

<html> For The Traffic Exchange Surfer

A quick and simple guide and reference for the everyday traffic exchange surfer to learn and code HTML for splash pages. Complete with introductory code to copy and paste your own professionally designed splash page. This ebook is designed to help the traffic exchange surfer set up their own splash page and become familiar with some basic HTML coding.

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In case you didn't notice, this is all legal mumbo jumbo that I'm required to supply to cover my butt! If you want to take advantage of my training as well as my actual experiences with using HTML in an internet marketing environment, that's totally up to you! Frankly, I'd hate to go back to the way I was doing things before I learned HTML and discovered some of the practical tips and tricks in using it.

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Setting Up the Splash Page

The experts keep telling you. Now it's time that you did it. Make your own splash pages! What? You say that you don't know how? Well, with just a little bit of HTML and a little bit of design "know-how", I will show you how to make your **own** splash pages.

And, yes, every time you sign up for a new traffic exchange or member site, they include pre-made splash pages for you. Some of those pages also allow you to add your picture so you can brand yourself. It is a great idea to brand yourself, but that will be the only change to that splash page that they made for you. How many people do you suppose are going to stop and see whose face is on that same old splash page? Your sign-ups will be mostly from those people that have seen the same old page enough to finally stop and check out the program.

(You really don't have to stop and view each face for the picture to have an effect, by the way. It only takes a fraction of a second to see a face for the image to be stored in your brain. Once you multiply that occurrence hundreds or thousands of times, the face will become familiar to the viewer. That is a part of branding yourself.)

The basic format that I am using for the splash page is one that is used widely by successful professional copywriters, both online and offline. I was made aware of this particular format by Jerry Reeder, who falls in both of those categories! What will make the effectiveness of the splash page is your own creativity in choosing the picture and choosing the words for the content.

I have highlighted in yellow the documentation for the areas that you can/should change. The blue highlights are where you actually type in or copy and paste your own text, URL's, and image. The image can be one that you have chosen from free clip-art or photos or an image from the program that you are promoting. (This is usually allowed provided you use the image only for promoting that program. If you have any doubts, then contact the program owner for permission.)

Further notes on the fields will be included after the splash page on the following page. But first, just open up a fresh page in your HTML editor or notepad and copy the following code and paste it into there. (Keep this document open so you can locate the areas, as they will not maintain the colors when you copy them.)

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```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
  <title> Splash Page Title </title>      <!-- PUT TITLE HERE-->
<style type="text/css">
ul.none {list-style-type:none}
</style>
</head>
<!-- BACKGROUND COLOR #... FOR THE BODY OF THE PAGE IN BODY TAG BELOW -->
<body bgcolor="#DAA566" leftmargin="0" topmargin="0">

<center>
<table width="700" border="0" cellpadding="8" bgcolor="#ffffff">
<!-- TABLE BACKGROUND ABOVE IS WHITE-->

<tr>
<td align="center">

  <!-- YOUR IMAGE URL ABOVE, ALSO CHANGE "YOUR IMAGE" TO YOUR OWN IMAGE DESCRIPTION -->
</td>

<td align="justify">
<font color="#FF0000" size="6" face="Tahoma, Arial, Verdana"> <!-- FONT COLOR RED -->

<b>
TYPE THE TEXT FOR YOUR MOST IMPORTANT BENEFIT FOR THE SURFER HERE.      <!-- YOUR BANNER TEXT -->
</b>

</td>
</tr>
</table>

<!-- TABLE BACKGROUND WHITE BELOW. KEEP THIS THE SAME AS COLOR ABOVE -->
<table width="700" border="0" cellpadding="8" bgcolor="#ffffff">
<tr>
<td align="left">
<font color="#000000" size="3" face="Tahoma, Arial, Verdana"> <!-- FONT COLOR BLACK -->
<b>

<ul>
<li> This is the next best benefit.</li>      <!-- OTHER TOP 3-4 BENEFITS HERE -->
<li> This benefit is the next best.</li>
<li> This benefit is the next best.</li>
<li> This benefit is the next best.</li>
</ul>
</b>
</td>

<td align="LEFT">

<a href="http://www.tezaktraffickpower.com/?referer=brianrkrt" target="_blank">
<!-- YOUR URL IN THE HTTP... SPACE ABOVE INSIDE THE QUOTES -->

