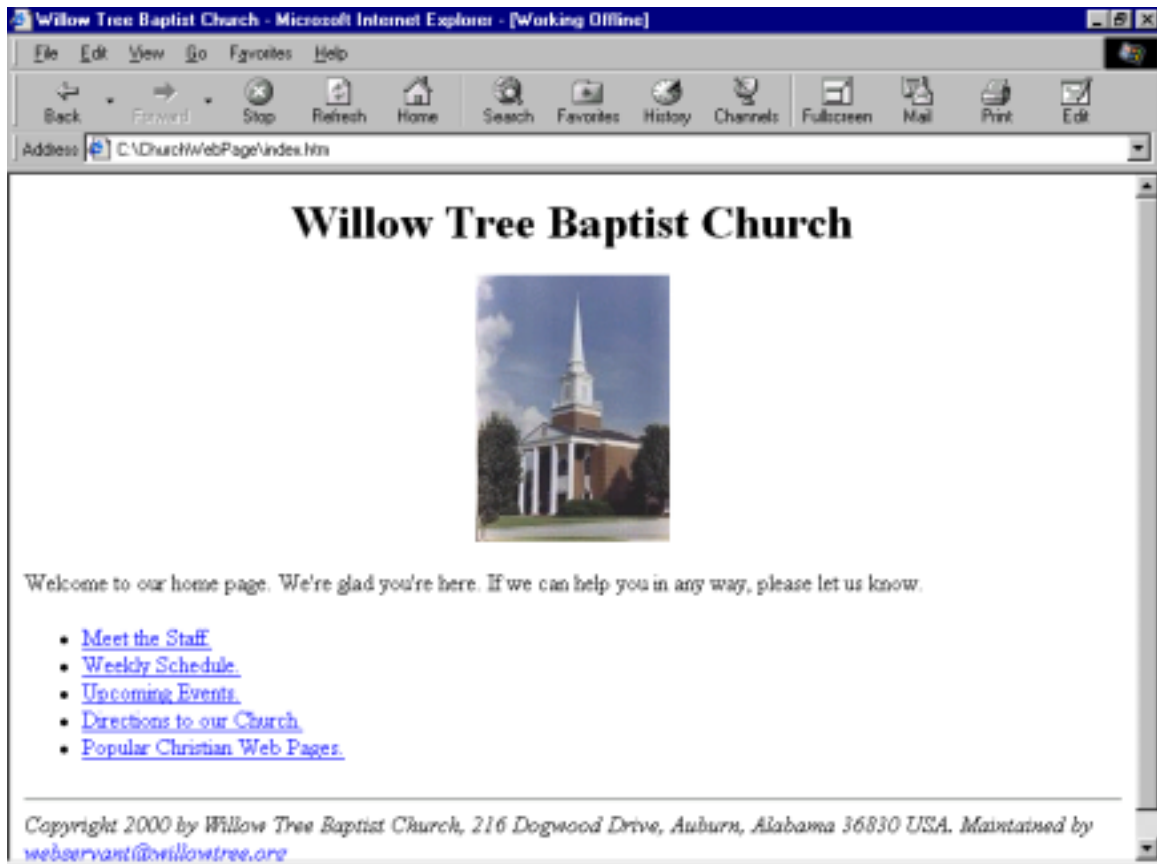


# Designing a Church Web Page



Updated June 8, 2001  
by  
Jerry Lovett

# Dedication

This book is dedicated to my Lord and Savior, Jesus Christ. Lord, thank you for my loving wife, Mary Kay, and my wonderful children, Karen and Ken. Please bless the readers of this book in their efforts to further your kingdom. Amen.

Trust in the LORD with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight. Proverbs 3:5-6 (NIV)

"A new command I give you: Love one another. As I have loved you, so you must love one another. By this all men will know that you are my disciples, if you love one another." John 13:34-35 (NIV)

Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age." Matthew 28:18-20 (NIV)

## Note for the Reader

This book is being distributed in Adobe (<http://www.adobe.com>) PDF format on the Internet at no charge. The goal is to provide this book to as many churches as possible at no cost. Please email your friends and let them know. You may print copies to give to others. However, if you charge for your copies, please contact the author for permission. If you would like to order a printed copy, please contact the author via email at:

jerrylovet@wpfj.org

The current cost for a printed copy is \$15 + \$4 Shipping & Handling.

If you would like to make a small donation to the author, please use the following address:

Jerry Lovett  
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Auburn, Alabama 36830 USA

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# Prerequisites

1. The reader must know how to use a plain ASCII text editor, such as the *Notepad Editor* that is supplied with *Microsoft Windows* or *Windows 95*. If you are unfamiliar with the *Notepad Editor*, please see Appendix B for a brief introduction.

2. This material also requires a basic knowledge of *Internet Explorer*, *Netscape*, or similar web browser software. A brief review of *Internet Explorer* is presented in Appendix C and *Netscape* is covered in Appendix D.

Both of the above skills can be learned in just a few minutes. The text assumes that you have these skills. If not, please take a few minutes to review the material and try out the software packages so that you will be ready for the hands-on examples.

# Introduction

This text walks the reader through a step-by-step process to create a Church Web Page. Web pages are created using HTML (hypertext markup language). Don't let the name scare you. It is much easier than it sounds or looks. As with all Class Notes texts, we will focus on a learn-by-doing, step-by-step method. Knowledge of only a minimal subset of HTML is required to create some wonderful Church web pages. We will work together to build a complete web page for the fictitious Willow Tree Baptist Church. Of course you can substitute your Church's name throughout the examples.

You likely already have an idea regarding what you would like to put on your web page and perhaps you will pick up additional ideas here. The goal is to walk you through one complete example from start to finish so that you can gain the confidence and skills required to create your own Church Web Page. Walking through a complete example like this allows us to introduce topics only as needed and gives you immediate feedback. At the completion of the book, you should have all the skills required to modify the example to your liking or to build a new Church Web Page from scratch.

Once your web site is created, we will examine how to put your site on the Internet, test your site, and learn how to make it easy for others to find your site among the millions of other web pages out there. The book concludes with a discussion of additional resources available online which provide everything from free graphics for Church web pages to tutorials on advanced web page design techniques.

Before we begin, I want to address the following questions: "Should the Church embrace the Internet? Isn't the Internet filled with pornography?" The World Wide Web is the most cost-effective way for your Church to reach millions of people. Period. Despite the negative publicity which the Internet occasionally receives in the press, remember that it is simply a communication medium, just like a telephone. As such it simply reflects today's world. Your Church would not remove its phone line simply because a phone porn site appeared on the telephone network.

A recent search on a major World Wide Web index gave the following statistics for the number of web pages that appeared in its database containing the following words:

Word	Web Pages
God	4,191,100
church	9,047,400
porn	25,268,270
sex	58,315,050

Clearly, it is time for the Church to shine its light in the world of Cyberspace.

You are the light of the world. A city on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before men, that they may see your good deeds and praise your Father in heaven. Matthew 5:14-15 (NIV)

# Chapter 1: Sample Church Web Page

The following pages illustrate what our sample web site would look like if you printed it out from *Internet Explorer*. The first page, or home page, contains five links:

- Meet the Staff
- Weekly Schedule
- Upcoming Events
- Directions to our Church
- Popular Christian Web Pages

If you were to click on any of these links, while viewing the home page in your web browser, the corresponding pages related to each topic would appear. This totals six pages for the entire web site. Review these pages now and refer back to them as we walk through the exercise of creating these pages from scratch. It will keep you focused on where we are going throughout the next few chapters. When you finish this text, you will have all of the skills necessary to build the entire site. More importantly, you will have the skills and confidence to build your own web pages for your Church.



# Willow Tree Baptist Church



Welcome to our home page. We're glad you're here. If we can help you in any way, please let us know.

- [Meet the Staff.](#)
- [Weekly Schedule.](#)
- [Upcoming Events.](#)
- [Directions to our Church.](#)
- [Popular Christian Web Pages.](#)

---

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# Willow Tree Baptist Church

## Staff



***Pastor - Bro. Brent Reeves***

It is a privilege to minister in such a caring church and to have the opportunity to express that concern to this wonderful community. We are here for people ... people who need spiritual counsel ... people who need friendship ... people who need to know God's love. If we can be of assistance to you, please call on us. We stand ready to serve in the name of the Lord.

---



***Minister of Music - Bro. Burton Hataway***

Music is absolutely vital in the Christian experience. Scripture says that God puts a "new song" in the hearts of His children. We invite you to join with us at Willow Tree Baptist Church in celebration of the joy, hope, and promise given us through Jesus Christ. If you enjoy singing, there is a place for you in one of our choirs. Remember, the question is not "*can you sing*" but "*do you have a song?*"

---

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# Willow Tree Baptist Church

## Weekly Schedule

---

### Sunday

- 8:30 am - Worship Service
- 9:45 am - Sunday School
- 11:00 am - Worship Service
- 5:30 pm - Discipleship Training
- 6:30 pm - Worship Service

### Monday

- 6:00 am - Bible Study at Hardees
- 7:00 pm - Visitation

### Wednesday

- 6:30 am - Morning Prayer Meeting
- 5:00 pm - Supper
- 5:30 pm - Committee Meetings
- 6:30 pm - Prayer Meeting / Mission Groups
- 7:15 pm - Sanctuary Choir Practice

### Thursday

- 6:30 am - Promise Keepers Meeting
- 

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# Willow Tree Baptist Church

## Upcoming Events

---

### Puppet Show

During the Sunday Morning Service, a short Puppet Show will be presented regarding our upcoming Vacation Bible School.

### Ladies Seminar

All ladies in the Church are invited to attend a special seminar entitled, "Becoming a Woman of God". The seminar will be held in the Fellowship Hall this Saturday from 9:00 AM - 1:00 PM. A light lunch will be served.

### Vacation Bible School

Vacation Bible School starts in two weeks. Youth workers are still needed. Contact the Church Office for more details.

---

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# Willow Tree Baptist Church

## Address, Phone Numbers, and Map

---

### Address & Phone Numbers

Willow Tree Baptist Church  
216 Dogwood Drive  
Auburn, Alabama 36830  
U.S.A.  
Phone: (334) 826 - 0231  
Fax: (334) 826 - 0231

---

### Map



---

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# Willow Tree Baptist Church

## Popular Christian Web Pages

Listed below are links to some very popular Christian Web Pages. Please note that we have no control over the material contained in these web sites.

- [711.Net Christian Internet Assistance](#)
  - [777.Net](#)
  - [All In One Christian Index](#)
  - [Best of the Christian Web](#)
  - [Christian Community Network Omnilib](#)
  - [Christianity Online](#)
  - [CrossSearch](#)
  - [Free Christian Software Directory](#)
  - [Global Christian Network](#)
  - [Gospel Communications Network](#)
  - [GOSHEN Christian Search Engine and Directory](#)
  - [HIS-NET Christian Directory](#)
  - [Religious Resources on the Net](#)
  - [Yahoo: Society and Culture : Religion : Faiths and Practices : Christianity](#)
- 

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# Chapter 2: The Home Page

## *Minimal Web Page*

This is very much a "learn-by-doing" guide. We will start by typing the listing shown in Listing 1 below. Please type this text into *Notepad* and save to a file entitled:

index.htm

### Listing 1

```
<HTML>

<HEAD>

</HEAD>

<BODY>

</BODY>

</HTML>
```

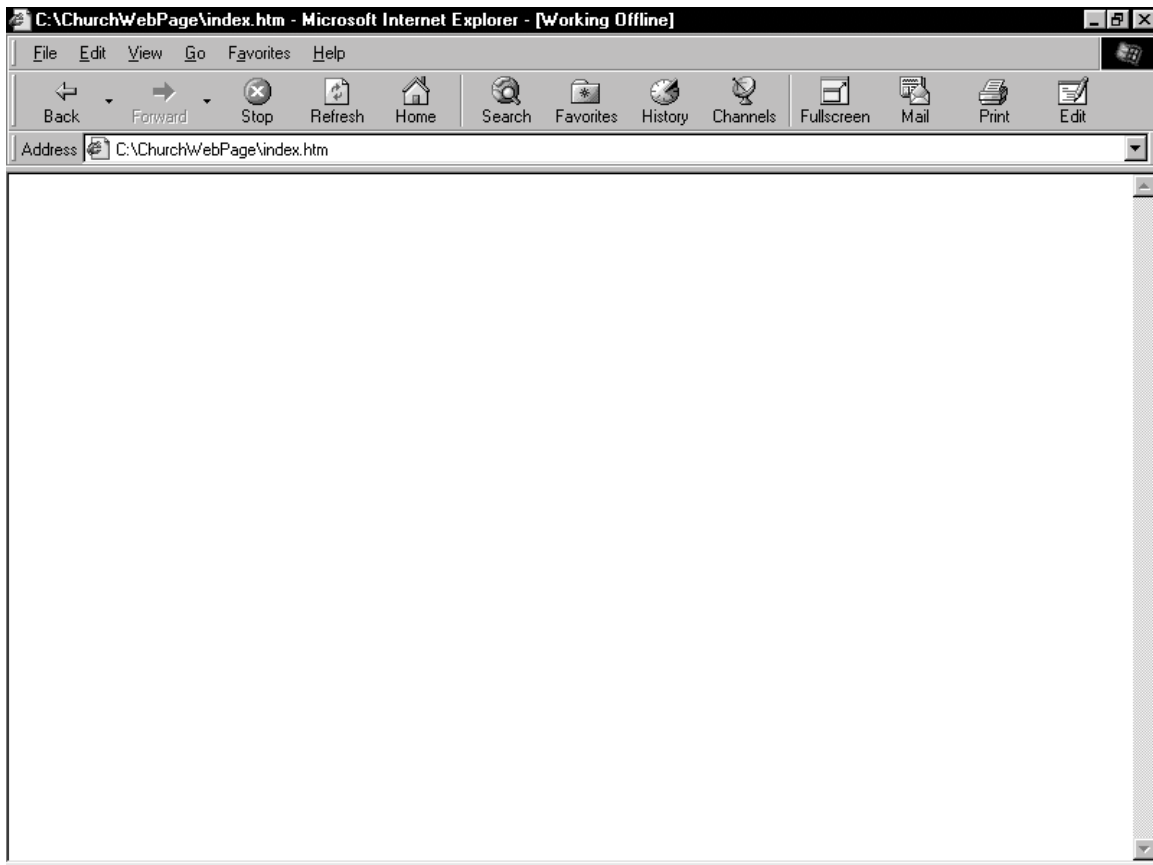
It is very important that you save the above file with a name ending in ".htm" and not ".txt" which are normally used for text files. This is because our web browser likes files to be named this way. Filenames could also end in ".html", but we will use the shorter ".htm" throughout this book.

When you view a web page in the *Notepad Editor*, you are actually viewing the web page's html "source code". These are the actual instructions for how the page should be displayed in a web browser. When you view the same file in a web browser, the page looks quite different because it has been "formatted" by the web browser based on the instructions we put in the source file. It sounds complicated, but bear with me a minute. Listing 1 is a source file that contains only the most minimal number of instructions for creating a web page. If we viewed it in our web browser, we would only see a blank screen, as in Screen 1.

Throughout this book, I will number Screens and Listings to match. The Listings represent how the html source file appears in the *Notepad Editor*. The Screens show how the web page would appear in *Internet Explorer*. Just remember that we are viewing the same file in both cases. We are just using two different programs to view the same information.

In Listing 1, you'll notice items in angle brackets. These are called HTML tags. Usually, these will occur in balanced pairs, similar to parentheses in a math problem. The HTML tags, `<HTML>` and `</HTML>` mark the beginning and end of our document. HTML documents are divided into two parts: the Heading and the Body. `<HEAD>` and `</HEAD>` enclose the Heading for our document. `<BODY>` and `</BODY>` enclose the Body of our document. Hopefully, I didn't lose you in the computer jargon of this first section. This is about the most complicated part of HTML. You'll soon notice that every HTML document you encounter will contain the HTML tags in Listing 1.

### Screen 1





## *Level 1 Heading*

Now let's modify our file as shown in Listing 2. In each of our examples, you will see the new text that I have added is indicated in a **bold font**. It will not appear that way in your editor, but this will help make it easier for you see the changes that you need to make. Update your file, index.htm, to match Listing 2.

### Listing 2

```
<HTML>

<HEAD>

</HEAD>

<BODY>
<H1>Willow Tree Baptist Church</H1>
</BODY>

</HTML>
```

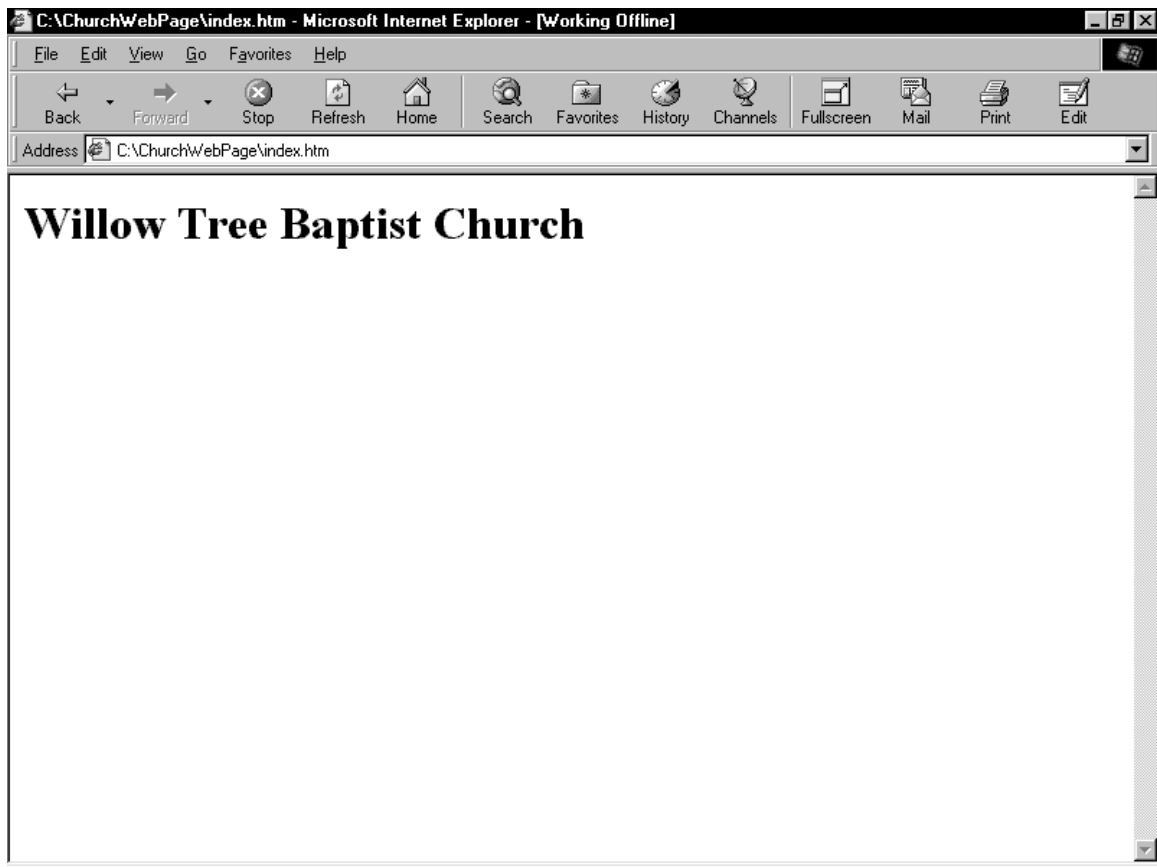
The line we added was:

```
<H1>Willow Tree Baptist Church</H1>
```

<H1> and </H1> are HTML tags that enclose Level 1 Headings, i.e. major titles. In this case, we want our Church name to appear in large print at the top of our web page. By-the-way, it is not necessary to capitalize your HTML tags. You will notice that I show HTML tags in both upper and lower case throughout the examples.

Be sure to save your file and now let's see how it looks in our web browser. Open the file index.htm in your web browser. Compare what you see to Screen 2. Any time that we have changed our file, it will be necessary to save the file and then reload it into our web browser before the changes will take place on the screen. In order to reload a file into your web browser, it is usually necessary to click the Reload or Refresh button. Fortunately *Windows* allows us to have both *Notepad* and our web browser to be in use simultaneously so we can edit the source file in *Notepad's* window and then observe the changes that we are making in the web browser's window.

