wins praise for security, ease of use, and uptime availability - all important for websites.



Q. The DIY approach is not for us, and we've got money to spend; what should we do?

A. The Navy League Information Technology Committee has qualified 4 outside suppliers who are ready to do a website for you, as they've done for other Councils. You can get their contact info, and then estimated costs, etc. by going to this NL site:

<http://navyleague-itc.nlus.us/providers.shtml>

Or you can hire a local web developer. We recognize that the Do It Yourself approach is not for everyone. But for those who want to give DIY a try, read on.

Q. What if I have other questions, or want to give feedback on this Guide?

A. Send an email to me, Ed Fitzgerald: fitz@navyleaguewestct.org All feedback appreciated.

Q. Is this an official Navy League publication?

A. No. It was written solely by me. But some members of the Navy League's IT Committee gave encouragement. I decided to do it to help other Councils learn from our experience. Any errors or omissions are mine alone and I would appreciate being informed of any you find.

Enough Q & A palaver, let's get started on the next page.



Here are the 10 major steps. Each is further broken down into sub-steps on the following pages. You may want to print this page to check each step off as you complete it

| <u>STEP</u> | <u>PAGE</u> | <u>DONE</u> |
|--|-------------|--------------------------|
| 1. Learn Kompozer by playing with sample template: text | 5 | <input type="checkbox"/> |
| 2. “ “ links | 7 | <input type="checkbox"/> |
| 3. “ “ pictures | 8 | <input type="checkbox"/> |
| 4. “ “ colors | 10 | <input type="checkbox"/> |
| 5. Sign up for a free DreamHost account | 11 | <input type="checkbox"/> |
| 6. Complete your own site template and Homepage | 12 | <input type="checkbox"/> |
| 7. Launch your Homepage on the internet | 13 | <input type="checkbox"/> |
| 8. Do other pages: about us; contact us; newsletter page; others | 14 | <input type="checkbox"/> |
| 9. Add photo gallery (optional) | 16 | <input type="checkbox"/> |
| 10. Add site accessories (optional): visitor tracking, search results, security checks | 17 | <input type="checkbox"/> |

COLOR CODES

When you see a step in red, pay particular attention to the details to avoid problems.

Green items are further explanations (and the occasional lame joke). Read them only to get more information about a step. Or skip over them to save time if that particular step is familiar to you.



Anchors aweigh!



Step 1. Learn Kompozer by playing with sample template: text

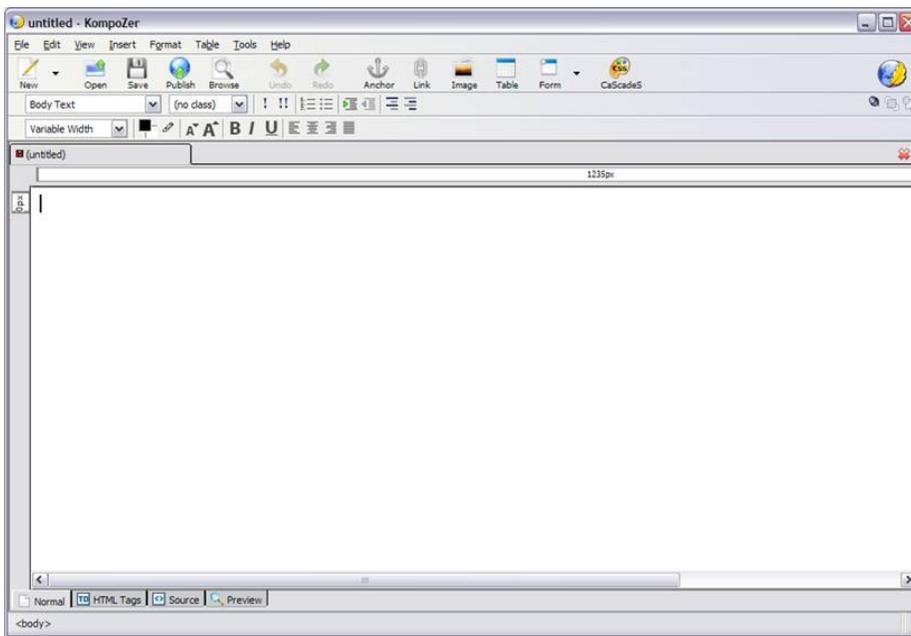
1.1 Download free Kompozer software:

- A) click on this site: www.kompozer.net/download.php
- B) on the site, click “Download Kompozer 0.7.10”
- C) follow normal download procedures (save file, open & launch, etc);

Don't know how to do this? See these instructions:
www.asp-software.org/users/how-to-download.asp

D) you should have a Kompozer icon on your desktop screen when done:  Click it (the one on your desktop.)

E) Kompozer should launch and you should see this screen on your computer:



To make things easier, you may want to print out a copy of the Guide page you are working on. One downside = you can't click on links in that Guide page unless it is on your screen. So alternatively, you could have the Guide on your screen & toggle between it & Kompozer; or 3rd way, if your screen is large enough, put them both side by side on your screen by resizing & dragging each. Confused? Then ignore this note & figure out your own best way to go between the Guide & Kompozer. Lots of ways to skin a cat—why would anyone want to do that anyway?

F) take a few minutes to look at the Kompozer screen. Many of the symbols and commands should look familiar to users of Word, or other word processors. Some commands won't (like the “anchor” symbol—but that's appropriate for Navy League websites) Don't worry, you'll learn the symbols and procedures you need, by actually modifying a real webpage. Put your mouse over each symbol, and you'll get a summary description.