YOUR "CLICK HERE" TEXT      <!-- YOUR CALL-TO-ACTION TEXT FOR THE LINK -->
</a>

</td>
</tr>
</table>
</center>
</body>
</html>
```

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Detailed instructions for the coding on the splash page:

PUT TITLE HERE – Type in a title to replace the one in blue.

BACKGROUND COLOR #... FOR THE BODY OF THE PAGE IN BODY TAG BELOW – You can change this code for any color that you wish to surround the viewing area of your page. An excellent source that provides a list of the color names that are supported by all major browsers is located at:

http://www.w3schools.com/tags/ref_colornames.asp

Another excellent web page set up by Lynda Weinmann, a well known graphic designer, is:

<http://www.lynda.com/resources/hexpalette/value.html>

Make sure that you leave the “#” immediately before the 6 character code. This is required. Your code *may* work without it in some browsers, but it is always safer to include it, as it is part of the code. There is also a pop up color chart in TEToolbox. Several other splash page maker programs also include color charts, however, as far as I know, no other programs support domain filtering. (More on that later.) Make sure to leave the quotes in the coding also.

TABLE BACKGROUND ABOVE IS WHITE – The blue `#ffffff` located immediately above this is the HTML color code for white. (Black will always be #000000.) You can change this to a different code if you would like. However, once you change the color of the table background, there are some considerations to take into consideration.

First of all is, will the text be easily readable against that background color? (A dark background and a black text font won't be readable hardly at all!) So, if you want to change this color from white, make sure to pick a very light color! (People don't typically like to read a light text on a dark background, either.) White is typically the most popular background for splash page text.

YOUR IMAGE URL ABOVE – Replace the URL that I put here with the URL for your own image. If you don't have your own domain, then you will need to get the URL for the image that you choose to include. You can use a 125x125 banner from the program promotions area as an option here or a banner similar in size. (Just the image URL, don't use the “target” URL.) Or you can contact the program owner for help getting the URL for one of the images from their pages. If you wish to brand yourself instead, then use a digital photo of yourself that is

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about 100-140 pixels wide. If you need to resize a photo then the DrPic site is highly recommended. See the resources section below for the URL. If you need an online place to store your photo then you can save it at 4freeimagehost.com. I have included the link for this site in the resource section below. Another option is to create your own 125x125 pixel banner in [Instant Banner Creator](#) .

YOUR IMAGE – Type a short description of your image in place of this text.

FONT COLOR RED – Again we are looking at the HTML color code. This time it is for the font color for your banner text (top eye-catcher text). Red is a very popular color for this. Red is, number one, the universal color for stop signs. It also stands out very well against the white background. You can play around with other bold colors if you like to gauge their effect on your audience (clicks, hits, sign-ups, etc.). Once again, make sure that you leave the “#” immediately before the 6 character code (and the quotes).

YOUR BANNER TEXT – Just like it says in blue: Type the most important benefit of your product or program for the surfer here. Notice I said benefit, and not feature! You don't solve a surfer's problems with features, but with what benefits them! The unique Domain Filtering in TEToolbox is a very nice feature, but do they know that it will save them from wasting credits showing a splash page (in their rotator) for the traffic exchange where the surfers *are already surfing*?

This finishes the first table in the code. Typically, in professionally made splash pages, this would be replaced with one large graphic that would include an image and the banner text.

Using a table here instead allows you to use an image on the left and your own text on the right. The width of your image will determine the width remaining for your banner text. The image that I used for this example is 165 (wide) by 142 (high) pixels. Try to keep your text as short and simple as possible. Remember, you have only a second or two to grab the attention. A long sentence here might not get attention to a surfer (where it might for a safelist viewer). Think of this area as the same as a text ad, only slightly longer. You don't want your picture to force the text to look incomplete by chopping off the last word or breaking up a logical phrase. You don't want them to read:

Why Are You Wasting Your
Valuable Credits?

It would be better to use a smaller image to put it all on one line. If you could

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not, then the next best thing would be to break it like this:

Why Are You Wasting
Your Valuable Credits?

Of course, this is a very simple example. You really would not want to break up such a simple line like that.

With the rest of the content, the overall height of the viewing area is 289 pixels. This is well within the approximate 400 pixels in height that I want, to make sure that the viewing area stays above the "fold". The "fold" is considered to be what the viewer can see without scrolling down the page to see any additional information. Allowing for the framing in the exchanges makes this height just about right for practically all exchanges.

Now on to the second table...

TABLE BACKGROUND WHITE. KEEP THIS THE SAME AS COLOR ABOVE – If you change the color code for the first table, then make sure to change this to the same code. This keeps the viewing area uniform in color. (The code is on the following line.)

OTHER TOP 3-4 BENEFITS HERE – Here is where you list three to four more of the benefits. Typically, most pages will list only three but, four can be acceptable if you really need to list four. No more than that though, if at all possible. This page is to draw in the surfer. Let the sales page do its job.

YOUR URL IN THE HTTP... SPACE ABOVE INSIDE THE QUOTES – This is where you place your affiliate link. Make sure to stay in the blue area between the quotes and remove any extra characters if your link is shorter than the example that I used.

YOUR CALL-TO-ACTION TEXT FOR THE LINK – Replace the text in the blue area, **YOUR "CLICK HERE" TEXT**, with your own desired call-to-action. Such as, Sign Up Now, or Click Here to Register, or whatever you wish.

That's it! Now you can test the code. Here is my example page that you can view by clicking here:

http://www.helpyouworkathome.com/SPLASH_TEMPLATE2.HTML

(Once you have signed up and are ready to use an autoresponder you can change

the splash page into a capture, or "squeeze" page. To do that you simply change the link for the "click here" link into the capture form from your autoresponder and add your user information disclaimer. I'll include this set up at a later time.)

Now I'll walk you through saving the page to a splash page in TE Toolbox. (Don't worry, you can store five pages in there for free!)

First, if you are not already a member, then you will need to go to [TEToolbox](#) and click on the "Sign Up" link in the top right hand corner:

[Login](#) - [Sign Up](#) - [Features](#) - [Contact](#)

Next, fill in the fields required:

Step One: *Create an Account*

Username:
Password: (Will be emailed to you)
Email:

(use a Gmail id if at all possible)

Then click on the Submit button.

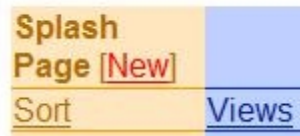
You should get an email before long with your Username and your password. Once you have those, come back to TEToolbox and click on the "Login" link on the right hand side. (See picture above.) Now you can enter your Username and password and log in.

From the main menu, click on the "Splash Pages" link:

[Home](#) [Rotator](#) [Tag Stats](#) [Splash Pages](#) [Settings](#) [Upgrade](#) [Logout](#)

Now click on the "New" link located on the left hand side of the page:

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You will now be on the "Edit Splash Page" page.

If you don't see the splash page editor loaded onto that page then you may need to check your browser security settings to allow TEToolbox.com to use Javascript.

Hopefully, everything is fine and you are ready to add your new splash page!

Now, you will need to fill in the following fields:

Splash Page Title:	<input type="text"/>	(this is for your own reference)
Page Background:	<input type="text"/>	(Image URL, HTML Color Code)
Table Border:	<input type="text"/>	(HTML Color Code) ex: #000000 or BLACK
Table Background:	<input type="text"/>	(HTML Color Code) ex: #FFFFFF or WHITE
Google Analytics:	<input type="text"/>	(UA-#####-#)
StartXchange Widget:	<input type="radio"/> Yes <input checked="" type="radio"/> No (<i>Enter Username in Settings</i>)	

For the "Splash Page Title" enter any name that you want. You could use an abbreviation for the program followed by an abbreviation for the TE that you will use the page for. That is, unless you plan to use the page in the rotator.

Next, for the "Page Background" you will enter the color code that you used for the **BACKGROUND COLOR #... FOR THE BODY OF THE PAGE IN BODY TAG BELOW** up at the top of your code.

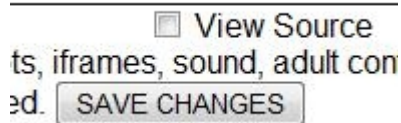
Now, enter the color code (white? #ffffff) that you used in **TABLE BACKGROUND ABOVE IS WHITE** and in **TABLE BACKGROUND WHITE. KEEP THIS THE SAME AS COLOR ABOVE.**

(TEToolbox stores the body and table backgrounds so you will need to enter those codes in these fields.)

You don't need to fill in the other fields.

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Now scroll down to the bottom and click on the "View Source" button:



At the top of the edit area you will now see:

```
|<font size="2" face="Verdana, Arial, Helvetica, sans-serif">Enter your custom text here!</font>
```

Now go back to *your* page of code and copy the entire code (however you are used to doing this). Once you have done that, then return to the TEToolbox edit area and highlight that entire line of code (from). Now paste your code over that.

Once you have pasted your code into the area, click on the "SAVE CHANGES" button at the bottom.

Now you can test your code in TEToolbox.

Scroll up to the top of that page and you will see:

[Add to Rotator](#) - [Preview](#) - [Delete](#)

Click on the "Preview" link and you will get a new screen with your splash page. If everything looks okay, then you can copy that URL on that screen into the "add website" pages of the exchanges of your choice. Or you can now click on the "Add to Rotator" link to add it into your rotator. You will then use the rotator URL in the exchanges.

Otherwise, if you have any errors, then compare your page with the example page that I supplied the link for earlier. Note the differences and make the appropriate changes to your code. Then delete the TEToolbox page (see above) and make a new page with your changed code, following the previous instructions. (Making changes to the code in TEToolbox through the source will most likely confuse you and on occasion produces different results.)

TEToolbox allows a free member to store up to five different splash pages. You

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can use the example above to create as many different splash pages as you want, though. (The paid membership is only ten dollars a month and supplies you with up to one hundred splash pages and the same hosting, tracking, and domain filtering as the free version. Once you have used it a little then you may want to upgrade there.)

If you have any problems, I can be reached at

brianrickert@helpyouworkathome.com

Preface: A Little About HTML

HTML, or Hypertext Markup Language, is simply, like any other program. Any program is simply a means for the user to interact with the software environment where they are. In our case, it is a universal means for web users to make the web recognize and display their web pages, as designed, for anyone, using any internet browser. The standard tags (HTML code) available were and are set up by the World Wide Web Consortium (commonly referred to as the W3C).

World Wide Web Consortium (W3C) consists of 180 members from commercial, academic, and governmental agencies throughout the world. These members develop the protocols (coding rules) that make up the world wide web.

XHTML, or eXtensible Hypertext Markup Language, is the first major change to HTML in several years. It was designed to allow more flexibility in the use of HTML. There are only a few extra elements added to HTML to support XHTML. Adding those elements now will make sure that your web pages remain up to date as HTML changes.

XML, or eXtensible Markup Language, is the newest language under development by the W3C. It also allows for the most flexibility in web program coding. It relies more on style sheets and templates combined with Java programming.

I do not plan on going into any depth with any of these languages except HTML and XHTML. This will keep your documents compatible with future versions of HTML as XML is further developed. I will not get into XML as it relies heavily on style sheets and templates. That is a whole new series of training on its own. I may also touch on some simple uses of style sheets as/if I see fit, but that is also a whole new "ball of wax" as far as coding goes.

I plan on repeating the main website for W3C standards in the resource section for all of the PDF files in this series of training. Here is the URL for that website, anyway, for anyone who wants to pursue the tutorials and references located there:

<http://www.w3schools.com/>

That's it for the preface. Now onto the coding...

HTML: The Basic Page

Each single code in HTML is referred to as a "tag". Tags normally consist of a "<" (upper case ",") immediately followed by the code name and a ">" (upper case ".") at the end. The following are the simplest required tags for a basic web page. XHTML standards require that all tags are typed in lower case letters. Notice that the very first tag does not follow the standard that I just explained above. This is one of the exceptions to the rule. (Note: You may see occasional upper case tags in my code. Some HTML editors will convert the code to upper case letters.)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>
```