## Screen 2



## *Background Color*

Some web browsers select a default color for the background. Unfortunately, this is often a dull grey. We can modify the <BODY> tag slightly to select a white background:

```
<BODY BgColor="#FFFFFF">
```

If you are familiar with Red-Green-Blue (RGB) color notation and hexadecimal numbers, you can achieve other background colors by changing the "#FFFFFF" to other values. However, this is more complex than we need to understand for now and a white background will work fine for most web sites. Even if we select other colors, there is no guarantee that the color will look identical in the user's web browser. Specifying a white background is usually a safe choice. Update your index.htm file to match Listing 3.

### Listing 3

```
<HTML>

<HEAD>

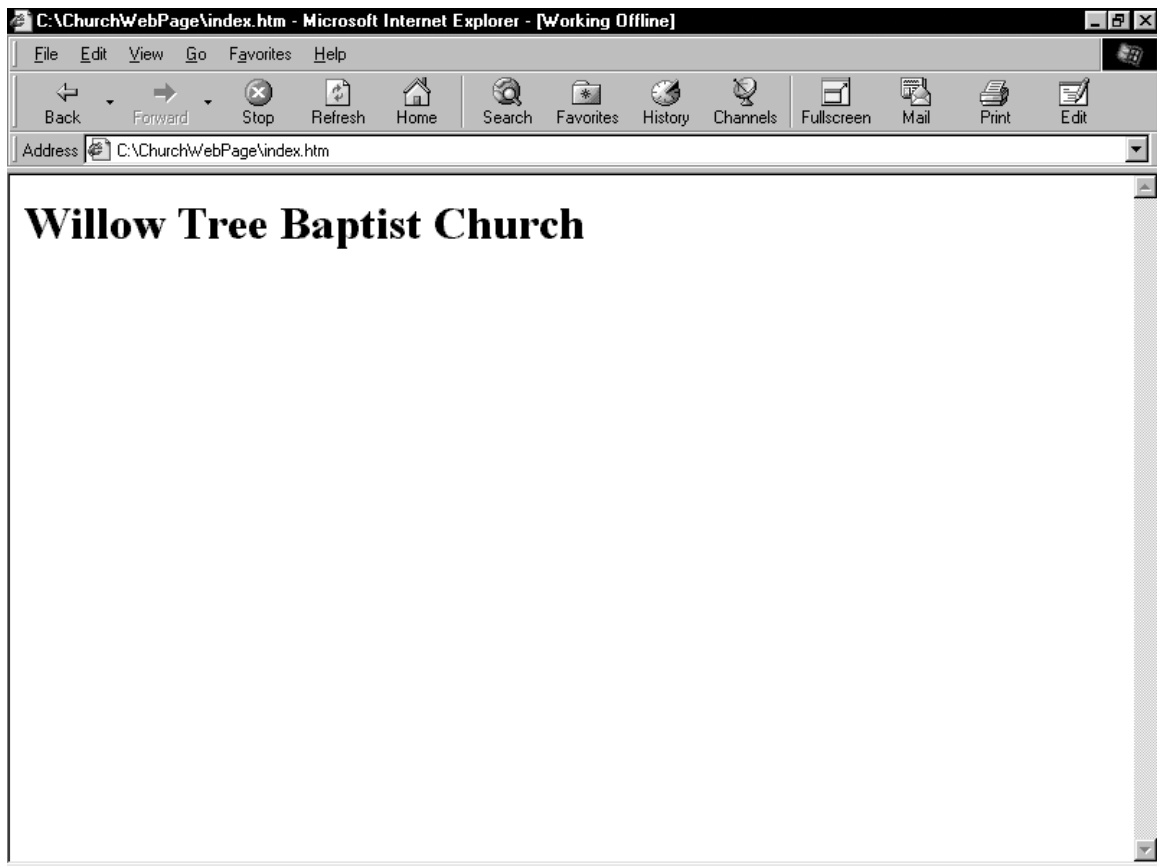
</HEAD>

<BODY BgColor="#FFFFFF">
<H1>Willow Tree Baptist Church</H1>
</BODY>

</HTML>
```

Now click the Refresh button in your web browser and see if the background color for your web page changes to white as shown in Screen 3.

### Screen 3



## *Adding a Title*

Next, let's also add our title to the Heading section. This is one of the few things that we will place in the Heading. In most web browsers, the title from the Heading will appear in the blue bar at the top of the window displaying our web page. Update your index.htm file to match Listing 4:

**Listing 4**

```
<HTML>

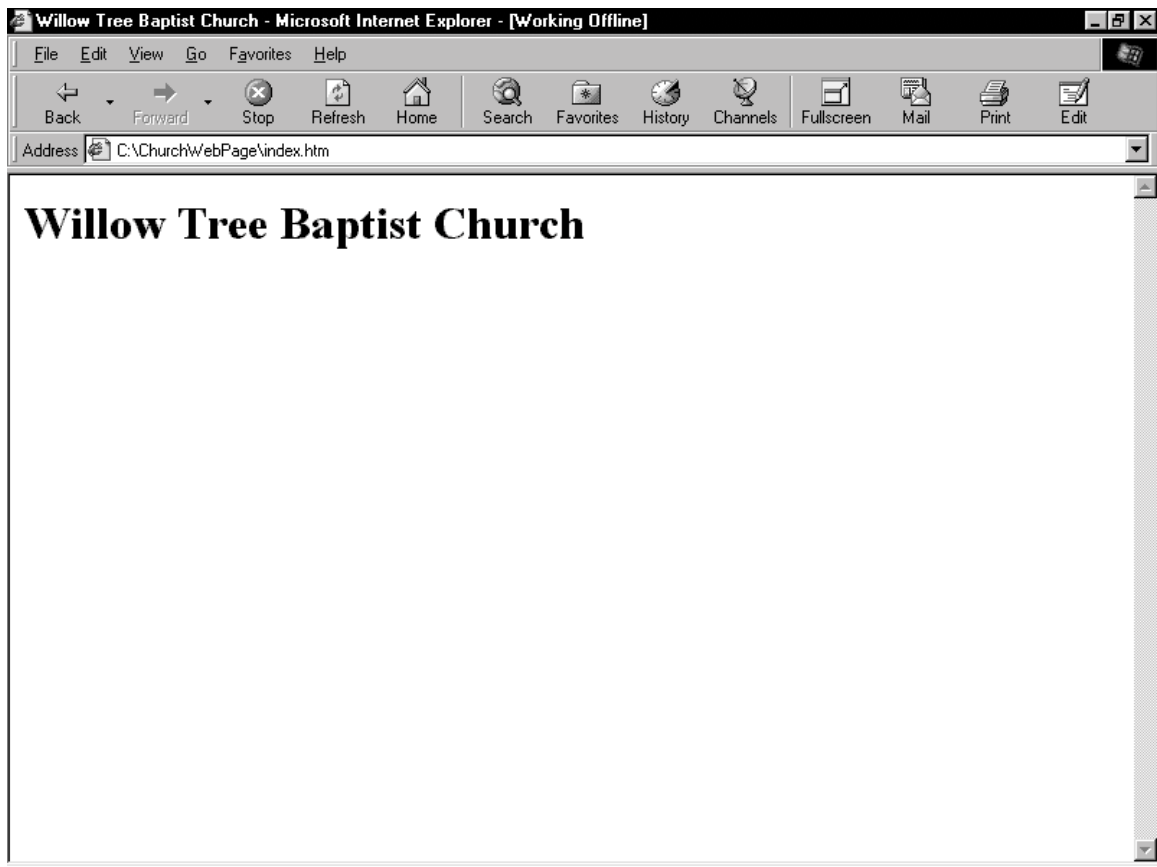
<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<H1>Willow Tree Baptist Church</H1>
</BODY>

</HTML>
```

Now click the Refresh button in your web browser and see if your web page matches Screen 4.

## Screen 4



## *Plain Text*

In Listing 5, you'll see that I've added a welcome message to our page. Don't spend too much time trying to format the text to appear a certain way by inserting spaces and carriage returns. Any extra blanks you insert will likely be stripped away by the user's web browser. In fact, you cannot even control where the line breaks will occur by inserting carriage returns. Web browsers treat carriage returns much the same way as spaces. The user's web browser simply formats the text to fit the user's screen. You do NOT have fine control over how the text will be displayed. On the other hand, the web browser will generally do a good job of formatting the text for you. Just understand that there will be some variation in how the web page will appear on a screen with a 640 X 480 pixel monitor versus an 800 X 600 pixel monitor. In the same way, the screen will appear slightly different in *Netscape* versus *Internet Explorer* or on a PC versus an *Apple Macintosh*.

### Listing 5

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<H1>Willow Tree Baptist Church</H1>
Welcome to our home page. We're glad you're here. If we can help you
in any way, please let us know.
</BODY>

</HTML>
```

Reload your page and check your updates against Screen 5.

## Screen 5





## *Centering Text and Balancing HTML Tags*

Generally the heading at the top of the web page is centered left-to-right. The HTML tags `<center>` and `</center>` will accomplish this for us. Notice the order of the HTML tags in the following line:

```
<center><h1>Willow Tree Baptist Church</h1></center>
```

As you can see, the HTML tags are balanced from the inside out, much like you would balance parenthesis and brackets in a math equation, ie. the `<h1>` and `</h1>` tags are on the inside and the `<center>` and `</center>` tags are on the outside. The following line shows INCORRECT balancing of the HTML tags:

```
<center><h1>Willow Tree Baptist Church</center></h1>
```

You might know what you meant, but putting HTML tags in the wrong order might confuse your user's web browser, even if it looks fine on the web browser that you are using for testing your page. Proper balancing of HTML tags will soon become second nature for you.

See Listing 6 where we have added the centering tags.

### Listing 6

```
<HTML>

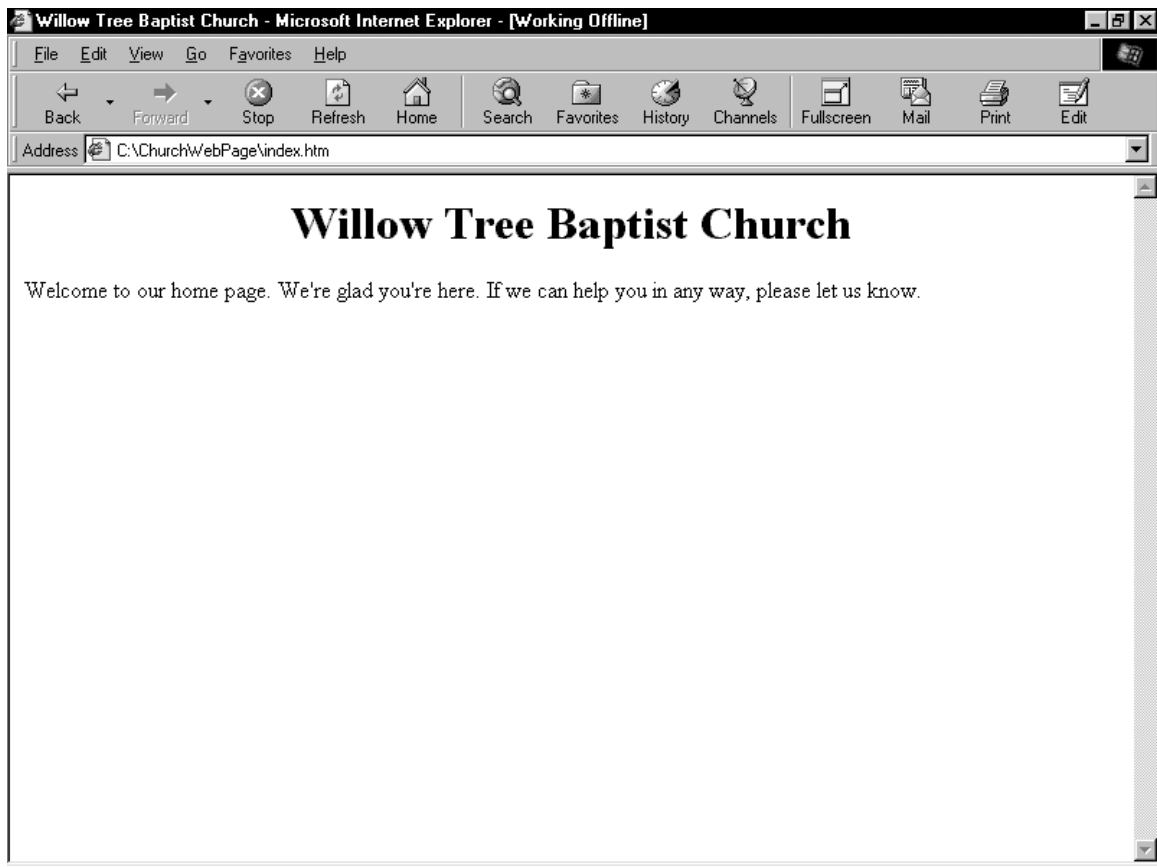
<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page. We're glad you're here. If we can help you
in any way, please let us know.
</BODY>

</HTML>
```

Compare your results with Screen 6.

## Screen 6



## *Unnumbered List*

The bulleted list in HTML is called an unnumbered list. The unnumbered list is very useful on the home page to form a list of links to other pages within the overall web site. This works very much like a table of contents and quickly leads the user to the appropriate section of your web site. The unnumbered list is enclosed within the HTML tags, <UL> and </UL>. In most web browsers, each item in the list will be prefaced with a bullet. The tag <LI> is placed at the beginning of each list item. It is optional to use the tag, </LI>.

For example:

```
<UL>
<LI>Item Number 1.
<LI>Item Number 2.
<LI>Item Number 3.
</UL>
```

Now we will use this in our Home Page. See the additions, indicated in bold type, in Listing 7.

### Listing 7

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page. We're glad you're here. If we can help you
in any way, please let us know.

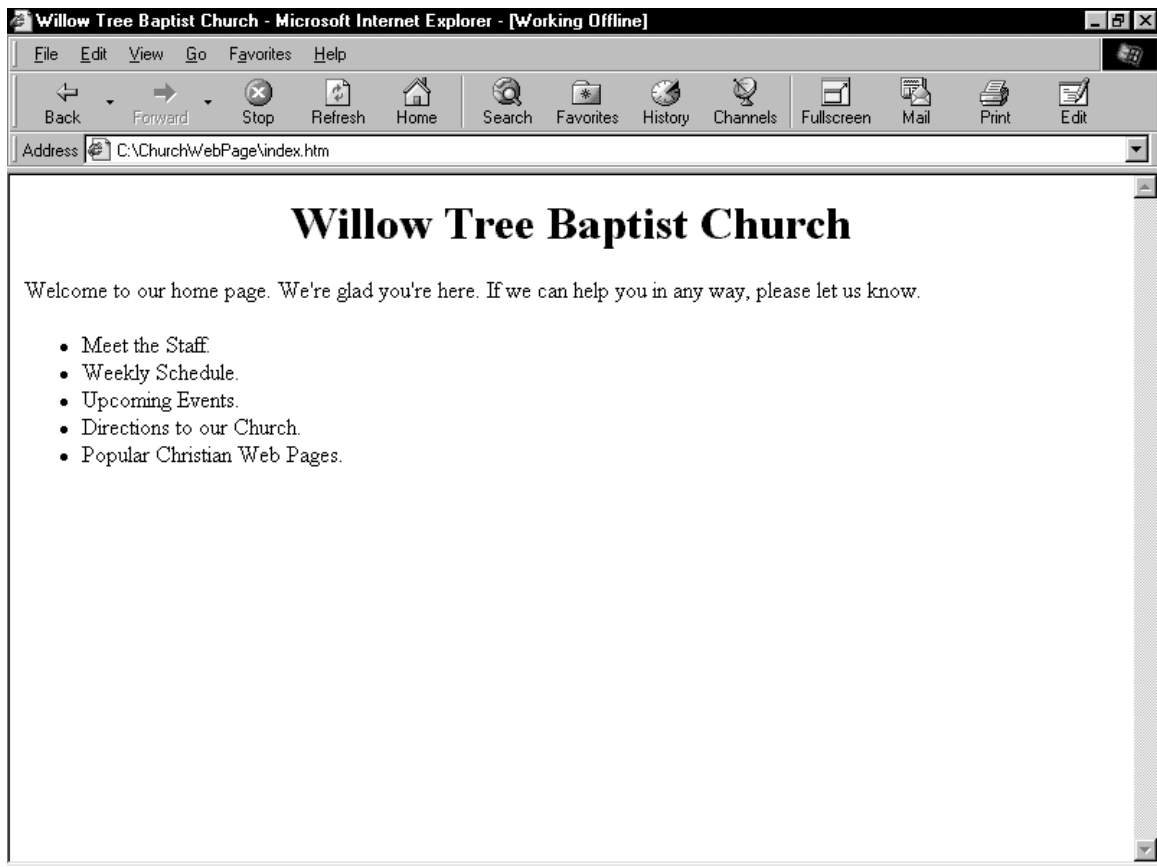
<UL>
<LI>Meet the Staff.
<LI>Weekly Schedule.
<LI>Upcoming Events.
<LI>Directions to our Church.
<LI>Popular Christian Web Pages.
</UL>

</BODY>

</HTML>
```

Compare your results with Screen 7.

## Screen 7



## *Horizontal Rule*

The HTML tag, <HR>, or Horizontal Rule, will create a horizontal line across the screen on most web browsers. This is useful for visibly breaking the page up into sections. On our home page, we will use the Horizontal Rule to separate the footer information from the rest of the page. In the footer, we will give a copyright notice and the email address of the person that maintains the web page. We will also include the mailing address for the church. The information that you include is entirely up to you. At minimum, I would recommend the email address of the person that maintains the page, usually called the "webmaster", so that users can easily email the correct individual regarding any problems without disturbing the Church Office or Staff members. On Christian web pages, you will often see the webmaster referred to as the "webservant".

If you include the mailing address of your church, it is a good idea to also add the country; in this example, USA. Remember your web page will be accessible throughout the world. Do not assume that the person viewing your web page lives just around the corner. Your web site will be a "light on a hill" and a witness to millions world wide.

See Listing 8 and Screen 8 for the new lines that make up the footer portion of our home page.