1.2 Download sample template web page & experiment with text:

- A) So you need a webpage to play with in Kompozer. No problem. That's where the sample template comes in. Web pages consist of the base page itself, plus any embedded images. Our sample page has 4 images. So you'll need to download the base page and the 4 images. Do this by clicking on this link (it also works to type any of these links exactly into your web browser's address box and then hit enter. Clicking is easier unless you are working from a paper copy of the Guide): www.navyleaguewestct.org/guide.html
- B) Go to the web page you just clicked on and you'll see the sample template and the 4 images listed. Click on one at a time. When each is shown in your browser, click on “file”, then “save as”. Put all the files in the same document folder, perhaps naming the folder “NL website”.
- C) Now go back to Kompozer, and click on “file”, in the upper left of the screen, then “open file”. In the small window

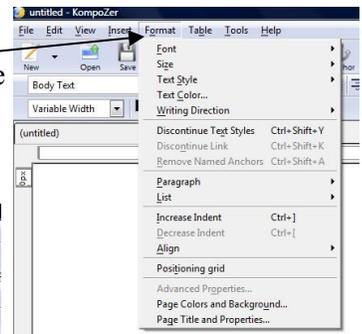
that opens up, use the “look in” line and the arrow at the end of that line, to go to the folder you created above (“NL website”). Now click on “sample template.html”. Your Kompozer window should now look like this:



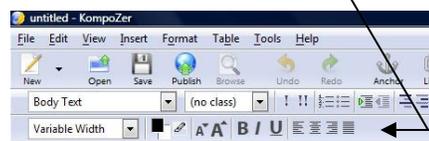
D) take a look at this template. It follows the concept, used by many websites, of having an unchanging heading on most pages (in our case using the Navy League blue cloud header), and a left side that also stays the same on most pages. There are clickable links along the base of the heading and in the left side column. On the right side, below the heading, is a text and photo area that changes on each page. You can modify all these elements, but for now let’s concentrate on text.

E) The goal of this step is to get you comfortable doing text in Kompozer (we’ll do pictures, etc. next). **But before you start typing, you should click “file” in the upper left corner of Kompozer and then “save as”.** Now modify the name of the file to something like this: “sample templateV2.html” where “V2” means version 2; then click “save”. This is to keep the original file unchanged, so if the version on the screen gets messed up, you can go back to the earlier version. It is a good idea to do this often, with V3, V4, etc. This also allows you to experiment without fear of losing your work.

F) Start by replacing the title at top with your own Council’s name. Then go down to the main text section, delete the “testing” words there, and do your own test text; in different colors, different font sizes, different fonts, underlined, etc. ~~It works like Word (use the “format” scroll down menu as shown at right, or the various format symbols).~~ Play around, you can always go back to an earlier version if needed.



G) At any point, if you want to see what the page would look like online, without the margin markers and other typing aids, just click on “preview” at lower left on Kompozer screen.



H) If you are experienced enough to be bored by step “F” above, then take a first shot at writing the text you’d like to see on your home page. For ideas, you can look online at our Western Ct website homepage at www.navyleaguewestct.org or go to the Navy League Council Locator page and check out other Council websites by picking a state and then clicking on one that is shown in blue there at: www.navyleague.org/councils/council_locator.html

I) Fairly comfortable doing this? Have you continued to save new versions as you make major changes? Good! Don’t worry if you aren’t happy yet with your Homepage text. We’ll come back to that in a later step. This step is done! One down, 9 to go (or 7 if you decide to skip the last 2 optional ones).

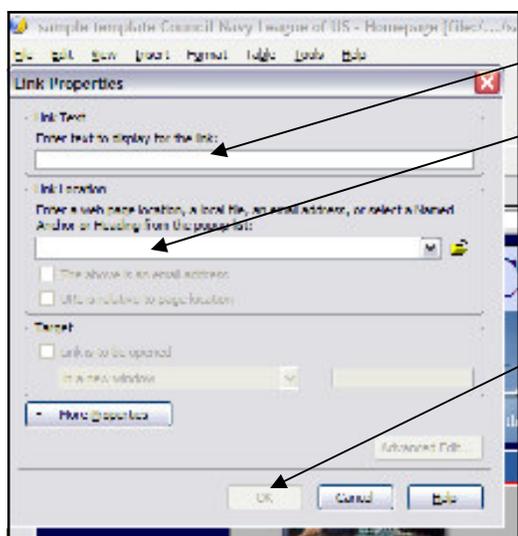
J) Did you hit a roadblock and couldn’t figure out how to get around it? There are many good Kompozer tutorials online that could help. Just Google for that and see many of them. I especially like this series: www.thesitewizard.com/gettingstarted/startwebsite.shtml Or you can Google the specific problem you are having, including “Kompozer” in your Google query. Or you can email me (see page 3), giving specifics of the step and the problem. But if things are going fine so far, no need for tutorials, etc. unless you just are interested.

Step 2. Learn Kompozer by playing with sample template: links

You'll want to change many of the links on the Western CT template to ones that are more relevant to YOUR Council. In this step, you'll learn how to do that.