contents of the page go in here

```
</body>
</html>
```

The <!DOCTYPE> tag was introduced in XHTML and is a requirement for XHTML coding. It is coded in uppercase per XHTML standards. Notice the word "Transitional" toward the end of the tag. This is one of the three variations of document types: strict, transitional, or frameset. For now, always use the Transitional variation. (Just copy this line of code into the top of your coding.)

The <html> tag identifies the document as HTML coding. This will allow your browser to display the page the way that you set it up. (HTML is a universal language so that all browsers can read it. Some may show the page slightly different but all browsers can read it.)

The <head> tag identifies the portion of the code that applies to identifying attributes of your page and is not visible in the actual page when displaying it with a browser. The </head> tag closes this section of the page coding.

The <title> tag is used to define the title of the web page. (That wasn't too hard to figure out, huh?!) People sometimes omit it in splash pages and other pages not tied in directly (linked to) within the pages of a website. That does not mean

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that it should be left out though. The title is the only tag within the <head> tag that is considered required. The </title> tag closes the title text.

The <body> tag shows the browsers that area of the page that is viewable to anyone accessing that page. All the tags found between the <body> tag and the </body> tag describe how the content is to be viewed.

You can copy the code above into a new notepad page or into your HTML text editor and save it into a file, say, "basic.html". (In notepad, make sure to include the quotes around the name, including the ".html" or it will not save correctly.) Then (for Internet Explorer) go to your browser and click on "file" from the upper left hand corner. Then click on "open" and browse for it on your PC. Then double-click on it and click "open". If you are using FireFox, then click on "file" then "open file" and do the same there. However, you won't be able to see anything on the page as we haven't included any text in it. You will see a blank white page though. And if you look at the tab then you'll see the page title that you supplied there.

This will be your standard way of creating HTML. Create it via your HTML text editor or by opening a blank page in notepad. Add your code and then save the file onto your PC as an HTML file.

If you have an account with TEToolbox, then you can copy the code straight into a new splash page after clicking on the "view source" box at the bottom. See the instructions for the splash page code that I already supplied you for further instructions.

If you have purchased your own domain and hosting, then you can upload the code via the "Upload Manager" in your hosting CPanel. Filezilla is also a free and easy way to upload your code file into your domain.

HTML – Working With Text

Now that you have the basic page layout for HTML, you can add text to it. There are not only tags to format the text, but also tags to emphasize the text in different ways. All of the tags will go between the <body> and </body> tags. Their placement will determine how you format and display the text (and images).

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>
```

```
<h1> Headline tags go from h1
</h1>
<h2>to h2</h2><h3>to h3</h3><h4>to h4</h4><h5>to h5</h5><h6>to
h6</h6>
<h4>H4 is about normal font size. H1 through h3 are typically used by search
engines to determine your main and subordinate topics/keywords.</h4>
```

```
<p>
<font color="#000000" size="3" face="Tahoma, Arial, Verdana">
&lt;font color="#000000" size="2" face="Tahoma, Arial, Verdana"&gt;
The font tag can define several things. In this case the color is set to black
(#000000), the size is set to normal (size=2, I used size=3 for this text.) and the
style is set to either Tahoma, Arial, or Verdana.
<br/><br/>
```

These styles are all similar and the one that is used depends on which one is available to the PC and browser of the viewing user. They are selected by the user's PC or browser based on the order that they are listed. The styles that I chose here are very similar and are the most "web page friendly" ones to use. The closing code is at the bottom of this paragraph It needs to be defined for each paragraph and closed at the end of each paragraph.

