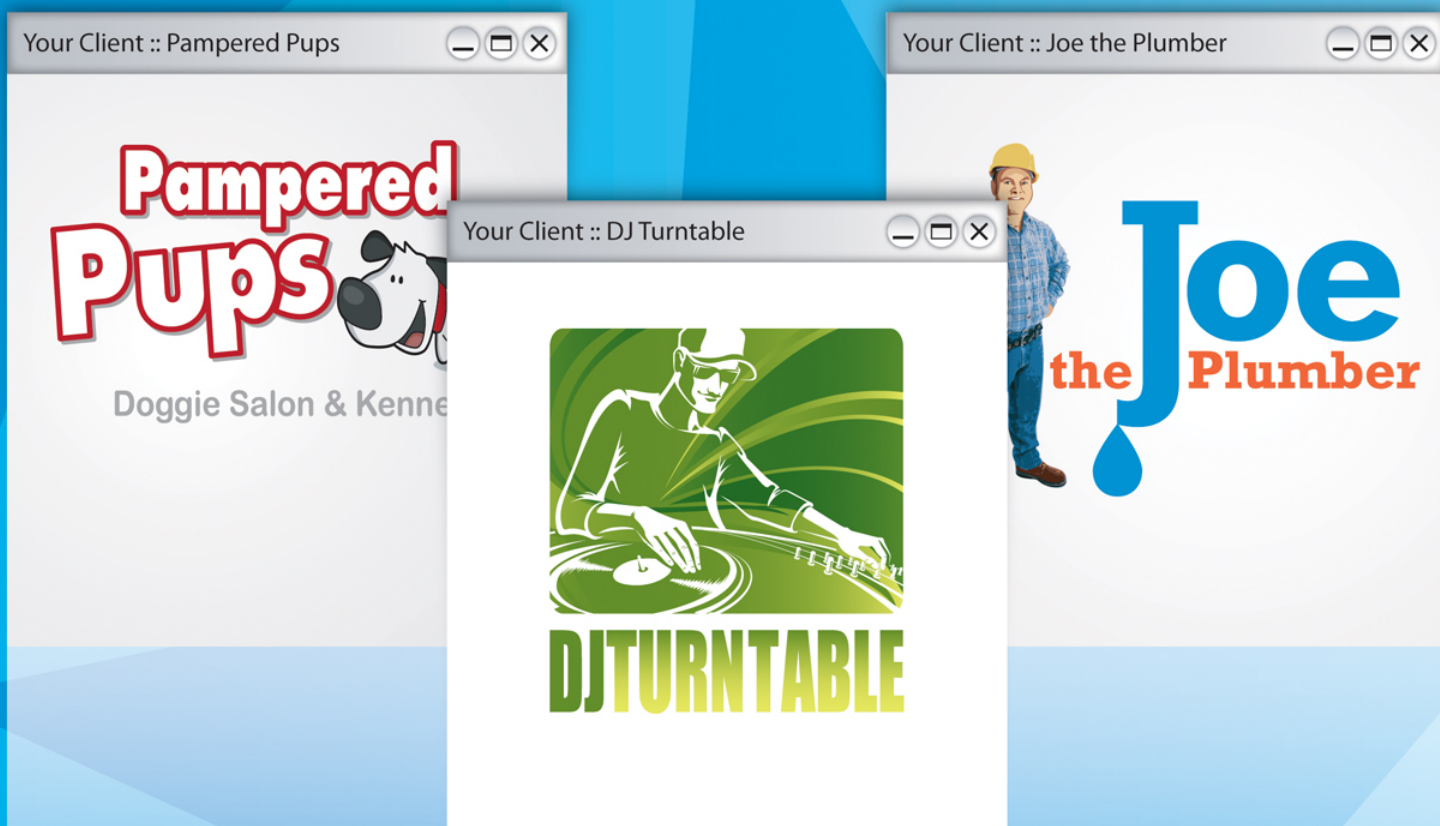


WEB HOT SHOTS

A Full-Service Web Design Company

A Web Site Design Simulation Where You're the Lead Designer



This preview contains only some of the content of the actual textbook.

This sample cannot be printed, copied or extracted in any manner. Use of this preview version in the classroom is strictly prohibited. Doing so is a violation of Federal Copyright Law.

You may order a free sample copy or purchase this textbook from B.E. Publishing at www.bepublishing.com or by calling Customer Service at 888-781-6921.

Thank you for previewing our resources.

B.E. Publishing

WEB HOT SHOTS

A Web Site Design Simulation Where
Students Are the Lead Designers

Student Workbook



B.E. Publishing

www.bepublishing.com

©2012 B.E. Publishing, Inc. All rights reserved.

WEB HOT SHOTS

A Web Site Design Simulation Where
Students Are the Lead Designers

Student Workbook

PUBLISHED BY



B.E. Publishing

Web Hot Shots • Student Workbook

ISBN: 1-934422-37-1

Copyright ©2012 by B.E. Publishing

All Rights Reserved. No part of this work covered by copyright hereon may be reproduced or used in any form or by any means—including but not limited to graphic, electronic, or mechanical, including photocopying, recording, taping, Web distribution, or information storage and retrieval systems—without the expressed written permission of the publisher.