2.1 Make your own links at the top of the sample template:

- A) Open the sample template (your latest "V" version with your Council name at top, etc.) in Kompozer.
- B) Note there are 6 links along the base of the header section. These 6 are: "home", "join/renew", "council newsletters", "about us", "photo gallery", and "scholarship fund". Let's say you want to replace one of these to something more relevant to your Council. For this step, let's assume you want to replace "scholarship fund" with "service projects", and use this as an example of how to do a link.
- C) Place your mouse at the end of "scholarship fund", then use your backspace key to delete the 2 words. Once the "s" at the beginning is deleted, use your mouse to go up to the Kompozer symbols and click "link". A "link property" dialogue box will pop open, looking like this:



D) type "service projects" here.

E) type the web address of the location that you want this link to connect to, in this case the web page of your to-be-written "service projects"; let's name it "projects.html" Check other items as needed and then "OK" at bottom of the box.

F) the link on the template should now say "service projects". If you ever want to change anything, just double click on "service projects" and the dialogue box will reappear. If the link is meant to be to a webpage elsewhere on the internet, then use that page's web address, starting with "www".

G) note that of the 6 current links in the template, only one, the "join/renew" link, leads to a working web page, the Navy League membership form. The other 5 will only work after you have done

new pages that correspond to each - you'll do that in a later step.

2.2 Make your own links on the left side of the sample template:

- A) similarly, some of the links on the left column are unconnected to working pages, some still work, such as the Seapower link, and the link to our adopted ship's site. You can see which is which by placing your mouse over the words and you will see what is listed as the link.
- B) and similarly, you can replace links using the same steps as covered above. I've left our 2 local NJROTC units and our Sea Cadet unit links working - these should be changed to ones that are sponsored by your Council of course.

2.3 Make your own links in text:

- A) let's say you want to include this in text on one of your website pages: "Please consider joining the Navy League; click here to see an application form". When you are typing this in Kompozer, stop just before the words "click here" & press the "link" symbol with your mouse and the "link properties" dialogue box will appear. Type "click here" in the "enter text" line of the box, then type in the web address (which for the NL membership form is www.nlussecure.org/membership). Try this for yourself in the main text section of the template, so you can learn how it works firsthand.

2.4 make your own links in a picture:

- A) you'll note that the Sea Cadet photo and the ship photo in the left column of the template are also links. If someone clicks on one of those pictures on our website, they will be forwarded to another site, for example our adopted ship's site. Nice touch, I think, and easy to do. There is a picture dialogue box that let's you do this kind of link that you'll learn about in step 3.

That's it for step 2. Not ready for a parade yet, but you are making real progress to your own website!

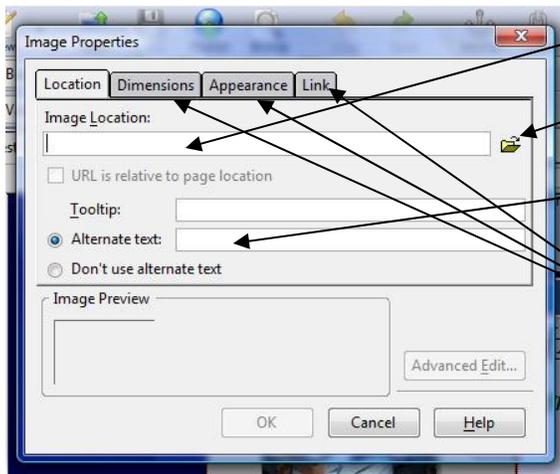


Did you hit a roadblock in this step and couldn't figure out how to get around it? Again, check out one of the Kompozer tutorial series online for help, such as: www.thesitewizard.com/gettingstarted/startwebsite.shtml Or Google the specific problem you are having, including "Kompozer" in your Google query. Or you can email me (see page 3), giving specifics of the step and the problem. *Don't give up the ship!!!*

Step 3. Learn Kompozer by playing with sample template: pictures

3.1 Add a new picture to the template:

- A) Let's say you want to put a picture in the area to the right under the heading, where you previously were doing sample typing. All you have to do in Kompozer is: put your mouse cursor near the spot where you want the picture to be; then click the "image" symbol at the top of the Kompozer screen; you will get a dialogue box that looks like this:

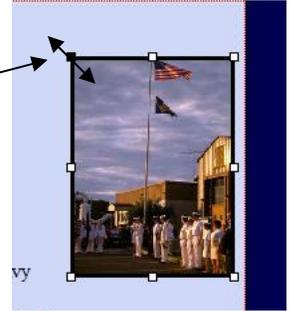


- B) type the picture location here, or
- C) use this symbol to browse through your computer's folders to find the picture you want.
- D) always type an "alternative text" for each picture. Google and other search engines use this to tell what the picture is so it helps web users find specific elements in your site.
- E) click on the other tabs shown here and experiment with size, appearance, and you can add a link (so when clicked on, the picture will take the user to another web page, as text links do).

F) digital cameras typically take huge photo images, just in case you want to make a huge (say poster size) reproduction. **You do not want huge pictures on your website** - it will slow down anyone trying to load your pages. So before you put a picture on one of your pages "resize" it to be smaller. (All picture handling software programs have the ability to do this. Search the "help" function in yours if you don't know how to do it. Then save the newly resized version with a changed name so you don't lose your original large version if you ever wanted to use that one for something else. I usually use the same name with an "A" after it). You want your newly resized photo to be roughly 5 to 50kb (kilo-bytes) in size. If a picture starts to "pixelate" (become fuzzy) on

your site, then it's too small.

