

# August 2008 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now August, I have sent out invoices to any of you for whom I have done work in July, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

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Take me Home – Every web site has a “Home” page, but do you really know its functionality? Lately they have been given new names, such as “Landing” page or “Squeeze” page but, basically, it is (or at least, should be...) the main page on your site. And the internet has, by default, designated the name of the page to be “index”, followed by various suffixes (.htm, .html, .php, etc.). When you enter a URL (e.g. www.anysite.com), you are actually directed to a page named “www.anysite.com/index.html” or “www.anysite.com/index.php”, etc.. If you browse around a site and then click a link to go back to the home page, you should see the actual name of the page in the Address window.

Sweet Tooth – I’m pretty sure most of you have heard the term “cookies”. But do you know how they work? These are files that are created by a website on your PC and contain info so, the next time you go to that site, it knows a little bit about you. Have you ever gone to a site and it displays a message like “Welcome <yourname>! It’s been 3 weeks since you last visited.”? This happens because of cookies. You can also set up what are called “re-directs” so, when someone goes to a particular page the first time, a cookie gets created and then, for each subsequent time you go to that page you will automatically go to another place.

A lot of people are afraid of cookies and, as a result, set their computers up to disallow them. They are text files and, as such, cannot do any real harm to your computer, and can actually be useful. Also, you can pretty easily delete either all cookies on your PC or selected ones. You can also set expiration dates so the cookies will automatically be deleted after a set period of time.

There are also numerous other ways to utilize these files, so you might not be so quick to turn off the ability to receive them.

In Transition – I have set up pages for some of you with what are called “transitions”. What this means is, when you go from one page to another, instead of just displaying the next page, there is a brief animation where the new page appears to roll in from the top/bottom/side or grows from an expanding circle or square, etc. I think it adds a little “wow” factor and they are quite easy to implement. However, when I recently upgraded from Internet Explorer (IE) 6 to IE 7, the transitions seemed to stop happening. I was a little upset until I did some research and found that the functionality is still there, but it now is an option that has to be set. Go to “Tools”, “Internet Options”, click the “Advanced” tab and scroll down to the “Multimedia” options.

To view archives of past newsletters, go to <http://www.technicalwebsitedesign.com/newsletters.html>

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Thank you all for your business (and potential business...)

Jim