Author

Denise Mancieri and the Development Team
at B.E. Publishing

Editors

Fernando Botelho
Michael Gecawich
Kathleen Hicks
Diane Silvia
Linda Viveiros

Design

Fernando Botelho

Permissions

To use materials from this text, please contact us:

B.E. Publishing, Inc.
P.O. Box 8558
Warwick, RI 02888
U.S.A.

Tel: 888.781.6921
Fax: 401.781.7608
E-mail: permissions@bepublishing.com

All references made to specific software applications and/or companies used within this book are registered trademarks of their respective companies.

Printed in the U.S.A.

Table of Contents

Introduction

Welcome to Web Hot Shots	1
You're Hired!	2
How Web Hot Shots Works	3
Basic Web Design Rules.....	5

Projects

Pampered Pups	8
Instructions	10
Web Content.....	16
DJ Turntable	36
Instructions	38
Web Content.....	44
Joe the Plumber	64
Instructions	66
Web Content.....	72

Appendix

Web Design Standards and Skills	93
---------------------------------------	----

Welcome to Web Hot Shots

Web Hot Shots is a classroom simulation that gives students the experience of working as professional Web site designers for real-world business clients. Web development and design is a fast growing and exciting service-based business. The projects in this workbook will help develop your students' Web design and production skills.

Skill Levels & Prerequisites

Web Hot Shots is intended for Web development and design students in grades nine and up at all Web design skill levels, whether beginning, intermediate, or advanced. It is assumed that students have a basic working knowledge of Web development and design software. This simulation does not include step-by-step, software-specific instructions that differentiate between various Web site applications. Rather, students are provided with instructions, resources, and content with which to produce professional-quality Web sites utilizing their own decision-making and creativity skills.

Content & Resources

Developed with the assistance of Web design professionals, this simulation gives students a realistic view of how Web professionals work with clients to build business Web sites. Each project presents a scenario in which students assume the role of lead designers for the design studio of Web Hot Shots. Each project is designed in a self-paced, self-guided format.

The projects in this book are designed to be used in conjunction with the *Web Hot Shots Companion Web Site* at www.webhotshots.net.



You're Hired!

Started by two friends who first met in high school, Web Hot Shots has grown since first opening their doors. They now employ five full-time staff members and seven freelancers to assist with projects requiring additional help. This small, but growing, design studio specializes in creating Web sites for a variety of businesses, and you have just been hired as one of their lead designers.

The talented team you have joined works well together, supporting each other on multiple projects. As a lead designer, however, you will work directly with each client. You are about to embark on an experience that will bring you as close as it gets to the world of Web site design. Get ready for your first day at Web Hot Shots!

Required Resources

The instructions in **Web Hot Shots** are presented in a way that can be easily adapted to whatever software you use.

It is assumed that you already possess a basic working knowledge of Web design and graphics software applications.

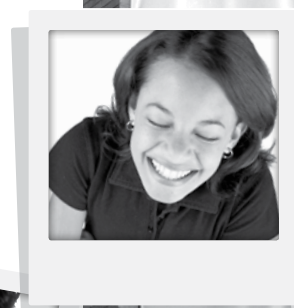
To complete the projects in this book, you will need access to:

1. **Web site design software**, such as Adobe Dreamweaver, Microsoft Expression Studio, or a similar application.
2. **Graphics or image editing software**, such as Adobe Illustrator, Photoshop, Fireworks, or a similar application.
3. **Internet connection** for access to project resources at www.webhotshots.net.

What You'll Learn

You have the creative freedom in choosing how to visualize each client's Web site. Each project will help you gain real-world practice and reinforcement in:

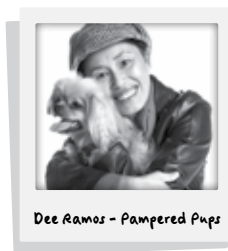
1. Carefully reviewing client requirements.
2. Thoughtfully planning each project on paper before beginning actual production.
3. Creatively interpreting a client's requirements into a professional looking Web site.
4. Accurately incorporating a client's content into your design.



How Web Hot Shots Works

Your Clients

Web Hot Shots gives you the opportunity to work through Web-building projects for three different businesses: **Pampered Pups**, **DJ Turntable**, and **Joe the Plumber**. Each of these clients has a successful business, but they are now looking for a way to attract new customers, as well as enhance their relationship with existing ones. A professionally designed Web site has become an important part of their respective plans for continued business success.



The Parts of Each Project

Web Hot Shots projects consist of three parts: 1) **Instructions**; 2) an online **Web Planning Packet**; and 3) the **Web Content**. Each of these parts is discussed in more detail below.

1 Instructions

This section walks you through three phases of instructions on planning, designing, and creating the client's Web site as discussed below.

Phase 1 Get to Know Your Client

First, you will review your client's business profile, Web site map, and Web site goals.