G) you can use the "dimensions" tabs to further adjust the image size on your page; or you can click on the image itself, and make it appear bigger or smaller by putting your cursor over one of the 4 picture corners over the small double-ended arrow that will appear there. Then hold down your left mouse button while pulling the photo in on itself or stretching it out. This is harder to explain than to do - try it. If you've ever added photos to a Word page, this is how it works. Also you can place your cursor near the picture and use enter, tab, and backspace keyboard commands to move the image around, also as in Word, or use the "text wrapping" function.



H) try this with a few different pictures. Get the hang of it. It's good to know how to add actual local photos, so that your site is more than just words (of which a picture is worth a thousand, as the saying goes).

3.2 Change an existing photo to a different one:

A) go to the template in Kompozer and click on the ship photo in the left hand column. (That's the USS Winston S. Churchill (DDG-81), our Council-adopted guided missile destroyer. She makes us all proud every time she puts to sea, and that's coming from a former destroyer-man). The same picture dialogue box opens. You can put in a new image location and press "OK" and the picture will change. Click on the new image and use the dialogue box and its various tabs to change the image as you see fit.

B) here is an advanced (optional) step: see how the original Churchill photo had a shadow around the right and bottom sides so it looks as if the photo is sitting up off the page? Sue me, but I like that look. You can add it to any photos of yours. Go to the following website and follow the simple instructions and save the revised photo with a new name (I usually put "S" after the file title so I know it has a shadow and still have the original photo intact):

<http://picshadow.com/> Incidentally, I found this site in a couple of minutes by searching with Google. Seek and ye shall find, could be Google's motto.



Like that little shadow!

That's it for Step 3 - you are now a webpage picture guru - well, with some practice you'll be.

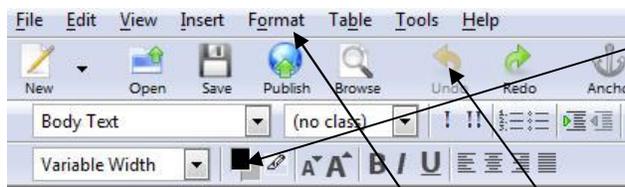
Make sure you play around with these first 4 major steps - after all it says "playing" in the step titles now, doesn't it!

Once you've had all the play you can handle for now, onto Step 4.

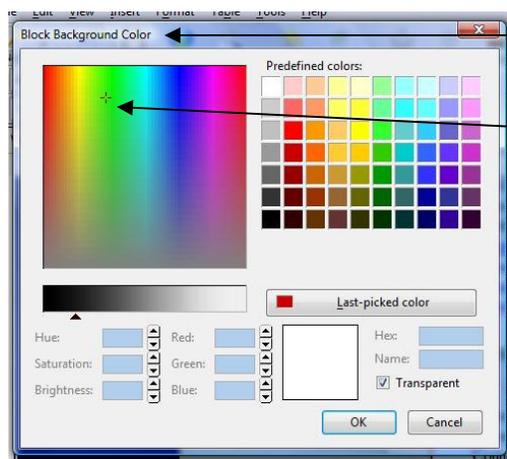
Step 4. Learn Kompozer by playing with sample template: colors

4.1 Change background and text colors:

A) Let's say you'd prefer a lighter shade of gray as background in the left hand column. Put your cursor in a spot there (not near text, as you don't want to change text color); then click on this symbol:



B) you may have to move your cursor around to get a spot that gives you the following dialogue box:



C) make sure it says "block background color" here

D) you can play with clicking your cursor 1 time in any spot on the color grid - if you like that color, you can click "OK" and that's your new background color. Change your mind? Just hit the "undo" symbol here.

E) another way to change some of the page colors is to go to "format" here; click on it; then click on "page colors and background". Play around with the dialogue box that comes up. Always remember, you can go back to your last saved version of the template page if it gets truly messed up (see Step 1.2 E if needed as a reminder).

F) if you really want to get into detailed color changes of links, etc. you'll need to learn about using the "Cascades" symbol command at the top of Kompozer - that's beyond the scope here, but be my guest if you don't mind spending the time, using Kompozer tutorials referenced several times previously).

G) **one caution on changing background colors: make sure the new color is compatible with the various link colors** (note that the links change colors when your cursor is over them & change again to indicate they've been clicked previously; so there needs to be contrast between those colors and your new background to prevent the links from disappearing in a mush of similar color).

H) text color can be changed by highlighting the words you want to change, then go to "format" at top, then "text color".



That's it for Step 4. Let's recap and look ahead: these first 4 steps are all the basics you need to know about Kompozer to make your own tailored website template starting with the Western CT sample one. Then your template will form the basis for all your site's pages. You'll actually do those pages starting with the template and Homepage in Step 6. But first you need to sign up for a free DreamHost account in Step 5, so that you'll have a place to put your Homepage (drum roll) on the worldwide web.

So on to Step 5.



Step 5. Sign up for a free DreamHost account

DreamHost is the internet hosting company in California that donates free hosting for non-profits like our NL Councils. And their service is highly rated. They don't seem to advertise this free deal, but it's there if you know. A friend told me.



5.1 go to this web page: <https://signup.dreamhost.com>

5.2 enter your email address and pick a password (ignore “2 week free trial” wording - you’ll get unlimited free).

5.3 on the next page, click the option that says "register a new domain for me". A “domain” is a unique web address. You pick one and see if it already exists on the web. If it does, you’ll have to pick another one. If it doesn’t, DreamHost will reserve it for you. I picked “www.navyleaguewestct.org” for obvious reasons: putting “navy league” in the address makes it doubly obvious who we are; and “west ct” is, well, us. So you need to pick one, too.

