

# HOW TO SHINE ONLINE:

## CREATE YOUR STUDIO WEBSITE TODAY!

### **Pre-Conference Workshop Handout**

*National Conference of Keyboard Pedagogy 2009*

*Wednesday July 29, 2009*

*3PM to 9:30PM*

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# UNIT 1. THE “WHY, WHAT AND HOW” OF WEBSITES

## What a Website Can Do for You

**Presenter:** Jocelyn Morrow, Founder & Director, Keyboards For Kids, Inc  
[www.KeyboardsForKids.com](http://www.KeyboardsForKids.com)

To promote yourself professionally a website is an indispensable and economical way to go. You can use a website in so many ways to actually do work *for* you while you can do more of what you *want* to do (practice, perform, garden or sleep!)

A website will communicate 24/7/365 all on its own! While you are “sleeping,” current students, future students, and the whole world will be at your “doorstep” learning and researching about you and your business with your website presence.

The internet is such an amazingly powerful tool of communication that it is now almost an expected communicative tool for professionals. Successful 21<sup>st</sup> century musicians and educators utilize the benefits a website affords in order to establish a credible and professional presence. Without spending a lot of money you can create a personalized and professional-looking web presence that will be worth its “weight in gold” for you, your students, and your business!

### What a website can do for you:

- **Promote and market** yourself 24/7/ 365
- A website can do work *for* you
  - Taking emails, leaving messages for you
  - Answering questions
  - Checking your availability
  - Establishing credibility
  - Providing reference tools
  - Communicate important dates/deadlines
- **Attract** future business
  - New students
  - New performing gigs
  - New accompanying gigs
  - New presentations and new collaborations
  - New job opportunities
- **Communicate** to current students
  - Communicate to colleagues
  - To parents
  - To other business professionals

- **Substantiate** your credibility
  - List your background education and experience
  - Post your resume or curriculum vitae
  - An information bio
  - Professional and candid photos
  - Documents or news-items from local media/paper/newsletter
  - Multi-media tools such as videos, slideshows, audio
  - Parent and student testimonials, endorsements, etc
  
- Provide a **Reference** tool
  - List local competition information, local and national musical events
  - Required repertoire and technique
  - How-to secure a piano technician
  - At-home simple instrument care and maintenance
  - Local and national music ordering sites and businesses
  
- Articulate **Terms**
  - Specify you rates or tuition
  - List your “for hire” fees for accompanying, performances, special services such as background music or weddings
  - Cancellations and Late Fees
  - Registration information and/or forms (pdf) for setting up new client
  
- **Safely communicate**
  - Using “Contact Me” email page/link without disclosing actual information such as personal home street address, home phone number and personal email allow others to contact you directly
  
- Details your **Availability**
  - List your wait-list or open slots for new students
  - Your calendar year teaching schedule and holidays
  - Professional conferences and skip-days/weeks
  
- Use of a **Blog**
  - A blog (or online journal) can be used to keep people coming **back** to your website with regularly updated material
  - Your thoughts, musings, advice, tips, pointers,
  - Gratitude towards parents for recitals, gifts, referrals,
  - Listings of current student accomplishments or awards
  - Your own upcoming personal professional engagements or appearances or accomplishments

## What to consider when building a website

### Stella Sick

When building a website (whether you do it by yourself or with a help of a professional), there are several important points and rules to follow. Here are my three most important guidelines to follow:

1. **Content** – when thinking about the content, you should have your target audience in mind. Use only the relevant information. Before you start the website, think of what you want to say and what to convey to your audience. A website is an image of you, and you have to put a lot of thought in what you want to be “out there”. Once the website is created, even if you take it down, it is still out there.
2. **Organization/Navigation** – your website has to be logical and easy to navigate. Navigation, just like the content must cater to your intended audience. Navigation is a map to your website.
3. **Design** – develop a brand, use consistent font and colors, choose appropriate backgrounds, attractive images, clean lines. You may think about branding – creating a logo, or something similar (good example simple but very effective logo-like design is on Alejandro Cremaschi website <http://www.alejandrocremaschi.com/> Look how letters A and C are positioned and crossed on his name! Very simple, clever and effective.

Much can be learned from bad websites: Here are some of the most glaring examples that earned the honors of the worst websites in 2008 (by [www.webpagesthatsuck.com](http://www.webpagesthatsuck.com) – no joke!)

#### Bad:

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

- Too much information on one page (Content)
- Horizontal scrolling (very bad thing – avoid at all costs) (Design)
- Confusing menu, too many links from the front page (Navigation)
- Visually very confusing

<http://yvettesbridalformal.com/>

- Music starts playing while opening the website, no way of stopping it (Design)
- No rhyme or reason to navigation to speak of (Navigation)
- Orphaned pages (pages with no menu on them, not connected to other pages)

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

- Cursor has a “tail” – simply maddening (Design)

- Design changes from page to page – no consistent “brand” (Design)
- Menu items change from page to page (Navigation)

**Good:**

<http://sites.google.com/site/kgtuition/> - very nice clean website that has pertinent information about the teacher, clear laid out studio policy, pictures of the students (have to be careful about getting releases from the parents). Website does not really have his own domain name - not always a good thing, but the design is nice.

<http://www.shaunaleavitt.com/index.php> - created by Handmade Designs. This is a very nice website. It has clear navigation, menu is consistent everywhere, the text is precise and informative. There is a definite color scheme for design. It also has a page for payment, something you may consider making a part of your website.

**Summary:**

***Don'ts***

**Content:**

- Too much information on one page
- Poorly chosen language, grammatical mistakes
- Images that are too large (take long time to come up on the screen)
- Displaying copyrighted images without permission
- Do not put anything on the website that you do not want to be downloaded by anybody (everything on the website is downloadable).
- Pictures of minors without their parents' expressed permission

**Design:**

- Busy backgrounds
- Flashing or moving images
- Music or videos starting with the webpage!
- Elaborate fonts (serif fonts)
- Random changes of font color, size and style

**Navigation:**

- Inconsistencies of the menu from page to page
- Complex drop down menu. If you are going to have a drop down menu, keep groupings logical
- Pages that are not connected to the home page
- Keep important information (e-mail, phone number, or however you would like to be contacted) on your home page, so that it is easy to find

***Dos:***

- Put some thought into the website: for whom are you creating the website, do you want it to be instructional, educational, informational? . . . Remember, once you put it out there, it is out there for good. Be thoughtful of what you say and how you say it. People will forgive bad design, but not if what you say is inappropriate or controversial.

- Try the “low-tech” approach first – before you ever venture into a website-building adventure, write it out on a piece of paper. This is especially helpful for figuring out your site plan and navigation. I recommend working on navigation using post-it notes – they are easy to move around.
- **Keep things simple**
- **Have fun!**

## How to Build a Website

**Presenter:** Kathleen Theisen, NCTM. <http://www.kathleentheisen.com>

Your Website:

- Self-Designed or Hire a Designer?
- Design on your computer and the upload to the web or log into a site to design it on the web?

### **STEP ONE: Make a list of what is important for your site.**

Use this checklist as your guide. Put a check next to the things that you would like to include on your site. Feel free to make additional notes about each item.

- PDF files (newsletters, studio brochure, compositions)
- Photos
- Videos
- Links to other pages, teacher organizations, websites, software
- Newsletters
- Basic Calendar with dates
- Calendar that LOOKS like a calendar, with  or without  RSS feed  
(so that people can ‘subscribe’ to your calendar)
- Practice suggestions for your students
- Teacher Biography
- Educational Philosophy
- Password-protected page for students/parents only
- Blog
- OTHER: \_\_\_\_\_
- OTHER: \_\_\_\_\_



## **STEP TWO: Make a rough sketch of what you would like your site to look like. Make sure you include the 'click-path.'**

### **STEP THREE: Pick a domain name.**

This is the name that will come after 'www - dot' in your web address. You will be registering the site for at least 1 year and possibly as long as 10 years or more. The easiest place to check to see if a web domain is available is to go to <http://www.whois.com>. This site allows you to "lookup" the owner of any domain name. If the site is already 'taken', an X will appear next to the name. You can choose to try to backorder the name, meaning you will get to take over the name if the current owner fails to renew it on time. You can also try to acquire the name by buying out the current owner. A better option would be to look for a different 'ending' to your name. Instead of dot-com, try dot-net, dot-org, dot-us, dot-tv, dot-name, etc. Whatever you do, make sure your domain name is easy to spell and MEMORABLE.

When people are setting up their domain name, they can further protect their privacy by not listing their home address or business address on the "WHO IS" listing. e.g. My website provider provides me with a PO Box address at their company, so that people cannot find me through my home address or business PO Box. This could actually be a big deal with web domain hosting, and the privacy issue is huge.

### **STEP FOUR: Pick a website hosting plan**

#### **Some suggestions for hosting:**

- <http://www.wordpress.com> - free blogs and web pages
- [webs.com](http://www.webs.com) (formerly called "freewebs")
- [Google Sites](http://sites.google.com/?pli=1) - FREE - complicated 'address' (Can you forward the URL?): <http://sites.google.com/?pli=1>
- Yahoo Business Websites: \$6-13 a month, depending on the plan you choose: <http://www.smallbusiness.yahoo.com>
- <http://www.Godaddy.com> \$5-15 per month
- [Domain.com](http://www.Domain.com) \$5-18 usually includes free domain name registration; different price for Linux (for MAC users) and Windows.
- [MobileMe](http://www.apple.com/mobileme/) (Apple computers) - \$99 a year (60 day free trial). Price is often less with the purchase of an apple computer: <http://www.apple.com/mobileme/>
- [Tripod Lycos](http://www.tripod.lycos.com/) - Free or \$5-20 per month depending on which plan you choose: <http://www.tripod.lycos.com/>
- "[Opera Unite](http://unite.opera.com/)" is a browser that lets anyone run a web server from their own desktop. This is ideal for people who have low traffic levels on their site. FREE. You won't need to pay for hosting! However, PC World magazine is warning about the security of this. <http://unite.opera.com/>

- Your own Internet service provider may provide free websites for its customers. (Comcast, Optimum Online, Time Warner Cable, Verizon, etc)
- Above all - If you design your site on your own, make sure you check it in several web browsers and make sure it will work on PC, MAC and smart phones. That means you need to open it in Internet Explorer, Safari, Firefox, Netscape, etc and make sure it looks okay in each browser.

### **STEP FIVE: Pick a design program**

- Return to your list of what is important for your site. Do you want things that are basic, or things that flash and sparkle?
- BEFORE YOU BUY AN HTML EDITOR, read this:  
<http://webdesign.about.com/od/htmleditors/bb/aabhtmleditor.htm>
- *NOTE:* WYSIWYG is easiest to use.

### **Here are some examples of design software:**

- Many designers use a very high-end program called DreamWeaver. \$399
- iWeb is an apple-only program that comes as part of the iLife Suite on any Apple computer. The cost varies depending on how you purchase it (cheaper if you buy it with a new computer, more expensive if you buy it separately later on). \$79-99. This program has pre-loaded templates, with various styles for each type of page: blog, photos, videos, etc. So, you do not have to do any design work. You just plug in your information and...VOILA! You're done. It's also one-click publishing if you have a MobileMe account. (I forward my URL to make it look like my site is really [www.kathleentheisen.com](http://www.kathleentheisen.com), but it's really hosted at MobileMe.)
- WordPress - Free Program that I just absolutely LOVE. The program can be used in a couple of ways: you could use it just to create a website or you can use it as a BLOG. As a blog site, it is quick and easy to learn. If you use it for website design, it has a much steeper learning curve.
- Plesk Site Builder – This is perhaps one of the easiest editors I have ever seen. (It is a lot like KomPozer.) The difficulty lies in uploading documents to your site. For example, if you want to post a downloadable PDF file for your students, you would have to use something called FTP to upload that to a specific folder on the host server and then create a link to that file. In fact, you will have to do this sort of thing in virtually any program that you use for design.
- Windows Live Writer – Highly rated. Blog software for windows. FREE.
- Infinite Sushi ecto 2.3.4. Highly rated. Blog software for MAC. \$18
- Coffee Cup Visual Site Designer - Highly Rated. Basic web design software for Windows only. \$50
- Realmac Rapid Weaver 4.1.3 Basic web design software for MAC 10.5 or higher only. \$80
- Microsoft Expression Web 2. Full-featured web design software for WINDOWS only. \$300.

- Evrsoft First Page 2006. FREE. Nice interface, requires learning some HTML. Not much support.
- KompoZer. FREE WYSIWYG editor. Not much support.

## UNIT 2. SOME DEFINITIONS

**Text by:** Kathleen Theisen, NCTM. <http://www.kathleentheisen.com>

### **Hyperlink**

A piece of text that you can click on that will take you to another page or place on the webpage or the Internet. It can also be used as a link to open an email to someone. It's usually underlined or in a different color (usually blue.)

### **Blog**

A frequently updated and newsworthy web page – like a journal or diary - usually maintained by an individual with updated and regular entries of commentary, descriptions of events, or other material such as graphics or video.

### **Domain Name**

In simplified terms, this is the name of your website (the words to the left of dot-com, dot-net, etc) and the address that people type in to find your site.

### **URL**

The address that people type into their browser to find a website. This includes the domain name and the dot-com, dot-net, dot-edu, etc.

### **Host/ Domain Host**

The company that physically 'stores' your website on their server. It is possible to be your own 'host,' but often preferable to use a hosting company unless you know a lot about Internet security. **Hosting** is the process or service of storing computer files on your behalf and make those files available from the Internet.

### **Browser**

A program on your computer for viewing web pages posted on the Internet. Some examples include Internet Explorer, Safari, Firefox, Opera, Netscape.

### **Server**

In simplified terms, a large, fast computer that stores your web pages and is always online

### **FTP**

*File Transfer Protocol* is a way of exchanging files over the Internet. People use FTP programs to upload or transfer their web pages to the server.

## **Site**

Your actual web pages that will appear for the whole world to see!

## **HTML**

Hypertext Markup Language is the computer language that web pages are built with. You need not be afraid of HTML. It's hidden from you if you use a WYSIWYG editor. If you learn a few simple HTML 'tags,' you can edit the site more easily. HTML is written in the form of "tags" that are surrounded by angle brackets. For example:  
<h1>This is a heading</h1>

## **Search engine optimization (SEO)**

A way of creating keywords that help people find you on the Internet, so that your page shows up at the top of a Google search, for example.

## **WYSIWYG**

Pronounced /'wɪziwɪg], is an acronym for What You See Is What You Get, used in computing to describe a system in which content displayed during editing appears very similar to the final output, which might be a printed document, web page, slide presentation or even the lighting for a theatrical event." WYSIWYG web page editor is software that works like a word processor. It allows you to build your web pages without having to understand HTML code.

## UNIT 3. INTRODUCTION TO KOMPOZER

Presenters: Kathleen Theisen, NCTM. <http://kathleentheisen.com>  
Michelle Sisler. Owner of “Keys to Imagination.”  
<http://keystoimagination.com>

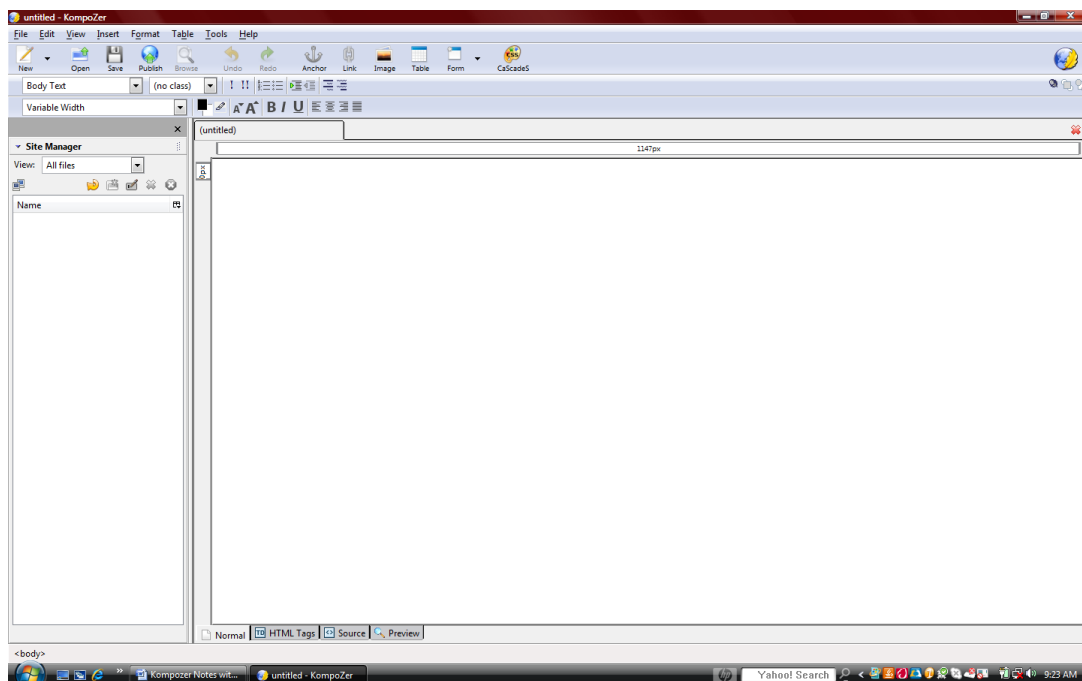
### Move KompoZer to your Desktop

If KompoZer is not already on your computer Desktop:

1. Find **KompoZer** in program menu (WIN) or applications (MAC).
2. **Right click** and **hold** (WIN). Click and drag (MAC).
3. **Drag to desktop.**
4. MAC: You’re done. WIN: Release and select **“Create Shortcut”** from the menu.

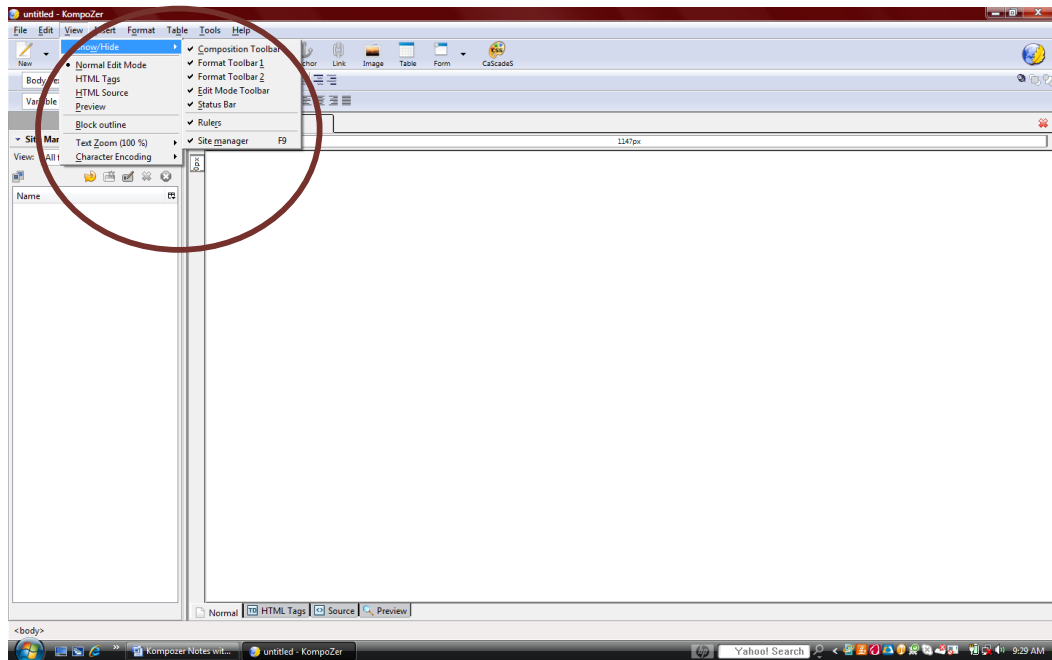
### Open KompoZer

1. **Double Click on KompoZer** Icon (now on your desktop).
2. By default, the “tips” window appears. To disable this from opening each time, uncheck “Show tips at start-up.”



## Toolbar Overview

1. To open or hide toolbars, go to the **View Menu** – then **Show and Hide Toolbar**
2. Leave every toolbar visible (checked) at this time.

