



- Another List I found for Web Design products: <http://tinyurl.com/5vpbj9>

***Our Consensus Report shows how many times products are top-ranked by reviewers included in our All The Reviews Reviewed chart.***

# of picks	Model (with retailer links)
13	<a href="#">Adobe Dreamweaver 8 (*est. \$400)</a>
3	<a href="#">CoffeeCup HTML Editor 2006 (*est. \$50)</a>
3	WordPress 2.0 Free
2	<a href="#">Homestead QuickSite (*est. \$10 to \$20 per month, plus \$20 setup fee. www.homestead.com)</a>
1 each	Web Easy Professional 6.0, Nvu 1.0, Easy Web Editor 2006, WYSIWYG Web Builder 3.4, Web Studio 4.0

Dreamweaver is the easy winner among experts as the best full-featured web authoring software. However, Dreamweaver is overkill for novices or those who may simply want a nice-looking personal website. In that case, CoffeeCup is a more appropriate choice. If you want to combine a website hosting service with site-building tools, Homestead QuickSite is a good choice. For design software that is 100% open source freeware, try Nvu 1.0 for web design and WordPress 2.0 for blog design. Nvu is compatible with both Windows and Mac systems.

#### **Purchase your URL of choice from a hosting company**

- AITdomains – <http://www.aitdomains.com/>
- BlueHost - <http://www.bluehost.com/>
- 1&1 - <http://order.1and1.com/>
- Inmotion hosting - <http://www.inmotionhosting.com/> good business hosting
- Webhostingpad - <http://www.webhostingpad.com/>
- Content – text, pictures, logos, color/font choices
- Online tutorials in your software product choice and I recommend a tutorial on CSS Stylesheets.
- Design, Test, Post, Advertise, Advertise, Advertise and check your web site weekly.

#### **Web Design Professionals**

- <http://www.quantumcloud.com/>
- <http://www.berrywebdesigns.com/>
- <http://www.logoCare.com> \* gives good pricing information
- An of course: <http://www.VanDineDesign.com>

Web design professional's rates can be very different. Have a good picture in mind of what you are looking for (number of pages, pictures, etc.) and get at least three bids.

You can also piece the job out. You may just need a logo designed or a page template then you can build the rest.

Keep an open mind.

### **Getting noticed on the web – what to do...**

Advertise your web site wherever possible – especially your Yellowpage ad, business cards and phone machine message.

Remember to give proper attention to META Tags and Page title for spiders & robots who will visit and catalogue your site.

A well formed and thought out page title can go a long way toward improving your Google search rating.

Meta Tags give more information to the spiders and robots that crawl the whole web endlessly finding and categorizing web sites for type and content.

### **Meta tag example:**

```
<title> Your Piano Service – Piano Tuning for Pacific area and all of Rhodondo Beach & Piano Repair RI</title>
```

```
<meta name="description" content="Piano tuning and piano repair for Pacific coast and all of Los Angeles, including Hollywood and Beverly Hills">
```

```
<meta name="keywords" content="Piano Tuning, CA tuning, pacific tuning, pacific repair, south county tuning, pacific piano repair, south county piano repair, Piano Tuner, Piano Repair, piano fix, piano finish repair">
```

```
<META name="allow-search" content="yes">
```

```
<META name="audience" content="all">
```

```
<META name="robots" content="all, index, follow">
```

```
<META name="revisit-after" content="3 days">
```

```
<META name="Rating" Content="General">
```

```
<META name="Language" content="en">
```

```
<META name="distribution" content="Global">
```

```
<META name="Classification" content="Piano tuning and piano repair">
```

### **Working with images**

There are lots of image formats out there but few are common to the web. Image formats most commonly seen are JPEG (files with extension filename.jpg) or GIF (filename.gif). All images are saved and displayed on the web at 72dpi. That's 72 dots per inch resolution. Saving and posting an image at a higher resolution only uses up your customer's bandwidth and slows page load time.

JPG is used most frequently for images with complex color like a photo. GIF is used often when solid colors are prevalent in the image or a transparent background for part of the image is needed. GIF can also be animated.

PNG is a new format and may or may not be opened by your customer's browser correctly. Use with caution.

Image file size is incredibly important when it comes to page load time. It's a tradeoff between quality and page load time. If you need the image to be larger than 600 pixels in width (for example a piano for sale) you should create a web for just that image.

Use thumbnail prints to link to larger pictures. My thumbnail size of choice is 125 pixels wide.

Images will often times require being placed in a table to position them correctly on the page or you can use CSS stylesheets to position items on the page accurately as well.

**Example:**

Just adding an image :

**Kohler 41" Console, circa 1985.**


Mahogany veneer, Queen Anne case, original bench, original owner. Asking \$1500

Michelle Jackson  
27 Minnetuxet Way  
Yarmouth Port, MA



Phone: 508-362-6038

**Or you can put it in a table enabling much more control of placement:**

<p><b>Kohler 41" Console, circa 1985.</b> Mahogany veneer, Queen Anne case, original bench, original owner. Asking \$1500</p> <p>Michelle Jackson 27 Minnetuxet Way Yarmouth Port, MA</p> <p>Phone: 508-362-6038</p>		
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There are multiple resources available for you to learn how to build your business website. And investment of an hour or two in the evening stepping through some of these tutorials will give you the confidence and skill set you need to go forward.

Remember too, that help is always just a phone call away if things get a bit muddled.

An excellent resource to use is: [WEBMONKEY.com](http://WEBMONKEY.com)