5.4 go all the way through the sign-up process until you get to the payment page, then stop. No need to give them credit card info. You can close your browser. DreamHost will still retain all the info you provided.

5.5 get a copy of your Council's IRS letter that gives you 501 (c) (3) tax-exempt status. Our letter was over 10 years old - no problem. Fax a copy of the letter, [with your email address that you used to sign-up written on it](#) to DreamHost’s fax at 714-671-9098.

5.6 wait 1-2 business days. They will send you an email saying you are approved, with instructions on what to do next. If you have any problems, you can email them for help - they’ll treat you like a regular paying customer.

5.7 after you hear back, you will have to set-up several layers of passwords (one for your free email account that comes with the free site and another to get to the section where you can make changes to your site - they do it this way, so you can have one group of Council members authorized to check emails and a more restricted group who is authorized to make site changes).

5.8 Follow the instructions on setting up the email account. It’s better never to put your own personal email address on your website - too easy for spam “bots” who troll the web to get it and bury you in unwanted spam. You’ll have the option to set up a number of distinct email addresses, all ending in @your domain address. For example, my own = fitz@navyleaguewestct.org You can use titles, such as President@etc. I would advice against using “webmaster@etc.” as this will just get you more unwanted mail, from automated bots. Finally, DreamHost gives you a way to forward all your mail to other, private accounts, so you don’t have to check for your email at DreamHost, it will just come forwarded to your regular email.



When you hear back that your account is approved, you’ll be able to “publish” your Homepage and other pages, and all images on any of the pages, to the web. You can use Kompozer to publish a page, using the “publish” command symbol at the top (details in the next Step); or you can use DreamHost’s “manage domain” function (after you log on), then click “WebFTP” for commands to “upload” pages to DreamHost.

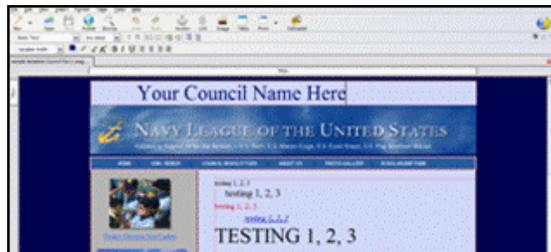
While you are waiting to hear back from DreamHost, onward to Step 6.

Step 6: Complete your own site template and Homepage

Here's where you get to make the decisions that will determine how your website differs from anyone else's.

6.1 Finalize your site template:

A) go back to the "sample template.html" - either the one shown on page 6, or a revised version that you prefer that uses changes you made as you went along in Steps 1 to 4. Either is fine. What you will be doing now is making final changes so it's ready to use as the template for all your pages, starting with your Homepage. Note: nothing is ever "final" unless you want it to be - you can always come back and make changes even after the website is up and running, of course. But it's final in the sense this is what you will launch on the internet.



B) Your template will follow a standard web format with these elements the same on all your pages: top heading with your Council's name, the Navy League standard blue cloud heading, the links along the top under the cloud heading, and the left column with its images (if you want images) and links. What will change on every page is the large right side column block. So what do you need to decide for your unchanging elements?

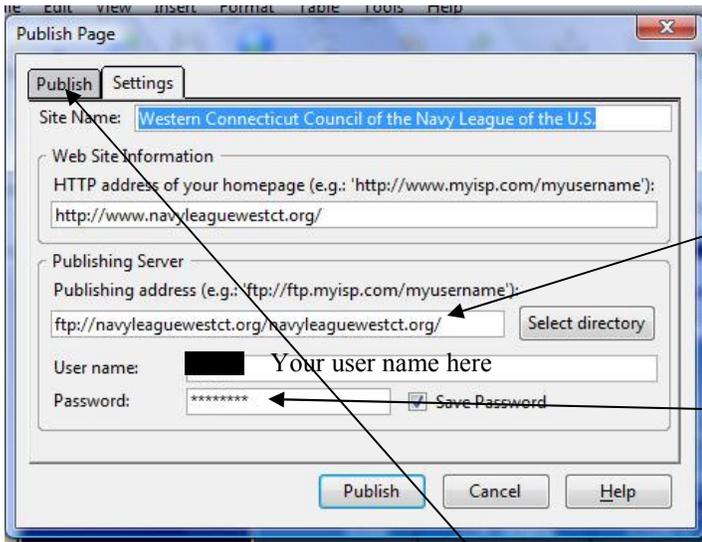
- Your Council name. Just type it in at top. Want to change the font or the text color or the type size, or make it underlined or italics, or..... then do it now, as you practiced in Step 1. Once you like it, it's done and will stay the same on your template and therefore all your pages.
- You could change the NL cloud image at the top (see Step 3 for how to change a picture). But this is from the NL website, and it's good to have some "look and feel" standardization on all NL sites. That is what NL HQ would like. Plus I think it looks good.
- What links do you want across the top? These should be your most important links. Don't have a "scholarship fund" as we do? Then you'll need to change that one at least. Change them all if you want. Just keep in mind you'll need to make a page with that title, or connect to a page that is already on the web so that when a user clicks on the link, they'd get to that page, like the "join/renew" NL page that is there now. Use Step 2 to make the link changes you want. In deciding what you want for pages, you can look at other Council sites at: www.navyleague.org/councils/council_locator.html
- Similarly, change the links and the images inside the left column. Replace the USS Churchill photo with your own adopted ship (if you have one) and link to its website. Ditto your Sea Cadet unit. And so forth.
- Finally, change any colors as you see fit (per Step 4) or leave them as is.
- **Take a good last look. Is this the template you want as your basic building block?** Save it as "template.html". (All web pages have the suffix "html" - it's geek speak for "hypertext markup language," the lingo of the web).