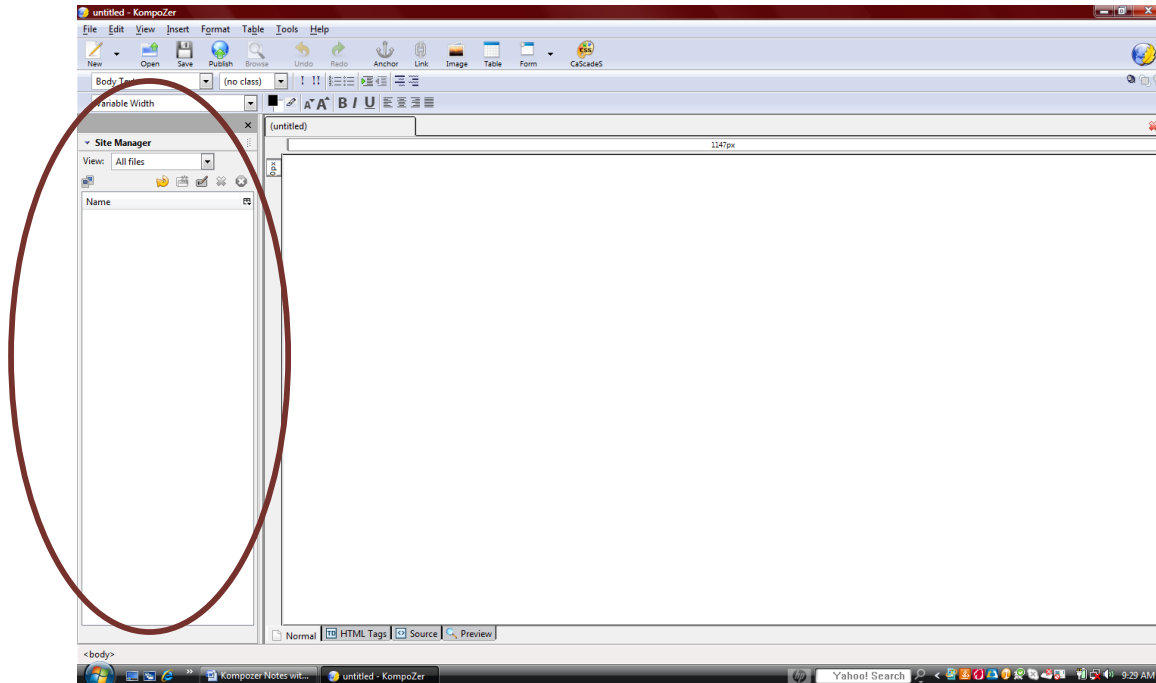


To find out what a particular icon is for, hover your mouse over the icon. A dialog box will appear with the title of the icon.

## Site Manager

The Site Manager is the column on the left side of the open window. This will show all of the pages in your website.

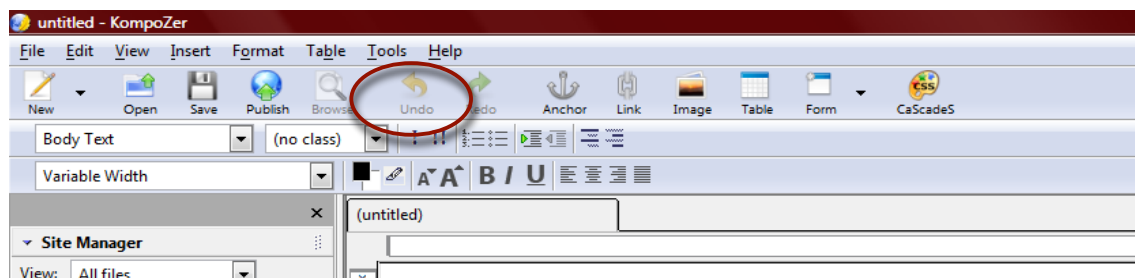
**To hide Site Manager, click on the x on grey bar in the Site Manager dialog box. To bring back, click View Site Manager.**



## Undo

Undo will undo the last action you performed.

For example, type "Welcome to Lombard!" Now, highlight and delete that sentence. If you click delete and you didn't want to delete something, **click the Undo icon** to bring it back.



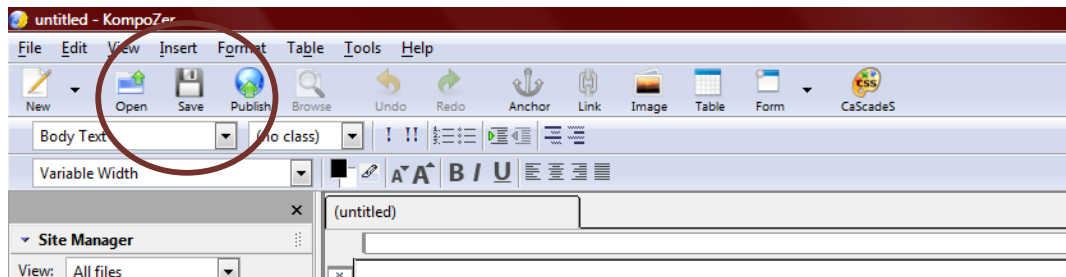
## Escape

Using the Escape Key functions like the "Cancel" button in any dialog window. This is a good way to close unwanted windows that pop up when you double-click a link or table cell.



## Save

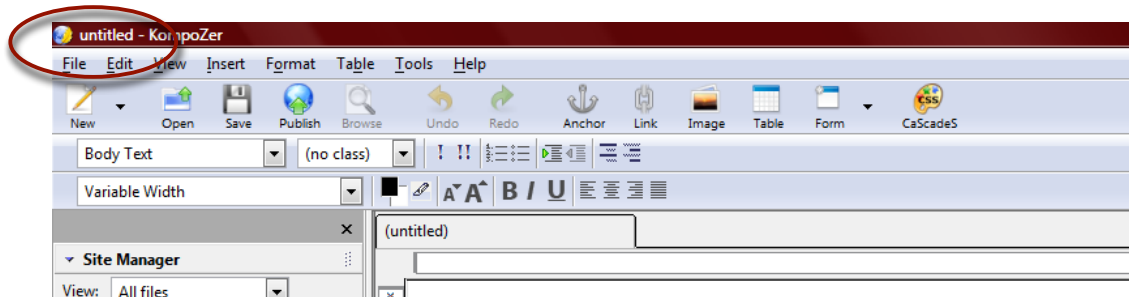
1. **Click on the disk icon.**
2. A window pops up and asks you to create a title for the page.
3. Give your page a title. Let's call this one **TEST PAGE**.
4. **Save as HTML.**
5. Save on desktop for now. Normally, you won't need to save it to your desktop but this will make it easier for us to find it again for this workshop.



***Important Note: KompoZer does not automatically save your work. Make sure you save your work often by clicking on the disk (Save) icon!***

## Page Title

Each page will have a unique title. This is the file name you gave the page when you saved it. It now appears on the tab.

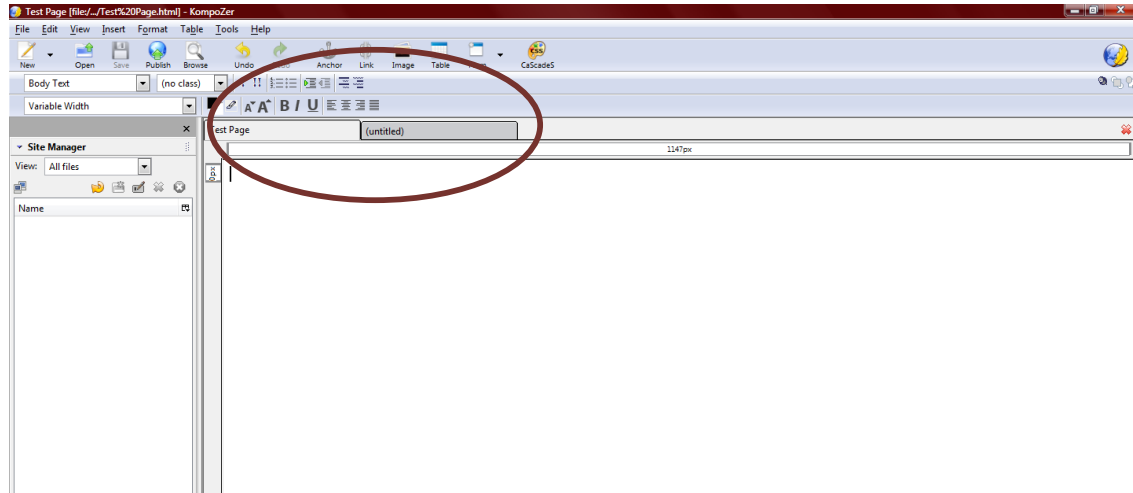


To give the page a **unique title different from the file name**, go to Format -> Page Title and Properties... and enter a title such as "Cherry Creek Studio Website Welcome Page"

## Create New Blank Page

1. Click on **New** Icon, which creates New Page/New Tab. **Drop Down Options**
2. Select **Page in New Tab**

You will now have two grey tabs. One will say “Test Page” and the other “Untitled” until we save it.

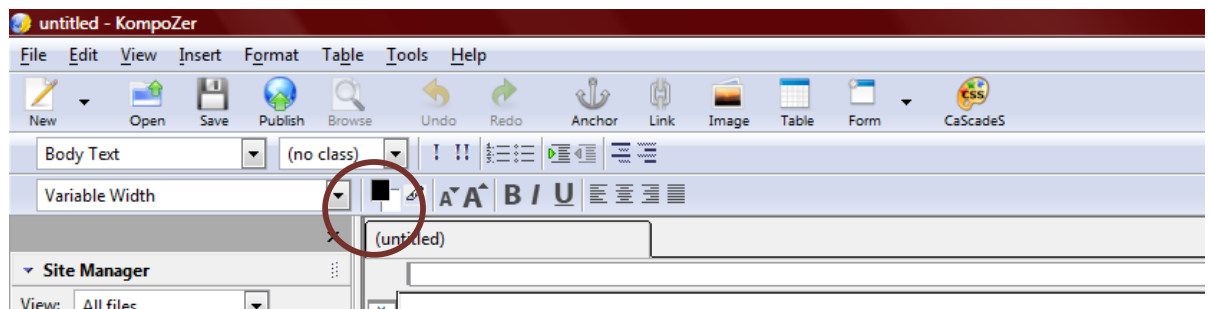


**To close, click the red (WIN) or black (MAC) “X” on far right side of tab toolbar** to close one tab at a time.

**Note:** If you try to close a tab without saving, KompoZer will ask you if you would like to save the file.

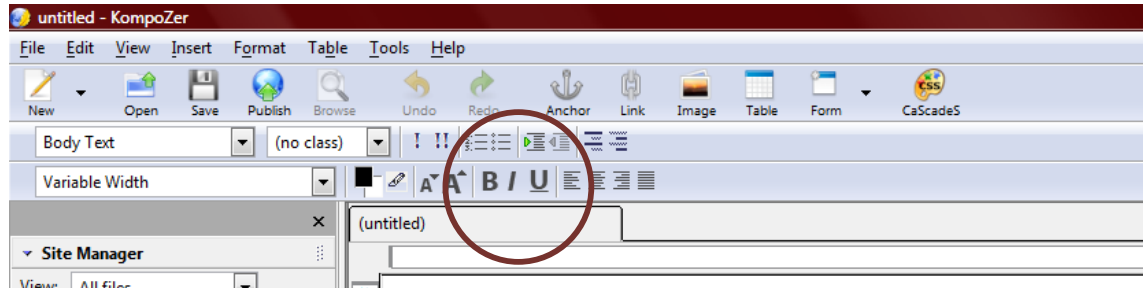
## Change Background Color

1. In your toolbar, find the **icon with two overlapping boxes**. At this time, one of those boxes is black and one is white. The top-most box shows text color. The lower box shows page background color.
2. **To change the text color, click on the top box** (now black) and select a new color.
3. **To change the background color of your page, click on the bottom box** (now white) and select a new color



## Format Text (Bold, Italics, Underline)

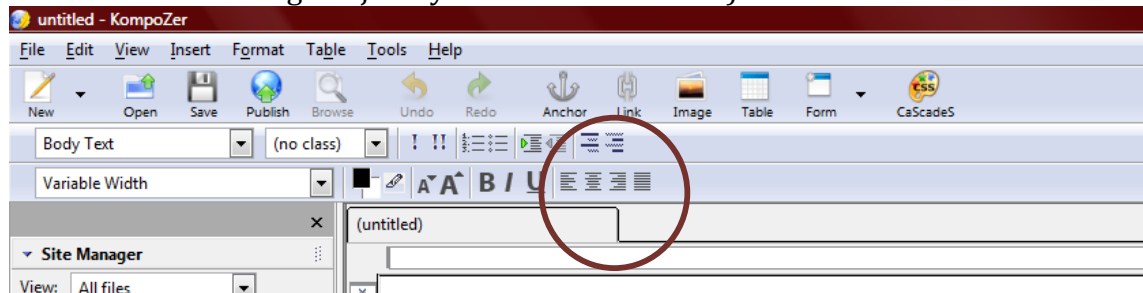
Highlight the text you would like to format and then click the appropriate icon on the toolbar.



**B = Bold**    **I = Italics**    **U = Underline**

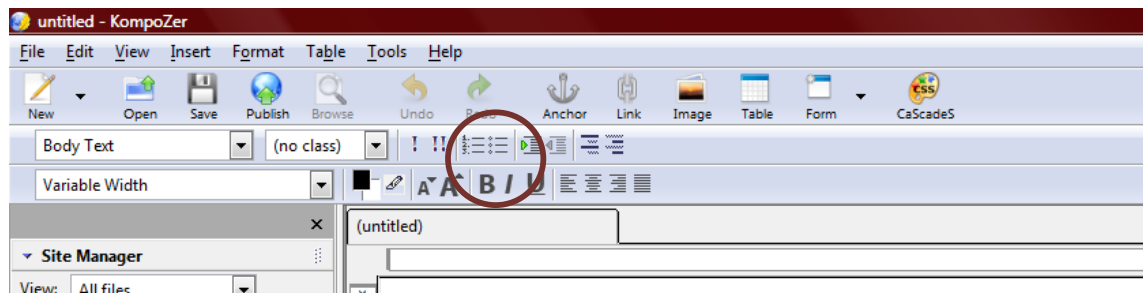
## Align Text

Next to the underline button, there are icons with several lines. These are the align buttons to align your text to the left, center or right or to justify your text. (We do not recommend using the justify button for websites.)



## Bulleted or Numbered List

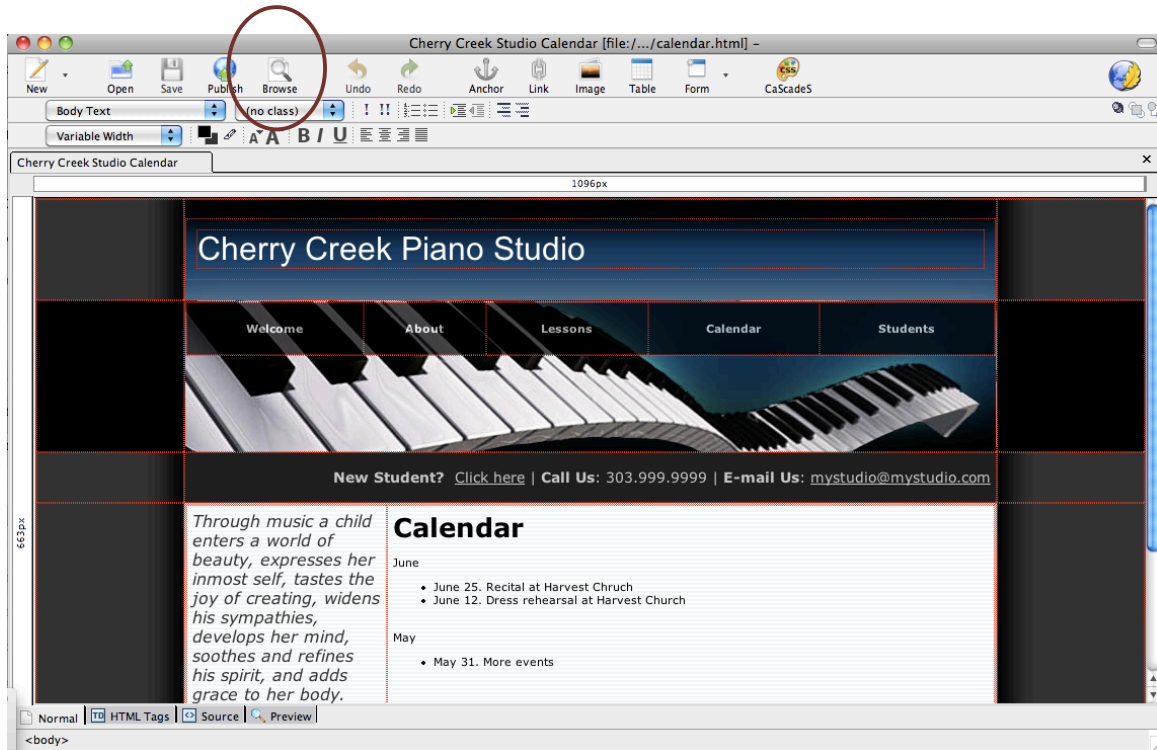
Right above the underline button, you will find two icons, one with numbers and one with bullets. Use these buttons to create a **numbered or bulleted list**.



## View Page in Browser

To see how your page will look on the Internet, you will need to preview it in your browser. To do this:

**Within KompoZer, click on the “BROWSE” icon in the toolbar.** This will open your current file in your default web browser (Safari, Internet Explorer, Netscape, Firefox, etc). You will see your web browser pop up somewhere on your screen with this file, even if you are not connected to the Internet. This does not mean that your site is published. It’s just a preview, like Print Preview before you actually print.



## UNIT 4. TEMPLATES

**Presenters:** Alejandro Cremaschi. [Alejandro.Cremaschi@colorado.edu](mailto:Alejandro.Cremaschi@colorado.edu)  
Jocelyn Morrow, Founder & Director, Keyboards For Kids, Inc  
[www.KeyboardsForKids.com](http://www.KeyboardsForKids.com)

During this workshop you will build your website using four different templates and their variations. While we will all be using the same template today, you will have a chance to “migrate” your information to the template of your choice during the last part of the workshop. We also encourage you to continue working on your own and to come and see us during the Web Walk-In Clinic on Thursday at 2pm.

### Templates: Unzipping the template file

Alejandro Cremaschi emailed you a "zip" file that contains all four templates. This file is called *NCKPTemplates.zip*. (A "zip" file is a compressed file that contains several different files).

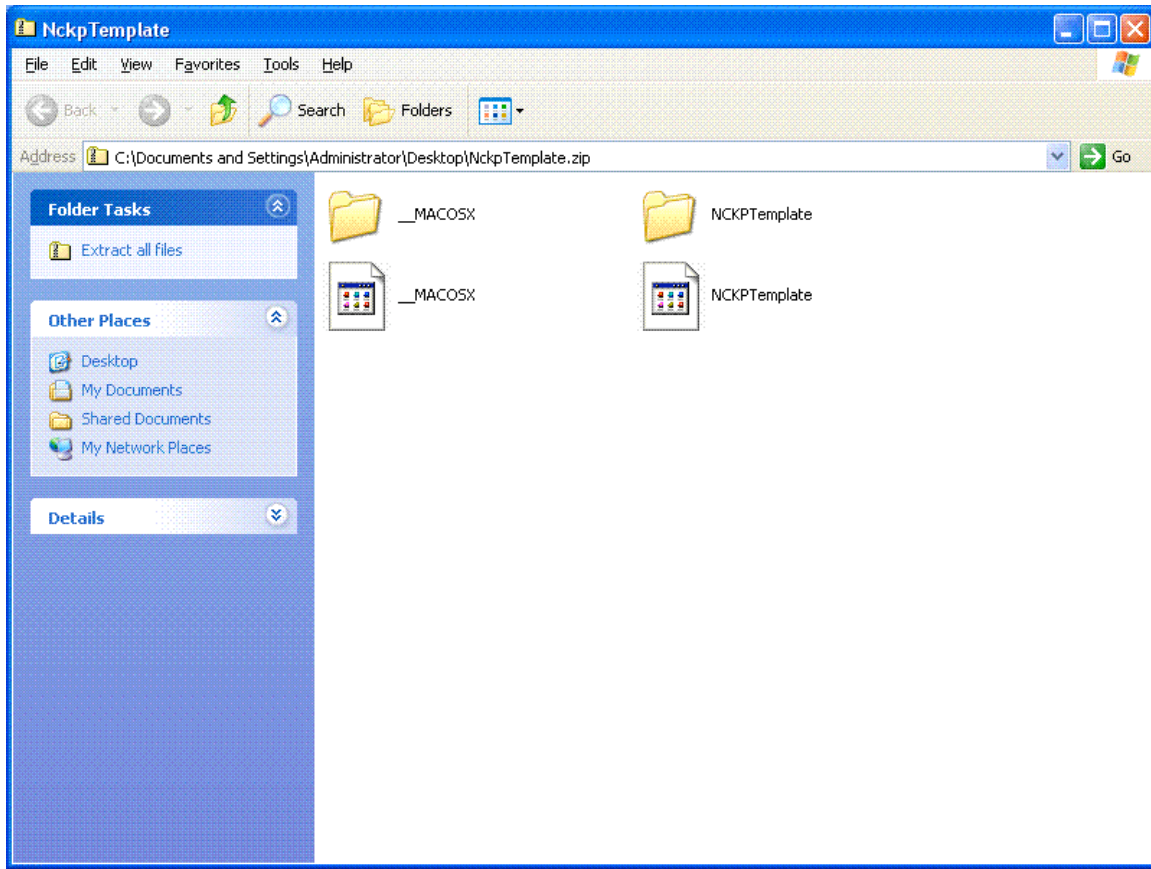
### How to "unzip" or "uncompress" the *NCKPTemplates.zip* file

#### Mac:

1. Move the *NCKPTemplates.zip* file to the Desktop
2. Double-click the *NCKPTemplates.zip* file. This will create a folder called *NCKPTemplates* on the Desktop. The templates are contained in that folder

#### PC running Windows

1. Move the *NCKPTemplate.zip* file to the Desktop (or check if it is already there after you download it from your email)
2. Double-click the zip file. This action will open a the following window:



3. Click "Extract all files".

This will create a new folder on your Desktop called *NCKPTemplates*. Inside that folder you will find another folder called the same, *NCKPTemplates*. The template folders are inside this last folder.