## Listing 8

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

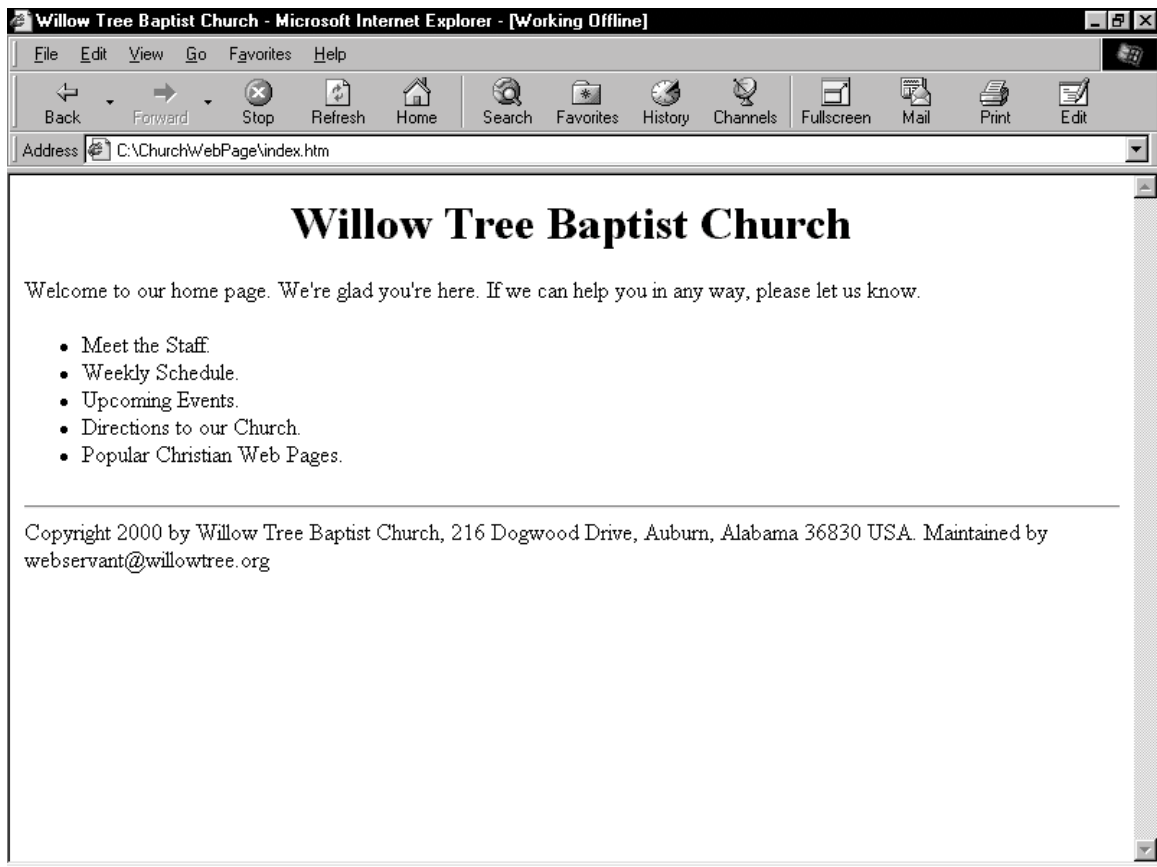
<UL>
<LI>Meet the Staff.
<LI>Weekly Schedule.
<LI>Upcoming Events.
<LI>Directions to our Church.
<LI>Popular Christian Web Pages.
</UL>

<HR>
Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by webservant@willowtree.org

</BODY>

</HTML>
```

## Screen 8



## *Italics*

To further set off the footer visually, many web designers choose an italics font. Italics text is enclosed in the HTML tags <i> and </i>.

### Listing 9

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page. We're glad you're here. If we can help you
in any way, please let us know.

<UL>
<LI>Meet the Staff.
<LI>Weekly Schedule.
<LI>Upcoming Events.
<LI>Directions to our Church.
<LI>Popular Christian Web Pages.
</UL>

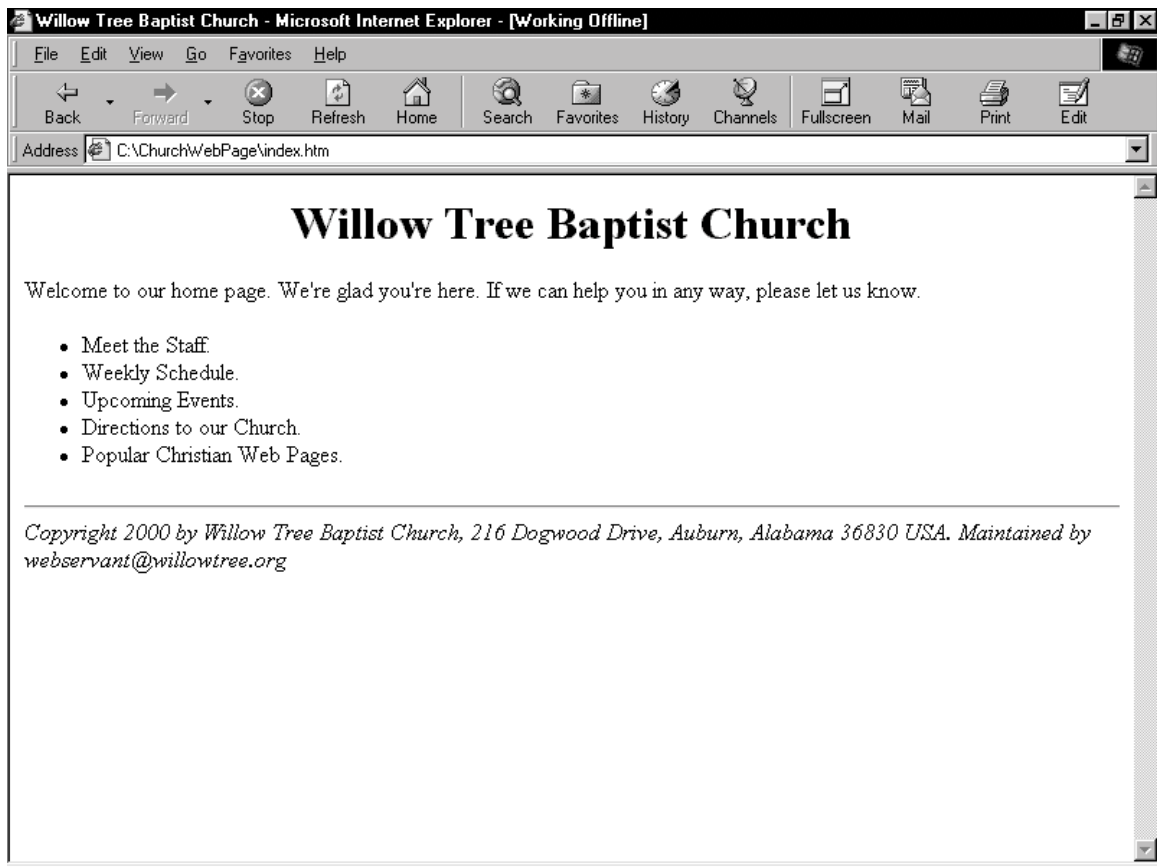
<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by webservant@willowtree.org</I>

</BODY>

</HTML>
```



## Screen 9



## *Links*

One convenience of browsing or "surfing" the web is the point-and-click user interface. This is achieved by establishing "links" between the pages. A link is enclosed in the HTML tags, `<A>` and `</A>`. Another name for link is anchor, which I suppose explains the `<A>` tag. Within the `<A>` tag, we must also specify the page that we wish to link to by using the HREF parameter. HREF is short for "Hypertext Reference". If you can get past the jargon, it is rather straightforward. If we want to establish a link between the bulleted list item:

Meet the Staff

and the web page `staff.htm` (which we will create later), we type:

```
<A HREF="staff.htm">Meet the Staff</A>
```

See Listing 10 for this addition. You will note that links are generally shown underlined and highlighted in a blue color in most web browsers. A link may also be shown in purple if it has been visited before. When you check your page in your web browser, if everything after "Meet the Staff" turns blue, you probably forgot to add the `</A>` tag at the end of the link. This is a common mistake.

Another common mistake is using the wrong case (upper vs. lower) for the link file name. You must match the case exactly. In our example, we are making the filename, `staff.htm`, all lower case. Since we haven't created this file yet, the link will not do anything if you click on it in your web browser.

## Listing 10

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

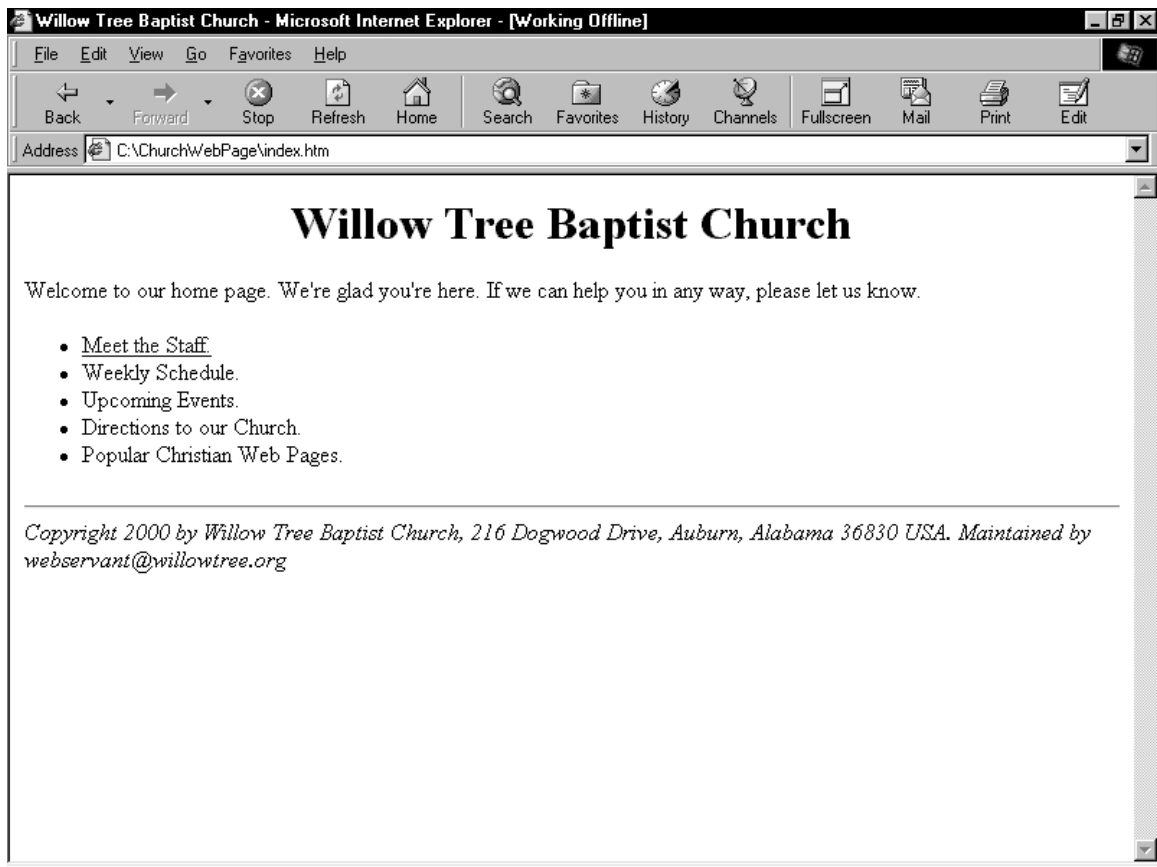
<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI>Weekly Schedule.
<LI>Upcoming Events.
<LI>Directions to our Church.
<LI>Popular Christian Web Pages.
</UL>

<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by webservant@willowtree.org</I>

</BODY>

</HTML>
```

## Screen 10



## *More Links*

Now we need to add the links for our remaining bulleted items:

- Weekly Schedule.
- Upcoming Events.
- Directions to our Church.
- Popular Christian Web Pages.

We will link the above items to the following files:

schedule.htm  
events.htm  
map.htm  
links.htm

See Listing 11 for the additions.

### Listing 11

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

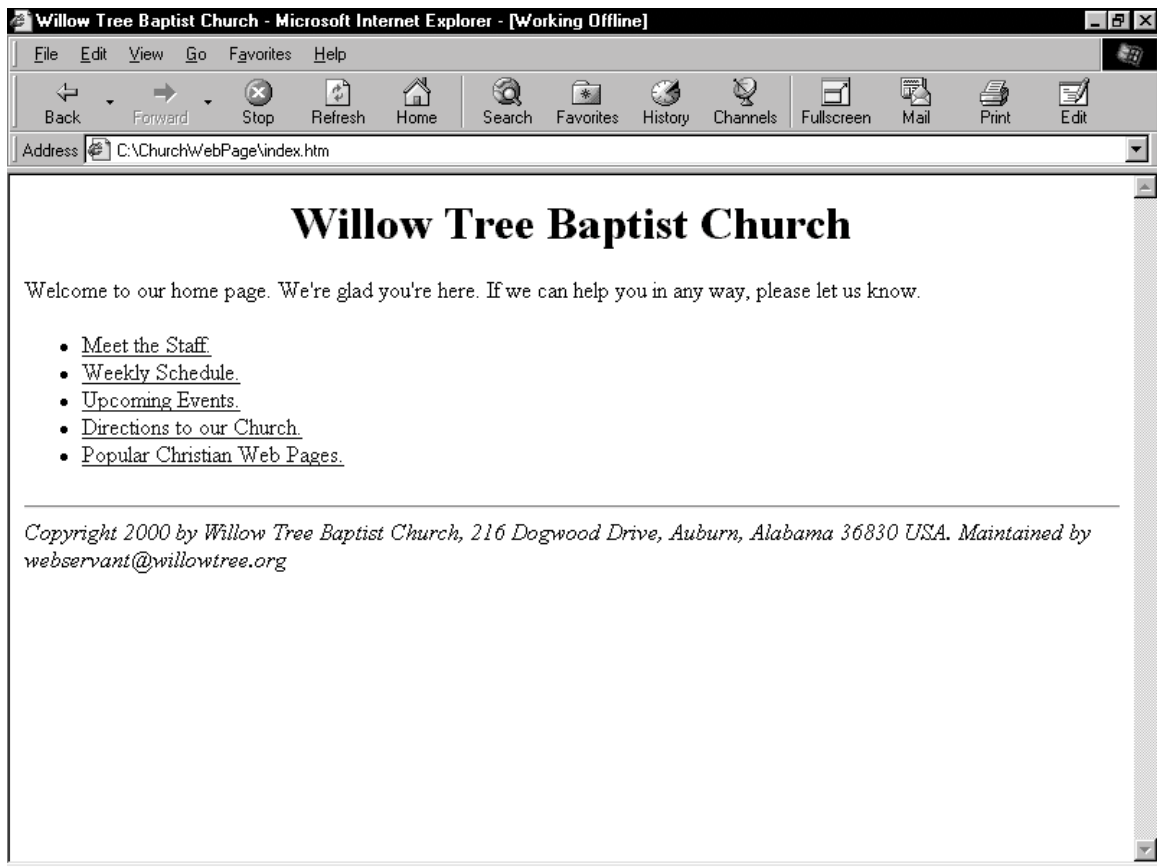
<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI><A HREF="schedule.htm">Weekly Schedule.</A>
<LI><A HREF="events.htm">Upcoming Events.</A>
<LI><A HREF="map.htm">Directions to our Church.</A>
<LI><A HREF="links.htm">Popular Christian Web Pages.</A>
</UL>

<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by webservant@willowtree.org</I>

</BODY>

</HTML>
```

## Screen 11



## *Mailto Links*

We can further enhance the footer by enclosing the email address in a special type of link. If the user has their web browser configured correctly to support email, when they click on the email address, their email software will automatically generate an email addressed to our webservant@willowtree.org. Here's what a Mailto Link looks like:

```
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org</A>
```

See Listing 12 for the addition. The email address should now appear in blue in Screen 12.

### Listing 12

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1></center>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI><A HREF="schedule.htm">Weekly Schedule.</A>
<LI><A HREF="events.htm">Upcoming Events.</A>
<LI><A HREF="map.htm">Directions to our Church.</A>
<LI><A HREF="links.htm">Popular Christian Web Pages.</A>
</UL>

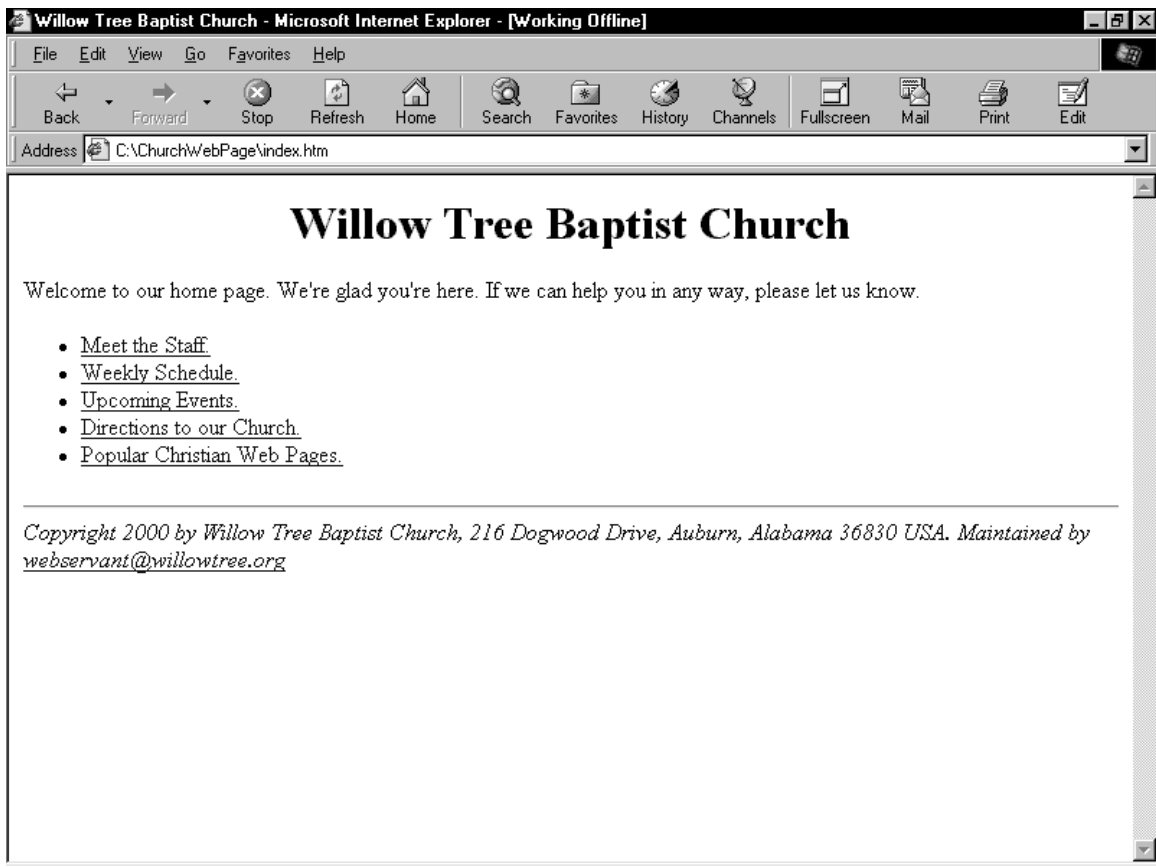
<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

Note: Although the footer appears on multiple lines in the listing above, this is simply a limitation of the printed page. It is perfectly fine to put the entire footer on one line if your editor allows.

## Screen 12





## *Images*

One of the most exciting things about web pages is that we can freely mix text with pictures. If possible, your Church web page should include a scanned image of your Church. There are two types of image files commonly used on web pages:

\*.gif and \*.jpg

\*.gif files are used for small clipart images. \*.jpg files are more compact and are used for photos and other complex pictures that contain many different colors, but they load somewhat slower in the user's web browser.

The HTML tag <IMG> is used for images. It does not require a closing tag, i.e. you don't need a </IMG> at the end of the line. Two parameters are required. The <ALT> parameter specifies an alternate text message that will be displayed while the image is loading or for web browsers that do not display images. The <SRC> parameter specifies the filename for the image. Remember to use the appropriate case (upper / lower) for the filename. The following line will display the image file, church.jpg, on our web page. If you do not have an image file for your church, substitute any \*.jpg file you may have available for now. You will need to copy the file to the same directory on your PC where your index.htm file is stored. For now, rename the copied file to church.jpg so our examples will work properly. If you do not have a church.jpg file, you may see a small "place filler" image in your web browser or you may even get an error message.

Add the following line to your source file as indicated in listing 13:

```
<IMG ALT="Church Photo" SRC=church.jpg>
```

See Screen 13 for the addition of our Church photo. If the web page now extends below the bottom of your screen, use the scroll bars on your web browser to view the portions that go off the screen. You can also refer to the printed example web page in Chapter 1.

For more information on image files, see Appendix E.