6.2 Do your Homepage:

A) Using Kompozer, "open" your template from above. Before you do anything on it, click "file" then "save as" and save it as "index.html" - this is further geek speak for Homepage. **Every website's Homepage is called its "index.html" and is the page that is opened automatically when someone goes to that site, unless they specify a different page.**

B) Now you need to fill in the right hand column under the heading. Again you can look at other Council sites for ideas. Most Councils have some kind of "welcome aboard" write-up. Plus some, like our Western CT Council, have an upcoming event summary and recent big news. Plus you can add images if you choose. It's YOUR site.

- C) When it's done, save it. Feel free to save a few different versions (again the convention indexV2.html, indexV3.html, etc. works). But of course only the "index.html" is actually your Homepage. But you can switch around just by changing which one you name "index.html" at any one point.
- D) You are ready to "publish" if you've heard back from DreamHost that your account was approved. Here's where you use Kompozer's "publish" function. You'll need to fill in 2 dialogue boxes to get that function to work - here is



the 2nd more technical one ("settings"), filled in with the info on our Western CT info. You'll have to replace with your own info of course, but this shows the format:

This is tricky: must tie out to the actual page in DreamHost where your files are. Check your DreamHost "FTP" file before doing this to be sure it is the same.

This is your "FTP" password - DreamHost will give it to you.

- E) **Make sure you check the box in the "publish" screen to include your images.** You only have to do this when an image changes, or is new. But publishing works quicker if you don't check that box, and if all you change is text, no need to check it. If you forget to publish an image, then that image just won't show on your page.

Step 7: Launch your Homepage on the internet

7.1 Check to see that the published Homepage is at DreamHost:

- A) Log onto DreamHost with your user name and password. And click on "manage domains". From there, click on "WebFTP" or "FTP". This will get you to your DreamHost webpage folder and you can see if your Homepage and its images are listed there. If they are not, you need to go back through the "publish" routine in Step 6 above.

7.2 Go on internet and look for your Homepage:

- A) Type in your new web address on the address line of your web browser, as you would any web site that you were trying to visit. And if all's well, your Homepage should pop to life, and you can bask in the glory that you are now live online! Congratulations, you now may claim the exalted title "webmaster".



That's all there is to Step 7.



If you made it this far, relax:
it should be smoother sailing from here!

Step 8: Do other pages: about us; contact us; newsletter page; others

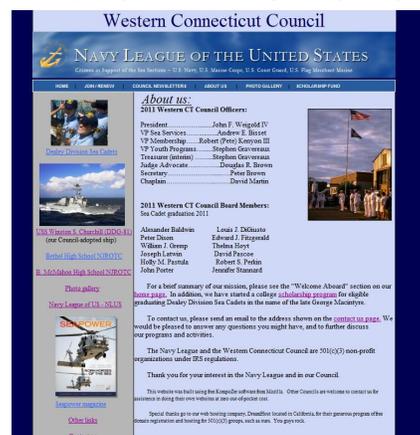
In this step, you are going to make a new web page, by filling in the right hand column by adding text and images, for every link you decided to put on your template.

8.1 Create named pages for each new page, before doing the content in any of them:

- A) First, create names for each new page you will have. For example, “about us” page could be “aboutus.html”; “newsletters” page could be “newsletters.html”. Make a name for every new page where you have a link on your template and on your Homepage (i.e. index.html page).
- B) Now open your template.html page in Kompozer and for each link, click on it which will open the link properties dialogue box (picture on page 7). There is already a name for each link - for example for the about us page, it says “aboutus.html” in the “link location” slot in the link properties dialogue box. Only change those “link location” names if you don’t want to use one of the ones there already. Save your template.html page when you are done.
- C) Now similarly do the same thing for the same links on your index.html page (your Homepage). When it is done, save it, and then “publish” it to DreamHost as you will do every time you update or revise it.
- D) Create an “under construction” page for each new page. Do this by opening the template.html page, resaving it each time as a different name, such as “aboutus.html”. For now do not actually fill in the right hand column with the text and images of an about us page, but rather just type “under construction”. Then save it, and publish it.
- E) So you should now have “under construction” place holders for each new page, and each should tie back to links on the template.html page and similarly on the index.html page.
- F) Go on the internet, go to your new website homepage, and test each link. Each new page should come up when its link is clicked, showing its place holder “under construction”. You are doing this so that all your Homepage links work, so anyone coming to your site sees it isn’t finished but that it’s in the works. Now you can take your time actually doing each page.
- G) So when you have time, go back, load each page (say starting with “about us” page), and fill in the right hand column. When each page is done, save it, publish it (which will replace the prior place holder on your DreamHost account) and when a visitor to your website hits the about us link, they will get your about us page. Voila, as the French say.
- H) To get ideas on what to put on each page, you can visit the Western Ct site at www.navyleaguewestct.org or again go to the Navy League site where you can find links to other Councils sites on: www.navyleague.org/councils/council_locator.html

I) Here are some ideas on specific pages:

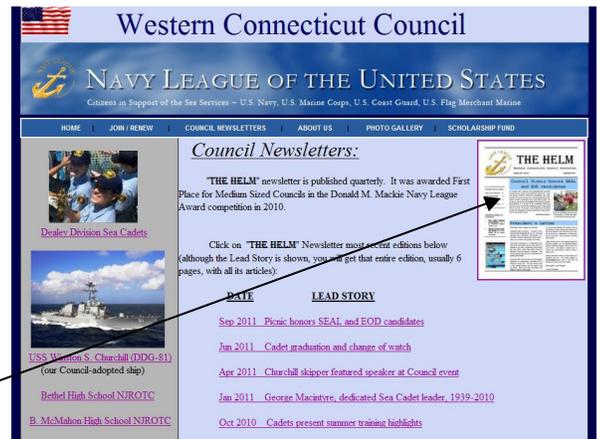
- About us: list your current Council board. Say what the Council’s primary focus is. Maybe thank DreamHost for the free web hosting. Etc. See sample “about us” page at right.
- Contact us: use your DreamHost email address as a link, so when users press on it, their email system automatically opens a new message. If you put an email address in the link location box, this will work.
- Newsletters page: we have a quarterly newsletter, and it’s nice to have the current and back issues online in color (we mail it out black and white). Here is how that page works. First take a newsletter (or a letter or any document you want on your site) and save it as an Adobe PDF file. There are free programs that will do this for all sorts of documents. I use pdf995 free software to do this. Get it at: www.pdf995.com/. Once your newsletter (or other document) is in PDF format, put it in your PC’s



website folder (along with index.html etc.). Then use the DreamHost “webFTP” tool to “upload” this file to your DreamHost folder. Finally, you make a link, that has the PDF file name (let’s say its OctNewsletter.pdf) as the link address. So whenever a user clicks on that link, they get that document. Works great, I think - see West. CT site to see it work: www.navyleaguewestct.org/newsletters.html

You can do the same, with newsletters or other documents you want your members to have access to.

Optional: this is the front page of our last newsletter, saved as a “jpg” photo file, then resized to make it smaller, then put on the page as an image in Kompozer with a link, so if clicked on it opens that newsletter edition. Many fancy sites can’t do that, and it isn’t hard once you’ve learned to do it



- For other pages, use your imagination. You can have links to videos on YouTube, say of your Sea Cadets at their last parade. If something is online, then you can link to it. Have some fun. Make it interesting.

- J) **when you are done with publishing all your new pages, go online and verify that all the links work.** Note that you’ll have links on all the pages. This is why you use a single template page. If the links are correct on it, then they will be correct on all your pages because all of them were made from that one. If a link is bad on the template page, and you don’t catch it until all your pages are done, you’ll have to go back and fix it on all the pages. Don’t worry, this is faster than you might think, once you get the hang of it.
- K) If you ever decide that you don’t like your basic template, you can redo it of course. Then cut and paste the right hand column info from each page onto the new template and the whole website is updated.
- L) Make updates as things change - say Board members change on your about us page. Just load that page in Kompozer, make the typing changes, save it, publish it, and you’re done. I generally do monthly updates to our events section, for example, and it takes less than 10 minutes usually.

That’s it, shipmate! Your basic website is finished! The remaining steps are nice to do, but are optional. Flip though them and you decide which if any you’d like to do. Or wait and think about them later when you have more time.

If you’ve made it this far, please send me an email at fitz@navyleaguewestct.org so I can go online and see your site and know that you succeeded with this Guide (or perhaps despite it!)



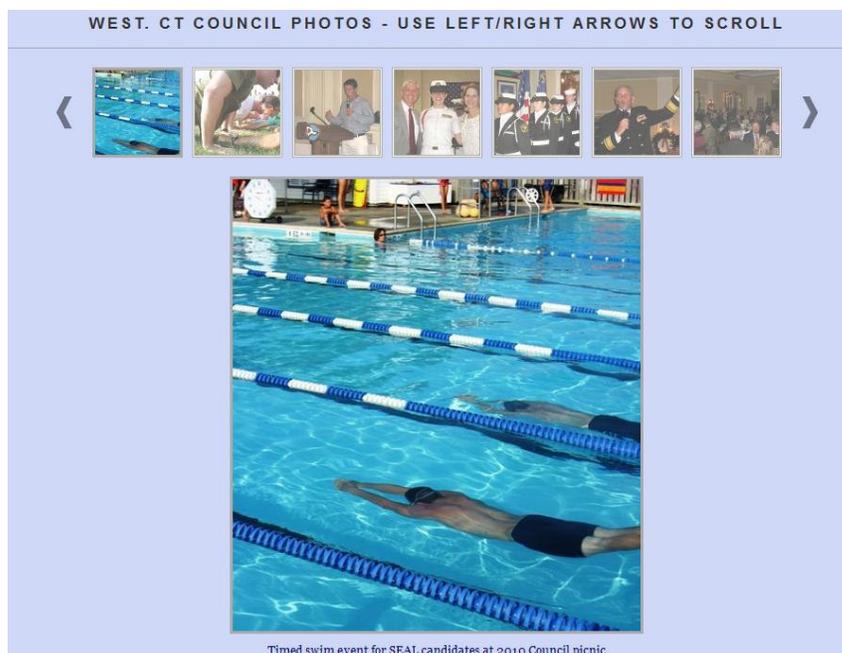
Step 9: Add a photo gallery (optional)

Everyone has a digital camera these days. If you'd like to put more of your Council photos on your website, rather than just a few on pages here and there, a photo gallery is the way to go. This optional step will help you do that.