Phase 2 Plan & Organize the Web Site

In order to plan the client's Web site on paper, you will first need to become familiar with the client's **Web Content**. You will develop this "Web site design plan" by using the online **Web Planning Packet**.

Phase 3 Build the Web Site

Finally, with your Web site design plan in place, you will begin building the Web site. Once you set up the Web site on your computer, you can start using the **Web Content** section to build the site.

2 Web Planning Packet

To help you plan and organize your Web site, you will complete a downloadable **Web Planning Packet**. This packet contains forms which must be completed before you start using a computer to build your client's Web site.

3 Web Content

The **Web Content** section includes all of the content and formatting instructions for each page in your client's Web site.

Using the Companion Web Site

In addition to this workbook, you will access a companion Web site at **www.webhotshots.net**. The companion Web site contains a variety of resources to help you plan and build each client's Web site.

The companion Web site includes the following:

- Student resource section for each project.
- Web Planning Packet for each project.
- Multiple client logo files for each project.
- Graphics and document files for each project.
- Password-accessible instructor resource section.



Basic Web Design Rules

A Web page generally displays a combination of five elements: text, colors, images, animation, and sound. All of these elements should be balanced in such a way that Web site visitors are not overwhelmed with too much information all at once, or too much visual clutter that can easily distract them from the message. Just as important, visitors must be able to find information easily and find it useful. No matter what your design style—or your client’s preferences—keep the following tips in mind when planning and creating each client’s Web site:

Make it well organized

- Review the client’s content carefully and completely.
- Research competitor Web sites to see what works and what doesn’t.
- Plan the site’s architecture first to determine how best to relate pages to each other.
- Select a layout format that best accommodates each page’s content.

Make it eye-catching

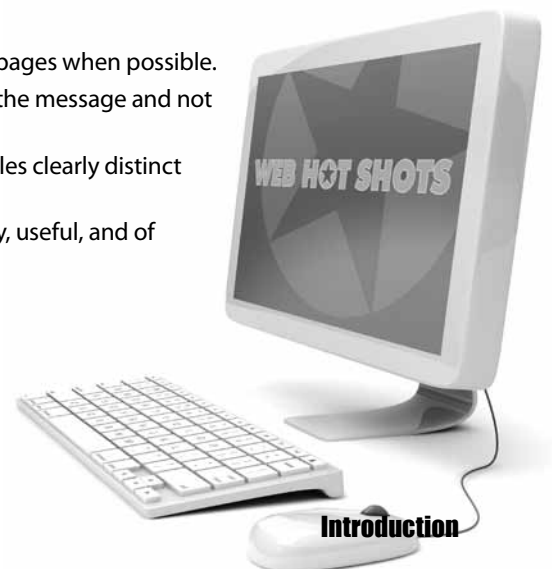
- Select graphics creatively and thoughtfully.
- Coordinate colors with the client’s brand; for example, with the logo.
- Use complementary colors that enhance each other and the overall graphical theme.
- Remember to use graphics, color, and other elements sparingly so as to not overcrowd the site.

Make it simple to use

- Make it clear how pages relate to each other and how to navigate between them.
- Make page links obvious.
- Keep text easy to read with simple type style selections.
- Keep layout formats as consistent as possible between pages.
- Select colors that are easy on the eye.
- Use Web-friendly typefaces (fonts).

Make it informative

- Use less text whenever possible.
- Break up large amounts of text across multiple pages when possible.
- Use images, animations, and audio to enhance the message and not to just “decorate” the page.
- Format titles, subtitles, and paragraphs with styles clearly distinct from each other.
- Provide clear, accurate information that is timely, useful, and of interest to your audience.



Project 1

Web Content

This section includes the content and formatting instructions for each page in the Pampered Pups Web site.

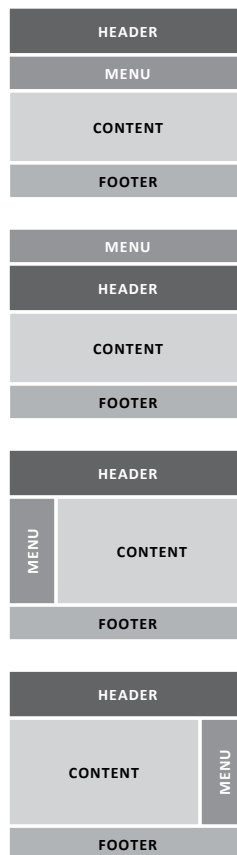
Common Page Items	18
Home Page	19
About Us Page	21
Our Staff Page	23
Testimonials Page	25
Clip-n-Fluff Page	27
Stay-n-Play Page	29
Bark-ery Page	32
Mutt Shots Page	33
Contact Page	34
Coupons Page	35



Common Page Items

Figure 1

Regardless of which page layout you selected in the **Web Planning Packet**, make sure that your design includes all of the **common page items** required for Pampered Pups.