## Template look

NCKP is providing 4 different templates and several variations for each of them. Each of these four templates is contained inside the *NCKPTemplates* folder that you unzipped in the step above.

## Preparing the templates for your webpage

Once you have chosen your favorite template, you will need to duplicate the folder that contains it. You will be working with the files inside the **copy** folder. This way you will avoid damaging the original files, in case something goes wrong.

### Mac

1. Select the folder that contains your favorite template, e.g. the folder *template1*
2. Go to *File -> Duplicate*. This step will create a folder called *Template1 copy*
3. Rename this folder to *My website folder*
4. Drag *My website folder* to the Desktop

## PC

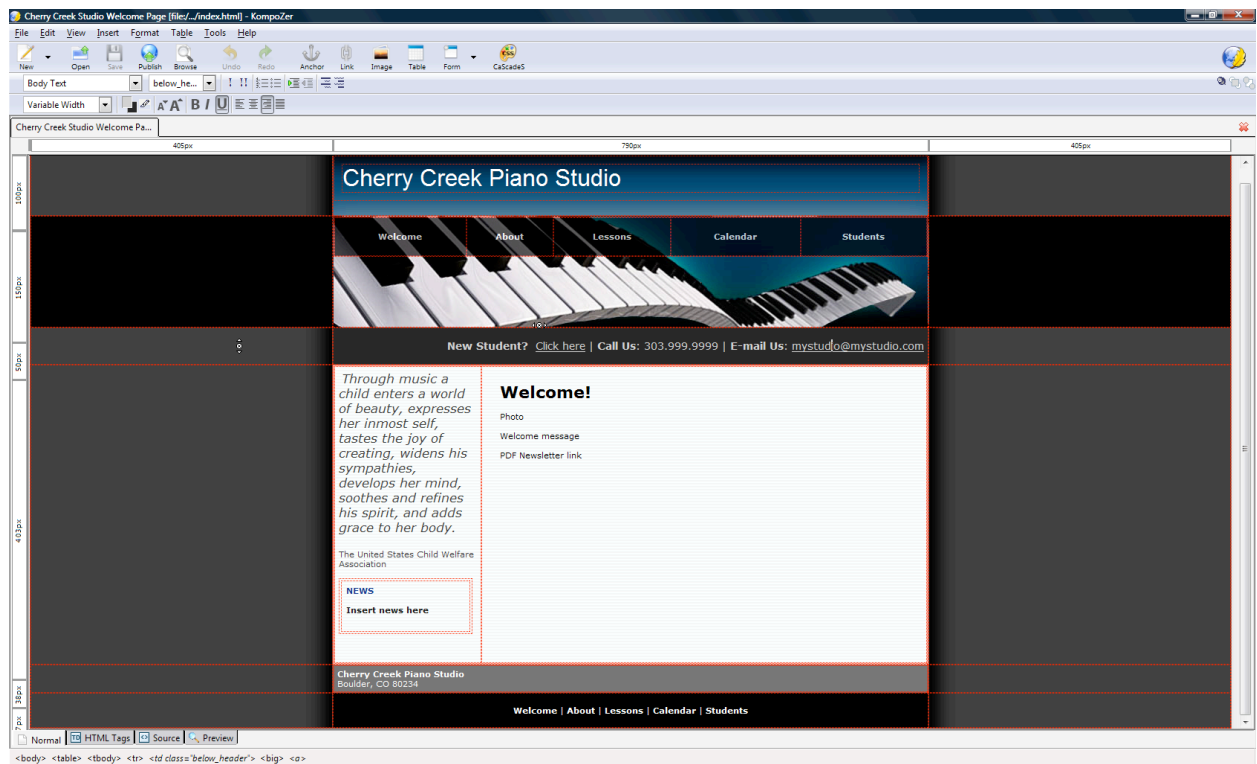
1. Select the folder that contains your favorite template, e.g. the folder *template1*
2. Press the Control key and drag the folder onto the Desktop. This will create a copy of the folder on the Desktop
3. Rename the folder that you just moved to the Desktop to *My website folder*

## UNIT 5. BUILDING THE “WELCOME” PAGE

Presenters: Kathleen Theisen, NCTM. <http://kathleentheisen.com>  
Stella B. Sick. [SBranzburg@gmail.com](mailto:SBranzburg@gmail.com)

### Let’s build the Welcome Page!

1. With KompoZer open, click on the “Open” icon in the toolbar
2. In your work folder *My website folder* that you created in Unit 4, locate and open the file called “index.html”



**NOTE:** "index.html" is the first page that people will see when they go to your website; it loads by default (automatically) as the first page of a website. In other words, if you type any domain name into your browser without specifying the name of a file, the browser automatically looks for "index.html" and loads it.

\*\*It is important that you do not change the names of the files that we have provided. If you change the names, you will need to change ALL of the links on every single page of your website.



## Copying and pasting text into your file

1. In the work folder *My website folder*, locate the document that contains the text we have provided for you: "SampleText.html"
2. Highlight and copy the first section of text, starting with the words, "Welcome to Cherry Creek..." and ending with "University of Badlands." (Shortcut to copy in Windows: CTRL-C. To copy on MAC: Apple-C). *When you highlight the text, you should see a color 'wash' across the face of the text as follows.*

## Text for WELCOME page (index.html)

### Welcome to Cherry Creek Piano Studio

Learning to play the piano should always be a fulfilling and enriching adventure. This is my fundamental belief as a teacher.

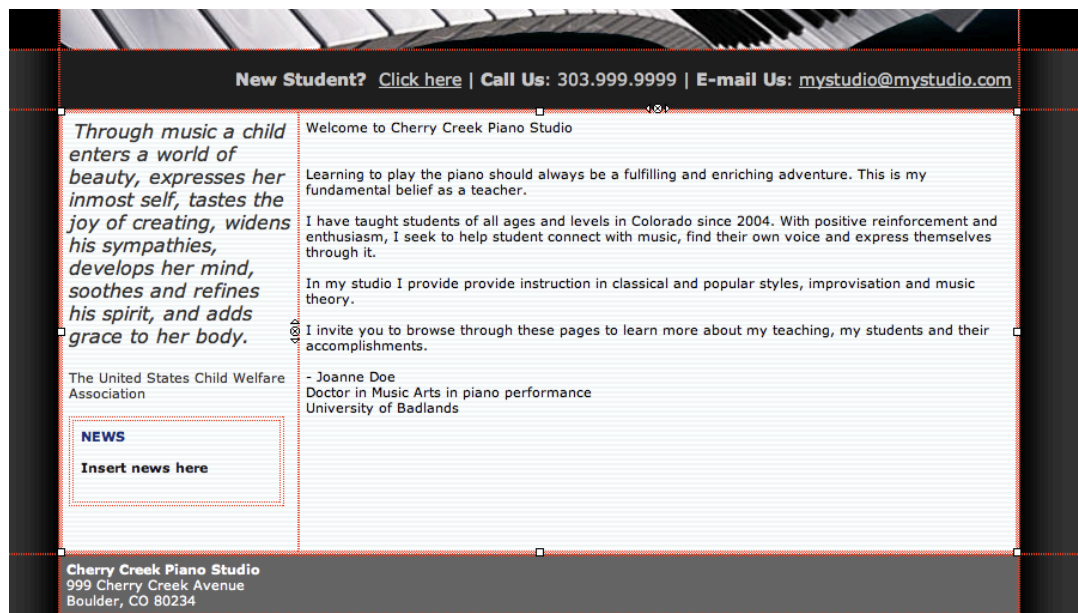
I have taught students of all ages and levels in Colorado since 2004. With positive reinforcement and enthusiasm, I seek to help student connect with music, find their own voice and express themselves through it.

In my studio I provide provide instruction in classical and popular styles, improvisation and music theory.

I invite you to browse through these pages to learn more about my teaching, my students and their accomplishments.

- Joanne Doe  
Doctor in Music Arts in piano performance  
University of Badlands

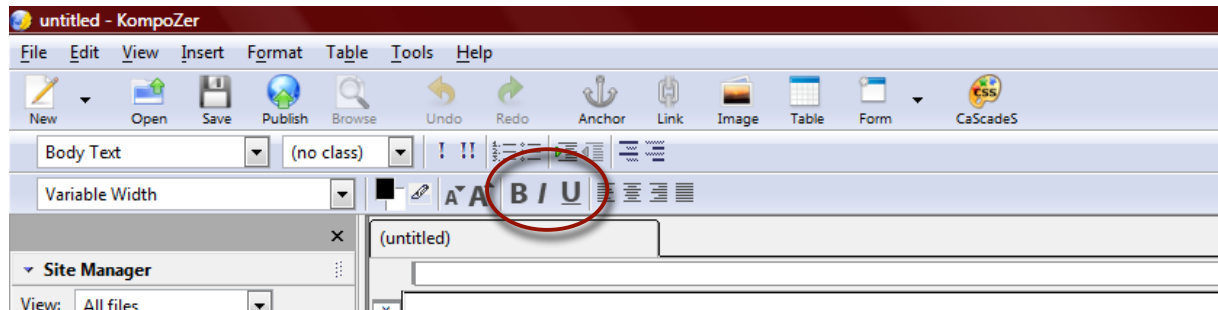
3. Return to your KompoZer file and position your mouse cursor in the empty window on the right side of the screen
4. Highlight the words "Welcome message" and then paste the text that you just copied. (Shortcut to paste in Windows: CTRL-V. To paste on MAC: Apple-V) The text you copied & pasted will replace the words "Welcome message."



## Format Text (Bold, Italics, Underline)

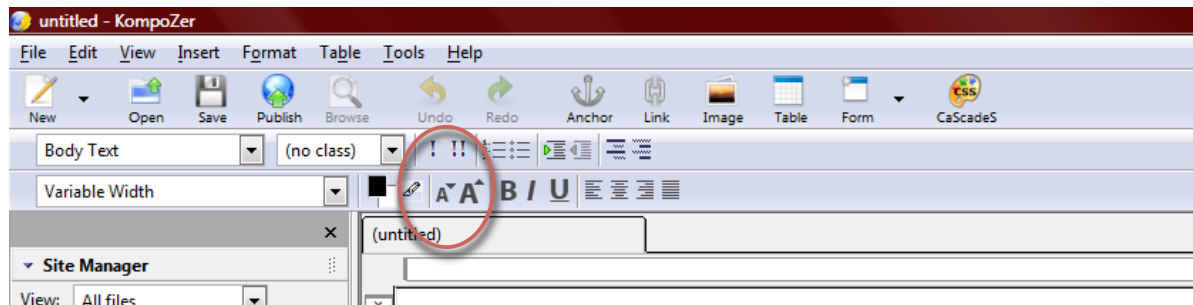
Highlight the text you would like to format and then click the appropriate icon on the toolbar.

**B = Bold**   **I = Italics**   **U = Underline**



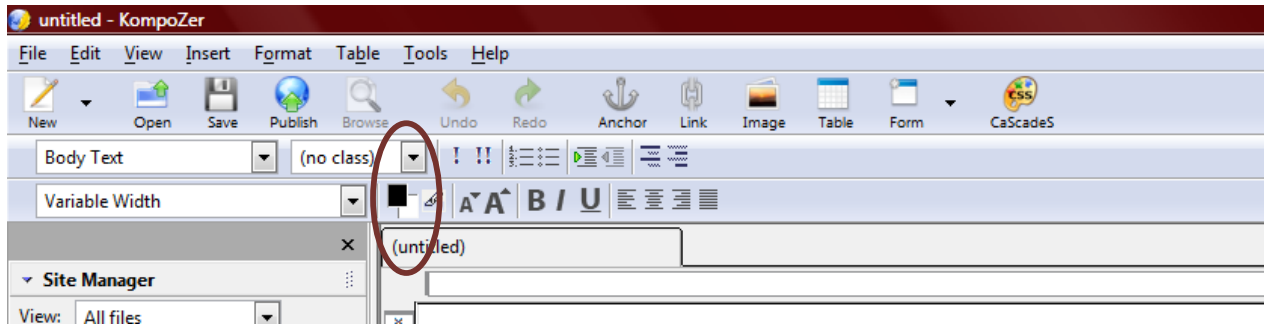
## Format Text (Change Size)

Highlight the text you would like to format and then click the appropriate icon on the toolbar.



## Change Background & Text Color

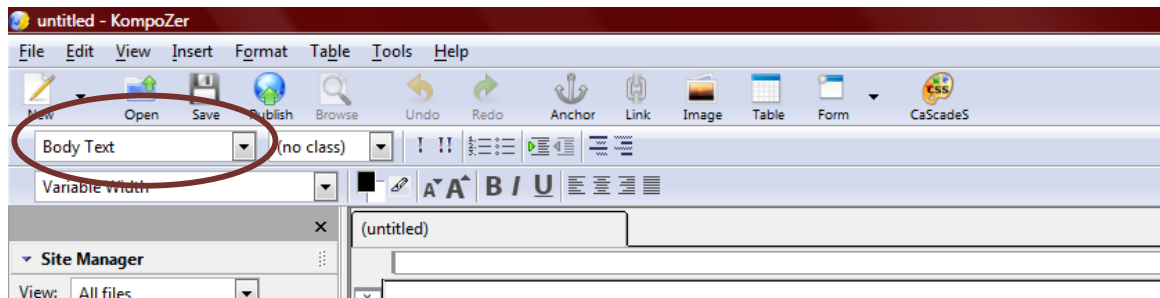
1. In your toolbar, find the **icon with two overlapping boxes**. At this time, one of those boxes is black and one is white. The top-most box shows text color. The lower box shows page background color.
2. **To change the text color, highlight the text you want to change, and then click on the top box** (now black) and select a new color.
3. **To change the background color of your page, click on the bottom box** (now white) and select a new color.



## Using the Pre-Defined Heading Styles

Some of the templates provided for the workshop contain pre-defined Heading styles. These styles allow you to quickly and consistently format the titles of your text

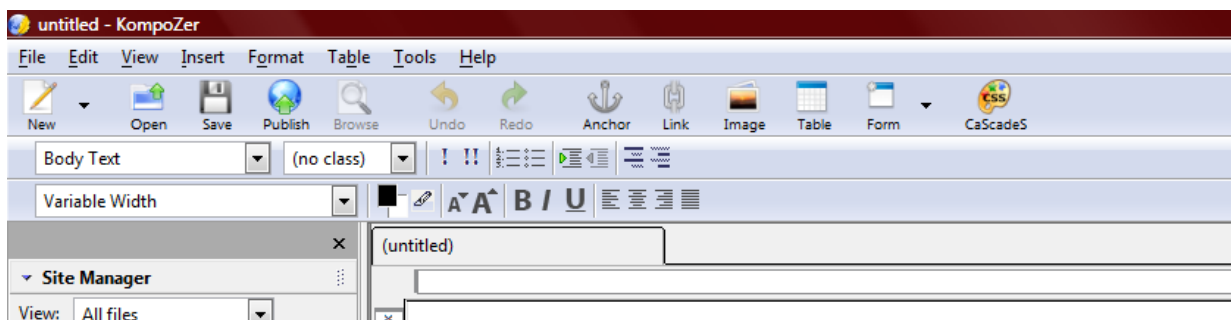
1. Highlight the text you would like to format
2. Click the drop-down menu that currently says “Body Text” (see below)



3. Select “Heading 1,” “Heading 2” or any other pre-defined Heading style

## Align Text

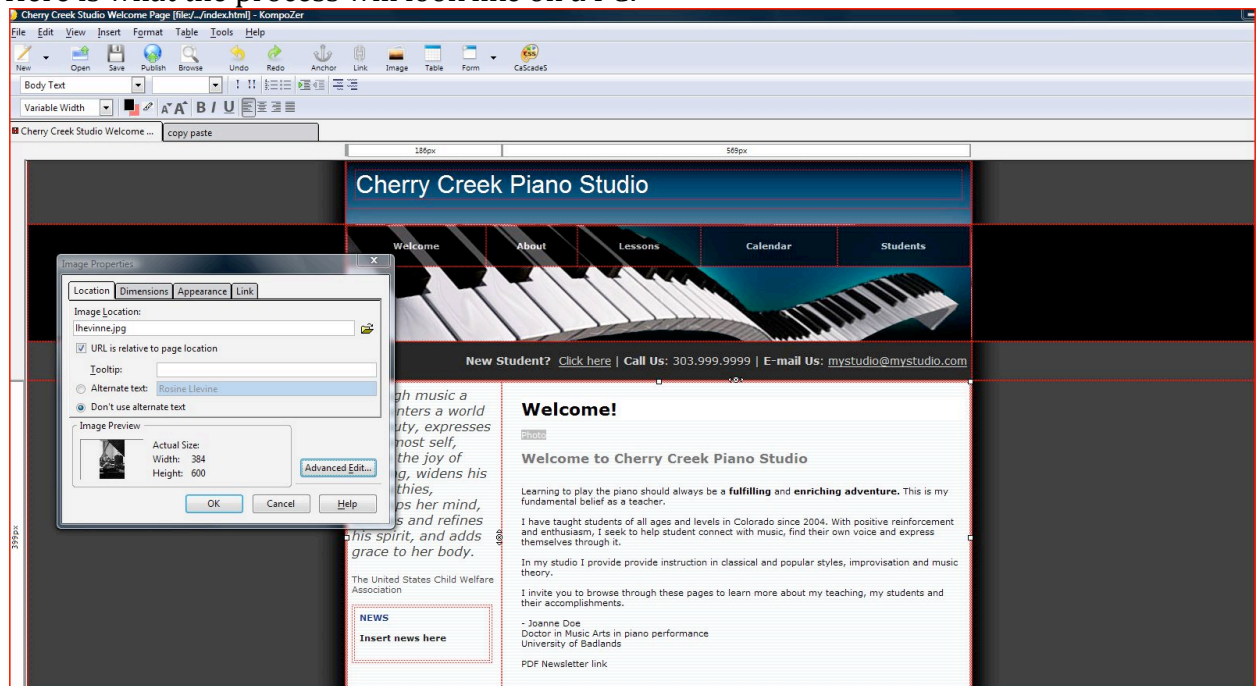
Next to the underline button, there are icons with several lines. These are the buttons to align your text to the left, center or right or to justify your text. (We do not recommend using justify.)