```
<br/><br/>
These two tags (&lt;p&gt; and &lt;/p&gt;) set up each paragraph. Any of the text
typed in here will be placed in a paragraph separate from the rest of the text. One
```

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empty horizontal line will be placed before and after the text.

You can see how the font style has defaulted back to the default style in the following paragraphs as I did not define the font again.

</p>

<p>

Any extra spaces that you leave in the body of the page will be eliminated in the actual content of the page. When you save this code as an HTML page, all of these extra spaces keyed in or created with the enter (or carriage return) key will be eliminated.

</p>

The
 tag, or "break" tags are used to force your text to the next line where you do not want to use a <p> tag. These are often coded as
 to maintain a standard format as they do not require a close tag.
 I just used a
 tag here. (And also above in the paragraph with the font tag defined.)

<p> You can use the emphasis tags to such things as

 bold the text

or <i>italicize the text</i>

this is also obtained by using the em tag.

You can also <u> underscore the text </u> but this should be avoided for any pages where you include hyperlinks. This will confuse the readers into thinking that there is a hyperlink there. More on hyperlinks later.

You can also bold the text by using the strong tag .

</p>

<p>

You can make the font size one size larger by using the <big> big tag.

You can also combine these to <big> increase the size further</big></big>.

Just make sure to turn off both of the big tags when you are done!

</p>

<p>

You can make the font size one size smaller by using the <small> small tag.

You can also combine these to <small> decrease the size further</small></small>. Just make sure to turn off both of the small tags when you are done!

</p>

<p> Since I could not use the characters < and > in my text I had to use what are called special character codes to include them in my text. Special

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character codes always start with the "&";

There is a list of them online at the W3C site found in the Resources area at the bottom of this section. They are under the "Character Sets" title on that page on the right hand side, listed under the link for "HTML Symbols".</p>

<!-- This is how to place a comment into your HTML that can explain your code or leave any other type of comment that you desire. The text will not show up on the page. If you forget the end code to this, then everything after will also not show up on the page! -->

</body>

</html>

Recap of the tags:

<p> and </p>	open and close a paragraph (allows for extra horiz. space)
 and 	open and close text styles and properties
<h1> and </h1>	open and close a header (header values 1-6, 4 is normal) the smaller the number the larger the size
 	force text to the next line
 and 	open and close bolded text
<i> and </i>	open and close italic text
 and 	open and close italic text (alternate method)
<big> and </big>	open and close 1 size larger text (may combine them)
<small> and </small>	open and close 1 size smaller text (may combine them)
 and 	open and close strong (bolded) text
Special characters	See the table in the W3C site.

Once again, you can copy the code above into a new notepad page or into your HTML text editor and save it into a file, say, "text.html". Then (for Internet Explorer) go to your browser and click on "file" from the upper left hand corner. Then click on "open" and browse for it on your PC. Then double-click on it and click "open". If you are using FireFox, then click on "file" then "open file" and do the same there. You will then be able to see how I used the tags in the areas where I mentioned them.

(You can also click [here](#) to view the page. Hint: make sure to read the contents of the page while you view it.)

Play around with the code and see how you can combine the various tags! You can make bold italics, big and bold text, or many other combinations.

Here are a few special effects that you can use with your text contents also.

As you saw on the splash page that I provided, there are times when indented bullet items are needed. In HTML code, this is referred to as an unordered list. There are two tags that are need in order to do this.

First is the **unordered list** tag `` . This tag starts the list of bulleted items. (Of course, the close tag ends it with ``) .

In between the start and end of the unordered list are the **line item** tags `` . Each of the line items ends with the close tag `` .

The coding is simple. You simply code it like this:

```
<ul>
<li> This is the first line item </li>
<li> This is the second line item </li>
<li> Each item has its own line </li>
</ul>
```

It is as simple as that!

The **span** tag `` , allows you to change particular areas of your text. The most common use of this for splash pages is to temporarily change the color of the text.

Let's say that you have the following banner text (the big eye-catcher line at the top of your splash page):

```
<tr>
<td>
Easy and FREE way for <b>STARTXCHANGE</b> Surfers to get big results.
</td>
</tr>
```

Now, here's a way to highlight STARTXCHANGE in red (and larger):

<html> For The Traffic Exchange Surfer

```
<tr>
<td>
Easy and FREE way for
```

```
<span
style="color: #ff0000;"> <!-- the span has set the text color to red-->
<big><big> <!-- the span has increased the font size -->
```

```
<b>STARTXCHANGE</b>
```

```
</big></big> <!--now the new size is turned off -->
</span> <!--now the "span" color is turned off -->
```