## Listing 13

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1>
<IMG ALT="Church Photo" SRC=church.jpg></center>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

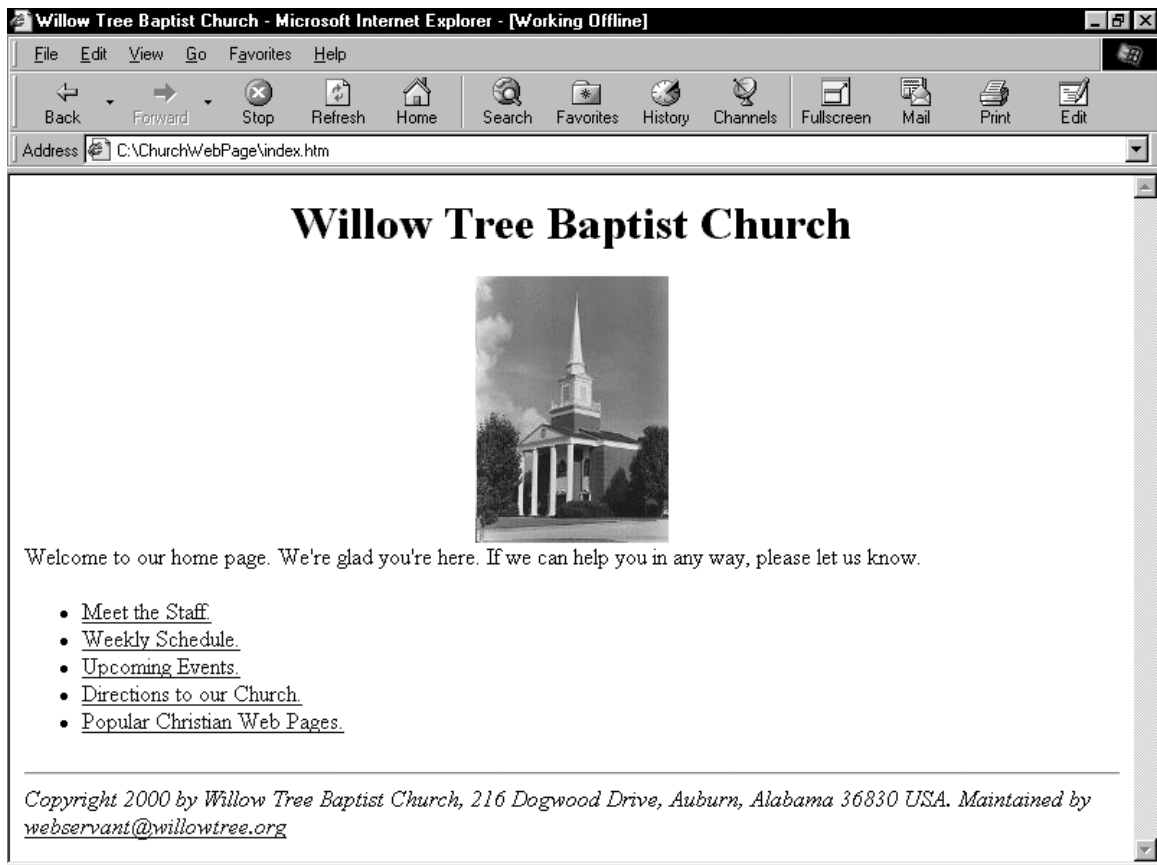
<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI><A HREF="schedule.htm">Weekly Schedule.</A>
<LI><A HREF="events.htm">Upcoming Events.</A>
<LI><A HREF="map.htm">Directions to our Church.</A>
<LI><A HREF="links.htm">Popular Christian Web Pages.</A>
</UL>

<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 13



## *Line Breaks*

The HTML tag, <BR> can be used at the end of a line to force a line break or carriage return. This can be useful to provide a limited amount of control over how the text appears in the user's web browser. A <BR> tag alone on a line by itself will usually cause a blank line to appear in the user's web browser. We will use the <BR> tag to cause a blank line to appear between our Church photo and our welcoming text.

### Listing 14

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

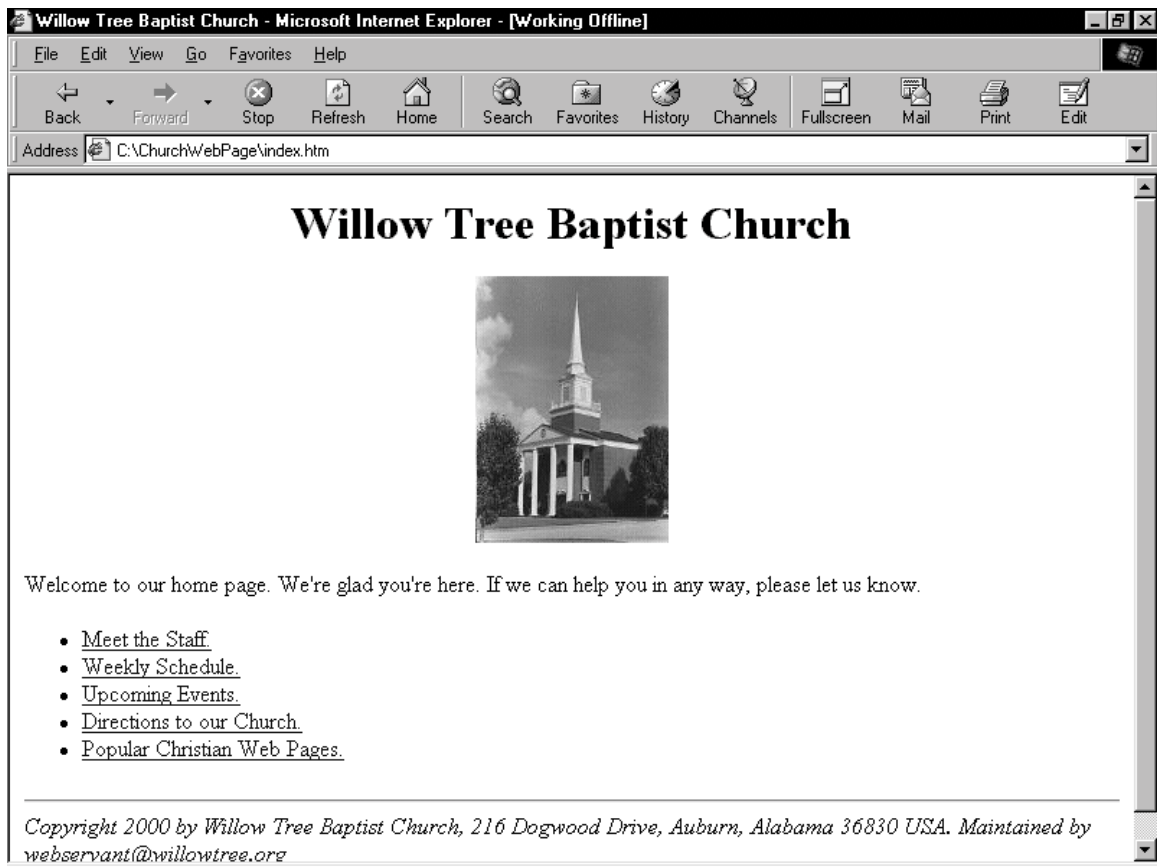
<BODY BgColor="#FFFFFF">
<center><H1>Willow Tree Baptist Church</H1>
<IMG ALT="Church Photo" SRC=church.jpg></center>
<BR>
Welcome to our home page.  We're glad you're here.  If we can help you
in any way, please let us know.

<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI><A HREF="schedule.htm">Weekly Schedule.</A>
<LI><A HREF="events.htm">Upcoming Events.</A>
<LI><A HREF="map.htm">Directions to our Church.</A>
<LI><A HREF="links.htm">Popular Christian Web Pages.</A>
</UL>

<HR>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>
</HTML>
```

## Screen 14



## Chapter 2 Summary

Congratulations, you have completed the home page. Listed below is a table of HTML tags that you learned in this chapter. These represent about 95% of the HTML we will need to complete the remaining pages.

HTML Tags	Description
<HTML>, </HTML>	HTML document.
<HEAD>, </HEAD>	Document Heading.
<BODY>, <BODY>	Document Body
<H1>, </H1>	Level 1 Heading
<TITLE>, </TITLE>	Title. This is placed inside the Heading.
<CENTER>, </CENTER>	Centers text and images.
<UL>, </UL>	Unnumbered List
<LI>	List item.
<HR>	Horizontal Rule. Makes a line across the page.
<I>, </I>	Italics.
<A HREF="link.htm">Link</A>	Clickable Link.
<A HREF="mailto:user@domain.org">user@domain.org</A>	Mailto Link.
<IMG ALT="Image Name" SRC=image.jpg>	Image.
 	Line break.

# Chapter 3: Template File

## *Template File for Willow Tree Baptist Church*

In order to save time when developing your site, it is a good idea to create a template file. In a template file, you put most of the items that you know will appear on every page. For example, every page will have a background color, a title, a footer section with the Web Servant's email address, etc. In your text editor, type the contents of Listing 15. Save this work in a file called:

template.htm

Listing 15

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Page Title</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
</center>

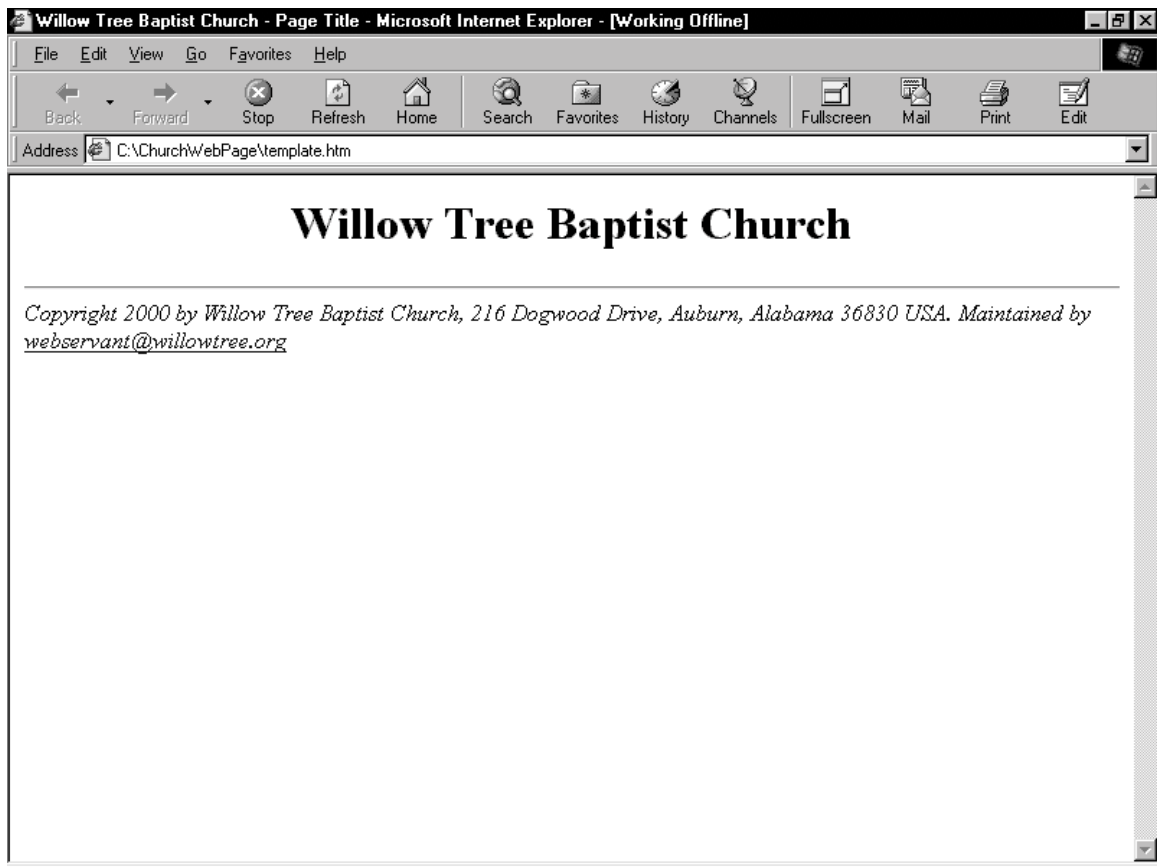
<hr>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

So far in our template file, we have simply included a few of the items from our Home Page that will likely appear on every page of our web site. Load your template file into your web browser and compare with Screen 15 on the next page.

## Screen 15





## *Level 2 Heading*

For each of the pages on our site, we need to add a subtitle that identifies to our users which page they are currently viewing. We have added the line:

```
<H2>Subheading</H2>
```

The HTML tags, <H2> and </H2> enclose Level 2 Headings, i.e. subheadings.

Reload your template.htm file into your web browser and compare to Screen 16.

### Listing 16

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Page Title</TITLE>
</HEAD>

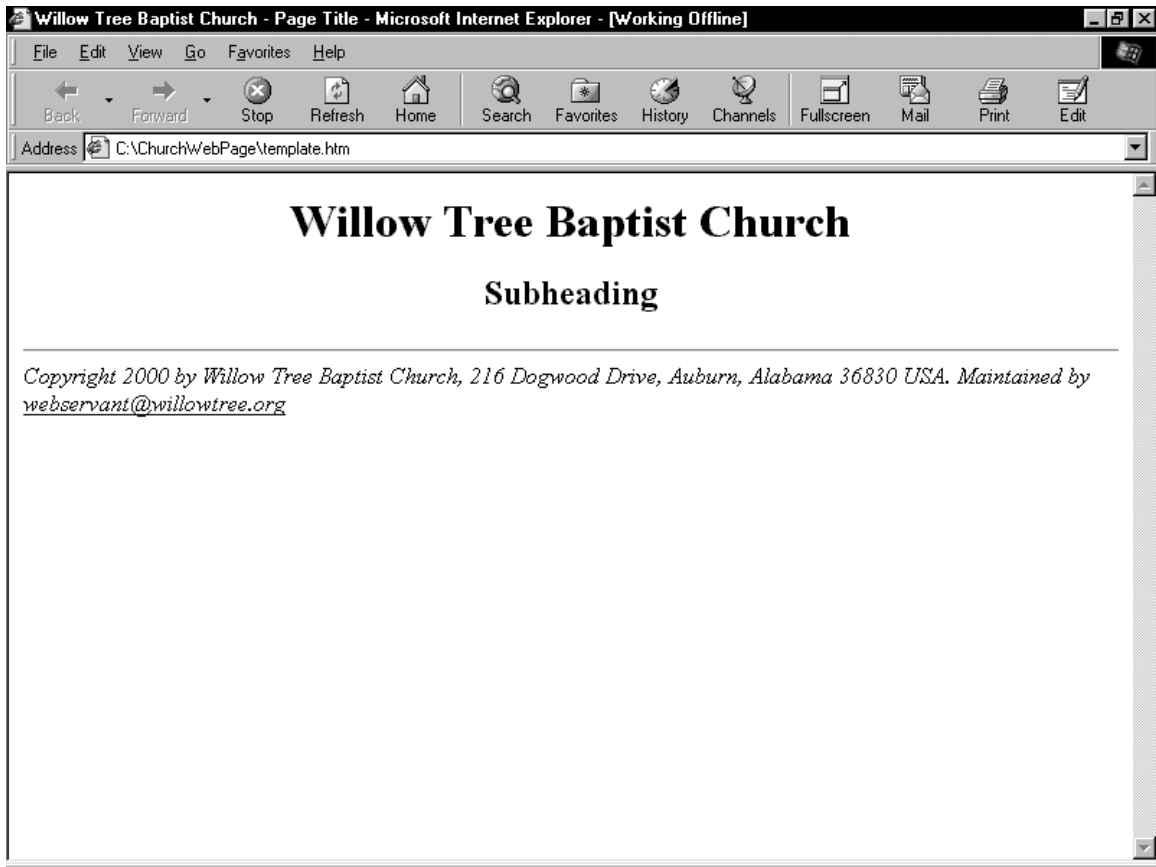
<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Subheading</H2>
</center>

<hr>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 16



## *Level 3 Heading*

Each of the web pages in our site should have a link back to the main Home page. We'll use Level 3 Headings to make this link stand out. Add the following line to complete our template file:

```
<H3><A HREF="index.htm">[HOME]</A></H3>
```

Reload your template.htm file into your web browser and compare to Screen 17.

### Listing 17

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Page Title</TITLE>
</HEAD>

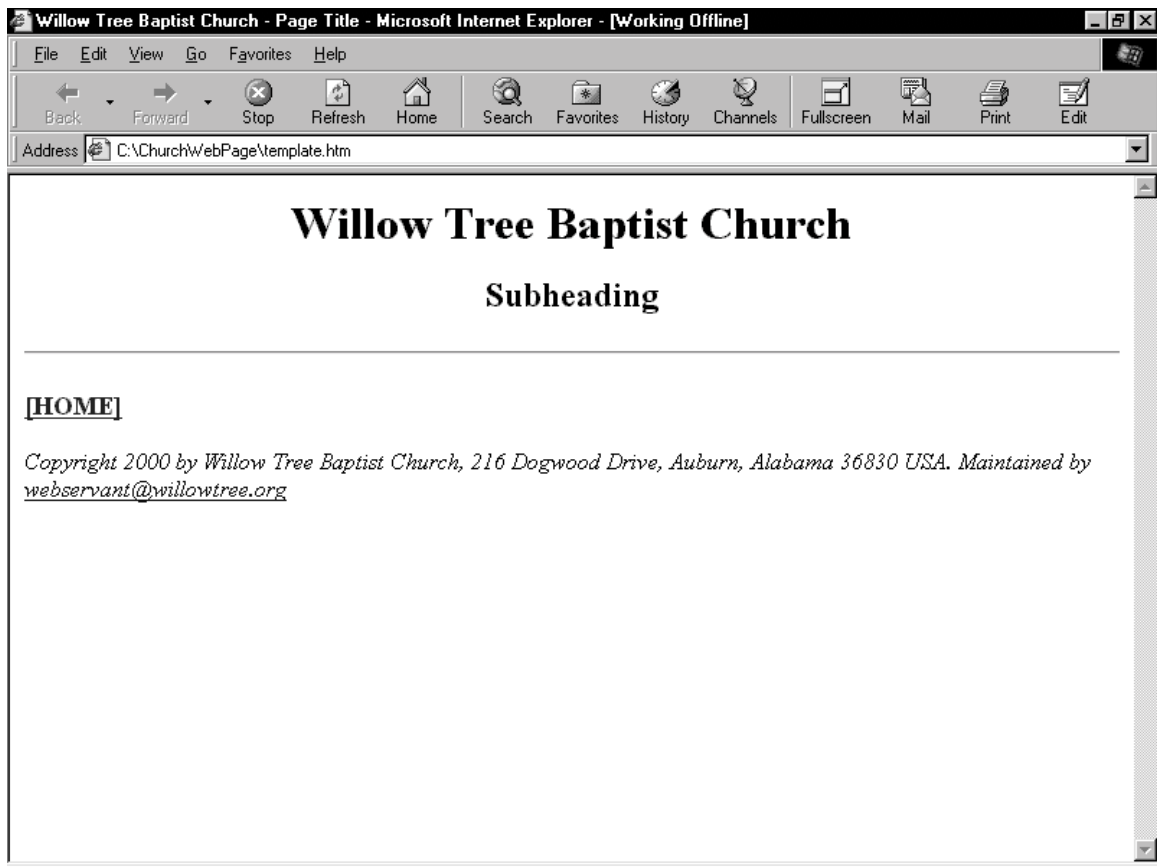
<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Subheading</H2>
</center>

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 17



## *Chapter 3 Summary*

Congratulations, you have completed the template file, which will serve as a starting point for each of the remaining pages on our site. Listed below is a table of HTML tags that you learned in this chapter. You now know all but one HTML tag required to complete the remaining pages.

HTML Tags	Description
<H2> , </H2>	Level 2 Heading.
<H3> , </H3>	Level 3 Heading.

## Chapter 4: "Staff" Page

### *Adding the Pastor's Photo, Caption, and Comments*

In Chapter 3, we created a template file that will serve as the starting point for this page. Now that you are familiar with basic HTML, we will pick the pace up just a little by making multiple additions at once. Load the template file into your text editor and change the "Page Title" and "Subheading" lines to read "Staff". Then make the other additions shown in Listing 18. These changes add an image for our Pastor, our Pastor's name shown in boldface and italics, followed by a paragraph of comments by our Pastor. The Pastor's photo is located in a file named, pastor.jpg. Review the previous chapter summaries if you encounter HTML tags that you have forgotten. See Appendix E for more information on image files.

Save your modified file as:

staff.htm

**DO NOT** overwrite your template.htm file as it will be required again as the starting point for our remaining pages.

NOTE: The staff pictures and quotations in this example page are from the author's own Church web page for Parkway Baptist Church, which is located on the World Wide Web at:

<http://www.mindspring.com/~parkway>

## Listing 18

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Staff</TITLE>
</HEAD>

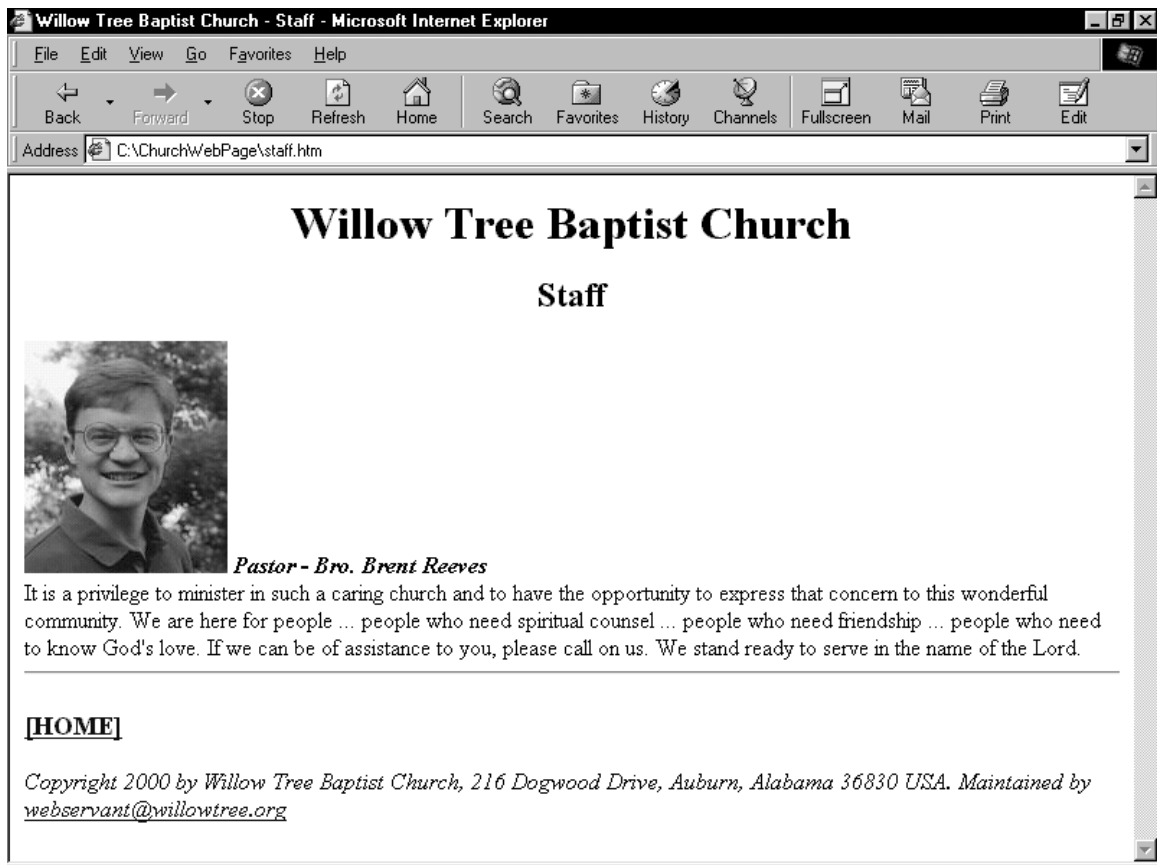
<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Staff</H2>
</center>
<image ALT="Pastor's Photo" SRC="pastor.jpg">
<b><i>Pastor - Bro. Brent Reeves</i></b><br>
It is a privilege to minister in such a caring church and to have the
opportunity to express that concern to this wonderful community. We
are here for people ... people who need spiritual counsel ... people
who need friendship ... people who need to know God's love. If we can
be of assistance to you, please call on us. We stand ready to serve in
the name of the Lord.

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 18





## *Adding the Music Minister's Photo, Caption, and Comments*

In a similar manner, we will add the photo and comments for the Music Minister. We will use the <HR> tag to create a line across the screen to create a visual break between the information on the Pastor and the Music Minister. Add the changes shown in Listing 19 to complete the Staff Page. Load the staff.htm file into your web browser and compare with Screen 19. Since the page is larger than one screen, you can also refer to Chapter 2 in order to review a printout of the entire Staff page.

### Listing 19

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Staff</TITLE>
</HEAD>

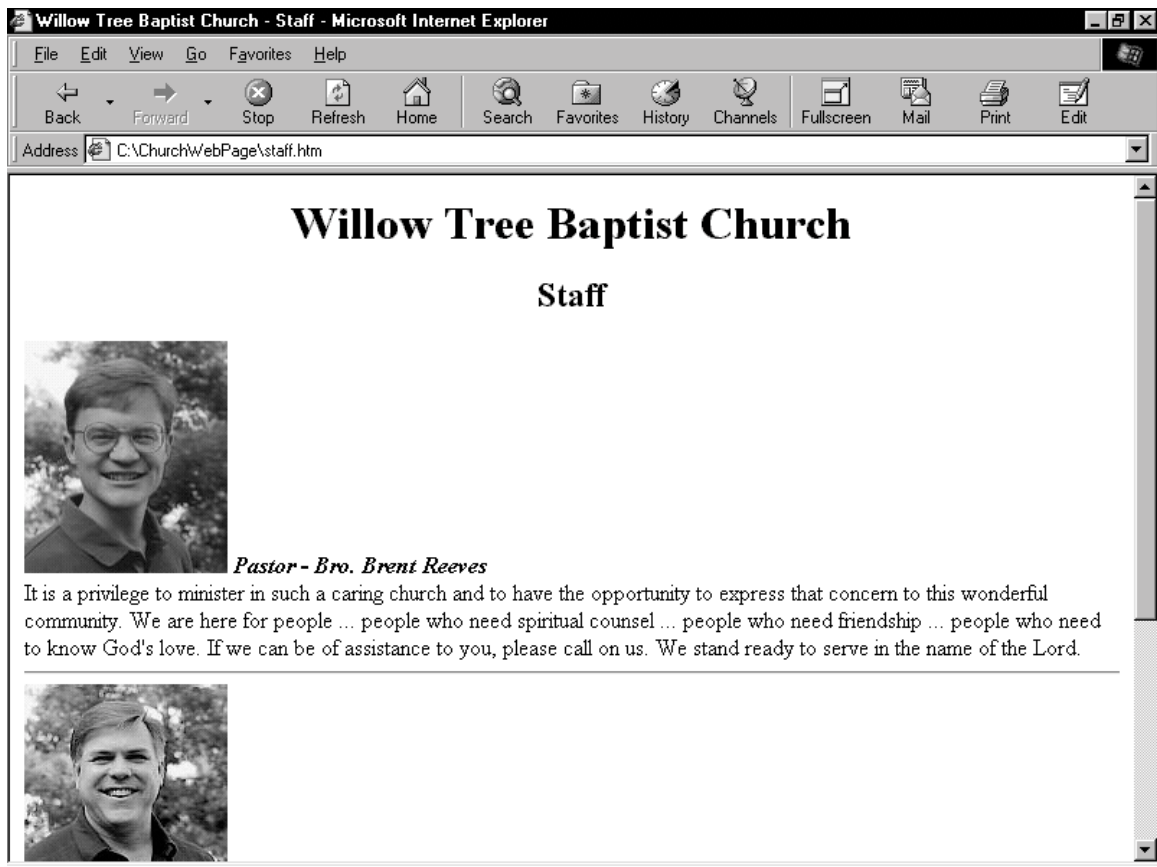
<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Staff</H2>
</center>
<image ALT="Pastor's Photo" SRC="pastor.jpg">
<b><i>Pastor - Bro. Brent Reeves</i></b><br>
It is a privilege to minister in such a caring church and to have the
opportunity to express that concern to this wonderful community. We
are here for people ... people who need spiritual counsel ... people
who need friendship ... people who need to know God's love. If we can
be of assistance to you, please call on us. We stand ready to serve in
the name of the Lord.
<hr>
<image ALT="Music Minister's Photo" SRC="musicmin.jpg">
<b><i>Minister of Music - Bro. Burton Hataway</i></b><br>
Music is absolutely vital in the Christian experience. Scripture says
that God puts a "new song" in the hearts of His children. We invite
you to join with us at Willow Tree Baptist Church in celebration of the
joy, hope, and promise given us through Jesus Christ. If you enjoy
singing, there is a place for you in one of our choirs. Remember, the
question is not <i>"can you sing"</i> but <i>"do you have a song?"</i>

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 19



# Chapter 5: "Weekly Schedule" Page

## *Adding Sunday's Schedule*

In Chapter 4, we used the template file as the starting point for the Staff page. We will now use the same template file as the starting point for our Weekly Schedule page. As we create more pages from our template file, the time savings associated with using a template file should become apparent. Load the template file into your text editor and change the "Page Title" and "Subheading" lines to read "Weekly Schedule". Then make the other additions shown in Listing 20. These changes add a Level 2 heading entitled, "Sunday", plus an unnumbered list of times and events for that day.

Save your modified file as:

schedule.htm

Remember, **DO NOT** overwrite your template.htm file as it will be required again as the starting point for our remaining pages.

Compare your results with Screen 20.

## Listing 20

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Weekly Schedule</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Weekly Schedule</H2>
</center>
<hr>

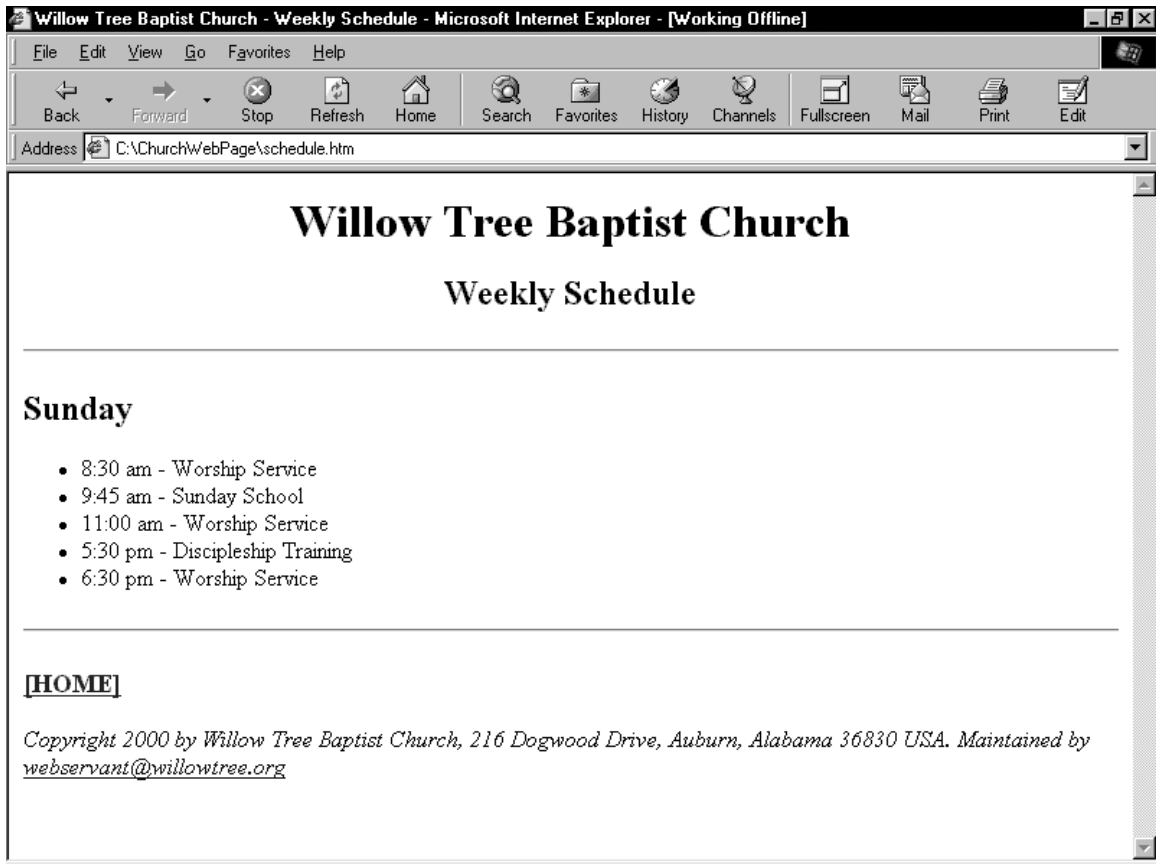
<h2>Sunday</h2>
<UL>
<LI>8:30 am - Worship Service
<LI>9:45 am - Sunday School
<LI>11:00 am - Worship Service
<LI>5:30 pm - Discipleship Training
<LI>6:30 pm - Worship Service
</UL>

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 20



## *Adding Monday, Wednesday, and Thursday's Schedules*

In a similar manner, we will add the schedules for Monday, Wednesday, and Thursday. Add the changes shown in Listing 21 to complete the Weekly Schedule page. Load the schedule.htm file into your web browser and compare with Screen 21. Since the page is larger than one screen, you can also refer to Chapter 2 in order to review a printout of the entire Weekly Schedule page.

## Listing 21

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Weekly Schedule</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Weekly Schedule</H2>
</center>
<hr>

<h2>Sunday</h2>
<UL>
<LI>8:30 am - Worship Service
<LI>9:45 am - Sunday School
<LI>11:00 am - Worship Service
<LI>5:30 pm - Discipleship Training
<LI>6:30 pm - Worship Service
</UL>

<h2>Monday</h2>
<UL>
<LI>6:00 am - Bible Study at Hardees
<LI>7:00 pm - Visitation
</UL>

<h2>Wednesday</h2>
<UL>
<LI>6:30 am - Morning Prayer Meeting
<LI>5:00 pm - Supper
<LI>5:30 pm - Committee Meetings
<LI>6:30 pm - Prayer Meeting / Mission Groups
<LI>7:15 pm - Sanctuary Choir Practice
</UL>

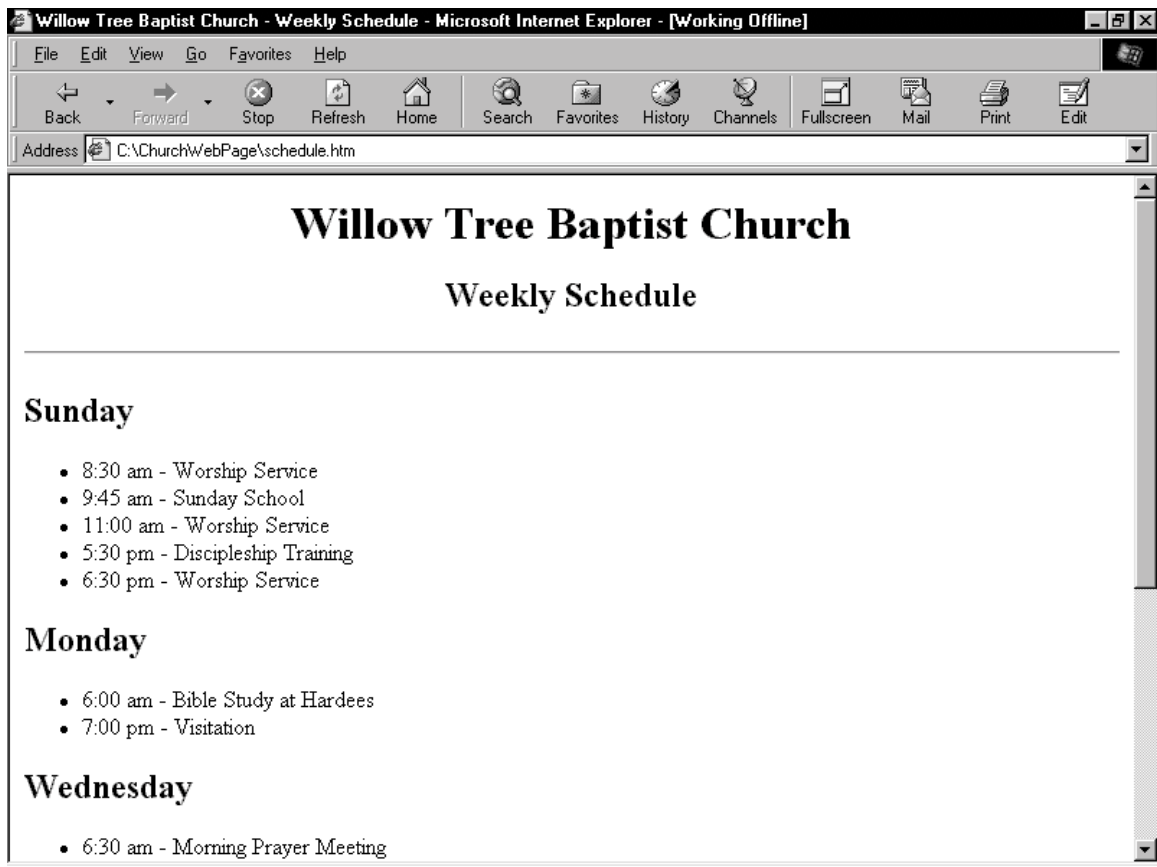
<h2>Thursday</h2>
<UL>
<LI>6:30 am - Promise Keepers Meeting
</UL>

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 21





# Chapter 6: "Upcoming Events" Page

## *Adding the Puppet Show Event*

As with previous pages, we will start working from the template file. Load the template.htm file into your text editor and change the "Page Title" and "Subheading" lines to read "Upcoming Events". Then make the other additions shown in Listing 22. These changes add a Level 2 heading entitled, "Puppet Show", which is followed by a description of the event.

Save your modified file as:

events.htm

Remember, **DO NOT** overwrite your template.htm file as it will be required again as the starting point for our remaining pages.

Compare your results with Screen 22.

### Listing 22

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Upcoming Events</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Upcoming Events</H2>
</center>
<hr>

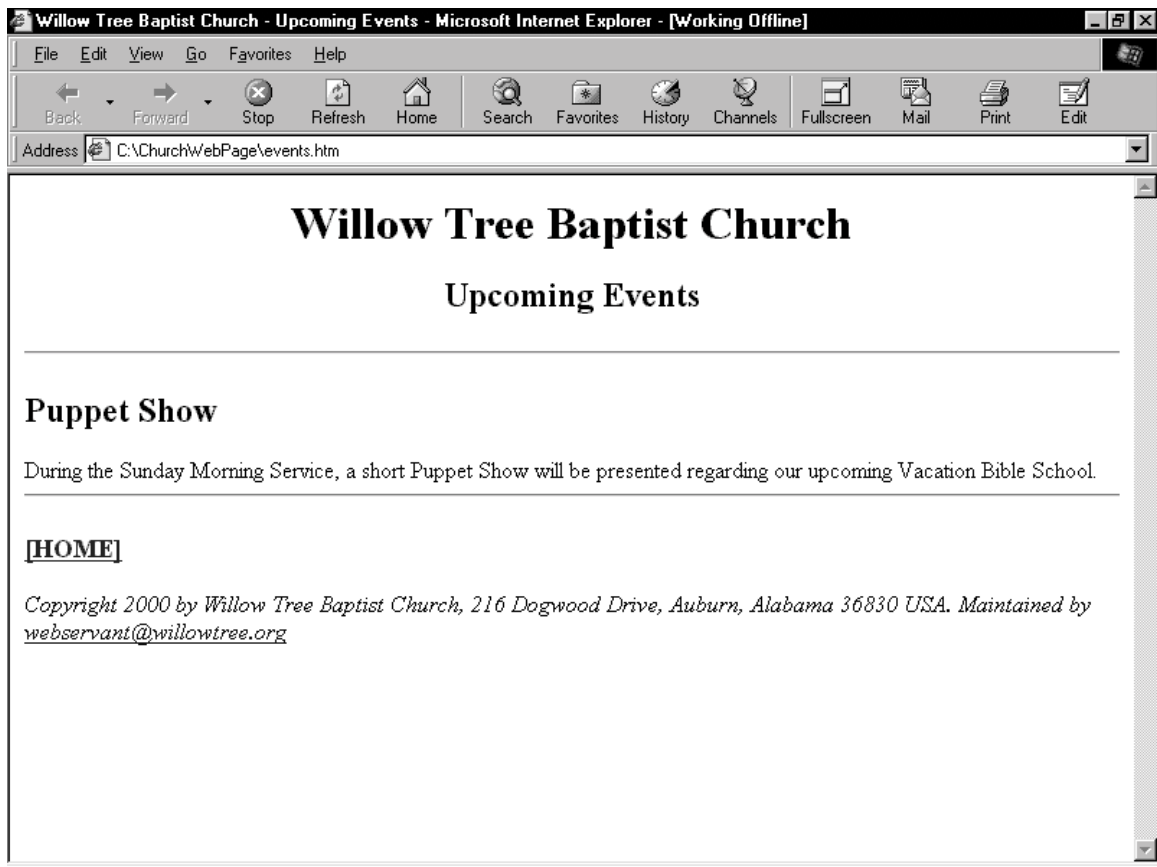
<h2>Puppet Show</h2>
During the Sunday Morning Service, a short Puppet Show will be
presented regarding our upcoming Vacation Bible School.

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 22



## *Adding the Remaining Events*

In a similar manner, we will add the Ladies Seminar and Vacation Bible School events. Add the changes shown in Listing 23 to complete the Upcoming Events page. Load the events.htm file into your web browser and compare with Screen 23. Since the page is larger than one screen, you can also refer to Chapter 2 in order to review a printout of the entire Upcoming Events page.

### Listing 23

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Upcoming Events</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Upcoming Events</H2>
</center>
<hr>

<h2>Puppet Show</h2>
During the Sunday Morning Service, a short Puppet Show will be
presented regarding our upcoming Vacation Bible School.

<h2>Ladies Seminar</h2>
All ladies in the Church are invited to attend a special seminar
entitled, "Becoming a Woman of God". The seminar will be held in the
Fellowship Hall this Saturday from 9:00 AM - 1:00 PM. A light lunch
will be served.

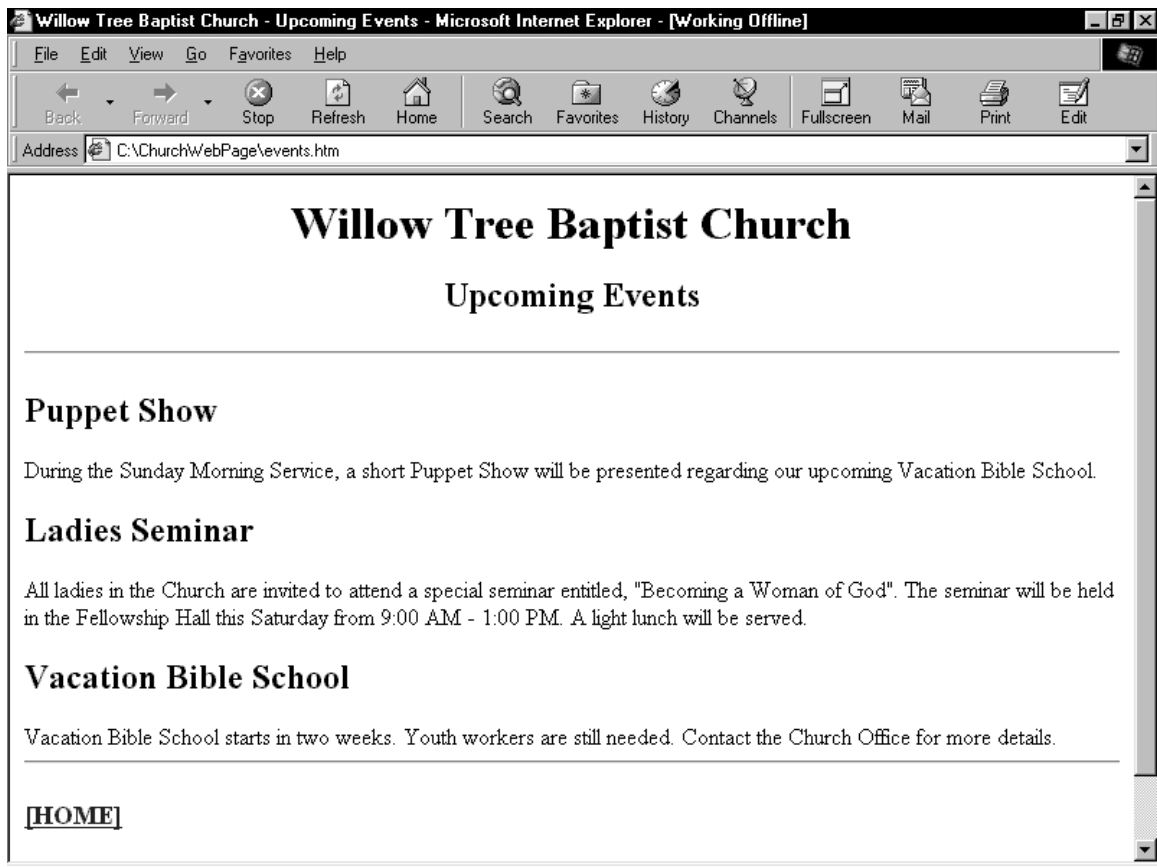
<h2>Vacation Bible School</h2>
Vacation Bible School starts in two weeks. Youth workers are still
needed. Contact the Church Office for more details.

<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 23



# Chapter 7: "Directions to our Church" Page

## *Adding the Address & Phone Numbers*

As with previous pages, we will start working from the template file. Load the template.htm file into your text editor and change the "Page Title" and "Subheading" lines to read "Address, Phone Numbers, and Map". Then make the other additions shown in Listing 24. These changes add a Level 2 heading entitled, "Address & Phone Numbers", which is followed by this information. The html tags, <blockquote> and </blockquote>, will indent the lines that appear between them when viewed with most web browsers. The <br> tags will insure that the address is broken up properly onto separate lines.

Note that in the Church's address we have included the country, USA. This is important because our web page may be viewed by anyone on the Internet from anywhere in the world.

Save your modified file as:

map.htm

Remember, **DO NOT** overwrite your template.htm file as it will be required again as the starting point for our remaining pages.

Load map.htm into your web browser and compare to Screen 24.

## Listing 24