Most Web pages are made up of four basic areas: the **Header**, the **Menu**, the **Content**, and the **Footer**. Pages within a Web site generally have a consistent layout and share some **common page items**, such as a logo and company name, links to the main pages, phone and fax numbers, and social media links.

The **Header**, **Menu**, and **Footer** areas remain consistent throughout the site and contain these common page items. These items are shared by each page and are always visible to the viewer.

See **Figure 1** as a reminder of which page layout you have chosen to work with.

Instructions

- Using your Web design software, design a page format to use as a template, or starting point, for building all of the pages in the Pampered Pups Web site.
- Design this new page template to include all of the common page items required for the Pampered Pups Web site as indicated below:

- Include the following items in the **Header** of each Web page:

Header

- Pampered Pups logo
- Slogan: **Where your dog waggles more and barks less!**
- Pampered Pups phone number
- Other elements and information that can help make the Header more useful and attractive to visitors

- Include links in the **Menu** of each page to the following Web pages:

Menu

- Home**
- About Us**
- Clip-n-Fluff**
- Stay-n-Play**
- Bark-ery**
- Mutt Shots**
- Contact**

- Include the following items in the **Footer** of each page:

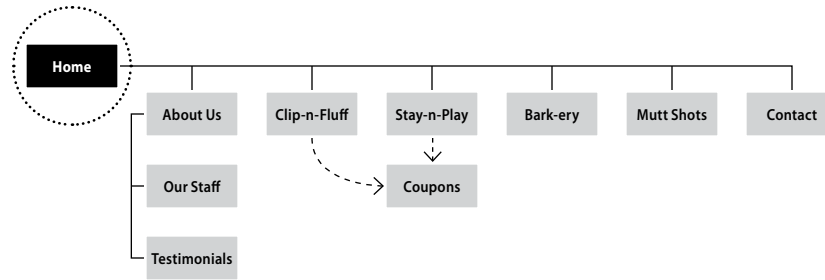
Footer

- Copyright notice: © 20XX. **Pampered Pups, Inc. All Rights Reserved.**
- Pampered Pups address, phone, and fax numbers
- Pampered Pups email address

- Add additional text and/or graphic elements to the Header, Footer, and/or Menu that enhance the look and feel of the common page items.
- Carefully review the content and format of the common page items.

Home Page

The **Home** page is the first page visitors see. The design needs to get and hold their attention and motivate them to click and stay at the Web site.



Note

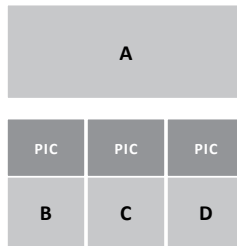
Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 18) are included in the following:

- Header
- Menu
- Footer

Figure 1

Arrange blocks **B**, **C**, and **D** side-by-side in three columns below content block **A** as shown.



Instructions

1. Create a new page and save it as **index.htm**.
2. Add "*Pampered Pups :: Pet Grooming & Boarding Services*" as the browser page title.
3. Be sure to link **underlined words** to the pages as indicated in the **Link Alert** table.
4. Be sure to include images of dogs in your page design.
5. Enter the following as a separate content block, placing it at the top of the page design.

A **Welcome to Pampered Pups - where your dog waggles more and barks less!**

We're a full-service pet grooming salon, daycare, and boarding kennel, with our own doggie-treat bark-ery. Located in the heart of Pembroke Pines, Florida, we're committed to making sure your "best friend" is treated with the same Tender Love-n-Care your pet has come to know and expect.

Please explore our site and learn how your pet can get some well-deserved pampering. Even better, contact us to schedule a tour, or just drop in for a visit. You'll see for yourself how our pet-loving staff is trained to sit up and listen when your dog speaks!

6. Enter content blocks **B**, **C**, and **D**, and place them side-by-side in three columns below content block **A** as shown in **Figure 1**.
 - Emphasize the headings.
 - Consider adding graphic images to each content block to enhance the professional look and feel of the page design.

B **How We Pamper**

Our services are tailored to your pet's every wish:

Clip-n-Fluff

Spa and grooming services that make your pet look like the pick of the litter.

Stay-n-Play

Daily guests or overnight boarders have a "home away from home" with us.

Fetch

Can't make it here from there? We'll fetch your dog and bring 'em back when you can't.

Home Page

C Good Doggie!

Doesn't all that loyalty we get from our pets deserve some lovin' back? You bet it does! And we think you deserve some rewards too. Check out the treats and rewards we have available for all of our friends:

Snap up some **Bark-ery Shop** gourmet pet treats.

Peek at some happy pets in our **Mutt Shots Gallery**.

Fetch **Coupon Rewards** as a "Thank you!" for your patronage.