```
Surfers to get big results.
```

```
</td>
</tr>
```

You can copy both of the codes into a notepad file and preview them to see the difference, as well. (or save them in TEToolbox pages alone and preview each one. You can delete the page so you don't waste your TEToolbox pages.)

The **Marquee** tag **<marquee>** allows you to have a running text that displays across the page like a movie marquee sign. This is useful when you can't fit in all the text that you need to fit. Just don't put in so much text that you lose the viewers' interest before they finish reading it!

Here's an example of the marquee tag:

```
<P align="center">
<marquee style="font-family: Arial Black; color: #bb0000; font-weight: bold"
scrollDelay="0" scrollAmount="5">
*** This is where you type in your display text ***
</marquee>
</P>
```

The only field that you really need to change in the fields is the color. You can change the "#bb0000" to whatever other color you desire. The rest of the fields work best if left alone. You can play with the code but, I suggest that you copy it into a new file to do that, so you don't lose the integrity of the original code. The paragraph tags are not required but often help with the display.

HTML – Links and Images

Links, or anchors, are at the heart of splash pages. They can be text, when clicked on, that lead the viewer to the desired sign up page or they can be an image like a button or a graphic. The character for this HTML tag comes from the term anchor, meaning the point where the URL is anchored to within the HTML code. For that reason, the tag is identified as <a>. In this section we will cover the different styles of links. We will also include the basic format of the tag which adds images to the page. These are also often used in combination with the links.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>
```

```
<a href="http://www.tezaktrafficpower.com/?referrer=brianrkt"
target="_blank">
```

Sign Up Now For Tezak Traffic Power!

```
</a>
```

```
</body>
</html>
```

This code simply asks the viewer to sign up. There are no images or sales pitch text included in the code. The code "target="_blank" in the tag forces the browser to open up a new window for the URL, keeping the current URL for the page from being overlaid with the new URL. This is usually the default but it is safer to code it if you want to make sure your URL is kept in view.

After the anchor tag is finished (the final ">" after the code) then whatever text is keyed in there is what the viewer will see as the linking text. Then the code is finished with the closing "".

```
<html> For The Traffic Exchange Surfer
```

Now we will add an image above the link:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>


<a href="http://www.tezaktrafficpower.com/?referrer=brianrkt"
target="_blank">

Sign Up Now For Tezak Traffic Power!

</a>

</body>
</html>
```

Note the new code for the `` tag above. The property `'border="0"'` is included to eliminate a colored line that would surround the image as a default. This border can be distracting at times. To decide if you really want a border or not, then save the code and display it, then decide. Also, note the `alt=` field. This is required for XHTML standards but is a key attribute for the image tag. This shows replacement text in case, for some reason, the image fails to load to the screen. It also appears if the cursor is hovered over the image that displays. Of course the text should describe the image that should be loaded. (This text is also included when search engines scan the text of the document.)

Also... Note that I have included the width and height fields for the images. This is not required but is a very helpful practice. With the dimensions of the images "predefined" like this, the rest of the page can load ahead of the images. This is extremely helpful to get your page to load faster.

If the viewer's browser has to take the time to determine the size of the image before loading it, then the *entire page* will wait for this to happen before the page can be viewed. With the dimensions already specified for the browser, then the

browser can load the rest of the page contents simultaneously with the images. The viewer may see a small image icon in place of the image until it loads, but the viewer can see the rest of the text (and smaller images) in the mean time. This is extremely helpful when your viewers are using dial-up connections and other slower speed services.

When I'm talking image size, for loading purposes, I'm not referring to the dimensions, but to the file size of the image. An image that has a file size of 500,000 bytes (500k) is going to take longer to load than an image with a file size of 10,000 bytes (10k). To put this into context, high speed internet service typically loads at 50,000 bytes (50k) per second. A 500k sized image will take 10 seconds to load with this service. If your image is important to your splash page, it won't be seen by these users for 10 seconds! If they are surfing on a traffic exchange with a 10 second or less timer, then they will be leaving your page by the time the image loads.

If its dimensions were defined, at least they will have seen the rest of your page! That is why it is also a good idea to know the size of your image files before you include those images in your splash page. And not to use too many images!

If you are not sure of the file size for an image, then just right click on the image. Then scroll down to the bottom of the list and click on "properties". You will now see a display of the file information, including the dimensions, the file size, and other relevant information. To remove the display screen, just click on "okay" or the "X" in the top right corner of the display screen.

In some circumstances, you can just move your cursor over the image and "hover" information will then display. Once you move your cursor from the image, the display will vanish.