```
<HTML>

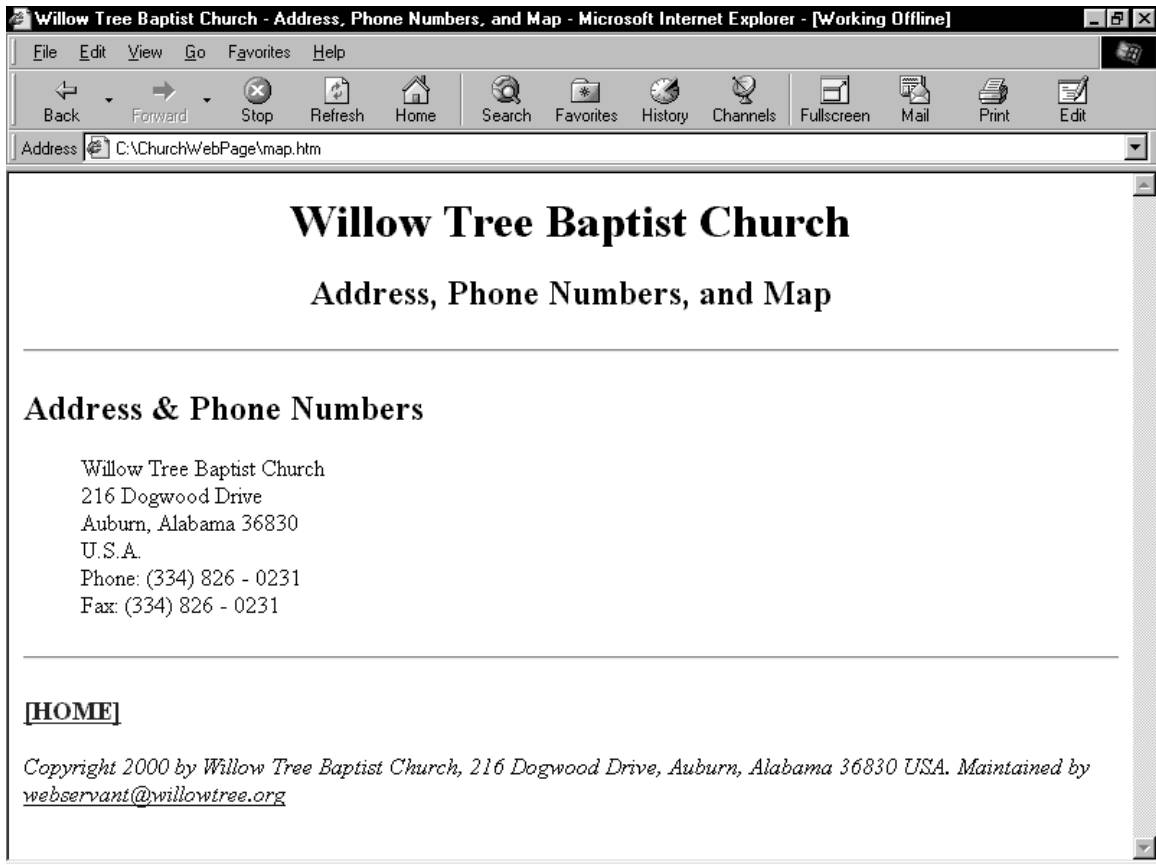
<HEAD>
<TITLE>Willow Tree Baptist Church - Address, Phone Numbers, and Map
</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Address, Phone Numbers, and Map</H2>
</center>
<hr>
<h2>Address & Phone Numbers</h2>
<blockquote>
Willow Tree Baptist Church<br>
216 Dogwood Drive<br>
Auburn, Alabama 36830<br>
U.S.A.<br>
Phone: (334) 826 - 0231<br>
Fax: (334) 826 - 0231<br>
</blockquote>
<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by <A
HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 24



## *Adding the Map*

The map is an image file and will be added like the previous images on other pages. Add the changes shown in Listing 25 to complete the Address, Phone Numbers, and Map page. Load the map.htm file into your web browser and compare with Screen 25. Since this page is larger than one screen, you can also refer to Chapter 2 in order to review a printout of the entire Address, Phone Numbers, and Map page. See Appendix E for more information on image files.

### Listing 25

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church - Address, Phone Numbers, and Map
</TITLE>
</HEAD>

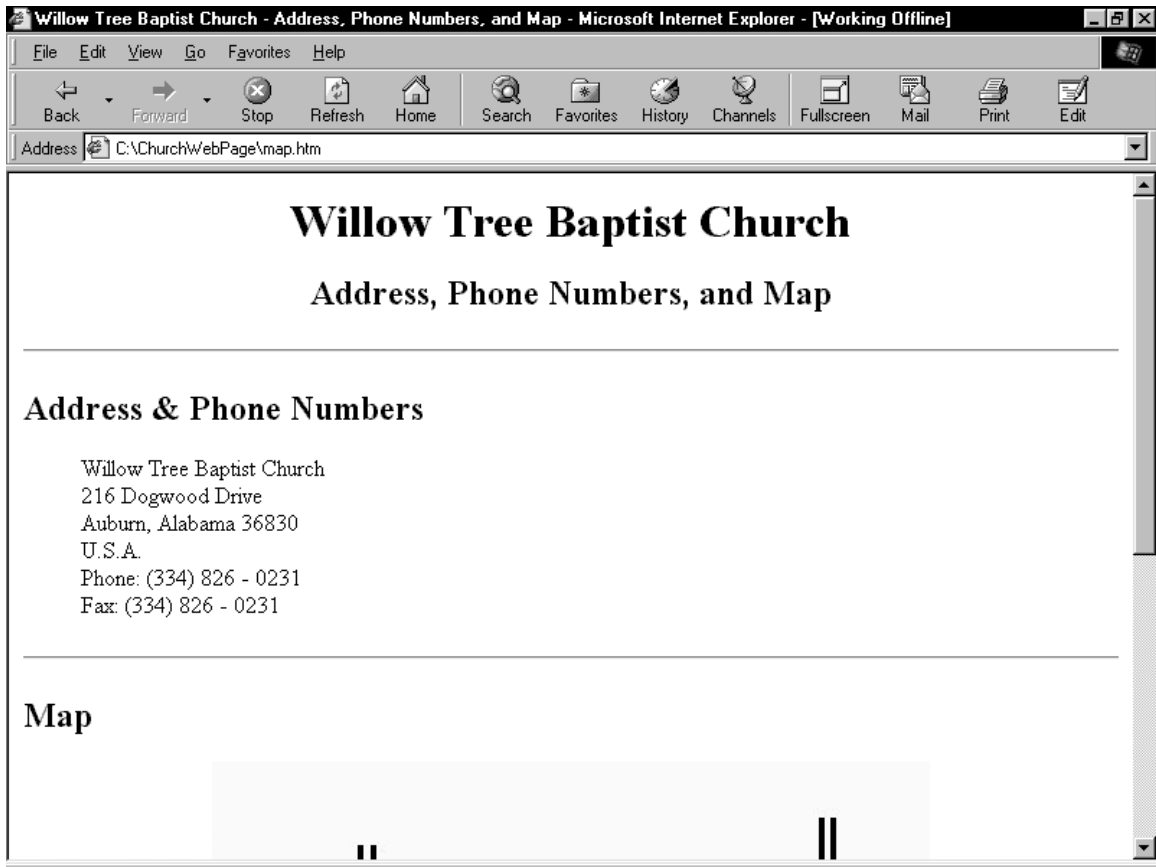
<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Address, Phone Numbers, and Map</H2>
</center>
<hr>
<h2>Address & Phone Numbers</h2>
<blockquote>
Willow Tree Baptist Church<br>
216 Dogwood Drive<br>
Auburn, Alabama 36830<br>
U.S.A.<br>
Phone: (334) 826 - 0231<br>
Fax: (334) 826 - 0231<br>
</blockquote>
<hr>
<h2>Map</h2>
<center><IMG ALT="Map" SRC="map.jpg"></center>
<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```



## Screen 25



## *Chapter 7 Summary*

Congratulations, you now know ALL of the HTML tags required for our Church Web Page site.

HTML Tags	Description
<code>&lt;BLOCKQUOTE&gt;</code> , <code>&lt;/BLOCKQUOTE&gt;</code>	Block Quote. Indents a block of text.

# Chapter 8: "Popular Christian Web Pages"

## Page

### *Adding the First Link and a Disclaimer*

As with previous pages, we will start working from the template file. Load the template.htm file into your text editor and change the "Page Title" and "Subheading" lines to read "Popular Christian Web Pages". Then make the other additions shown in Listing 26. These changes add our first link to a popular Christian web page. We have also added a disclaimer because we do not have any control over what appears on other web pages to which we link. To make the links more visually appealing, we have also enclosed them in an unnumbered list. This will cause the links to appear in a bulleted list in most web browsers.

Save your modified file as:

links.htm

Remember, **DO NOT** overwrite your template.htm file as it will be required again as the starting point for any future web pages you create.

Load map.htm into your web browser and compare to Screen 26.

## Listing 26

```
<HTML>

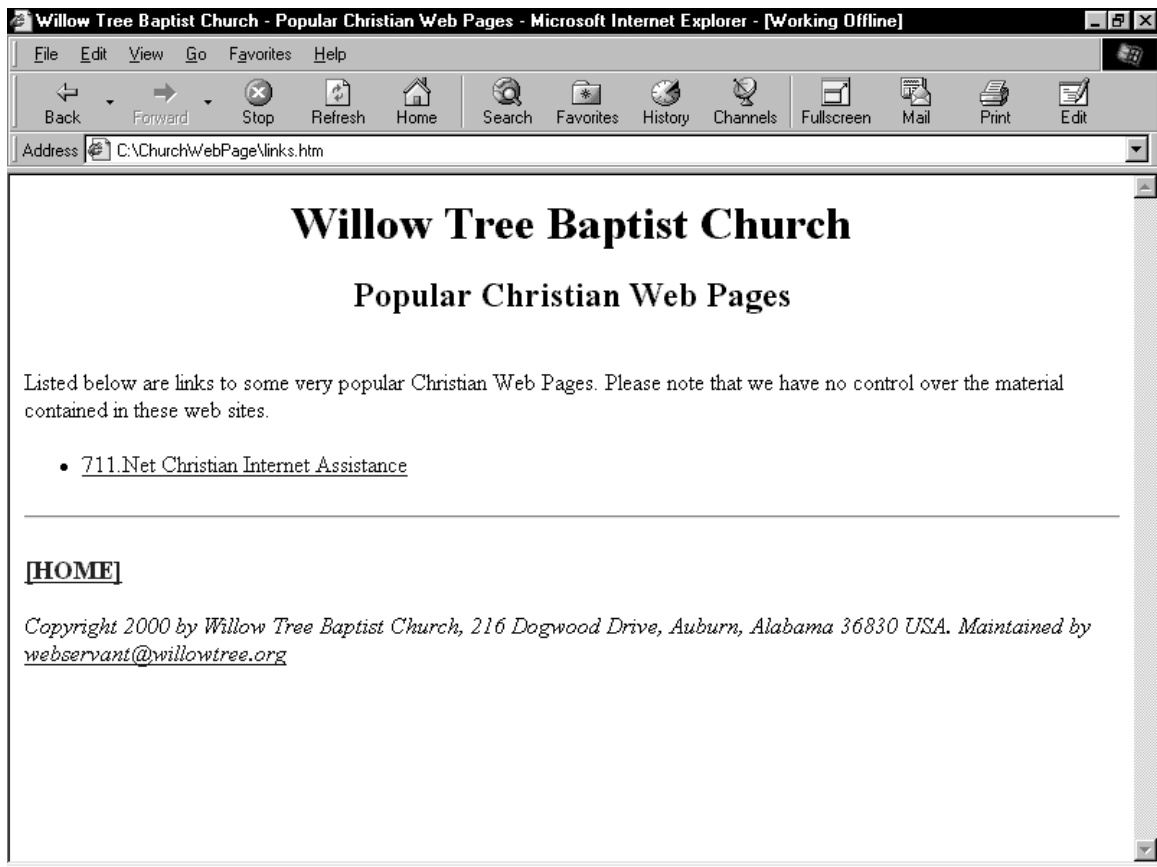
<HEAD>
<TITLE>Willow Tree Baptist Church - Popular Christian Web Pages</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Popular Christian Web Pages</H2>
</center>
<br>
Listed below are links to some very popular Christian Web Pages.
Please note that we have no control over the material contained in
these web sites.
<br>
<UL>
<LI><A HREF="http://www.711.net/">711.Net Christian Internet
Assistance</A>
</UL>
<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 26



## *Adding the Remaining Links*

In a similar manner, we will add the remaining links. Add the changes shown in Listing 27 to complete the Popular Christian Web Pages page. Load the links.htm file into your web browser and compare with Screen 27. Since the page is larger than one screen, you can also refer to Chapter 2 in order to review a printout of the entire Popular Christian Web Pages page.

## Listing 27