D Tail Wagging

Our customers are doing some tail wagging of their own! Here's what some have had to say. **Read more** >

Block	Words	"Target" Page	URL / Page File Name
A	<u>salon</u>	Clip-n-Fluff	salon.htm
	<u>kennel</u>	Stay-n-Play	kennel.htm
	<u>bark-ery</u>	Bark-ery	shop.htm
	<u>contact us</u>	Contact	contact.htm
B	<u>Clip-n-Fluff</u>	Clip-n-Fluff	salon.htm
	<u>Stay-n-Play</u>	Stay-n-Play	kennel.htm
	<u>Fetch</u>	Contact	contact.htm
C	<u>Bark-ery Shop</u>	Bark-ery	shop.htm
	<u>Mutt Shots Gallery</u>	Mutt Shots	gallery.htm
	<u>Coupon Rewards</u>	Coupons	coupons.htm
D	<u>Read more</u>	Testimonials	testimonials.htm

Link Alert

The **underlined words** that appear in the text need to be linked to their respective pages as indicated on the left.

NOTE: These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.



Project 2

Web Content

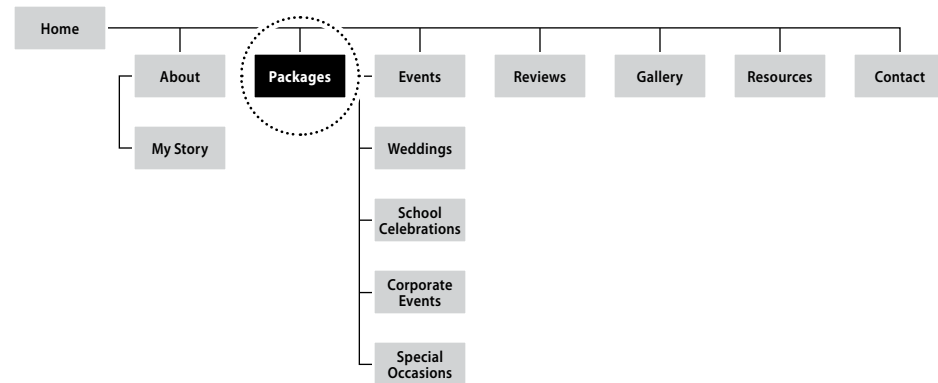
This section includes the content and formatting instructions for each page in the DJ Turntable Web site.

Common Page Items	46
Home Page	47
About Page	49
My Story Page	50
Packages Page	51
Events Page	53
Weddings Page	55
School Celebrations Page	56
Corporate Events Page	57
Special Occasions Page	58
Reviews Page	59
Gallery Page	61
Resources Page	62
Contact Page	63



Packages Page

The **Packages** page outlines DJ Turntable’s service offerings. The description of service options and prices needs to be clear and easy to understand.



Note

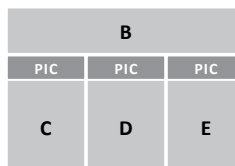
Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 46) are included in the following:

- Header
- Menu
- Footer

Figure 3

Arrange blocks **C**, **D**, and **E** side-by-side in three columns below content block **B** as shown.



Instructions

1. Create a new page and save it as **packages.htm**.
2. Add “DJ Turntable :: Musical and Entertainment Services” as the browser page title.
3. Be sure to link underlined words to the pages as indicated in the **Link Alert** table.
4. Enter the following content block as the page title. Make the page title prominent.

A Pick your gig!

5. Enter the following as a separate content block.

B No event is too big or too small to turn into the best celebration ever. See our Event Resources to help get your party going. Select an event package that’s right for you.

6. Enter content blocks **C**, **D**, and **E**, and place them side-by-side in three columns below block **B** as shown in **Figure 3**.
 - Emphasize the headings.
 - Format the lists with bullets as shown.
 - Emphasize the prices in a way that complement the page design.
 - Consider adding graphic images to each content block to enhance the professional look and feel of the page design.

C Silver Package

- Up to 2 event-planning consultations
- Professional DJ/MC
- Complete song database
- Up to 4 hours of music
- Set up and break down of all equipment
- State-of-the-art sound system (single location)

Price: \$875

Packages Page

D Gold Package

- Up to 3 event-planning consultations
- Professional DJ/MC
- Complete song database
- Up to 6 hours of music
- Set up and break down of all equipment
- State-of-the-art sound system (single location)
- Basic Dance Floor Lighting

Price: \$1,250

E Platinum Package

- Up to 5 event-planning consultations
- Professional DJ/MC
- Complete song database
- Up to 8 hours of music
- Set up and break down of all equipment
- State-of-the-art sound system (two locations)
- Basic Dance Floor Lighting
- Room Enhancement Lighting

Price: \$2,125



The following "Rave Reviews" content block also appears on the **Events** page. Use the same formatting and style on each page. You may copy the format from one page to another and replace the testimonial quote.

7. Enter the following as a separate content block.

- Emphasize the heading.
- Add a graphic that relates to the theme "Rave Reviews" as shown in **Figure 4**.
- Link the image to the **Reviews** page (**reviews.htm**).

F Rave Reviews

"Dylan, you were the absolute best! The music was fantastic and the lighting effects were amazing..."

Figure 4

Depending on the placement of block **F**, "Rave Reviews," format the image and the text as illustrated by these suggested layouts.