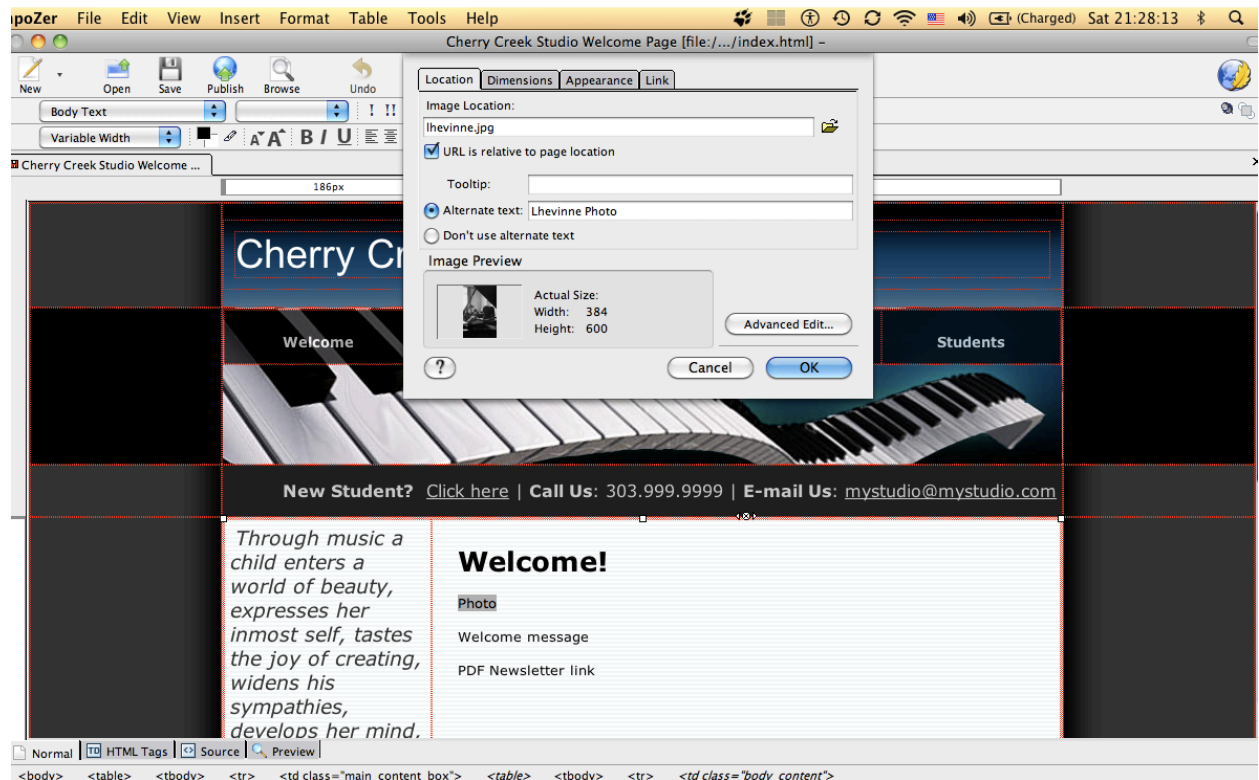
## Working with photos

1. Highlight the word “Photo” in your open KompoZer window.
2. While it is highlighted, click on the word and icon “Image” in the toolbar
3. Click on the little folder to locate the photo called “lhevinnie.jpg”
4. Type in an alternate text in the box in case people open your site in browsers that cannot see photos. They will read these words instead of seeing your photo. You might want to write the name of the photo or what is in the photo.
5. Click on ‘OK.’ Then the photo will appear in your KompoZer window.

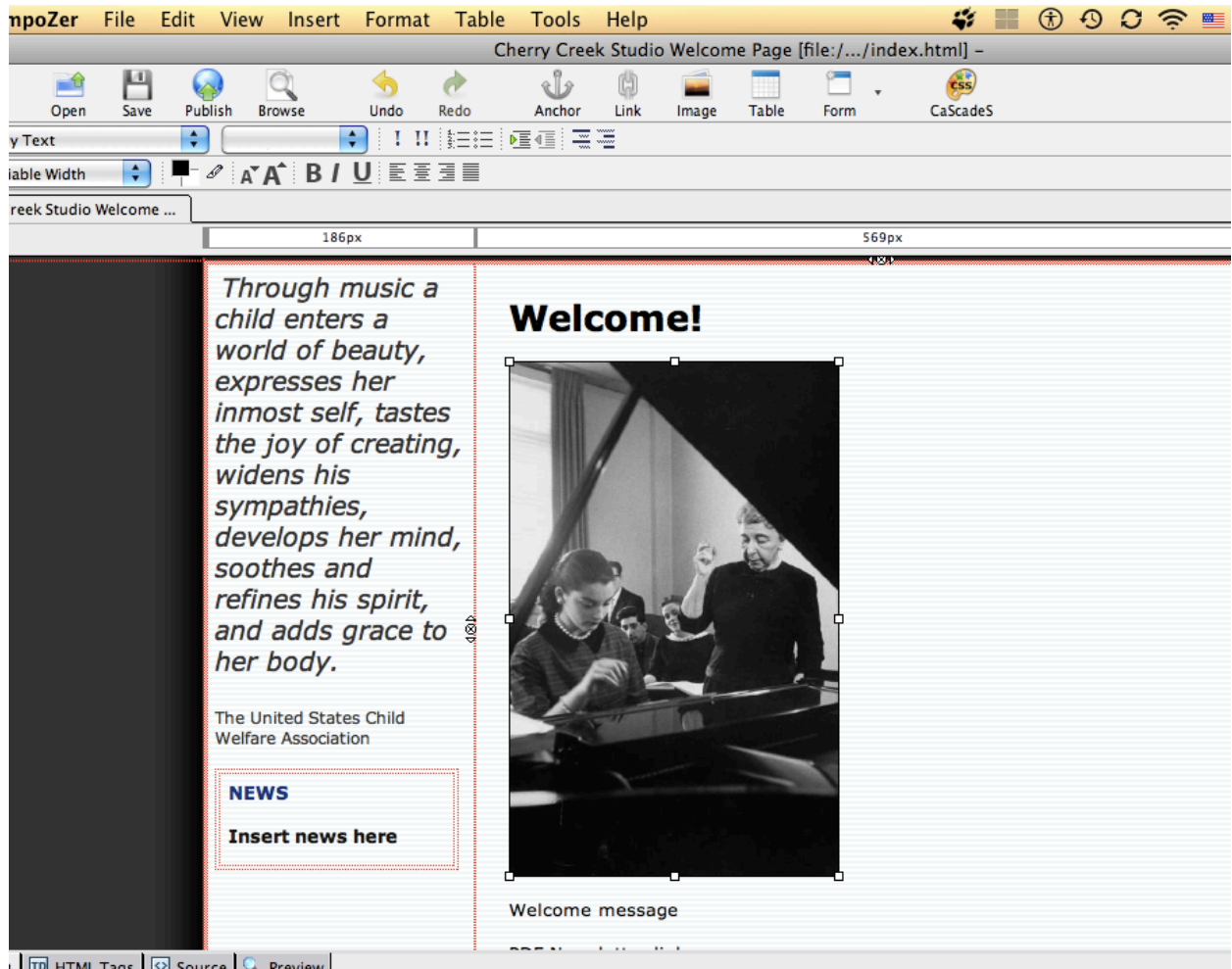
Here is what the process will look like on a PC:



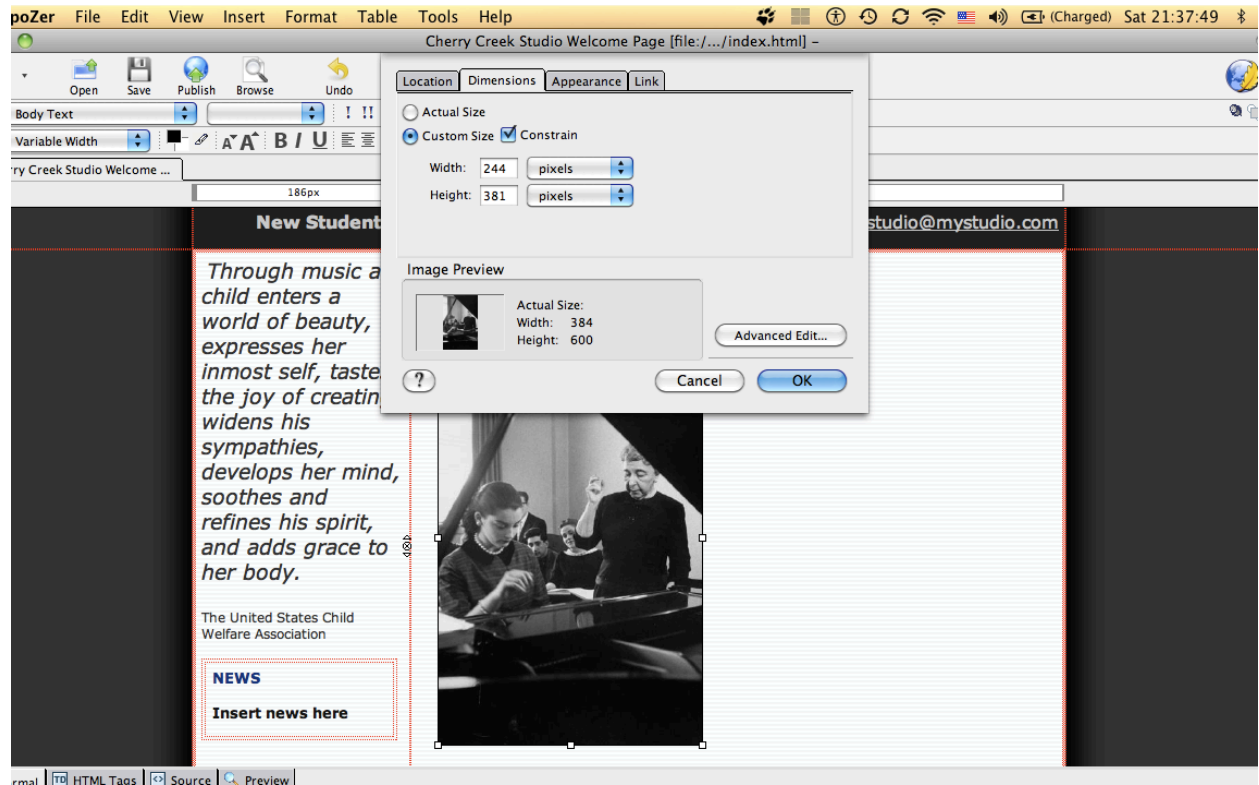
Here is what it will look like on a MAC:



If the photo is not the size you would like it to be, you can resize the photo by clicking on it and dragging the little boxes in any direction. We recommend dragging the corner boxes, since the proportions in the photo will remain the same if you drag from the corners.

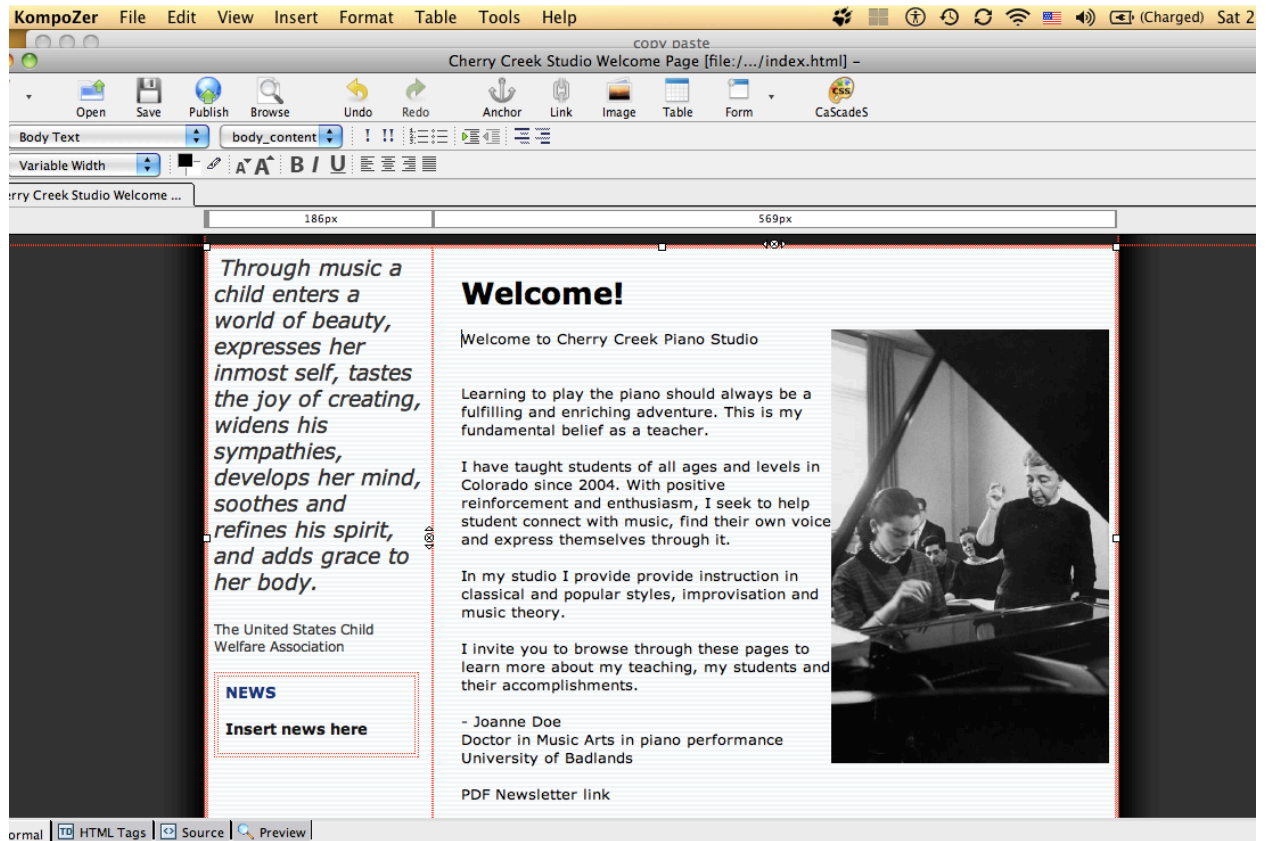


You can also resize the photo by double-clicking on it. A box will open with several tabs. If you choose 'dimensions,' you can type in the specific dimensions you would like the photo to be.



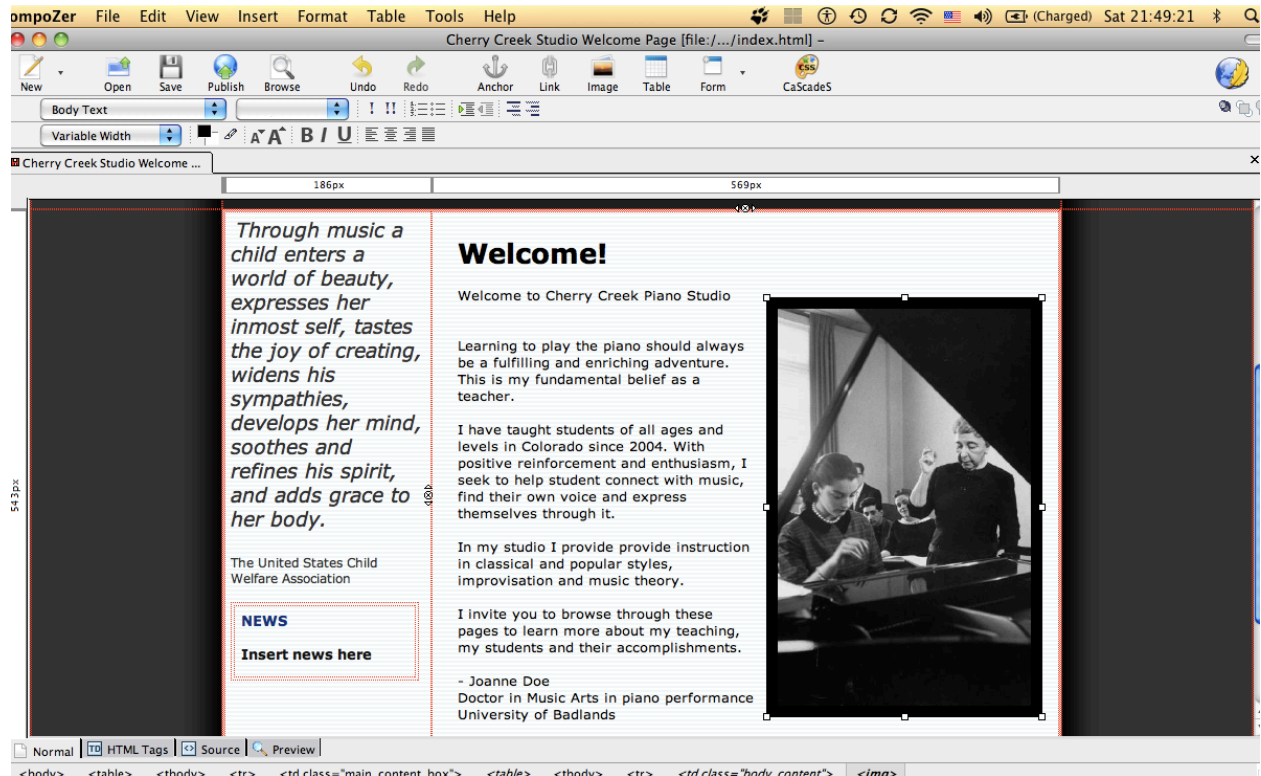
You can also set image properties to have your text wrap around the photo, go under the photo, go over the photo, etc. To do this, double-click on the photo and a box will open. Click on the "Appearance" tab. You can then choose one of several options to align your text to the image. Here is an example of "wrap to the left." Notice how the text is to the left of the image.





Notice in the screenshot above that the text slams into the edge of the photo. You will want to create a space between your text and the photo so that this does not happen. To do this, double-click the image, open “Appearance” tab and type in a number between 5-10 pixels for the border. Here is the same screen with a 10 pixel border on left and right, 10 pixels on top and bottom and a 10 pixel border around the image:

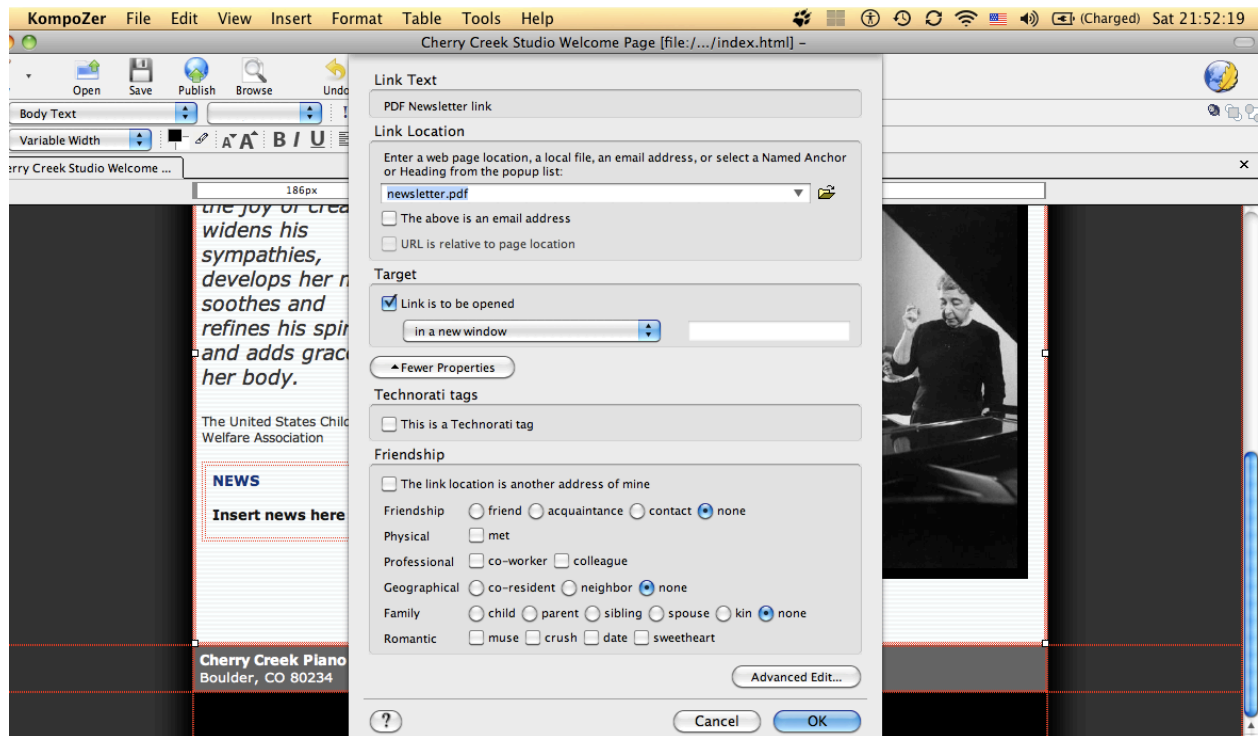




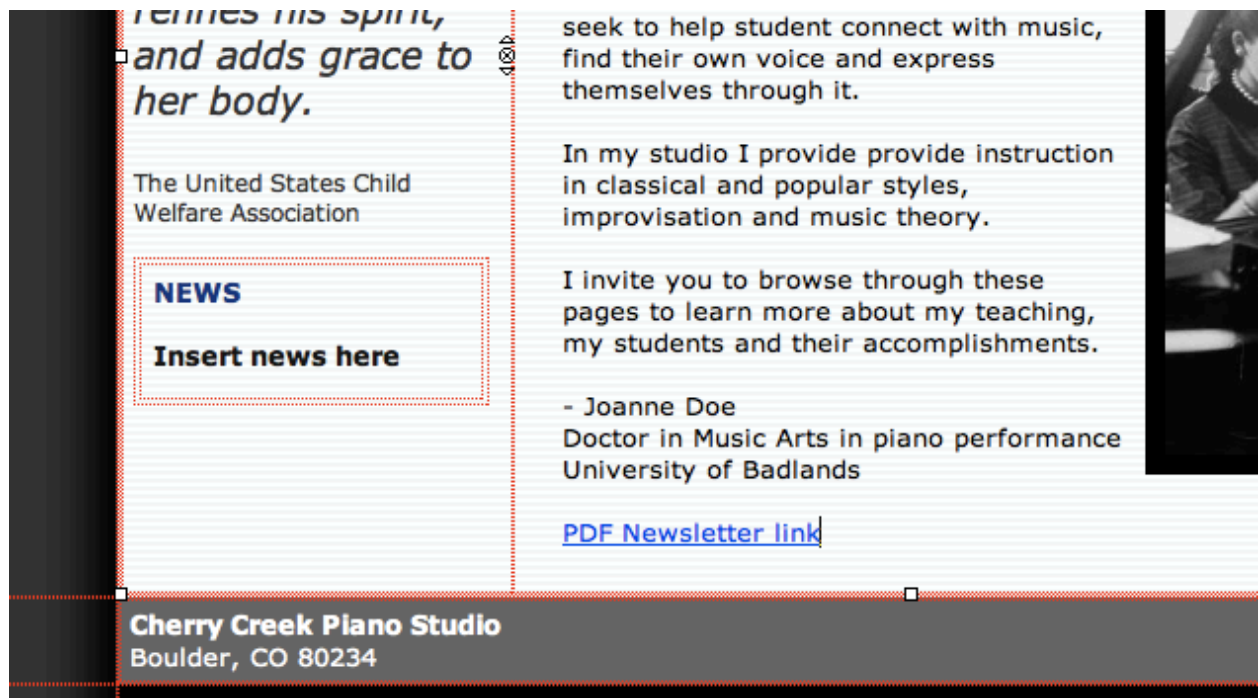
If you leave the 'border' box blank, you can omit the border frame around the image.