```
<HTML>

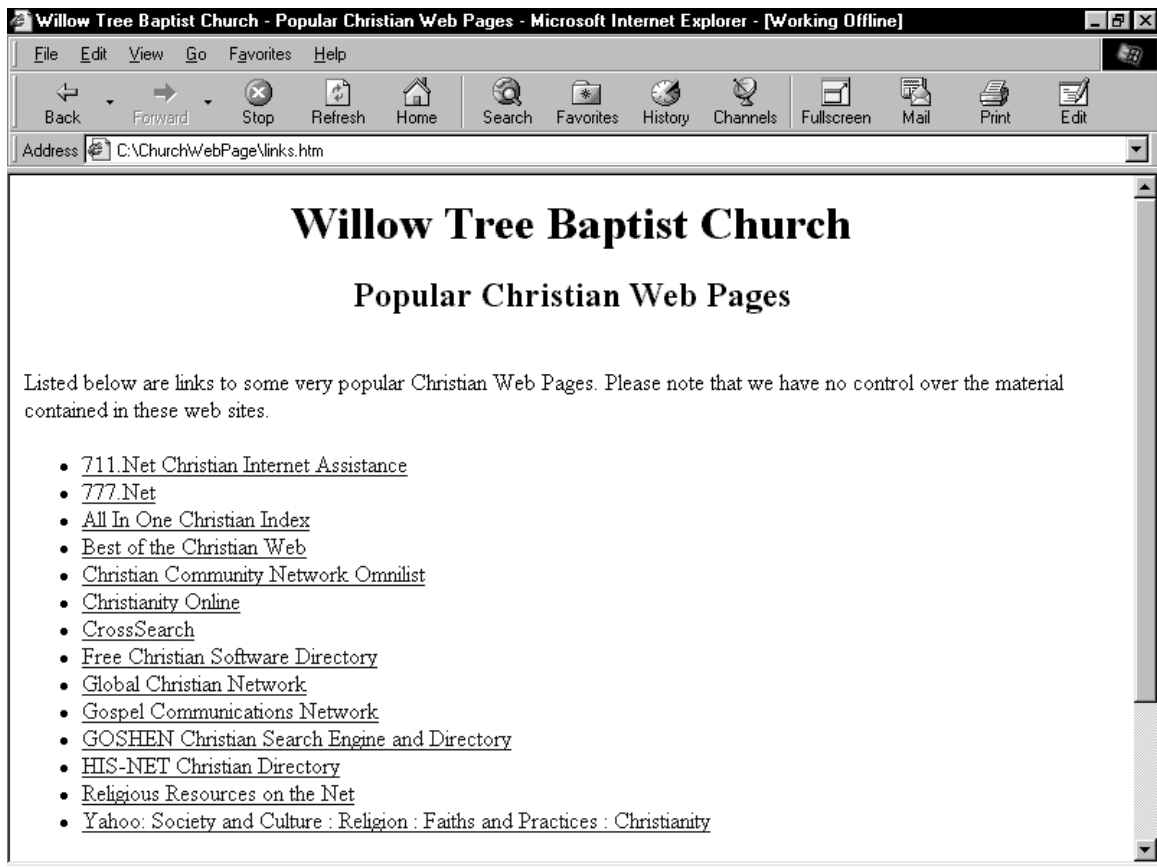
<HEAD>
<TITLE>Willow Tree Baptist Church - Popular Christian Web Pages</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center>
<H1>Willow Tree Baptist Church</H1>
<H2>Popular Christian Web Pages</H2>
</center>
<br>
Listed below are links to some very popular Christian Web Pages.
Please note that we have no control over the material contained in
these web sites.
<br>
<UL>
<LI><A HREF="http://www.711.net/">711.Net Christian Internet
Assistance</A>
<LI><A HREF="http://www.777.net/">777.Net</A>
<LI><A HREF="http://www.allinone.org/">All In One Christian Index</A>
<LI><A HREF="http://botcw.com/index.shtml">Best of the Christian
Web</A>
<LI><A HREF="http://omnilist.christcom.net/">Christian Community
Network Omnilist</A>
<LI><A HREF="http://www.christianity.net">Christianity Online</A>
<LI><A HREF="http://www.crosssearch.com/">CrossSearch</A>
<LI><A HREF="http://www.seriousd.com/freeware.htm">Free Christian
Software Directory</A>
<LI><A HREF="http://www.gcnhome.com/">Global Christian Network</A>
<LI><A HREF="http://www.gospelcom.net/">Gospel Communications
Network</A>
<LI><A HREF="http://www.goshen.net/">GOSHEN Christian Search Engine and
Directory</A>
<LI><A HREF="http://www.his-net.com/">HIS-NET Christian Directory</A>
<LI><A HREF="http://www.aphids.com/relres/">Religious Resources on the
Net</A>
<LI><A
HREF="http://www.yahoo.com/Society_and_Culture/Religion/Faiths_and_Prac
tices/Christianity/">Yahoo: Society and Culture : Religion : Faiths and
Practices : Christianity</A>
</UL>
<hr>
<H3><A HREF="index.htm">[HOME]</A></H3>
<I>Copyright 2000 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

## Screen 27





# Chapter 9: Publishing the Web Site on a Server

## *FTP*

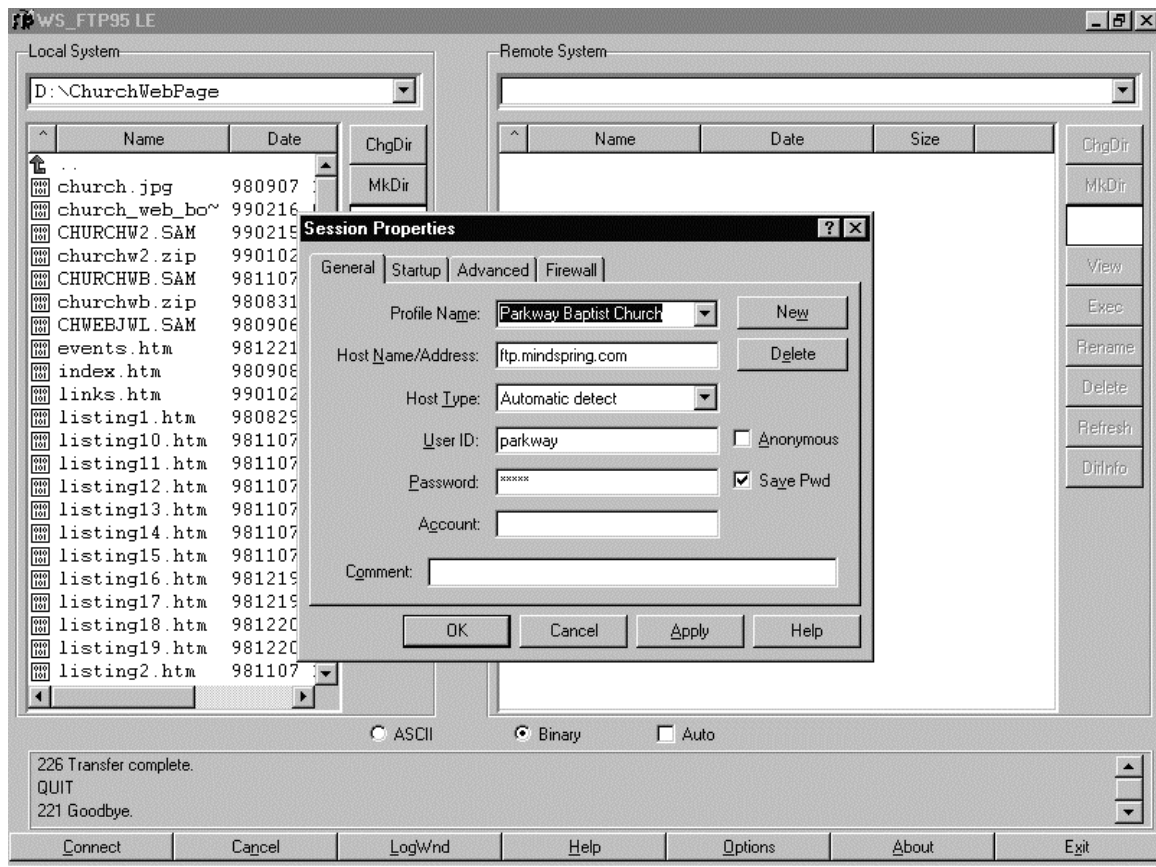
To publish your web page, you must copy the files for your web site from your PC to the "web server" computer for your Internet Service Provider (ISP). The exact step-by-step procedure for this is usually very straight forward, but it does vary slightly from one ISP to the next. You may need to contact your ISP in order to learn the details. Most ISP's require you to use an FTP (File Transfer Protocol) program. If you have ever used Windows Explorer or similar software for creating directories or copying files, FTP software works very much the same way.

One very popular FTP program for Windows is:

WS-FTP

Once you have connected to the Internet, you start this software to connect to your file directories on the ISP's web server. This requires an address, username, password, etc. The information required is available from your ISP. As an example, Screen 28 shows WS-FTP being used to connect to the Parkway Baptist Church web page directory on the web server for mindspring.com (an ISP).

## Screen 28



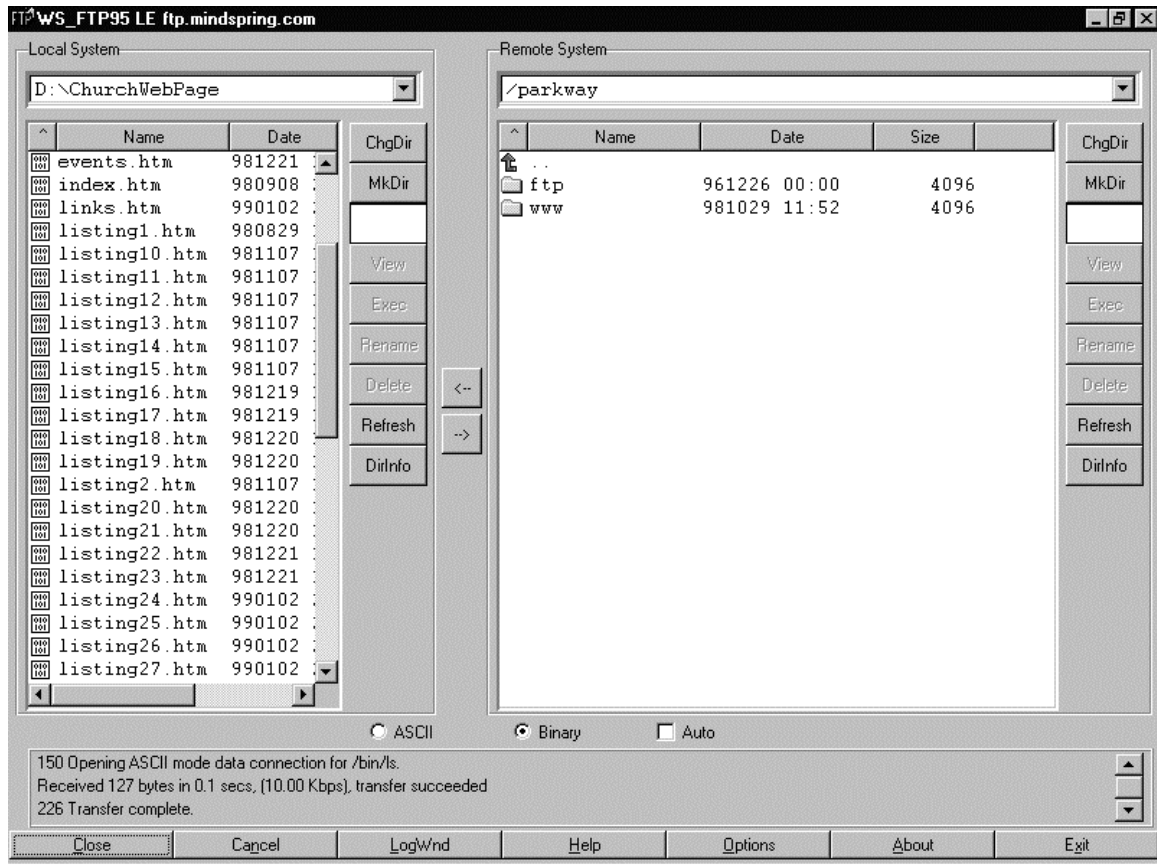
## *Selecting the FTP Directories*

The WS\_FTP software provides information on the left side of the screen that indicates the contents of file directories on our PC. In a similar manner, the right side of the screen indicates the contents of file directories on our ISP's web server. Prior to actually copying the files, we must select the directory on our PC that contains the files for our web site. We must also select the appropriate directory on our ISP's web server. Usually the web directory on your ISP will be named:

www

See Screen 29 on the next page for an example. In this screen, we have just switched to the ChurchWebPage directory on our PC, but have not yet switched to the www directory on the ISP's web server.

## Screen 29



## *Transferring the Files*

After selecting the appropriate directories, next we select the individual files on our PC that we would like to copy. We can copy the files one at a time, or we can hold down the control key and click on multiple files to be copied at once. Again, these techniques vary slightly among various ftp software packages.

Just to complicate things a little, ASCII files must be transferred separately from Binary files. ASCII files include our \*.htm files. Binary files include our \*.jpg and \*.gif files. For web sites, simply remember that picture files are binary while htm files are ASCII. Prior to copying our files, we must click on the appropriate transfer mode, binary or ASCII.

The final step in copying our files is to click on the direction arrow in the center of the screen. This starts the file copying process. To copy files from our PC to the ISP's web server, we will need to click on the right arrow. Screen 30 shows the ftp software just prior to clicking on the right arrow. In this case, only the file, events.htm, will be copied to the ISP web server directory, www.

As with copying files on our own PC, it is important not to accidentally overwrite files of the same name on the ISP's computer, unless that is what we want to do. Also, if your website later appears to be missing a file that you can clearly see with your ftp software, check the case of the filename. If the case is wrong, you can use your ftp program to rename the file on your ISP's computer.

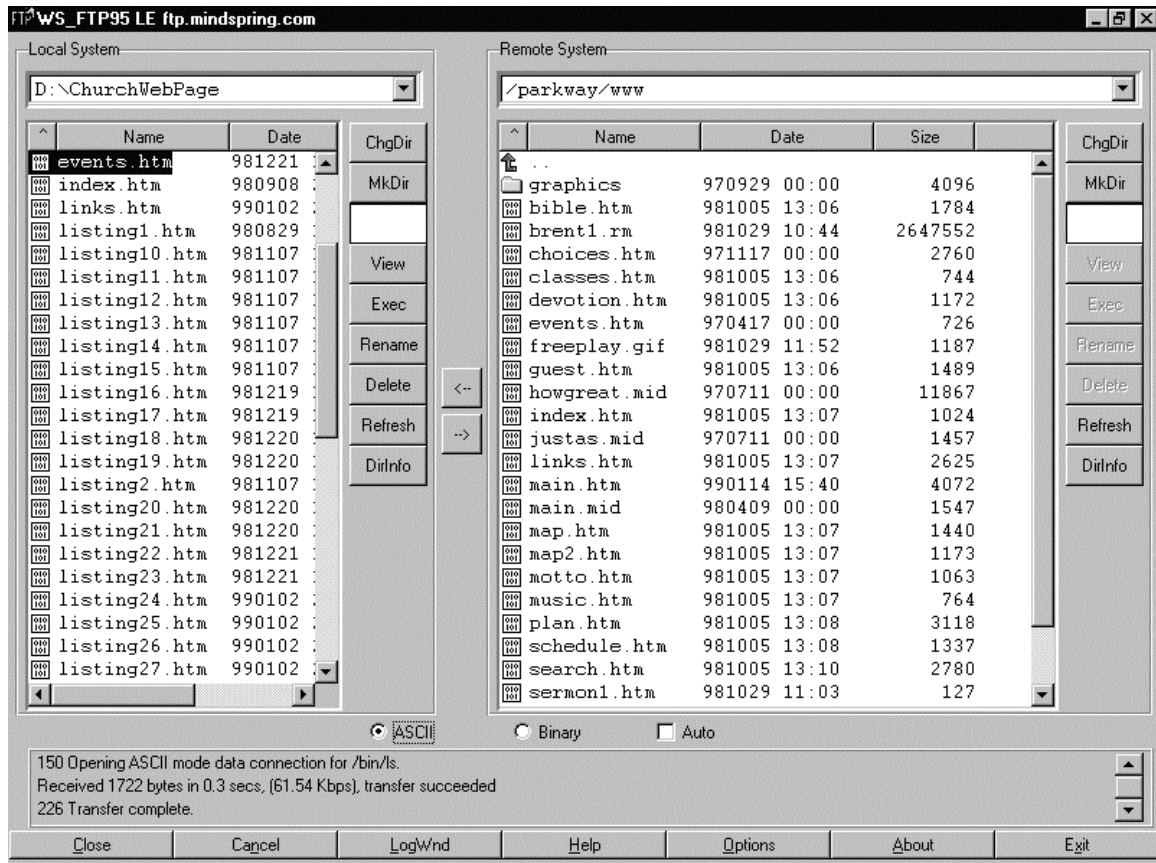
Once our files are copied to the ISP's web server, we can check our web site by typing in our URL in our web browser software. Ask your ISP for the URL for your web site. For the Parkway Baptist Church example above, the URL was:

<http://www.mindspring.com/~parkway>

When you type in this URL, the file index.htm from the www directory will be the first file you see when you access your site.

The above procedure may sound a little complicated the first time you try it. It is definitely easier to do than it is to describe. You may need the assistance of your ISP's help desk the first time you try this, but it will soon seem easy.

## Screen 30



# Chapter 10: Testing Your Web Page

## *On Your PC*

Be sure to keep the files for your web site organized on your PC in the same manner as they are organized on your Internet Service Provider's web server. By doing so, you can load your files on your PC into your web browser and exercise your site completely off-line. This will allow you to test all of your links between your pages in order to verify everything is working correctly before you upload the files to your ISP. If you wish to also check links to sites on other Internet web pages, you will need to be connected to the Internet during your testing.

## *On Other Computers and Web Browsers*

Remember that the appearance of your web page is subject to the resolution of the user's monitor, the type of computer, and the web browser they are using. Test your page on as many other computers as possible. At minimum, retest on your PC after changing the resolution of your display between 640 X 480 and 800 X 600. Also, try your page with *Netscape* and *Internet Explorer*. These are the two most popular web browsers in use today.

## *On Your ISP's Server*

Even though everything is working great on your PC, it is very important to retest your web site online after it is transferred to your ISP's web server. This verifies that the correct files were transferred and that all files are present. It also verifies that links to other sites on the Internet are working properly. This testing should be done periodically because even though your links have not changed, it is possible that some of the sites on the Internet that you have linked to will relocate or go away and no longer be valid sites.

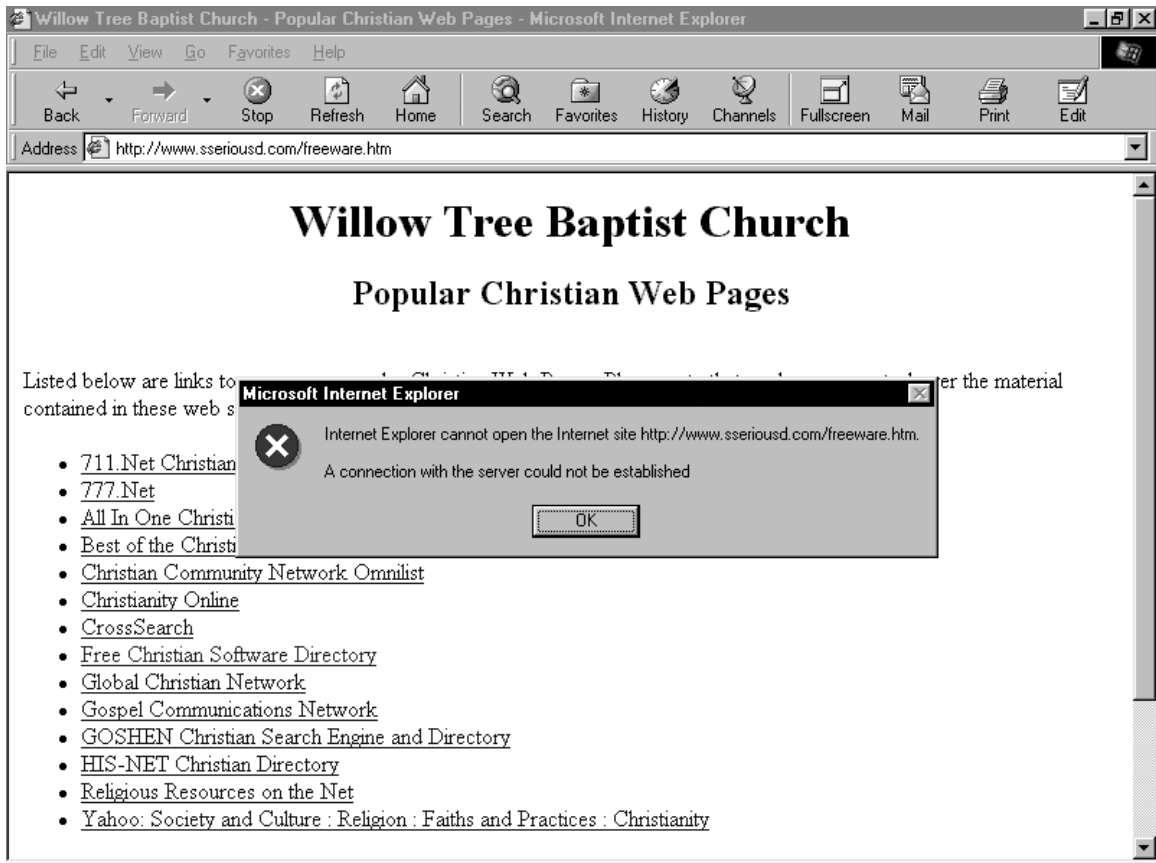
## *Common Problems*

If you receive a message from your web browser which says, "A connection with the server could not be established," or the more cryptic, "DNS entry not found," this usually means that the computer's address that you are trying to access does not exist or is not currently available. It may only be down temporarily, or it may be down permanently; only time will answer this question. Temporary problems may be due to phone line or power outage problems at the remote computer's location. For example, in the following URL:

<http://www.seriousd.com/freeware.htm>

the "www.seriousd.com" portion of the URL refers to a particular computer. See Screen 31 for a typical message that would appear if this computer was unavailable, or in this case, we misspelled the URL as "www.sseriousd.com".