```
<html> For The Traffic Exchange Surfer
```

Now we can combine the link to have the viewer click on the image to receive the link URL:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>


<a href="http://www.tezaktrafficpower.com/?referrer=brianrkr" target="_blank"
>



</a>

</body>
</html>
```

Now we have replaced the text from the link with a copy of the image. It follows the <a> tag and precedes the tag. This will allow the user to click on the image to receive the link! NOTE: *Make sure that there is some kind of text either in the image or above it, that directs the surfer to click there for the link!*

Thumbnails

There is one more common use for the anchor and image tags to be used together. It is typically used for retail sites but I will include it anyway for your benefit. This is the use of "thumbnail" or smaller images linked to larger ones.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>
Splash Page Title
</title>
</head>
<body>

<a href="http://www.helpyouworkathome.com/TEZ.jpg" alt="big tez"
target="_blank" width="93" height="162">



</a>

</body>
</html>
```

The smaller image is listed in the tag and the larger image is listed in the <a> tag. That way, when you click on the smaller image, the larger image is loaded. There is not much difference in size images that I provided above but the smaller image is usually around 60 to 80 pixels wide and high.

Other links:

Email Ids. You can also use the anchor tag to link the viewer to your email ID. The format is below:

```
<a href="mailto:brianrickert@helpyouworkathome.com">contact me!</a>
```

When the viewer clicks on the "contact me!" that shows on the page, they will then get an email page popup that will allow them to send an email directly to your email address.

Page Locations

You can also use a link to move the viewer to another place on your web page. Here is the code to do that:

```
<a href="#jump1">Whatever</a>
```

will link to the place on that page, and jump to it when you click on the link, with the following code:

```
<p><a name="jump1" id="jump1">Whatever</a> you do don't use these tags on very short pages!</p>
```

The text used in the first <a> tag above will be highlighted/underscored but the text in the second <a> tag below that will not. The tag with the name and id defined is where the viewer will jump to on the page when they click on the highlighted/underscored tag defined for it. This jump link can go up or down the page. Remember when you last saw a lengthy page that had a link on the bottom that said "Return To Top"?

There are one or two much more less used links that could be covered here. But, since you most likely will not be using them, I will leave them for the W3C tutorials.

HTML - Designing with Tables

When you think of tables, you usually think of charts with headlines and rows and columns of data like this:

Expense	Amount
Advertising	14,782.00
Auto	3,422.95
Bank Charges	488.00
Electricity	8,201.62

Well tables in HTML can be used for exactly that purpose. However they are also very useful for arranging text and images on a page. That is what I am going to show you how to do, using HTML table tags, here. They are, actually, used very often for just that purpose.

Remember the splash page that I gave you the code for back in the very beginning? It had two tables in it used *just for that purpose!* (You would normally use just one but I have replaced the large image with the first table.) Here is the code for the first table that I used:

```
<center>
<table width="700" border="0" cellpadding="8" bgcolor="#ffffff">
<!-- TABLE BACKGROUND ABOVE IS WHITE-->

<tr>
<td align="center">


<!-- YOUR IMAGE URL ABOVE, ALSO CHANGE "YOUR IMAGE" TO YOUR OWN IMAGE DESCRIPTION -->

</td>

<td align="justify">

<font color="#FF0000" size="6" face="Tahoma, Arial, Verdana"> <!-- FONT COLOR RED -->