## Creating link to Newsletter (PDF file)

1. To insert your studio newsletter, highlight the words "PDF newsletter link." (feel free to change this text before you highlight it)
2. Click on "Link" in the toolbar. A window will pop up. You can click on the little folder to find the file you would like to use. We have named it "newsletter.pdf".
3. We also prefer to have the file open in a new window, so that people don't navigate away from your welcome page. Check the box under TARGET and in the drop-down menu, select "in a new window."
4. This will open a 2<sup>nd</sup> browser window or 2<sup>nd</sup> tab for people who are viewing this file.



You will then see that your text is highlighted in blue, which is a standard 'link' color on websites.



When people click on that link, they will see your PDF file in a new tab or window.

## UNIT 6. BUILDING THE “ABOUT” PAGE

On your Welcome page, you have already included a little bit of information about you and your studio. However, this information is presented within the context of a welcoming message. The About page is different; here is your chance to display all the other information you feel is important, on its own special page.

What would you like potential students to know about your studio? Your list may include some of these things:

- Brief description of your studio
- Your goals and how you achieve them
- Your teaching philosophy
- Your studio's business policies (perhaps you link to a PDF with this information)
- Your teaching approach
  - types of music you teach
  - age groups
  - a particular method you may use
- Your short bio
- A link to your blog
- A link to your studio's wiki

You may choose to insert many of those things in your About page. For now, we will work with some sample text that we provide, so you can quickly learn how to do this.

### Copying and pasting the sample text into your file

We have provided some sample text for the workshop. To insert this text into the “About” page:

1. In Komposer, choose File -> Open file, in Template Folder
2. Find and open the file “about.html”
3. Position your cursor in the center right (white) area.
4. Outside KompoZer, in the work folder *My website folder*, locate and double-click the document that contains the text we have provided for you: “SampleText.html”

5. Highlight and copy the second section of text, starting with the words, "About the Cherry Creek..." (Shortcut to copy in Windows: CTRL-C. To copy on MAC: Apple-C)
6. Return to your KompoZer file and position your mouse cursor in the empty window on the right side of the screen
7. Paste the text that you just copied. (Shortcut to paste in Windows: CTRL-V. To paste on MAC: Apple-V)
8. Format the title and text the same way you did in the Welcome page (see previous Unit)

### **How to insert a link to a PDF of your studio's business policies:**

When you created your Welcome page, you inserted a link to your Newsletter PDF file. Follow the same procedure to insert a link to a PDF file with your studio policies. If you don't have your studio policies in a PDF file, you can create one using the latest versions of MS Word. When you save the file, choose "PDF" in the format options of the "File -> Save as..." menu of Word.

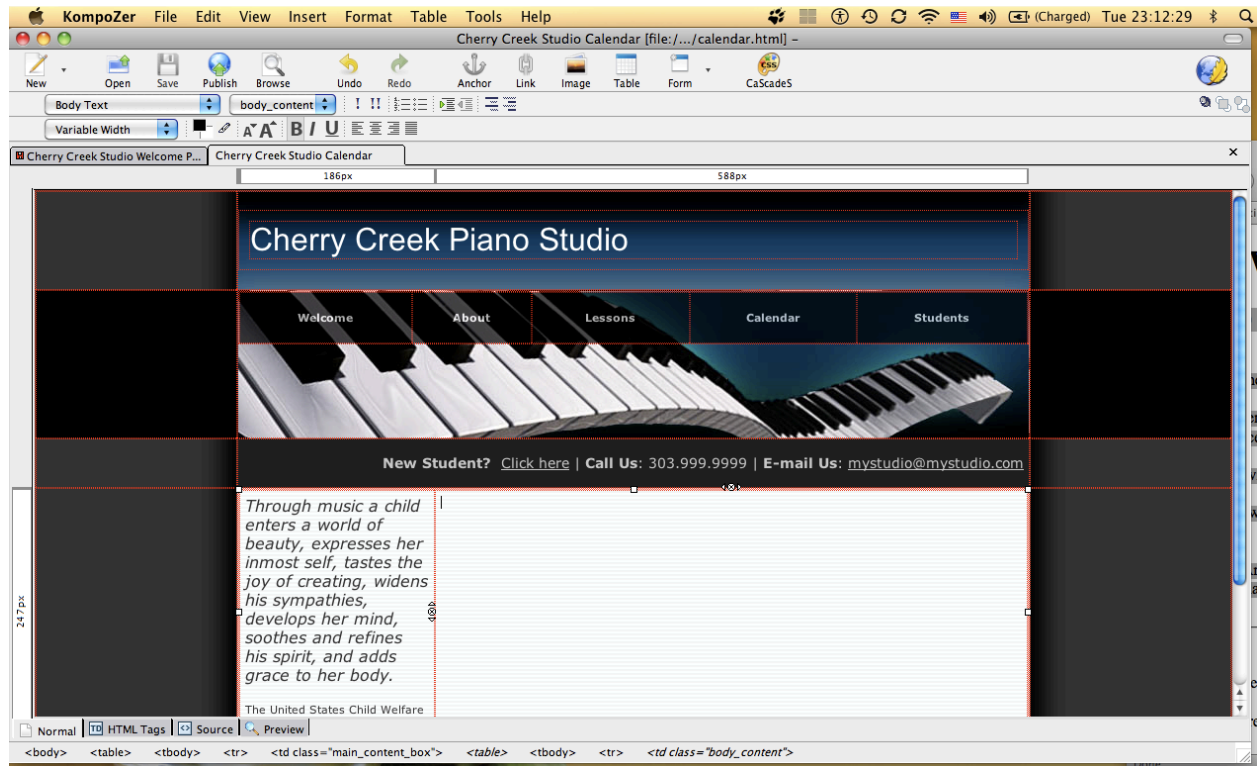
### **To insert an absolute link to your blog, your studio's wiki or forum discussions page:**

1. Somewhere in the About page, type the text "Click here to visit my blog" or anything you would like the link to say
2. Highlight the text, choose "heading 2" in the "Body Text" drop-down menu
3. Keep text highlighted, or if need be, highlight it again.
4. Open a new window in your browser (Internet Explorer, Safari, Firefox or any other browser you use)
5. Type the address of your blog to browse it
6. Select the URL of your blog and copy it by choosing "edit," then "copy."
7. Back in KompoZer, where the text should still be selected, click the "link" button.
8. Use command V to paste the link into "link location."
9. Click "link is to be opened" and choose "in a new window."
10. Click OK.
11. Click "save."

## UNIT 7. BUILDING THE “CALENDAR” PAGE

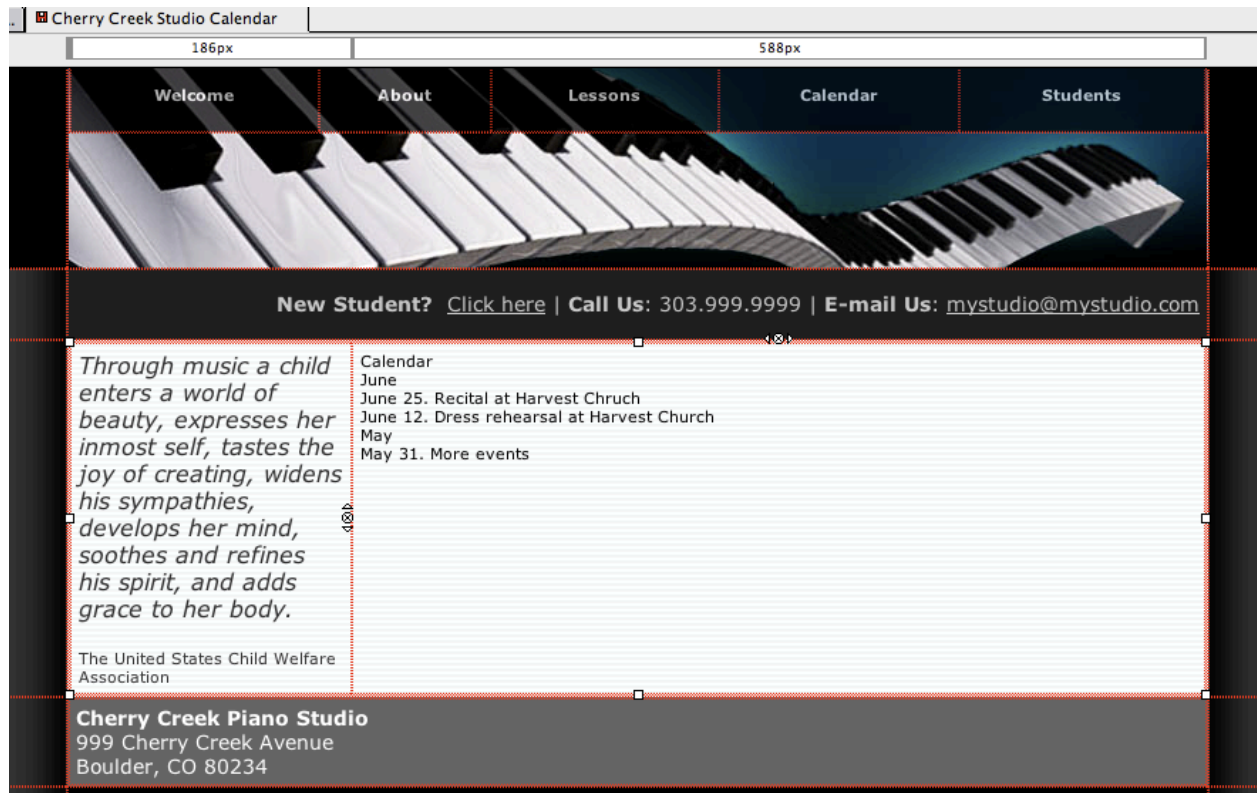
### Open the template for the Calendar Page

With KompoZer open, click on the “Open” icon in the toolbar. Locate and open the file called “calendar.html”

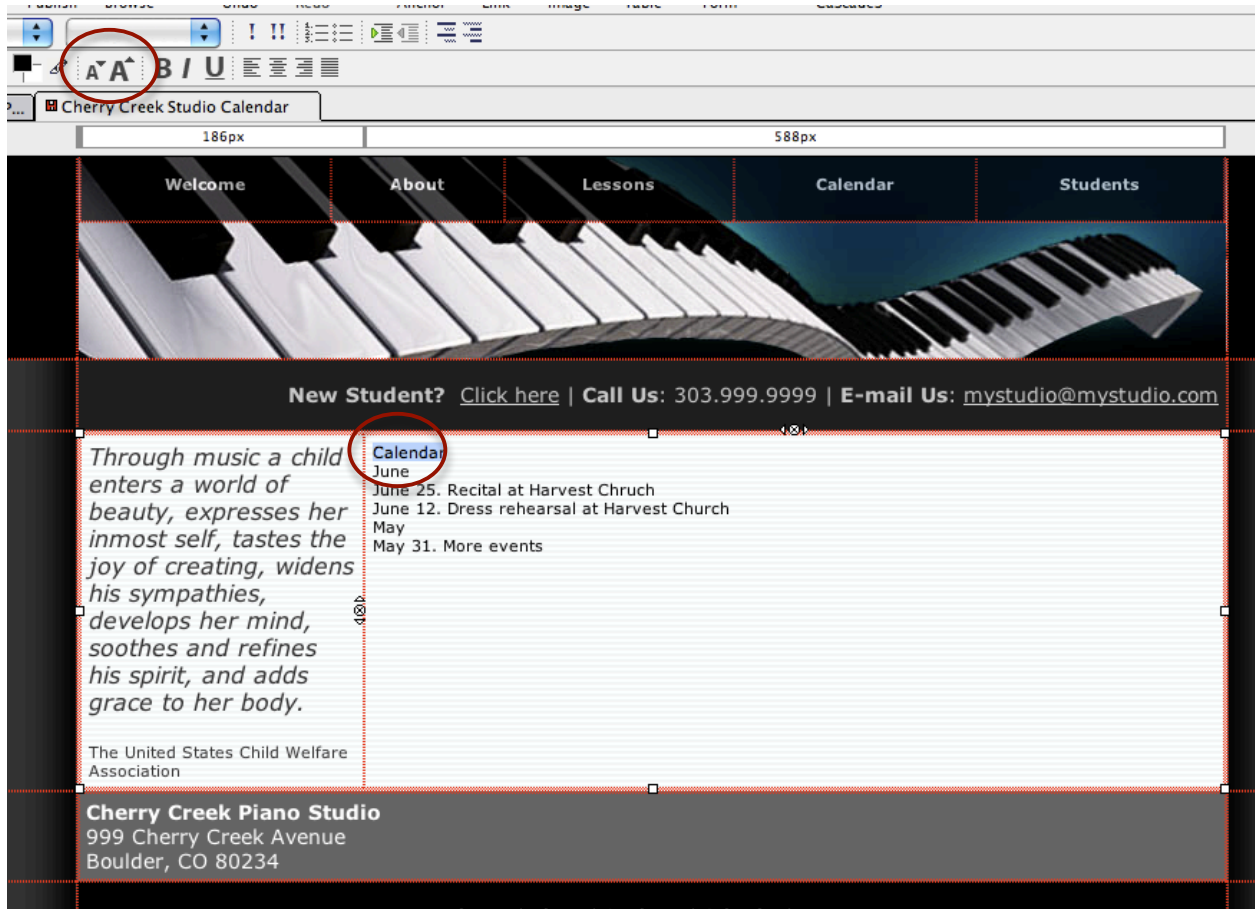


### Copying and pasting text into your file

1. Once your calendar.html file is open, open the file “sampletex.html”
2. Scroll down to find the dates that are listed in the “Calendar” portion of the file.
3. Highlight all of the calendar information and COPY this. (shortcuts: on Windows: CTRL-C; on Macintosh: APPLE-C)
4. Go back to KompoZer and PASTE the information into the large empty window on the right. (Shortcuts: on Windows: CTRL-V; on Macintosh: Apple-V). Notice that the text you just pasted is unformatted.



So, let's format it! You will want the title of that section, Calendar, to be a larger font than the rest of the words. Highlight just the word Calendar and click on the icon for larger font size. Choose whichever font you would like to use.



Let's also make that word BOLD. You will need to highlight the word and click on the B for bold in the toolbar.

So, the word Calendar will now be LARGER and in BOLD:



Cherry Creek Studio Calendar

185px 589px

Welcome About Lessons Calendar Students

New Student? [Click here](#) | Call Us: 303.999.9999 | E-mail Us: [mystudio@mystudio.com](mailto:mystudio@mystudio.com)

*Through music a child enters a world of beauty, expresses her inmost self, tastes the joy of creating, widens his sympathies, develops her mind, soothes and refines his spirit, and adds grace to her body.*

The United States Child Welfare Association

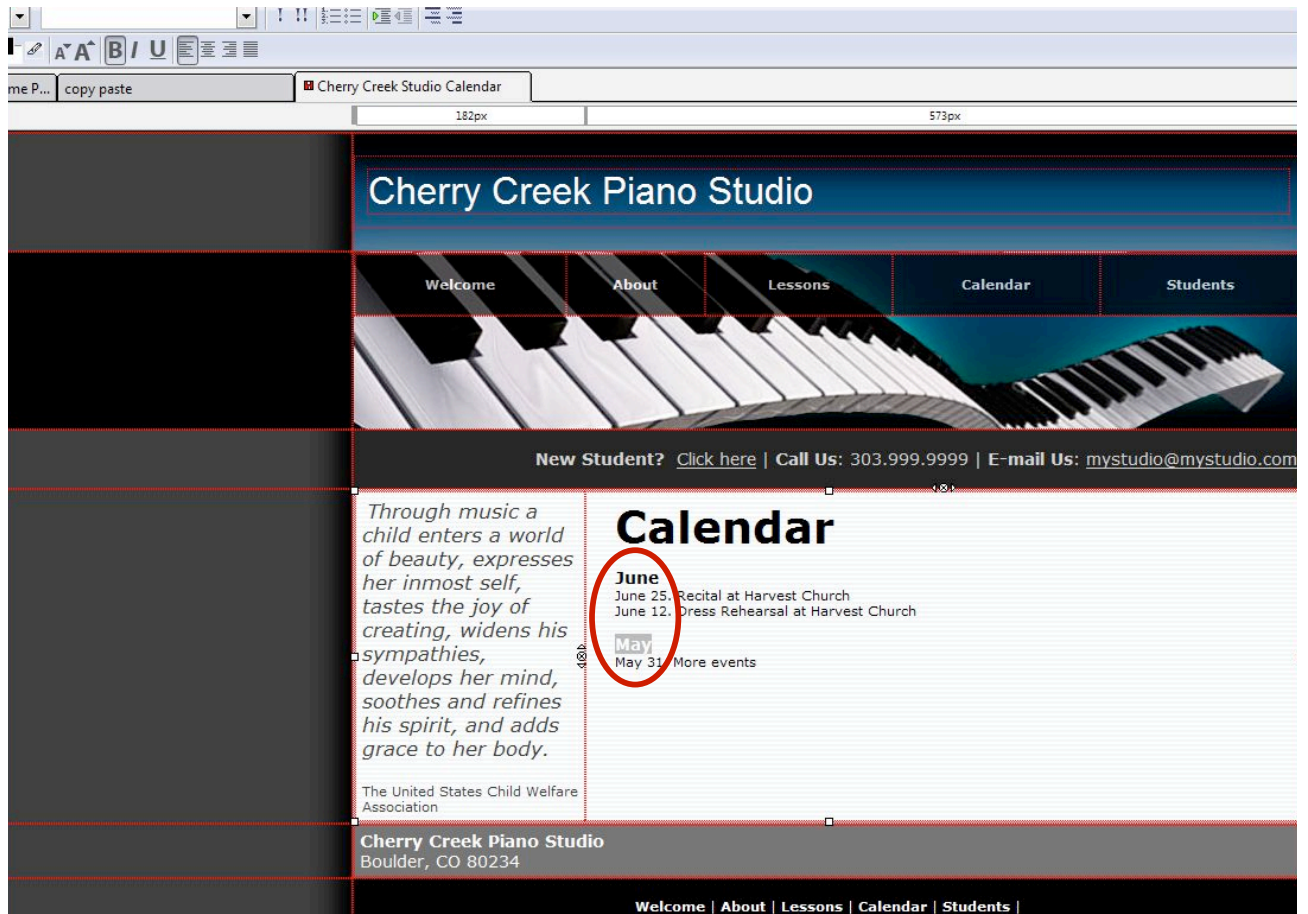
## Calendar

June  
 June 25. Recital at Harvest Church  
 June 12. Dress rehearsal at Harvest Church  
 May  
 May 31. More events

**Cherry Creek Piano Studio**  
 999 Cherry Creek Avenue  
 Boulder, CO 80234

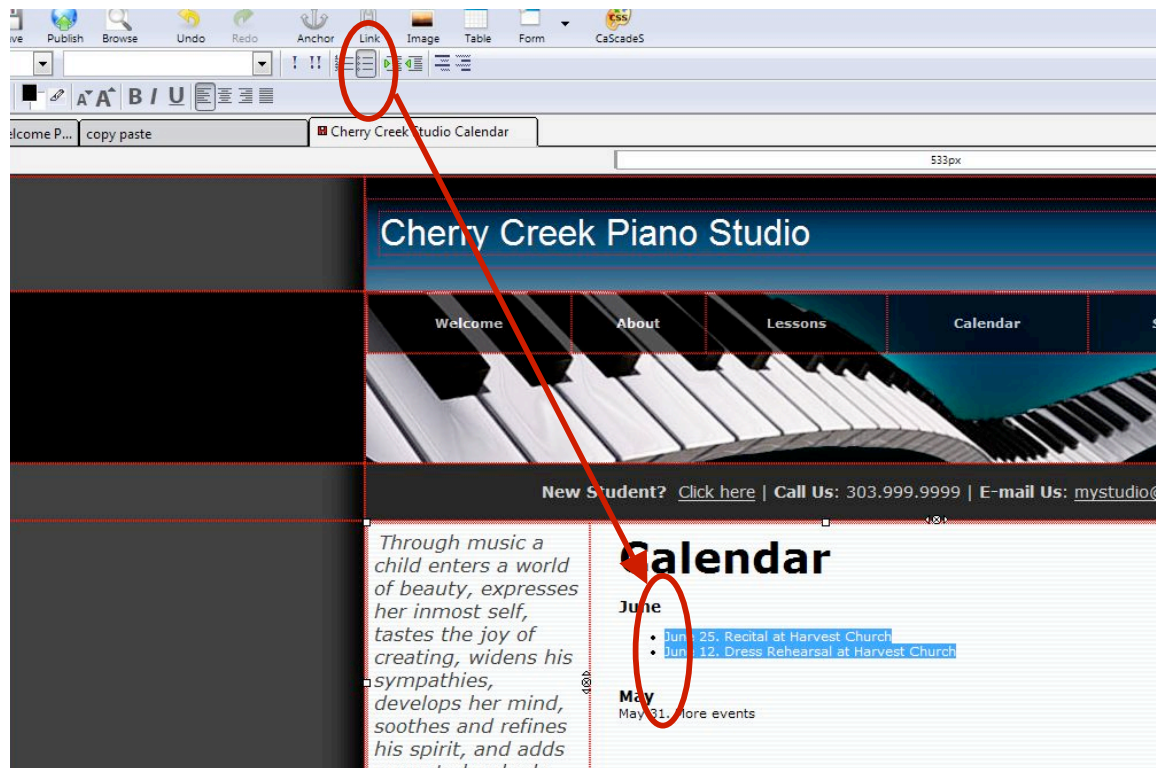
You may also choose to highlight the months. You will need to follow the same procedure as you did for the “Calendar”. Highlight a month you want to change, and using “Larger font size” and “Bold” buttons in the tool bar increase the size of the word.