Block	Words	"Target" Page	URL / Page File Name
B	Event Resources	Resources	<i>resources.htm</i>
F	Rave Reviews	Reviews	<i>reviews.htm</i>

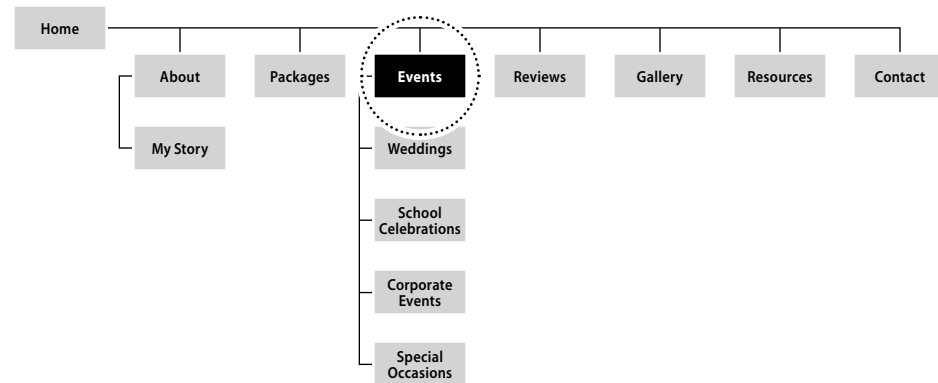
Link Alert

The **underlined words** that appear in the text need to be linked to their respective pages as indicated on the left.

NOTE: These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.

Events Page

The **Events** page highlights the types of celebrations that DJ Turntable covers. This page allows potential clients to see how versatile the company is with its wide range of services.



Note

Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 46) are included in the following:

- Header
- Menu
- Footer

Instructions

1. Create a new page and save it as **events.htm**.
2. Add “DJ Turntable :: Musical and Entertainment Services” as the browser page title.
3. Include a **sub-menu, graphic links, or text links** to the following pages.
 - Weddings
 - School Celebrations
 - Corporate Events
 - Special Occasions
4. Be sure to link **underlined words** to the pages as indicated in the **Link Alert** table.
5. Enter the following content block as the page title. Make the page title prominent.

A Events

6. Enter the following as a separate content block.
 - Emphasize the heading.

B Let DJ Turntable do the planning so that you don't have to.

Planning an event can be exciting and challenging. Fortunately, DJ Turntable finds challenges exciting! We and our event partners can take care of the “party details” so that you can focus on the party. You tell us your ideas and requests, and we stage a fabulous celebration with the mood and atmosphere you're looking for. Click here to inquire about our availability and to book your next event.

7. Enter the following as a separate content block.
 - Emphasize the heading.

C We've done it all and then some!

DJ Turntable has loads of experience playing for all types of audiences at all kinds of celebrations.

Events Page

8. Enter content blocks **D**, **E**, **F**, and **G**, and place them below block **C** in a way that complement your page design as suggested in **Figure 5**.

- Add a graphic to each block that relates to its theme, formatting them in a way that enhances the page design.
- Make sure any graphics included are identified by the header text.
- Link each graphic to its respective page.

D Weddings

E School Celebrations

F Corporate Events

G Special Occasions



The following "Rave Reviews" content block also appears on the **Packages** page. Use the same formatting and style on each page. You may copy the format from one page to another and replace the testimonial quote.

9. Enter the following as a separate content block.

- Emphasize the heading.
- Add a graphic that relates to the theme "rave reviews" as shown in **Figure 6**.
- Link the image to the **Reviews** page (**reviews.htm**).

H Rave Reviews
 "A great time was had by all, thanks to the amazing playlist that you put together. You gave us a great ride down memory lane!"

Figure 5

Format the image and the text of the "Events" blocks on the page as illustrated by these suggested layouts.

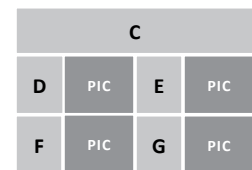
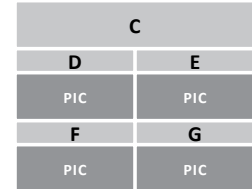


Figure 6

When determining the placement of block **H**, "Rave Reviews," format the image and the text as illustrated by these suggested layouts.



Block	Words	"Target" Page	URL / Page File Name
B	<u>Click here</u>	Contact	<i>contact.htm</i>
D	<u>Weddings</u>	Weddings	<i>weddings.htm</i>
E	<u>School Celebrations</u>	School Celebrations	<i>schools.htm</i>
F	<u>Corporate Events</u>	Corporate Events	<i>corporate.htm</i>
G	<u>Special Occasions</u>	Special Occasions	<i>special.htm</i>
H	<u>Rave Reviews</u>	Reviews	<i>reviews.htm</i>

Link Alert

The underlined words that appear in the text need to be linked to their respective pages as indicated on the left.

NOTE: These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.



Project **3**

Web Content

This section includes the content and formatting instructions for each page in Joe the Plumber's Web site.