<b>
TYPE THE TEXT FOR YOUR MOST IMPORTANT BENEFIT FOR THE SURFER HERE. <!-- YOUR BANNER TEXT -->

</b>
</td>
</tr>
</table>
```

and here was the result:



**TYPE THE TEXT FOR YOUR
MOST IMPORTANT BENEFIT
FOR THE SURFER HERE.**

You can see how the image and the text fit into the area that I defined. You will want to limit the length of your banner text on the right hand side in order to fit it comfortably within the height of the image. You can see that you will want to keep the length of the banner to around 60 characters maximum in order to stay with the image height (using size=6 in the font tag).

You can use the text tags like the <p> and the
 tags to help format your content within the table as well as the for your font color, size, and type. (NOTE: The three types that I have in that font tag, Tahoma, Arial, and Verdana, are the recommended ones to use for online text. They are considered to be the easiest to read for online viewing.)

Here is the basic code for a table:

You usually want to center the table area with the **<center>** tag.

First you open the table with the **<table>** tag. There are several fields that can be included in this tag. The most common are:

- width="(pixels or percentage of the width of the table)"
- height="(pixels or percentage of the height of the table)"
- bgcolor="#xxxxxx" - background color for the table
- border="x" (where 'x' is pixels) - size of the border around the table (0=none)
- cellpadding="x" (where 'x' is pixels) - pads the space between the cell contents

There needs to be a space between each of the fields included in the <table> tag. The values must always be enclosed in quotes (""). The color code #xxxxxx ranges from #000000 (black) to #ffffff (white). The colors in between are determined by the degree of each color. Each basic color, red, green, and blue, used 2 characters from left to right, respectively, for the total color "value".

<html> For The Traffic Exchange Surfer

Once again, as I showed in the canned HTML splash page that I supplied you earlier, there are two excellent sources for the different colors that are available for your use that practically all browsers support:

http://www.w3schools.com/tags/ref_colornames.asp

and

<http://www.lynda.com/resources/hexpalette/value.html>

The table is made up of rows, which run horizontally across the page, and columns which run from top to bottom. If you look at the code above, then you will notice that there is only one row going across the table and two columns. One column is for the image and the next is for the text. Each "cell" is one column within a row, typically. The cell padding field which I mentioned above keeps the image and/or text in each cell from touching each other. Or, if you use a border (the border value is greater than zero), keeps the image or text from running into the border.

The **<tr>** tag defines the start of a **row**. Typically you will not use any fields inside this tag except one. That one main exception would be for the `colspan="x"` field. This is only used when you want one row to stretch across more than one column area. I won't go any further into this subject right now. You can pull up the link for the W3 school and do a search for that field in there for further illustration, but until you get into more complex table designs you won't need it right now.

Once the row is defined, then you code the **column** with the **<td>** tag. The most used field in this tag is the alignment tag. This shows how you want your content to appear. There are 3 main values: left, right, or center. The content will be justified to the side that you specify or to the center. (I used "justify" in my code above, which aligns the content to the left *and* right. This isn't used as often in splash pages but can help with alignment problems sometimes.)

The alignment in the cell defined by the row and column tags may carry over into the next defined `<td>` tag unless you redefine the align field in the next `<td>` tag. So, it is always safer to code the align tag for each of the columns that you specify.

You end the column entry with the close tag, just like I showed in previous pages. You do this by coding **</td>** .

<html> For The Traffic Exchange Surfer

Keep defining columns for that row with new <td> tags to open them and </td> tags to close them.

Once you have finished with the columns for a row, then you close the row with the </tr> tag. Once again, you can view the code above for a better illustration of this.

When you are finished with the last row of the table, then you close the table by coding the </table> tag.

One way to tell if you have closed a table and each cell correctly is to preview your code. (See the instructions in the splash page chapter for previewing your page.) If any text displays above the content that you were trying to include in the table, then there is a problem with the coding in the area of that text. Any text or image not tagged correctly within the table will jump to the top of your page.

The one tag within the table that I have not discussed is the **heading** tag, <th> . This tag is used to define headings for standard tables. See the table at the top of the first page. In that table it is used for the headings **Expense** and **Amount**. When using tables to format your content, this tag is not needed.

Once you close the table tag, you then close the center tag with </center>. I didn't close the center tag in the illustration above as I wanted to continue the centering into the next table.

On a splash page you usually don't want to have more than two columns across so you won't need more than a set of two <td> and </td> tags per single set of one <tr> and </tr> tag. The splash page will usually be in a format where the first row will have an image cell and a text cell. (Remember, a cell is defined by one column within one row.) The second row will have the list of benefits and the link to your signup page.

If you do have an image that will take up the full top of the splash page, then you will use the **colspan="x"** field in the <td> tag. The following code shows how to code this field for your splash page using a large image for the first row of your splash page. I have highlighted all of the table tags to help you see how the table is coded for this situation.

<html> For The Traffic Exchange Surfer

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
  <title>    Splash Page Title    </title>    <!-- PUT TITLE HERE-->
<style type="text/css">
ul.none {list-style-type:none}
</style>
</head>
<!-- BACKGROUND COLOR #... FOR THE BODY OF THE PAGE IN BODY TAG BELOW -->
<body bgcolor="#DAA566" leftmargin="0" topmargin="0">

<center>
<table width="700" border="0" cellpadding="8" bgcolor="#ffffff">

<!-- TABLE BACKGROUND ABOVE IS WHITE-->

<tr>
<td align="center" colspan="2">


  <!-- YOUR IMAGE URL ABOVE, ALSO CHANGE "YOUR IMAGE" TO YOUR OWN IMAGE DESCRIPTION -->

</td>
</tr>
<tr>
<td align="left">
<font color="#000000" size="3" face="Tahoma, Arial, Verdana">
<b>

<ul>
<li>    This is the next best benefit.</li>    <!-- OTHER TOP 3-4 BENEFITS HERE -->
<li>    This benefit is the next best.</li>
<li>    This benefit is the next best.</li>
<li>    This benefit is the next best.</li>
</ul>

</b>
</td>
<td align="LEFT">

<a href="http://www.tezaktrafficpower.com/?referer=brianrkr" target="_blank">

<!-- YOUR URL IN THE HTTP... SPACE ABOVE INSIDE THE QUOTES -->

YOUR "CLICK HERE" TEXT                                <!-- YOUR CALL-TO-ACTION TEXT FOR THE LINK -->

</a>
</td>
</tr>
</table>
</center>
</body>
</html>
```

And [here](#) is how the page looks for the splash page code from the code above.

Resources

<http://www.w3schools.com/>

[DrPic - great free online photo editing and resizing](#)

[Instant Banner Creator](#)

[TEToolbox - Can't afford hosting and tracking right now?](#)

[HostGator - Hosting with Great Support and Fair Prices](#)

If you have any further questions, then you can contact me at:

brianrickert@helpyouworkathome.com

I hope that you have enjoyed this ebook and are getting the best possible use of it that you are able. Don't forget to take advantage of the resources at the W3C reference site that I have listed in the resources area above. There is a lot that can be learned there with just a little search and there are also interactive examples available there.

All the best,

Brian Rickert