## Creating a bulleted list

If you would like to make the dates into a bulleted list, highlight the part of the text you would like to make into a bulleted list and then click on the shortcut for bulleted lists in the toolbar.

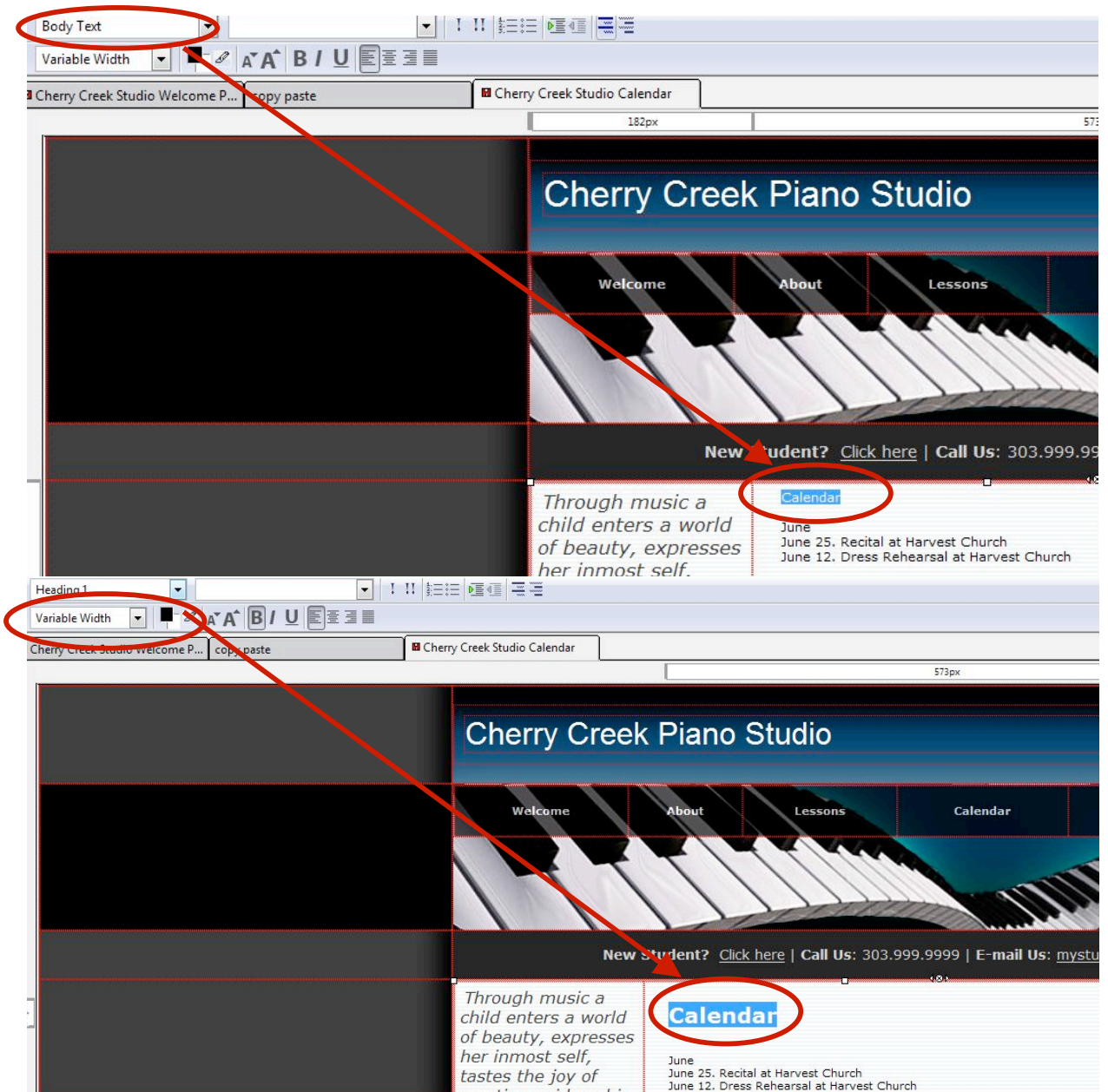


When listing your calendar months and dates, it's probably best to keep the current month at the top, meaning listing in reverse order. [see above] However, this is a very personal choice for your studio. Many people use chronological listings on their studio websites. Others prefer to use a calendar that looks like a real calendar rather than just a list of dates.

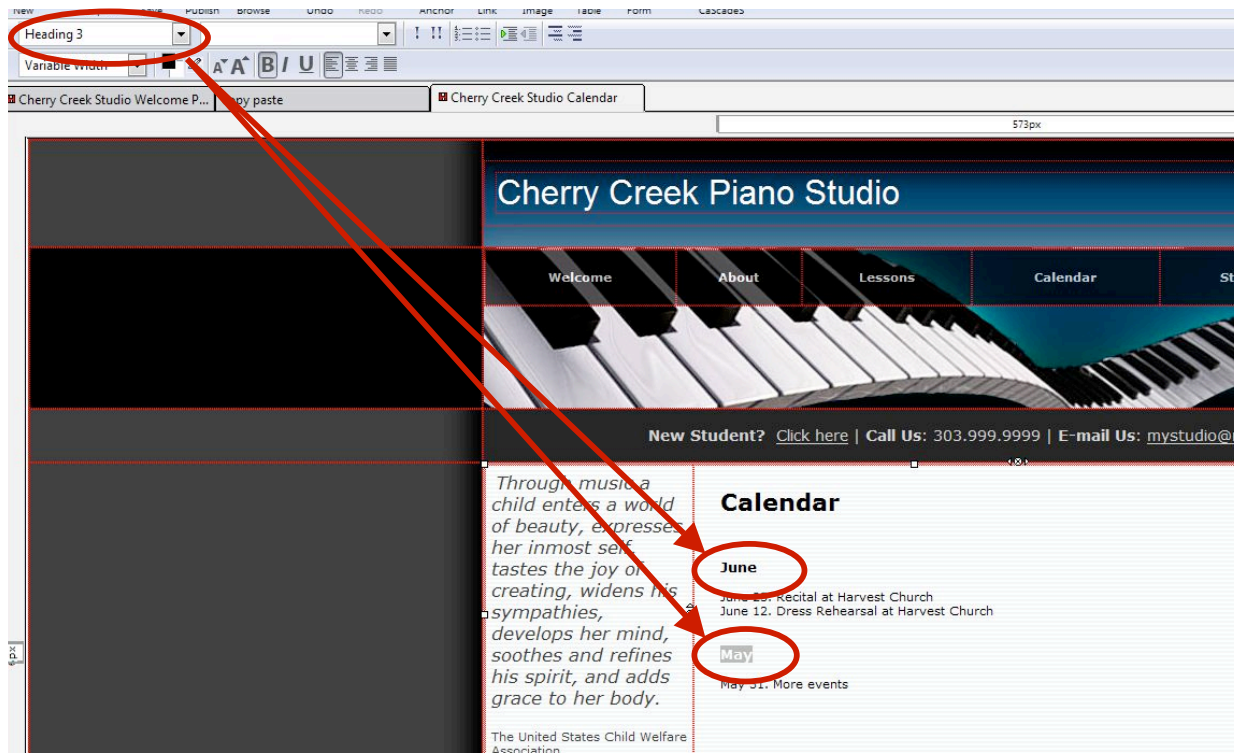
## Alternate way of formatting text

For your website, it will be very important to stay consistent in how text looks (color, size, font, etc). Here is another way of formatting your text on a webpage that will make it easy for you to keep font sizes consistent:

If you start again with unformatted text, highlight the word "Calendar." Rather than increasing the font size and weight using the menu buttons, find a drop-down menu (Body Text/ Heading/etc) in the upper left corner of your KompoZer screen. When you select different items in the drop-down menu, the highlighted word changes.



The items in the drop-down menu are pre-defined templates of what different kinds of text should look like. We recommend using Heading 1 from the drop down menu for “Calendar.” Try Heading 3 for the months (June and May).



Using the items from the drop down menu allows you to keep a consistent look in the headings throughout your entire website.



## UNIT 8. BUILDING THE “STUDENTS” PAGE

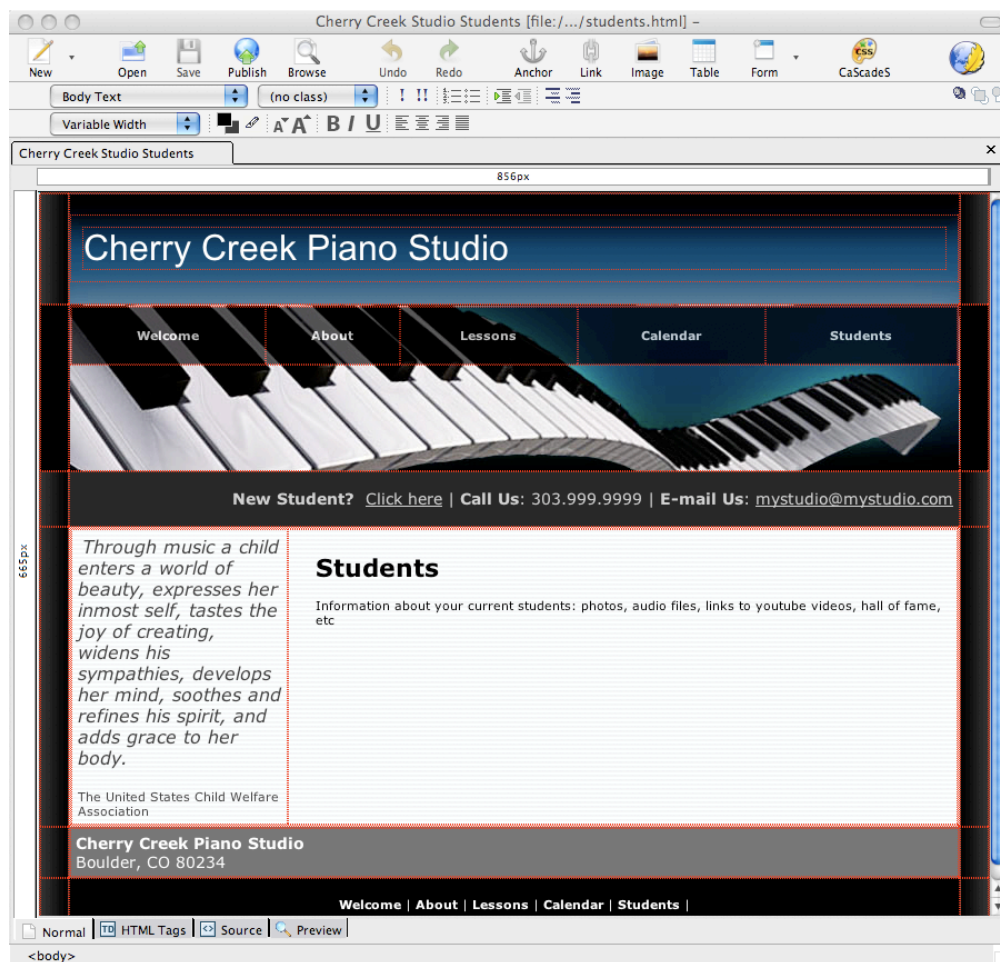
**Presenters:** Susan Capestro. <http://wholeoctave.com>  
Alejandro Cremaschi. [Alejandro.Cremaschi@colorado.edu](mailto:Alejandro.Cremaschi@colorado.edu)

### Adding student photos and text

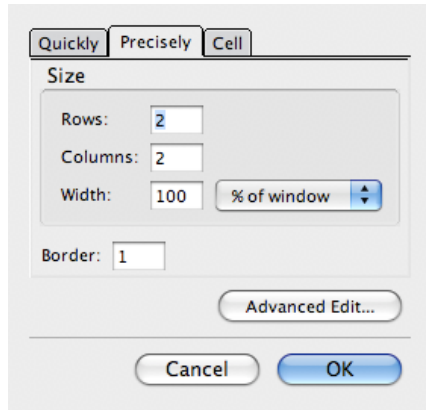
Adding photos is a wonderful way to enhance the look of your site, and to acknowledge your students and their accomplishments.

In order to place photos and text in a tidy and predictable way, we will use a table with two columns – the left column will contain the student photos, and the right one will contain the text. Tables are the only way in KompoZer to assure correct alignment of text and photos.

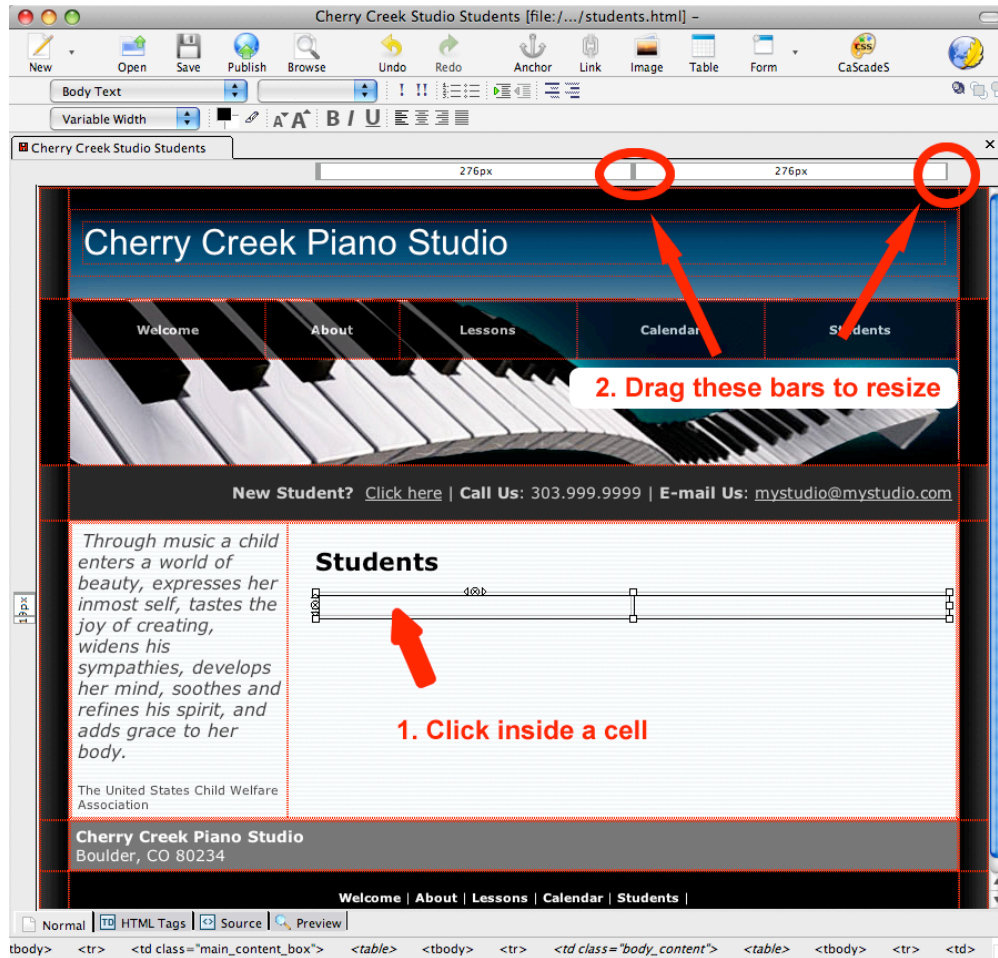
1. Open the file “students.html”. This file already contains the correct title



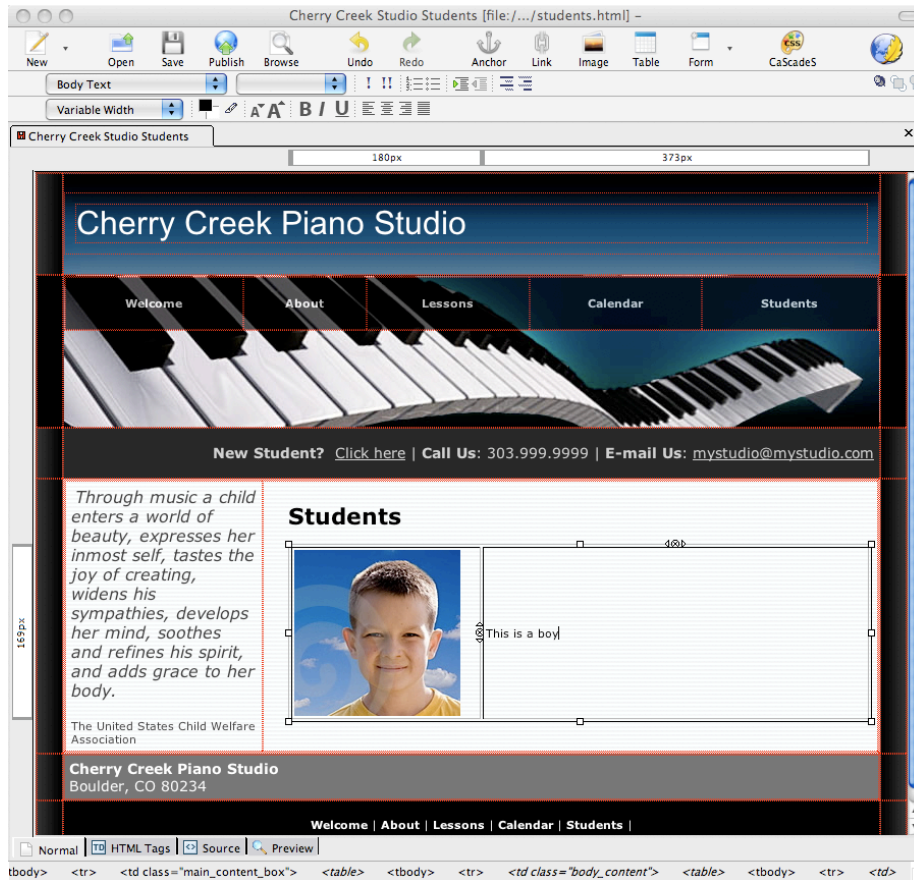
2. To insert a table, position your cursor in the “body” of the Students text area, under the title “Students” (you may want to erase the unwanted text that came in the file)
3. Choose “Insert->Table...” from the top menu
4. Click on the “Precisely” tab. Choose 1 row, 2 columns (see image below)



5. To resize the table, click inside one of the cells of the tables, and then drag the adjustment bars above your website’s header (see image below)



6. Position your cursor in the cell where you'd like the image to appear.
7. Click on the "image" icon on the top menu bar.
8. Under the "Location" tab, "Image Location," click on the little yellow folder on the right. (This will show you what's on your computer and give you a chance to navigate to and select the photo you'd like.)
9. Go to your working folder, and choose the photo called "boy."
10. Click "open."
11. Type alternate text for the photo, then click OK.
12. Resize photo, if necessary, by dragging a corner (NOT a side).
13. Resize cells, if necessary, by dragging adjustment above header.
14. Position the cursor in the cell to the right.
15. Type any text you'd like to appear here.



