

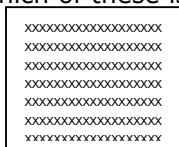
Business

Writing a Web Page THIS IS NOT A TUTORIAL IN HTML!

These days most people writing Web pages either use tools such as Dreamweaver or use professionals to do the coding, but there is still a need to understand the differences between writing for printed material and writing for the Web. This guide won't turn you into a Web-expert, but it will show you the basics.

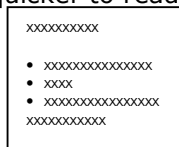
Web Quiz

1. What is a link on the Internet?
 - A. A link allows you to go to another Web page
 - B. A link connects you to the Internet
 - C. A link is part of a chain
2. How many sentences should you use to make a paragraph on a Webpage?
_____ to _____
3. How do people read Web pages?
 - A. They read every word
 - B. They scan the text
 - C. They always print off WebPages
4. How long should a Web Page be?
 - A. As long as you like
 - B. Not more than 3 screens
 - C. At least 500 words
5. When should you use Bulleted and numbered lists?
 - A. Never use them on a Website
 - B. You should use bulleted and number lists whenever you can
 - C. Only when you can't present the information in any other way
6. When should you use graphics?
 - A. Whenever you can
 - B. Graphics should not make the Web Page difficult to read and people should remember those with slow Internet connections
 - C. Never
7. How can I improve my ranking in a search Engine?
 - A. By writing excellent material, which people want to read and making sure all of my links are text and not graphics
 - B. By repeating the same word again and again, so that the search engine thinks this is real content.
 - C. By putting in lots of hidden code
 - D. By paying for a search engine optimiser
8. Which of these is quicker to read?



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2

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Writing Exercise - Web Page

1. What is the aim of this Web Page?

2. Choose a Title for the page

3. Choose a maximum of 3 key words that somebody may choose to search for this Web Page. (Use these words as often as you can, but you must still make it easy to read and sound like natural English)

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4. Write your Web Page using Bullet points, Bold and Italics but only use colours and underlining for links.

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Quiz Answers

1. What is a link on the Internet?
A. *A link allows you to go to another Web page*
2. How many sentences should you use to make a paragraph on a Webpage?
1 to 4 Website paragraphs should be shorter than printed ones
3. How do people read Web pages?
B. *People scan read WebPages and rarely read all of the content.*
4. How long should a Web Page be?
B. *For front pages, try to keep it down to 1 screen and never write a Web page more than 3 screens.*
5. When should you use Bulleted and numbered lists?
B. *You should use bulleted and number lists whenever you can. Lists are much easier to read quickly than large chunks of text. If order is important then use a numbered list, if it isn't use Bullets.*
6. When should you use graphics?
B. *Graphics should not make the Web Page difficult to read and people should remember those with slow Internet connections. If your audience all have great Internet connections, then you can include lots of Multimedia but not everybody has a great Internet connection so you could be losing lots of readers. (Some Websites have Text only versions, so that everybody is happy)*
7. How can I improve my ranking in a search Engine?
A. *By writing excellent material, which people want to read and making sure all of my links are text and not graphics. Meta Tags used to matter, but they don't anymore and putting pages with lots of the same words on is likely to get you banned from search engines rather than increase your ranking. If it is really important you are number 1 then pay the search engine directly to advertise.*
8. Which of these is quicker to read? Number 2, because the layout is easier to follow. Don't fully justify Web pages, because it's harder to follow.

Ideas for Web Pages

Subjects that could be used for Web Pages include:

1. About your Hometown
2. About your family
3. About your hobby
4. About the school
5. Selling a product
6. A company homepage

Have a look at: <http://www.web100.com/> for excellent Websites
or just try a subject in <http://www.google.com>

Creating Your Own Webpages:

Blogs are one of the easiest ways to put information up on the Web and they are freely available. E.g. <http://www.blogger.com/> and another idea is to use myspace to create a homepage: <http://www.myspace.com/>