9.1 Get a photo gallery program:

A) You can find a good number of *free* photo gallery programs by searching on Google. The one I choose (did not do a comprehensive search, just stopped at the first one I liked) was jAlbum. You can download it here:
<http://jalbum.net/en/software/download>

Here is what our site's gallery looks like:



You'll notice that this is the only website page that does not use our standard template. It has about 3 dozen photos in it now, but it could have many more than that. jAlbum gives you a number of formats to choose from. I selected the Galleria format. Play with other formats to see which one appeals to you. jAlbum does not distort photos that are not the same shape (some photo gallery programs do that) and it automatically resizes photos for quicker downloads. Plus you can label each photo, as shown above with SEAL candidates in a practice timed swim meet.

B) follow the program's instructions. jAlbum's works the way they say it does. There was only one trick but it's a killer if you aren't prepared: jAlbum assumes that your photo gallery is the primary page for your website (as it would be if you were say a photographer showing off your work). So when you follow the instructions and publish the gallery, it automatically replaces your index.html file and becomes your Homepage. Not good, but easy to fix once you know what happened. **Go to your DreamHost WebFTP page, and use the "rename" function to change index.html file to photo.html. Then re-publish your index.html (Homepage) file from Kompozer. Bam! Your Homepage is back to being correct.**

C) For the link to your photo gallery, just use your newly renamed photo.html. You're done.

D) You'll need to use the trick above in "B" any time you add or change photos in your gallery.

Done. This free stuff is becoming addictive, isn't it.

Step 10: Add site accessories (optional): visitor tracking, search results, security checks

This final (yes!) optional step will help make your site better if you decide you want these features. You can do one of them, all of them, none of them - up to you.

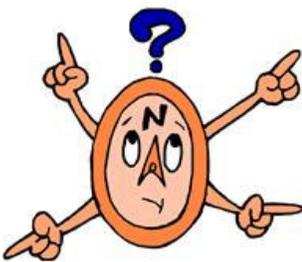
10.1 add visitor tracking:

A) curious to know how many people are coming to your site? Curious to know where they are located by city, state, country? Which pages they visited? How long they stayed? What documents they downloaded? If they are first time visitor or repeats? You can get this info, and more, by adding visitor tracking to some or all of your web pages. By using our friend Google again, I found a number of such services and settled on one based in Ireland called StatCounter. It is, you will no doubt have guessed by now, *free*. And it works great. Here is their website: www.statcounter.com



B) follow their instructions, **especially about how to insert their code in your pages**. I choose to make our counting invisible (you can opt to put a visible counter on your Homepage); and I choose to exclude my own visits from the counting. And I opted for weekly status reports they email to me. **Nice folks, but would you expect anything less from the Irish!**

10.2 improve your site's search results:



A) Go to Google and search for your website, perhaps by entering "Navy League YOUR STATE" or anything that someone looking for you might enter. See if your site comes out at the top of the search results list. No? Then you'd benefit from some of the tricks in this step 10.2. Even if your site finished at the top of the search results, these actions won't hurt and will help in other ways.

B) Open up your Homepage (index.html) in Kompozer and click on the "source" tab at the bottom left. At the top of the source code, you will see this line: "<title>sample template Council Navy League of US</title>". Delete only the words "sample template" and replace with "Homepage - YOUR COUNCIL". Then save and publish the revised page. Do the same with each of your pages, using the name of each: "about us", etc. in place of "Homepage". This step is to make it easier for Google and other search engines to recognize and list your pages and to associate them with your Council's actual name.

C) do a sitemap of your site and submit it to Google. This helps their search bots find all your pages and list them in relevant search results. All the big boys do this, so why not you! First go here and follow the simple instructions: www.xml-sitemaps.com/ It will require you to sign up for free Google Webmaster Tools, but that's a good idea anyway, as it helps identify any problems with your site and gives you ideas on how to improve search results. Re-do your sitemap anytime you make big changes to your site, such as adding multiple new pages, etc.

D) Search engines (like Google, Yahoo, Bing) use inter-site links as a key way to rate sites. So you want your site to be linked to other good sites (for example to the Navy League HQ site, which is rated very highly by the search engines because of the huge number of pages, visitors, links, etc. it has). So once your site is up, send an email to them asking that your website be added to their Council Locator page. Similarly, ask other regional Councils with sites to link you and you can do the same in return (using a links.html page, as many sites have, including ours).

E) **there are other tricks but hey, I said there'd be a limit on how many volunteer hours you'd spend on this project! Google "improve your website search results" and go crazy if you'd like to do more. But don't count those hours against my estimate.**

10.3 verify that your site is secure and safe:

- A) Google Webmaster Tools (see above step 10.2), will tell you if their search robot found any malicious code on your site. If they do, take it seriously of course (has not happened to our site, at least not yet - DreamHost checking for the same thing helps, too, of course).
- B) Norton, the big security company that is part of Symantec, has a service (yes, it's *free*) to check sites and certify them as safe. They put a nice green symbol next to sites they've certified on search results so users can be comfortable clicking there. Go to this site to register: <http://safeweb.norton.com/> Only takes a few seconds. In a day or so, you'll get a safe symbol on search results for your page, like ours here:



10.4 add a favicon:

- A) what on earth, you ask, is a favicon? Good Q, and I didn't know either until someone told me our site should have one. Like the cherry on top of an ice cream sundae. Here is ours. It shows up on "favorite" lists and on screen tabs as shown here. Once you know, you'll notice all big name sites have one.



- B) Here are instructions on how to do it: www.thesitewizard.com/archive/favicon.shtml

You have reached the end. Congratulations!