16. To align text in the cell adjacent to the photo's cell, double click within the cell.
17. Choose vertical or horizontal alignment under content alignment, and select the alignment you'd like.
18. Click OK.
19. To add another row of cells to the table, position the cursor within a cell.
20. Use the "tab" key on your computer keyboard, and a new row will be added.

## Linking and Embedding Youtube Videos

Youtube videos are an excellent way to post your student recitals and rehearsals, or to post teaching materials and examples. You can include Youtube videos in your website in two ways:

- Creating a link that opens a new window with the Youtube video
- Embedding the video directly on your web page

The following steps DO NOT include directions on how to post a video on Youtube. This topic will be covered during the conference during a different presentation. Posting a video on Youtube involves opening a free Youtube account, and uploading your video from your computer.

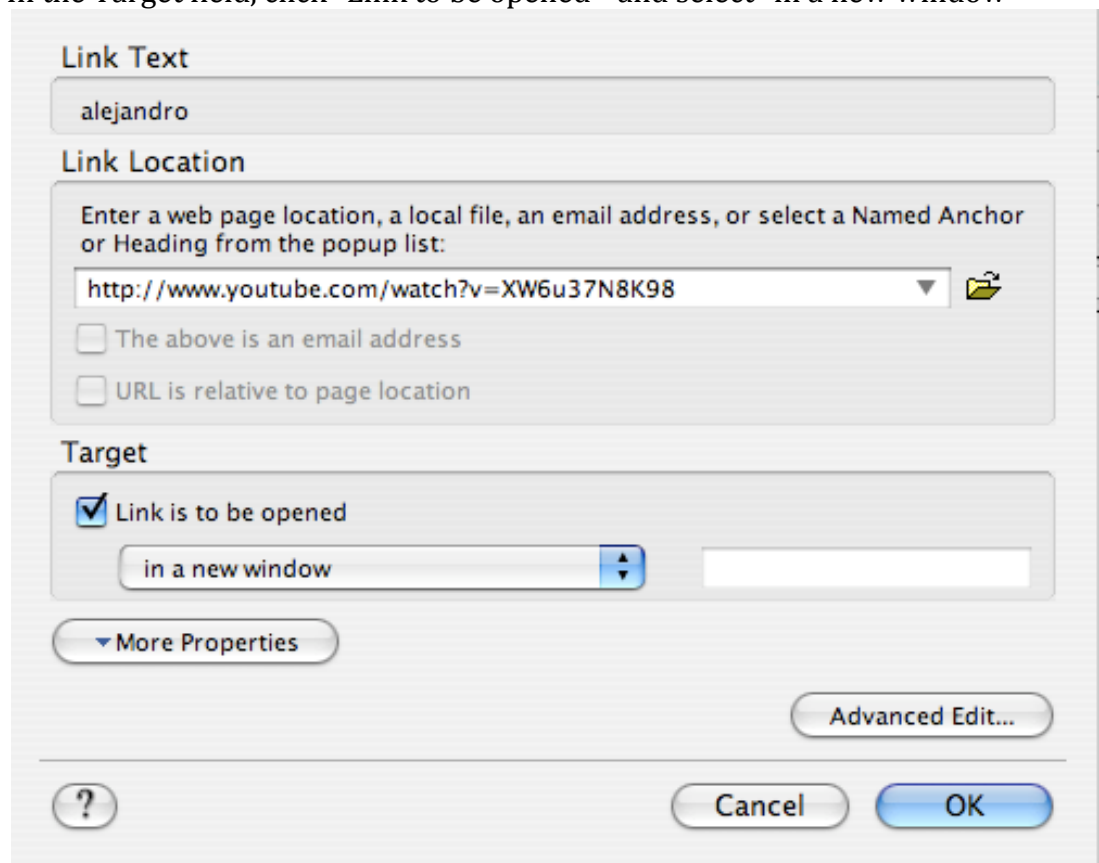


## Creating a link to a Youtube video in KompoZer

1. Open the Youtube video in your browser, e.g.  
<http://www.youtube.com/watch?v=kjtSG-24cQA>
2. In KompoZer, open the web page where you want to inset a link
3. Onto the body of the web page, type the text for the link, e.g. "Beethoven's Sonatina in F, performed by John"
4. Select the text
5. Click the Link icon. The Link attribute window will appear (see after step 7 below)



6. Type or paste the exact address of the Youtube video. Don't forget to include the "http://" part at the beginning of the address
7. In the Target field, click "Link to be opened" and select "in a new window"

A screenshot of the "Link" dialog box in KompoZer. The dialog has a title bar and is divided into several sections. The "Link Text" section has a text input field containing "alejandro". The "Link Location" section has a text input field containing "http://www.youtube.com/watch?v=XW6u37N8K98" and a folder icon to its right. Below this are two checkboxes: "The above is an email address" (unchecked) and "URL is relative to page location" (unchecked). The "Target" section has a checked checkbox "Link is to be opened" and a dropdown menu currently showing "in a new window". Below the dropdown is an empty text input field. At the bottom of the dialog are buttons for "?", "More Properties", "Advanced Edit...", "Cancel", and "OK".

8. Click OK and save the document

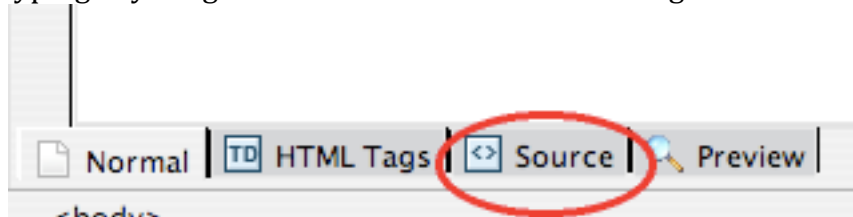
The text that you selected has now become a link. When the user clicks on this links, a new browser window will open with the desired Youtube video.

If later you want to modify the address of the link, double-click the link to open the Link attribute window. You can modify the address here (see window in step 7 above).

## Embedding a Youtube video directly onto your web page

When you embed a Youtube video, the user will actually be able to watch the video directly in your web page without the need to click on a link to open a new browser window.

1. Open the Youtube video you want to embed, e.g.  
<http://www.youtube.com/watch?v=kjtSG-24cQA>
2. Find the "Embed" box that Youtube automatically displays on the right side of the videos, under the name of the author. Click on this box and copy the code that appears there
3. Open KompoZer. Open the page where you want to embed the video, and move the cursor where you want the video to appear
4. Switch to "Source" mode by clicking on the little tab at the bottom of the page. KompoZer will show the HTML code of your web page. **DON'T MOVE THE CURSOR.** If the cursor moves by accident, switch back to Normal without typing anything. Then click the Source tab once again



5. Paste the code exactly where the cursor is (don't move the cursor at all). You can Paste the code by pressing Ctrl-v (Command-v in Mac) or by going to *Edit* -> *Paste*
6. Switch back to "Normal" view and save your document

KompoZer will NOT show the embedded video. Instead you will see a gray box where the video will appear in the browser.

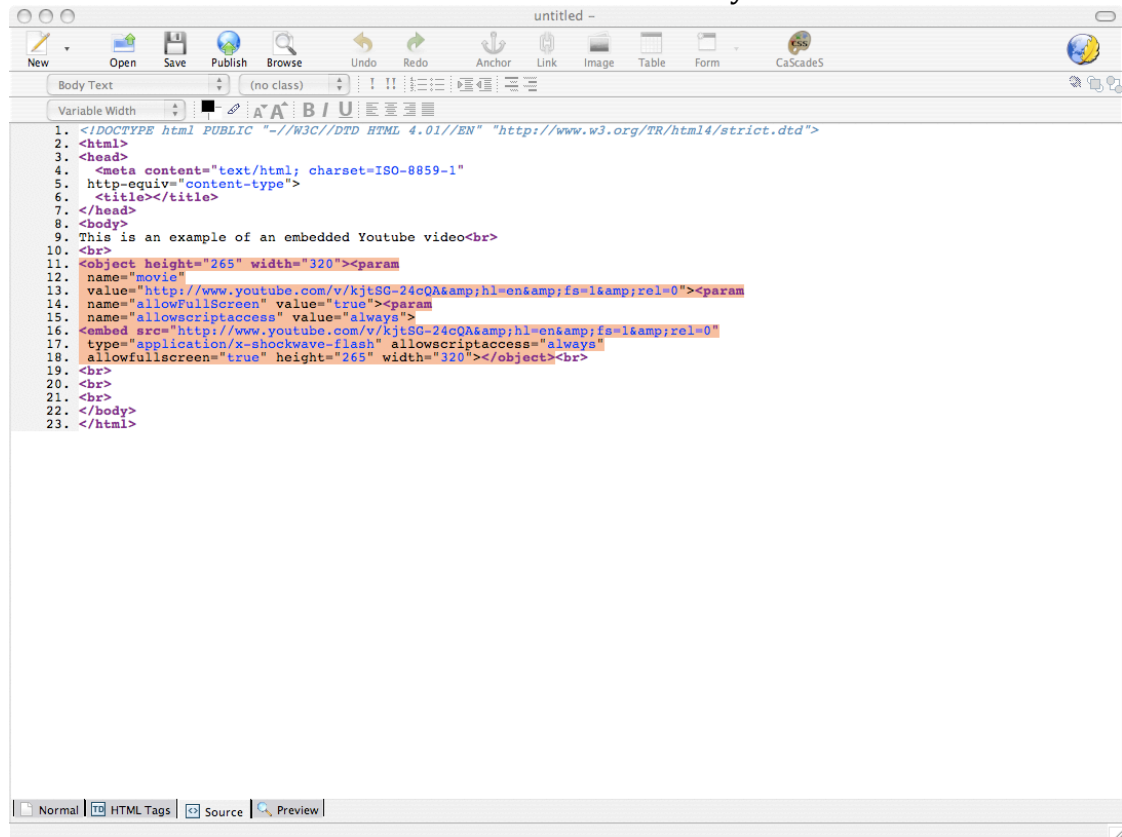
## Deleting an unwanted embedded Youtube video

Once you embed a Youtube video in KompoZer, it becomes extremely difficult to erase it. This is due to a bug in the program.

We need to do a bit of code editing to get rid of the unwanted embedded video:

1. Open the page in KompoZer
2. Click the Source tab (see previous section). KompoZer will show the HTML code of your web page

3. Scan the code until you see a tag that starts as follows: `<object`. This is the beginning of the code that embeds the Youtube video in your page
4. Select the code from `<object` ... up until the tag `</object>` shown a few lines below. Be sure to include the initial `<` and the final `>` symbols



The screenshot shows a web editor window titled "untitled -". The interface includes a menu bar with options like New, Open, Save, Publish, Browse, Undo, Redo, Anchor, Link, Image, Table, Form, and CaScade5. Below the menu bar is a toolbar with icons for text formatting (Bold, Italic, Underline) and alignment. The main area displays HTML code with line numbers 1 through 23. The code is as follows:

```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
2. <html>
3. <head>
4.   <meta content="text/html; charset=ISO-8859-1"
5.   http-equiv="content-type">
6.   <title></title>
7. </head>
8. <body>
9. This is an example of an embedded Youtube video<br>
10. <br>
11. <object height="265" width="320"><param
12.   name="movie"
13.   value="http://www.youtube.com/v/kj1SG-24cQA&hl=en&fs=1&rel=0"><param
14.   name="allowFullScreen" value="true"><param
15.   name="allowscriptaccess" value="always">
16. <embed src="http://www.youtube.com/v/kj1SG-24cQA&hl=en&fs=1&rel=0"
17.   type="application/x-shockwave-flash" allowscriptaccess="always"
18.   allowfullscreen="true" height="265" width="320"></object><br>
19. <br>
20. <br>
21. <br>
22. </body>
23. </html>
```

The code from line 11 to 18 is highlighted in orange. At the bottom of the editor, there are tabs for "Normal", "HTML Tags", "Source", and "Preview".

5. Click the *Backspace* (PC) or *Delete* (Mac) keys to delete the unwanted code
6. Switch back to Normal view by clicking on the *Normal* tab. The gray box has now disappeared.
7. Save your document

## **UNIT 9. INDEPENDENT WORK (NO TEXT)**

## UNIT 10

**Presenters:** Susan Capestro. <http://wholeoctave.com>  
Alejandro Cremaschi. [Alejandro.Cremaschi@colorado.edu](mailto:Alejandro.Cremaschi@colorado.edu)

### Uploading your website to the web

This Unit explains how to upload your website files to a **web hosting space**. After uploading your website, people will be able to visit your website using a web browser. For explanation of the terms "**web hosting space**" and "**domain name**" see Unit 1 and 2.

Up to this point in the workshop, you have been building your website in the hard drive of your computer. This means that your website is not yet available to web users - nobody but you can actually see it yet. In order to make your website available to everyone, you will need to transfer it or upload it from your computer to a **web hosting space**.

As you learned earlier today, your **web hosting space** resides in a server, a powerful public computer that is connected to the Internet all the time, and that can be visited by anyone with a web browser. **Web hosting space** is not free (with a few exceptions); you need to buy it. A typical web account costs between \$5 to \$20 a month. For directions and suggestions on how to buy your own web space, please refer to the email that Alejandro Cremaschi sent earlier in July.

For the purpose of this workshop, Alejandro has created several free, temporary web spaces in his own server for everyone to use during the workshop. Keep in mind that this web space will disappear a few days after the workshop. After that people will not be able to visit your website online anymore, unless you move your files to your own web hosting space. It may be a good idea for you to purchase your own web space before the workshop, so that you can upload your pages there during the conference.

To transfer (upload) your web files to a web hosting space, we will be using a special type of program called "FTP client". An FTP client creates a "bridge" between your computer and the server where your web files will be hosted. There are many brands of FTP clients, some are free, others are not. During this workshop we will be using a free FTP client:

- Cyberduck for Mac (available for download at <http://cyberduck.ch>)
- CoreFTP Lite for Windows (available for download at [coreftp.com](http://coreftp.com))

You need to download and install one of these programs before the workshop. Follow the directions in Alejandro Cremaschi's July's email.

## Your hosting space Username and Password

Hosting spaces behave a bit like an email account. You need a username and a password to be able to connect to it.

For this workshop, Alejandro has created several free hosting spaces for participants to use temporarily. He will distribute the hostname (server name), and the usernames and passwords for these spaces during the workshop.

But if you purchased your own web hosting space ahead of the workshop, be sure to bring the following information:

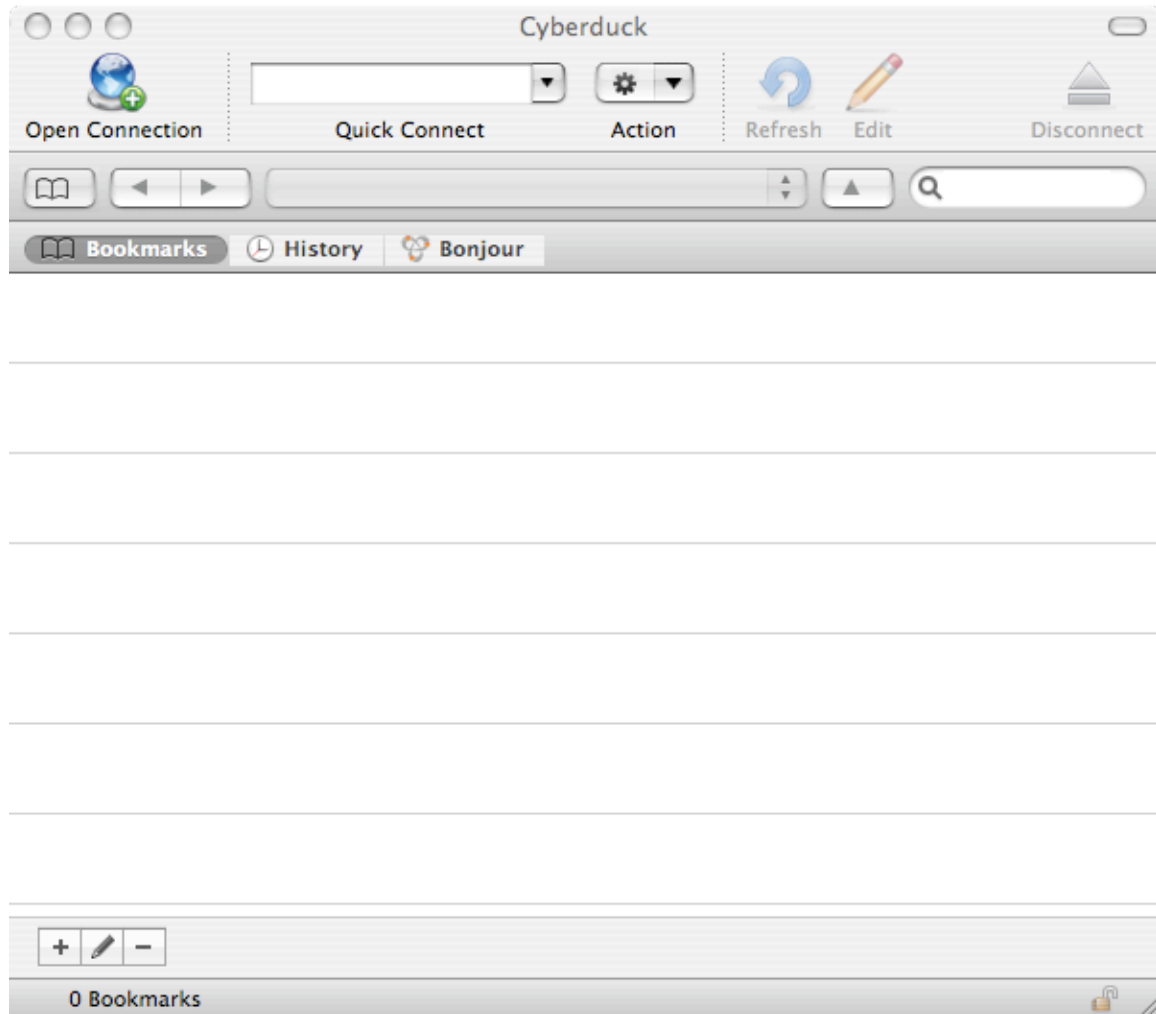
- Your Hostname (also called "server" or "host"). It looks like:  
*ftp.yourdomainname.com*
- Your FTP username
- Your FTP password

You can obtain hostname (name of server), username and password from the company from which you bought your web hosting space and domain name. Your hostname will usually look something like this: *ftp.yourdomainname.com* or just *yourdomainname.com*

## Uploading your files using a Mac

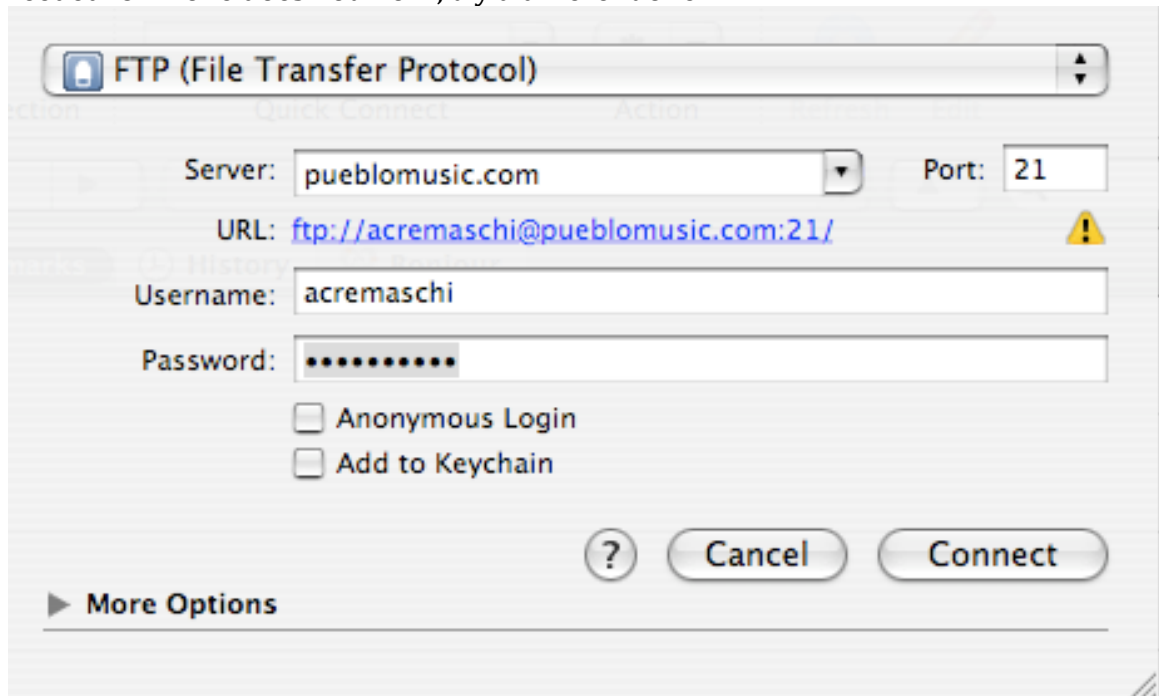
You need to download and install Cyberduck on your computer. Follow Cremaschi's directions in his July's preparation email.