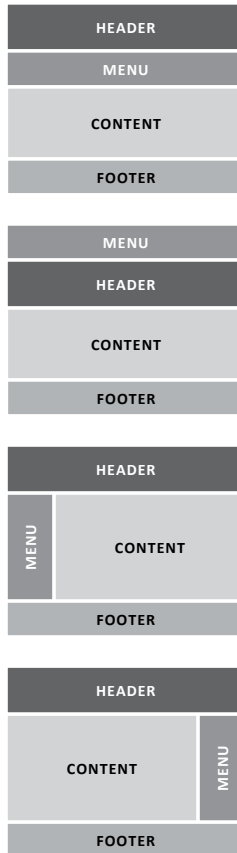
Common Page Items	74
Home Page	75
About Page	77
Joe Gives Back Page	79
Services Page	81
Plumbing Page	83
Heating Page	84
Cooling Page	85
Solar Heating Page	86
Plans Page	87
Ask Joe Page	89
Contact Page	91



Common Page Items

Figure 1

Regardless of which page layout you selected in the **Web Planning Packet**, make sure that your design includes all of the **common page items** required for Joe the Plumber.



Most Web pages are made up of four basic areas: the **Header**, the **Menu**, the **Content**, and the **Footer**. Pages within a Web site generally have a consistent layout and share some **common page items**, such as a logo and company name, links to the main pages, phone and fax numbers, and social media links.

The **Header**, **Menu**, and **Footer** areas remain consistent throughout the site and contain these common page items. These items are shared by each page and are always visible to the viewer.

See **Figure 1** as a reminder of which page layout you have chosen to work with.

Instructions

- Using your Web design software, design a page format to use as a template, or starting point, for building all of the pages in the Joe the Plumber Web site.
- Design this new page template to include all of the common page items required for the Joe the Plumber Web site as indicated below:

Include the following items in the **Header** of each Web page:

Header

- Joe the Plumber logo
- Joe the Plumber phone number
- Other elements and information that can help make the Header more useful and attractive to visitors

Include links in the **Menu** of each page to the following Web pages:

Menu

- Home**
- About**
- Services**
- Plans**
- Ask Joe**
- Contact**

Include the following items in the **Footer** of each page:

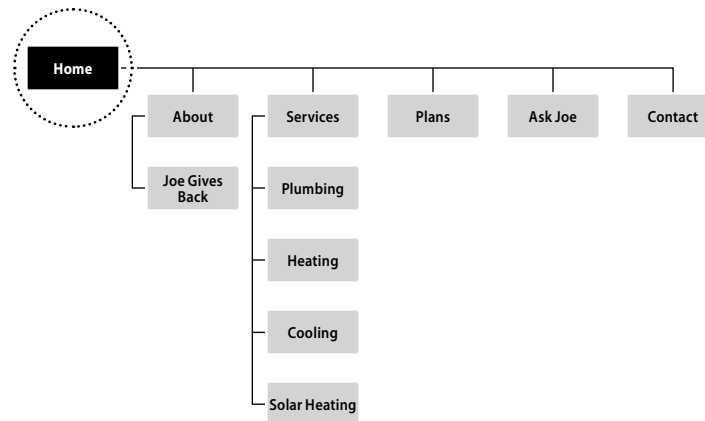
Footer

- Copyright notice: © 20XX. **Joe the Plumber, Inc. All Rights Reserved.**
- Joe the Plumber address, phone, and fax numbers
- Joe the Plumber email address

- Add additional text and/or graphic elements to the Header, Footer, and/or Menu that enhance the look and feel of the common page items.
- Carefully review the content and format of the common page items.

Home Page

The **Home** page is the first page visitors see. The design needs to get and hold their attention and motivate them to click and stay at the Web site. Joe wants the home page to be useful and not just “browser window dressing.”



Note

Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 74) are included in the following:

- Header
- Menu
- Footer

Instructions

1. Create a new page and save it as **index.htm**.
2. Add *"Joe the Plumber :: Full-service Plumbing & Heating"* as the browser page title.
3. Be sure to link **underlined words** to the pages as indicated in the **Link Alert** table.
4. Enter the following content block as the page title. Make the page title prominent.
 - Make the phone number a different color from the rest of the title.

A **One Call Does it All:** (888) 555-HEAT

5. Enter the following as a separate content block, placing it at the top of the page design.
 - To enhance the page design, add one or more images that illustrate Joe the Plumber’s industry, services, or community involvement.

B Joe the Plumber has a well-deserved reputation for quality plumbing services delivered promptly at an affordable price. All of our technicians are well trained, fully licensed and insured, and they are always courteous and trustworthy. Whether you own a home or run a business, Joe the Plumber is ready to meet your plumbing, heating, and cooling needs. From fixing a leaky faucet, to installing a cutting-edge solar energy system, all of our work comes with a 100% customer-satisfaction guarantee. Browse our **services**, call us for a **free estimate**, and see why, with Joe the Plumber, “one call does it all!”

Home Page

6. Enter content blocks **C**, **D**, and **E**, and place them below block **B** as shown in **Figure 1**.
 - Emphasize the headings.
 - In block **C**, format the list with bullets as shown.
 - Place block **D** above block **E**, and place both to the right of block **C** as shown in **Figure 1**.
 - Separate these three blocks visually, for example, with a thin line as shown in **Figure 1**.
 - Consider adding graphic images to each content block to enhance the professional look and feel of the page design.

C **Services**

- **General Plumbing**
- **Heating**
- **Cooling**
- **Solar Heating**

D **Joe Gives Back**

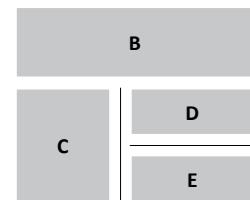
With our deep roots in the community, we're committed to helping our neighbors. **Read more** >

E **Contact Joe**

Joe the Plumber is on call 24 hours a day, 7 days a week, 365 days a year. **One call does it all** >

Figure 1

Arrange blocks **C**, **D**, and **E** below content block **B** as shown.



Block	Words	"Target" Page	URL / Page File Name
B	<u>services</u>	Services	<i>services.htm</i>
	<u>free estimate</u>	Contact	<i>contact.htm</i>
C	<u>General Plumbing</u>	Plumbing	<i>plumbing.htm</i>
	<u>Heating</u>	Heating	<i>heating.htm</i>
	<u>Cooling</u>	Cooling	<i>cooling.htm</i>
	<u>Solar Heating</u>	Solar Heating	<i>solar.htm</i>
D	<u>Read more</u>	Joe Gives Back	<i>giveback.htm</i>
E	<u>One call does it all</u>	Contact	<i>contact.htm</i>

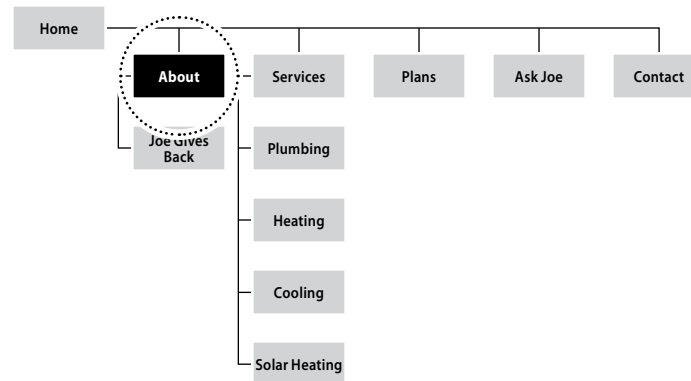
Link Alert

The underlined words that appear in the text need to be linked to their respective pages as indicated on the left.

NOTE: These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.

About Page

The **About** page should help build trust between the company and its Web site visitors by being more personal and less of a sales pitch.



Note

Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 74) are included in the following:

- Header
- Menu
- Footer

Instructions

1. Create a new page and save it as **about.htm**.
2. Add *"Joe the Plumber :: Full-service Plumbing & Heating"* as the browser page title.
3. Include a **sub-menu, graphic link, or text link** to the following page.
 - Joe Gives Back
4. Be sure to link **underlined words** to the pages as indicated in the **Link Alert** table.
5. Enter the following content block as the page title. Make the page title prominent.

A Our Company

6. Enter the following as a separate content block.
 - To enhance the page design, add an image that illustrates something about Joe the Plumber's history or customer service.

B In 1968, Joseph Manning, Sr. began working as an independent plumber out of his garage. His goal was simple: to provide quality, dependable, and affordable plumbing and heating services to residential customers. If he did that, he knew his business would grow.

Today, Joe Manning, Jr. is still committed to the same level of service and quality that made his father a household name in the Albuquerque area. Along with our general plumbing services, we install and maintain heating and cooling systems, including solar thermal systems, and we offer residential and commercial maintenance management services.


About Page

- Enter the following as a separate content block.
 - Emphasize the heading.
 - Format the list with bullets as shown.

C

Joe the Plumber Facts

- Family-owned and operated since 1968
- Over 40 on-the-road licensed technicians and 15 support personnel
- Winner of Regional Best Customer Service Award
- 24/7 service 365 days a year
- All work comes with a 100% customer-satisfaction guarantee



The following content block appears on several pages. Use the same formatting and style on each page. You may copy the format from one page to another.

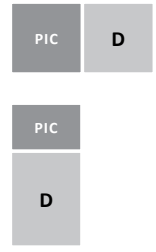
- Enter the following as a separate content block.
 - Emphasize the heading.
 - Add an image that relates to community service as shown in **Figure 2**.

D

Joe Gives Back

With our deep roots in the community, we're committed to helping our neighbors. [Read more >](#)

Figure 2
Depending on the placement of block **D**, "Joe Gives Back," format the image and the text as illustrated by these suggested layouts.



Block	Words	"Target" Page	URL / Page File Name
D	Read more	Joe Gives Back	giveback.htm

Link Alert

The underlined words that appear in the text need to be linked to their respective pages as indicated on the left.

NOTE: These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.