1. Open Cyberduck. You will see the following screen



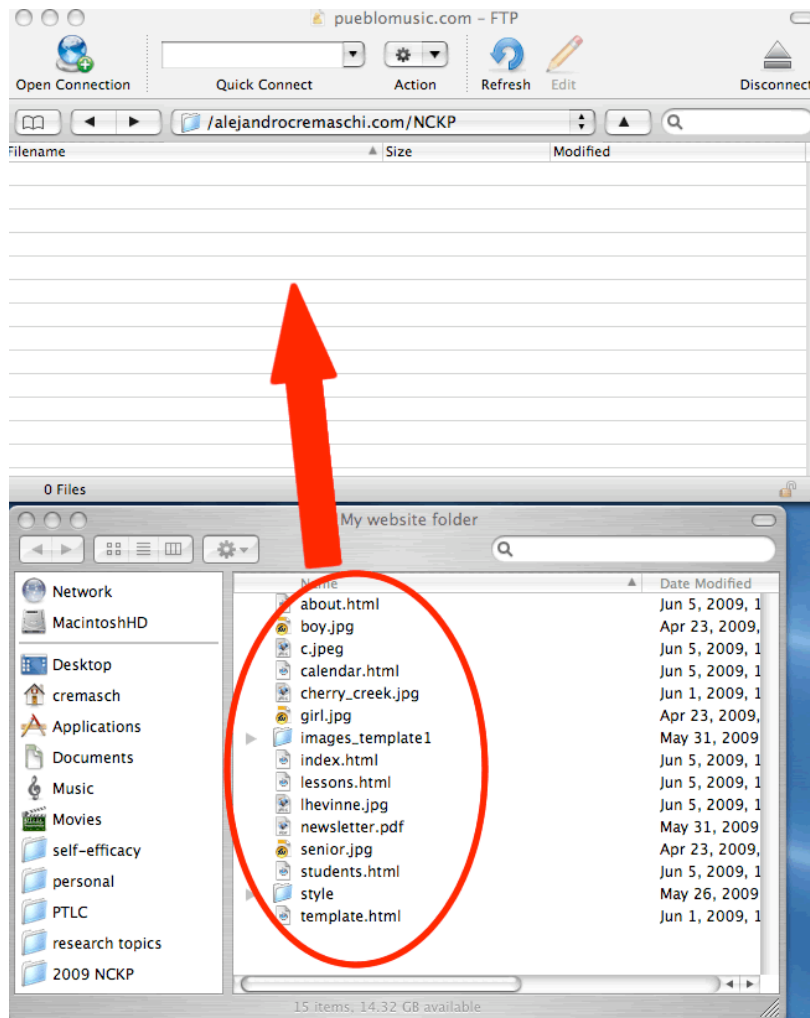
2. Click the *Open Connection* icon. The connection dialog box will open
3. Select the type of FTP connection. The most common connection types are: FTP (regular connection) and SFTP (secure connection, also called SSH FTP). You will need to find out from your company which type of connection is

needed. Or if one does not work, try a different one



4. Type the server name (hostname). If you are using Cremaschi's free temporary space, the server name will be given to you together with username and password
5. Type the username and password
6. If you want the program to remember your password, select "Add to Keychain"
7. Click connect. Once the connection is established, you will see the list of files in the server. If there are no files there you will see an empty list
8. On your computer Desktop, find and open the *My website folder* where you have all your website files that you created and modified during today's workshop
9. Select the **WHOLE CONTENT** of your *My website folder*, and drag and drop it onto the Cyberduck file list window (**do not** drag and drop the *My website* folder itself, but its content). The transfer will begin. It may take a couple of minutes





NOTE: Some companies place a special folder often called *www* in your web hosting space. If this is the case, you will need to be sure to drop your website files into THAT special folder. Follow the directions of your company, which you usually will get via email.

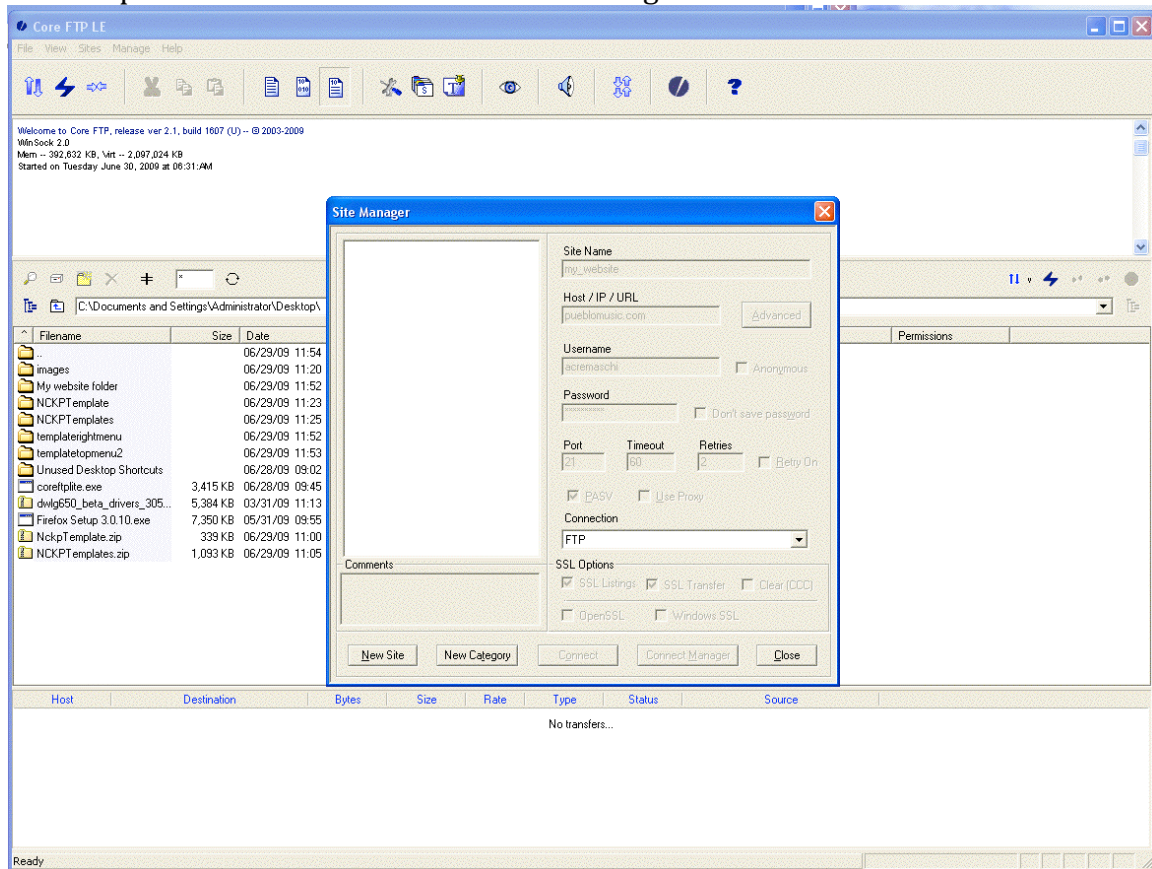
After you have dropped the files and subfolders into your web hosting space, you should be able to see your website by typing your domain name (or a specific address) on a browser. If you are working with Cremaschi's free space, the address will look something like *http://nckp01.pueblomusic.com*.

### Uploading your files using a PC

To upload files to the web using your PC, you need to download and install CoreFTP. Follow Cremaschi's directions in his July email.

## Connecting to the server

1. Open CoreFTP. You will see the following screen



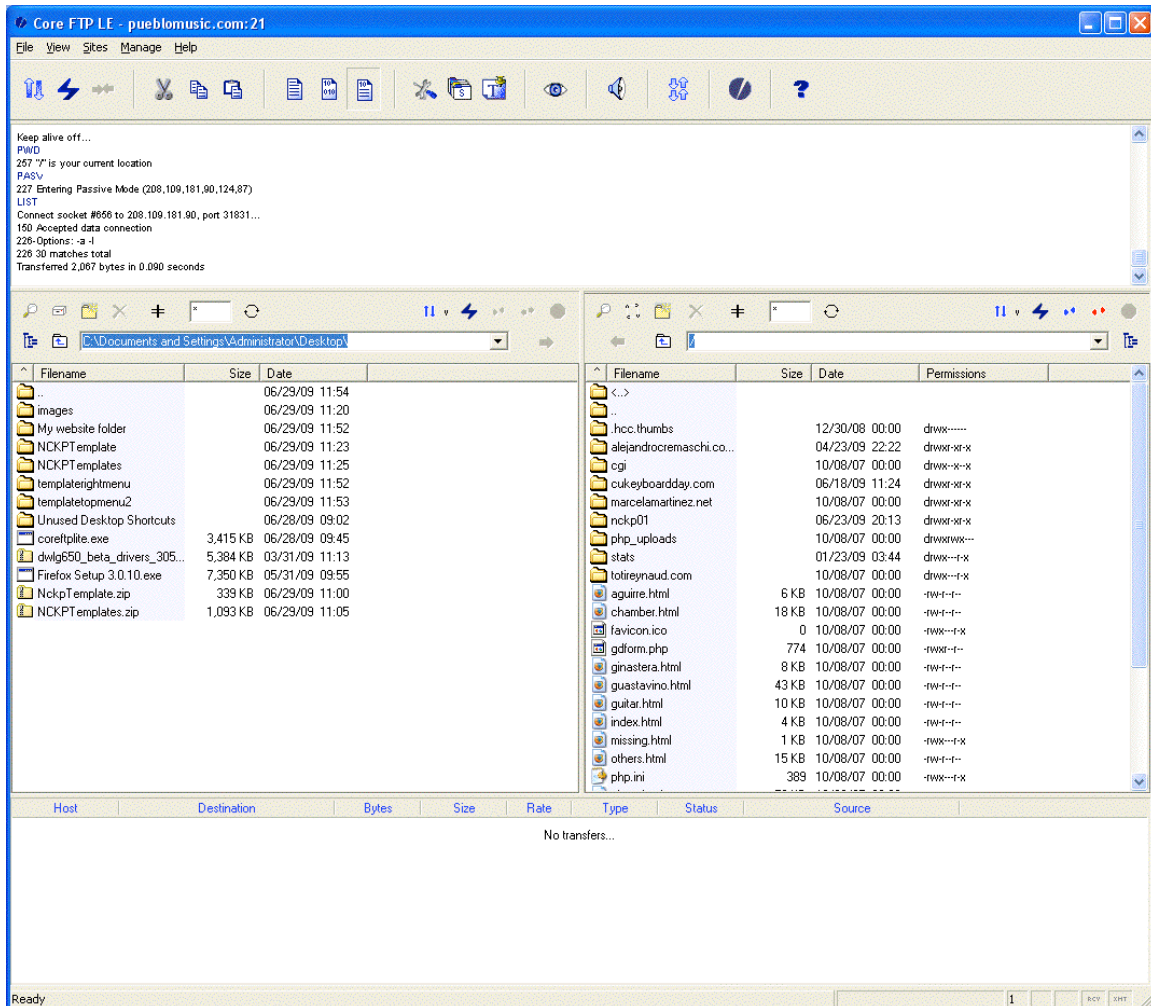
2. In the Site Manager window click the "New Site" button

3. Fill in the following fields:

- Site Name: choose any name, such as My personal website
- Type the Host name (server name). If you are using Cremaschi's free temporary space, the server name will be given to you together with username and password. It will look close to nckp01.pueblomusic.com
- Type the username and password. Click on "Don't save password" if you don't want CoreFTP to save it for future uses
- Leave the Port, Timeout and Retries as they are by default
- In the Connection drop down menu, choose the appropriate type of connection. The most common connection types are FTP and SSH/SFTP. If you are using Cremaschi's space, the connection is FTP. Some servers require SSH/SFTP. Find out from your hosting company, or try a different connection type if the one you picked first did not work

4. Click the "Connect" button

This will open the server directory. The screen looks as follows:



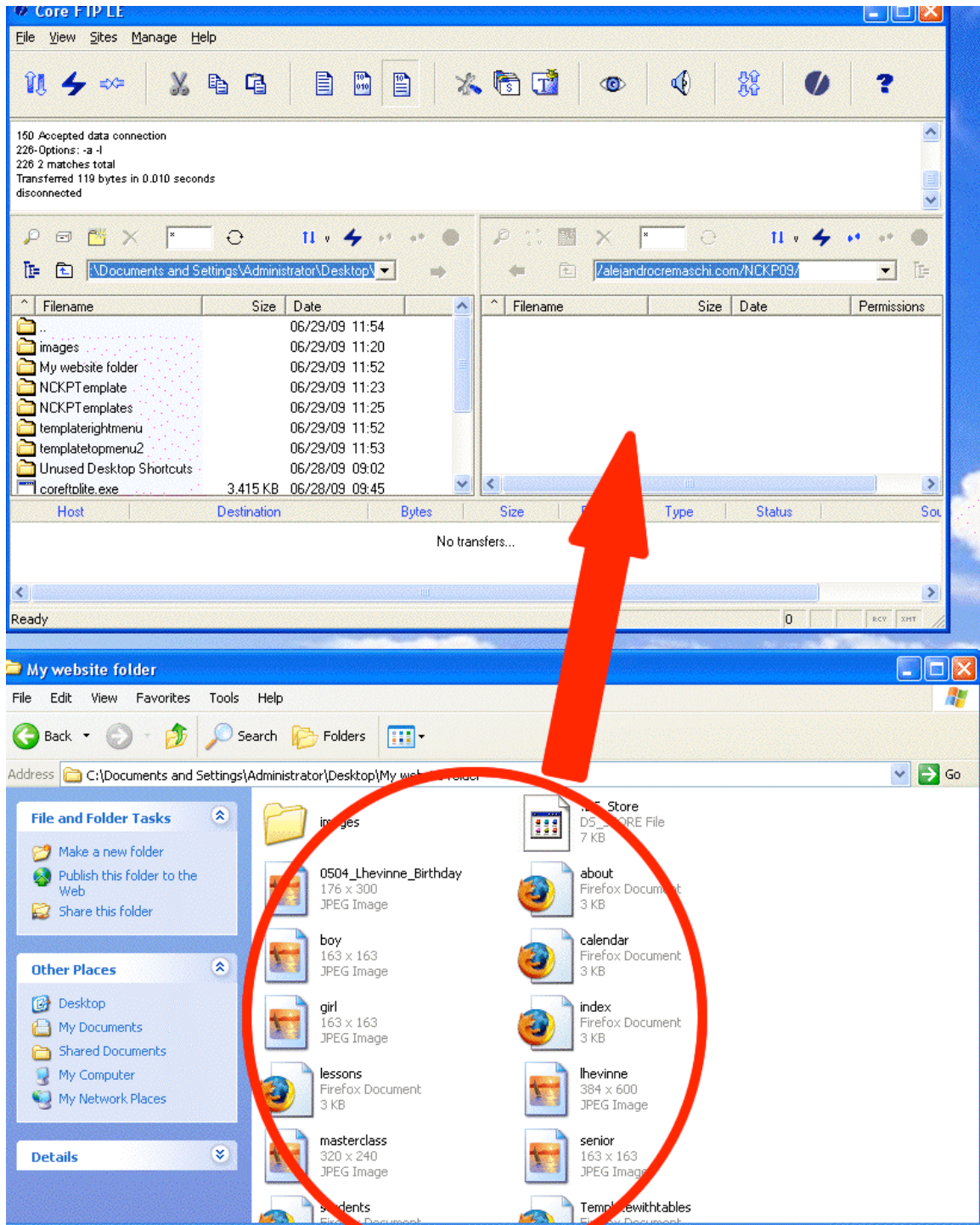
The left panel lists files in your computer, the right panel lists the files and directories in the server.

### Transferring files to the server

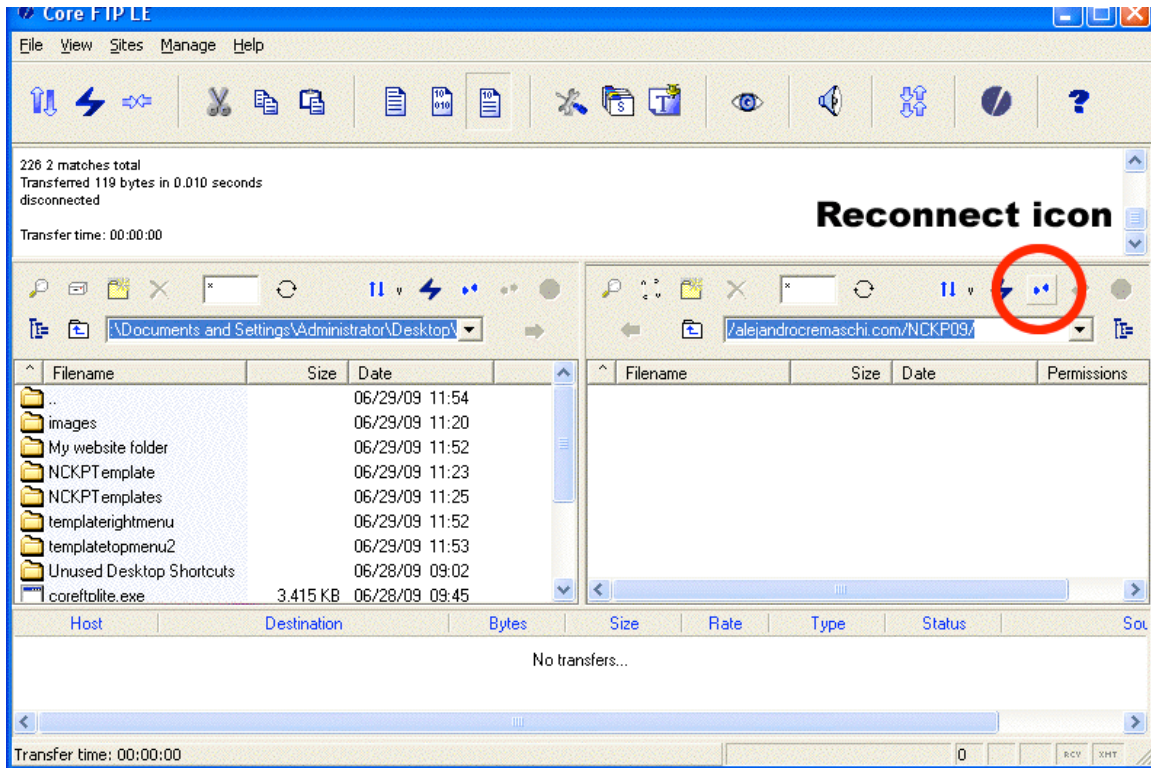
Once the connection is established, the easiest way to transfer your files is the following:

1. On your Desktop, find the folder that contains your web files, and open it. We named this folder *My website folder* earlier during the workshop
2. Select ALL the files and folders *WITHIN My website folder*
3. Drag and drop the files into the **RIGHT** file pane of CoreFTP. The transfer will begin





If nothing happens, check that you are still connected to the server. CoreFTP has a very short "timeout" time, and disconnects itself automatically. You may need to re-establish the connection by clicking the "Reconnect" icon:



## Viewing your pages on the web

As soon as you have transferred or uploaded your files onto your web hosting space, you will be able to view your website with the help of a browser such as Internet Explorer or Firefox.

In order to view your website, you will need to know its address. If you used Cremaschi's free web space, the address will look something like:  
<http://nckp01.pueblomusic.com>.

Otherwise, if you transferred your files to your own web hosting space, the address of your website will depend on whether or not you bought a domain name, and whether the domain name is set up correctly to point to the right web hosting space. In most cases:

- If you did not buy a domain name the address may be a number such as 201.95.101.85/yourusername or it may be the name of the company and your username as in *domaincompany.com/jsmith001*
- If you bought a domain name, AND if the domain name has been already set up to point to the right web hosting space, your address will be your domain name, such as: <http://mydomainname.com>

We will be glad to help you fix bugs or troubleshoot domain name and hosting problems during the Walk-in session in the main conference. Ideally, if you follow

Crevaschi's email directions on suggested domain name and hosting companies, these will not be a problem. Otherwise feel free to email us!