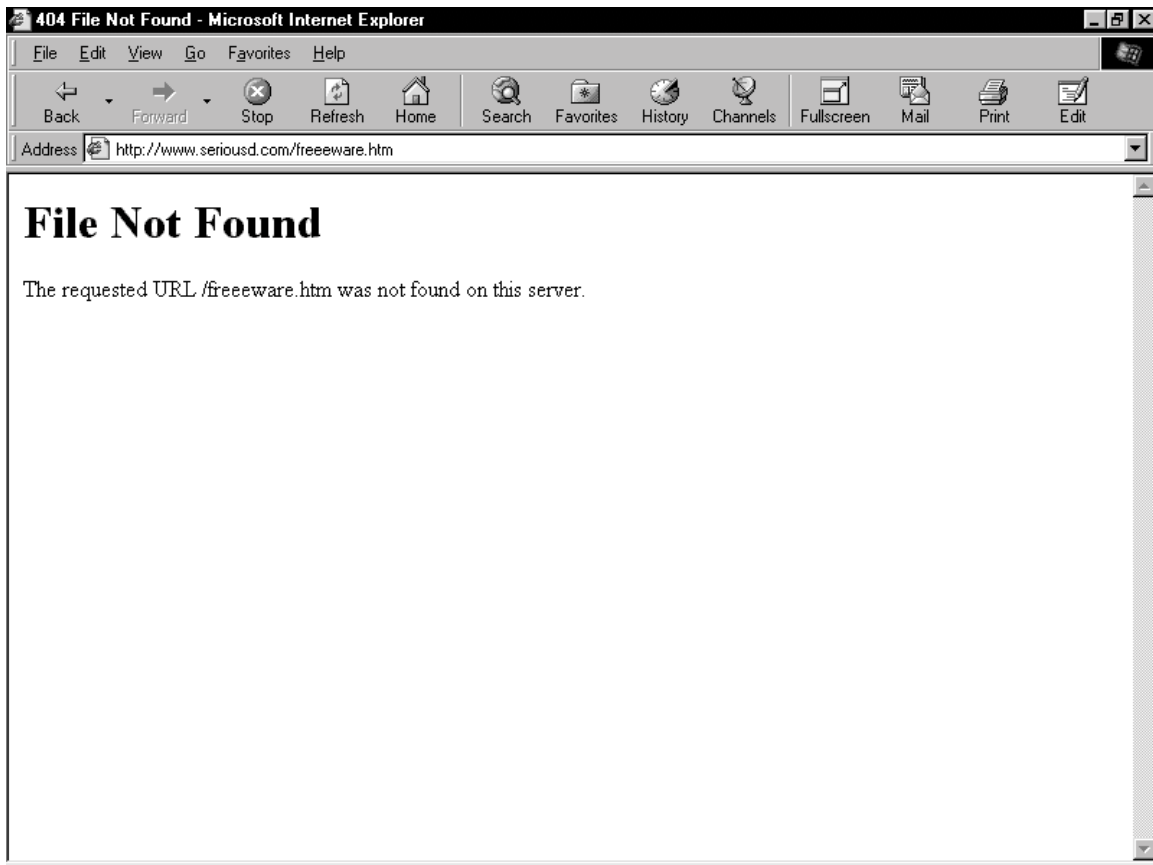
Screen 31





On the other hand, if you receive the message, "File Not Found," or the more cryptic, "Error 404," as in Screen 32, this is usually caused by a missing file on the remote site. In this example the URL, "freeware.htm" does not exist because we have misspelled the filename. As mentioned previously, if the case of the letters we use are incorrect, this same error can occur, i.e. Freeware.htm and freeware.htm are considered to be separate filenames. It is also possible that the file is only temporarily unavailable for some reason. If the file is on our web site, we can use our ftp software to verify whether or not it exists by looking at the contents of the web page directory on our ISP's web server.

Screen 32



# Chapter 11: Increasing Traffic to Your Site

## *Major Web Directories*

There are several major organized directories of web pages on the Internet. These provide the same function as a card catalog in a library. If a user of the Web is looking for information, he can search these directories by Subject, Title, etc. If your web page is listed in these directories, it will be easy for people to find your page. If your web page is not listed, it is like a book that is lost in the library in a location where no one is likely to ever find it. Someone might stumble across it one day, but that is very unlikely. By requesting a listing in a Major Web Directory, you have essentially added your book to that library. If you request a listing from all the Major Web Directories, you have added your book to all the major libraries in the world. Now the use of your book, ie. the visitors to your web page, increases in direct proportion to the ease with which people can find you. If you only list your page in one directory, that will be convenient only to users of that directory. Most people have one or two directories that they like to use so you really need to have your page listed in all the major directories.

It is easy to request a listing for your site in each directory. The good news is that these listings are usually free because the directories want to be as complete as possible. You simply visit the directory and follow the directions to "Add URL". The URL is your complete web page address and will be similar to the following example URL:

<http://www.seriousd.com/freeware.htm>

Some directories will request additional contact information, such as your name and email address. Directories that are organized into categories will generally require you to suggest a category for your listing or they may have a separate Add URL button on each category page.

The following list of Major Web Directories should give you a good start. Be sure to submit a link request to each one of these sites:

AltaVista

<http://altavista.digital.com>

EiNet Galaxy

<http://www.einet.com>

HotBot

<http://www.hotbot.com>

Lycos

<http://www.lycos.com>

Yahoo

<http://www.yahoo.com>

Excite!

<http://www.excite.com>

Infoseek

<http://www.infoseek.com>

Webcrawler

<http://www.webcrawler.com>

## *Specialized Directories*

In addition to the Major Web Directories, there are Specialized Directories for various subjects. Some of these directories advertise to increase traffic to the directory. In turn, these costs are passed on to those that have a listing in their directory. I would not recommend paying for a listing to advertise a Church web page as it would probably not be a cost-effective way to increase web traffic. Fortunately, many Christian Directories provide free listings. The web sites listed in Chapter 8 on our sample web page section entitled, "Popular Christian Web Pages" are examples of Christian Directories. Be sure to visit each one and request a listing where appropriate.

There are also directories that simply index Church web pages. One of the largest is:

Churches dot Net

<http://churches.net>

There are also other specialized directories that hand out awards for sites that they believe will be popular, are of excellent design, etc. "Cool Site of the Day" can send tremendous traffic to your page if your site is selected:

Cool Site of the Day

<http://www.cool.infi.net>

Be sure to wait until your site is looking great before suggesting it for an award.

### *Requesting Links from other Web Sites*

Once you have requested links from the major web directories, the next place to pick up additional links is by requesting them from other web sites. For example, imagine that you are considering a visit to the Dallas, Texas area. You might visit web pages related to Texas, the Dallas Chamber of Commerce, local radio and TV station web pages, etc. During your visits to these pages, you will likely encounter links to local Churches. Chances are that these pages are listed because the Church's webservant sent a simple email to the webmaster for each site. You should do the same in your local area. Visit as many pages as you can related to your local city, region, and state. Use the major web page directories to find these sites. Then send a simple email politely requesting a link for your site. Be respectful of the specialized content of some sites. It is unlikely that you will receive a link from a local site that targets members of the local plumbers union. If you get a negative reply, resist the temptation to get into a hostile email battle, commonly referred to as a "flame" war. Some pages will only provide a link if you provide a reciprocal link on your site. You will then have to decide whether or not this fits in with the plans for your site.

Traffic to your web page is directly proportional to the number of links that others give you on the web. This simple fact cannot be over emphasized. "Link it and they will come," is a common expression among webservants. Try to request at least one link per day for your site.

# Chapter 12: Going Further

## *Expanding Your Site*

Listed below are a few suggestions for additional pages that you might want to consider as you expand your web site:

- Plan of Salvation
- Music Ministry
- Youth Ministry
- College Ministry
- Church Library
- Denominational Links

Review your existing Church literature and visit other Church web pages for more ideas.

As you add more pages to your site, keep in mind the shelf-life of the information. If you add several pages that require frequent updates, you are going to place a tremendous burden on yourself trying to keep everything up-to-date. For example, are you really committed to maintaining a Verse-of-the-Day page?

## *A Word of Caution*

Before putting private or otherwise sensitive information on your web site, remember that the information on your web site is available to anyone in the entire world. Certain prayer requests, comments, or even phone numbers, may not be appropriate for public access. **Be especially careful about supplying information regarding missionaries serving in countries hostile to Christians. For example, you would not want to inadvertently endanger someone by putting identifying information in an otherwise innocent prayer request.**

## *Online HTML Guides*

There is a wealth of additional information on HTML located on the Internet. When you are ready to learn more, consider visiting Yahoo (<http://www.yahoo.com>) and searching for "HTML tutorial" or "HTML guide". One popular site is:

A Beginner's Guide to HTML

<http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

## *Christian Web Servant Resources*

You are not alone! Remember that you are an integral part of the Body of Christ. Thousands of churches are going online. Most web pages contain the email address for the Web Servant that supports the page. Most Web Servants are happy to answer simple questions regarding the design of their web site as long as the request is within reason and not too time consuming. If your Church is part of a large denomination, you may also have other resources available to you, such as denominational clipart, etc. Also, some associations are starting to form that specifically support Christian Web Servants.

## *Online Support from the Author*

For your convenience the author plans to provide a web page and email address to support the readers of this book. If you have questions or comments related to the material in this book, or suggestions for future editions, please check the responses to frequently asked questions at the following web site:

<http://www.seriousd.com/churchweb>

You may reach the author via email at:

[jerrylovet@seriousd.com](mailto:jerrylovet@seriousd.com)

Please understand that depending on the volume of email received, it may be impossible for the author to respond to you individually.

May God bless you in your efforts for His kingdom!

Your fellow webservant,

Jerry Lovett  
[jerrylovet@seriousd.com](mailto:jerrylovet@seriousd.com)

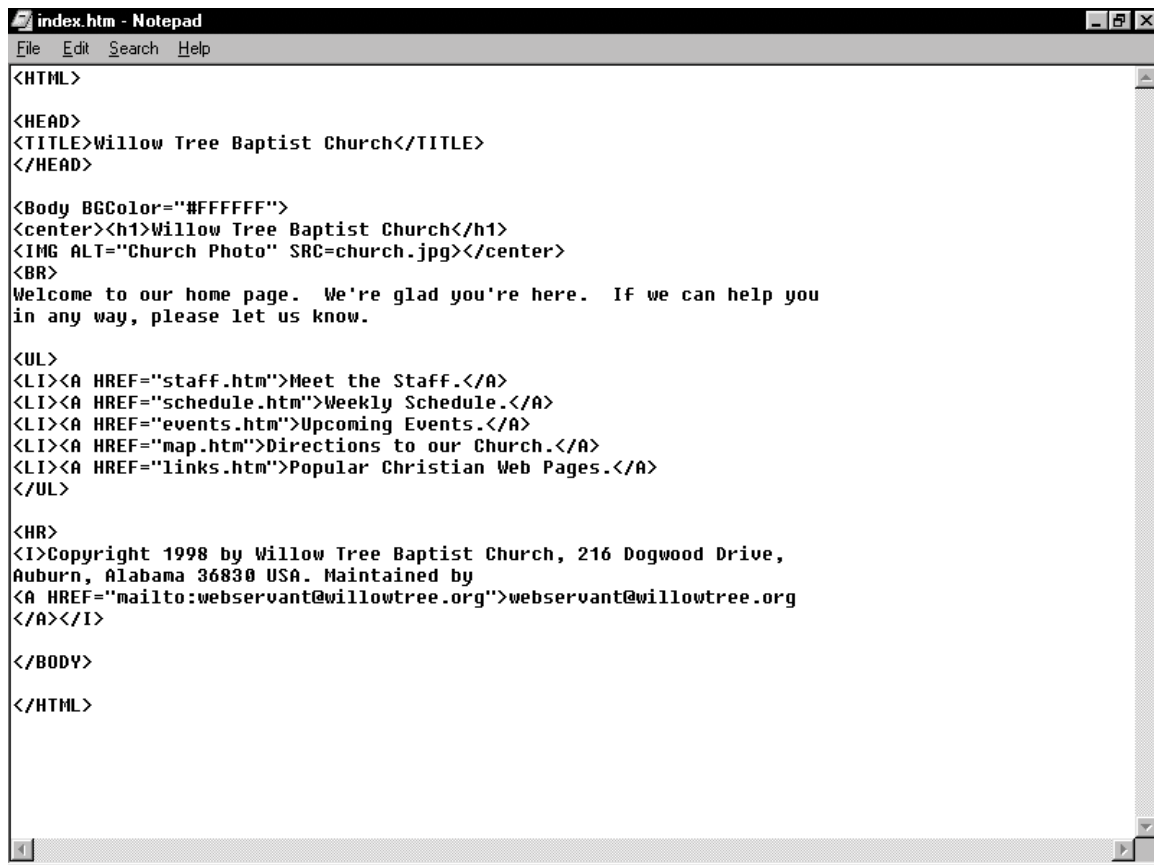
# Appendix A: Summary of HTML Commands

HTML Tags	Description
<HTML>, </HTML>	HTML document.
<HEAD>, </HEAD>	Document Heading.
<BODY>, </BODY>	Document Body
<H1>, </H1>	Level 1 Heading
<H2>, </H2>	Level 2 Heading.
<H3>, </H3>	Level 3 Heading.
<TITLE>, </TITLE>	Title. This is placed inside the Heading.
<CENTER>, </CENTER>	Centers text and images.
<UL>, </UL>	Unnumbered List
<LI>	List item.
<HR>	Horizontal Rule. Makes a line across the page.
<I>, </I>	Italics.
<A HREF="link.htm">Link</A>	Clickable Link.
<A HREF="mailto:user@domain.org">user@domain.org</A>	Mailto Link.
<IMG ALT="Image Name" SRC=image.jpg>	Image.
 	Line break.
<BLOCKQUOTE>, </BLOCKQUOTE>	Block Quote. Indents a block of text.

## Appendix B: Notepad Editor

The *Notepad Editor* is included with the *Microsoft Windows* operating system. If you click on the "Start" button, you will find the Notepad Editor under the Programs / Accessories Menu. Screen 33 shows how the file *index.htm* appears in the *Notepad Editor*.

Screen 33

A screenshot of the Notepad Editor window titled "index.htm - Notepad". The window has a menu bar with "File", "Edit", "Search", and "Help". The text area contains the following HTML code:

```
<HTML>

<HEAD>
<TITLE>Willow Tree Baptist Church</TITLE>
</HEAD>

<Body BgColor="#FFFFFF">
<center><h1>Willow Tree Baptist Church</h1>
<IMG ALT="Church Photo" SRC=church.jpg</center>
<BR>
Welcome to our home page. We're glad you're here. If we can help you
in any way, please let us know.

<UL>
<LI><A HREF="staff.htm">Meet the Staff.</A>
<LI><A HREF="schedule.htm">Weekly Schedule.</A>
<LI><A HREF="events.htm">Upcoming Events.</A>
<LI><A HREF="map.htm">Directions to our Church.</A>
<LI><A HREF="links.htm">Popular Christian Web Pages.</A>
</UL>

<HR>
<I>Copyright 1998 by Willow Tree Baptist Church, 216 Dogwood Drive,
Auburn, Alabama 36830 USA. Maintained by
<A HREF="mailto:webservant@willowtree.org">webservant@willowtree.org
</A></I>

</BODY>

</HTML>
```

The *Notepad Editor* is very easy to use. Simply type text in the window. Use the Backspace or Del key when you make a mistake. The arrow keys plus Page Up, Page Down, Home, and End help you move the cursor around. Also, you can relocate your cursor to a new location within your text by positioning the pointer for your mouse and clicking the left mouse button. If you need to search for existing text within your document, use the Search Menu. The Help Menu explains how to use the editor.

You can highlight a block of text by holding down the mouse button and dragging the pointer across the text. Once a block is highlighted, you can use the Edit Menu to copy, delete, or insert the block of text. This can be a great time saver.

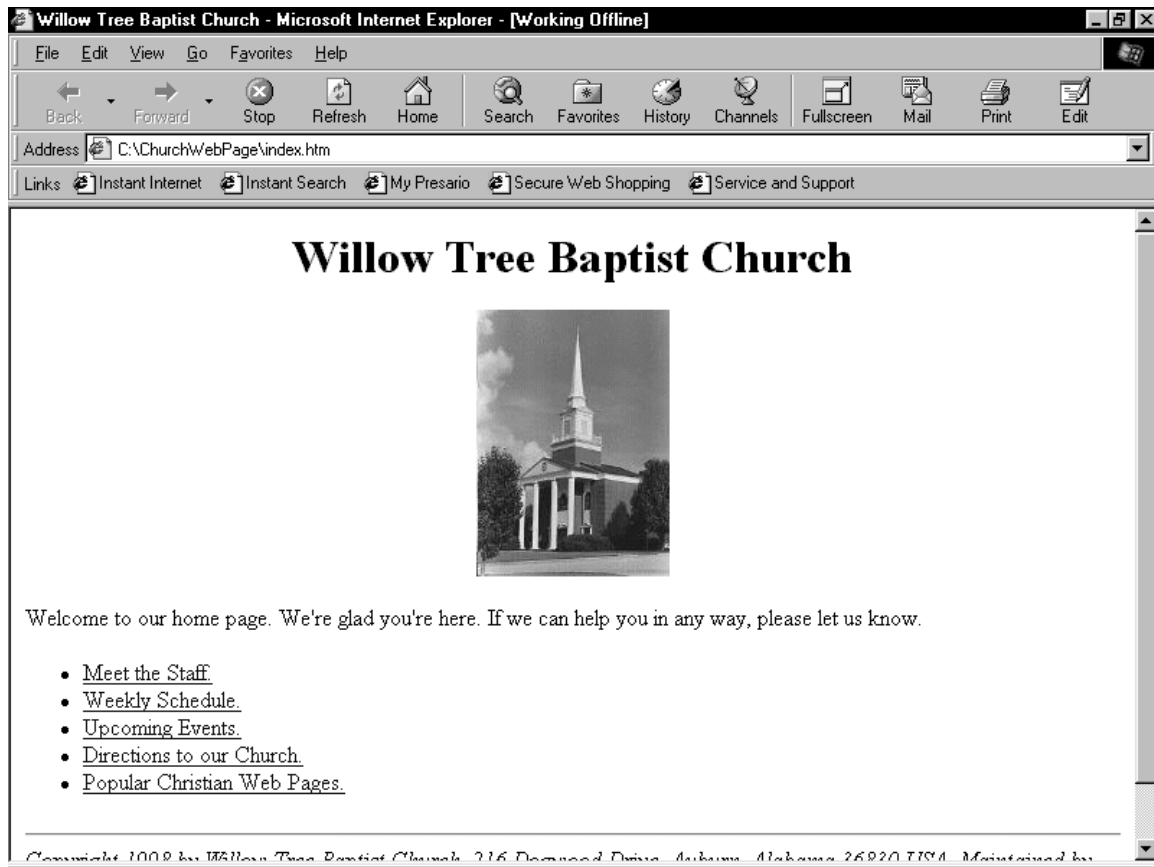


The File Menu allows you to Open, Save, or Print your work. When you save a file containing HTML code, remember to use a name ending in .htm. When you use the File Open Menu, change the Files of Type option to All Files instead of Text Documents. Otherwise, only \*.txt files will be visible.

## Appendix C: Internet Explorer

Microsoft's web browser is entitled *Internet Explorer*. This software package is often included with your PC. Each of the web page screen shots in this book were made while using *Internet Explorer 4.0*. Refer to Screen 34 for this brief tutorial on using *Internet Explorer*.

Screen 34



After logging onto an Internet Service Provider, start your *Internet Explorer* software. To navigate to a web site, you must enter its URL or address in the box labeled "Address". Use your mouse pointer to click on highlighted text "links" and images in order to visit additional pages. The logo in the upper right hand corner is animated while a page is loading.

The arrow icon labeled "Back" allows you to move back to previous pages you have recently viewed. The arrow icon labeled "Forward" steps forward through the recently viewed pages. If you wish to stop loading a page, you can press the "Stop" icon. The "Refresh" icon is used to reload the page that you are currently viewing. The "Home" icon will take you to your default starting page. The "Search" icon will bring up one of the popular web search

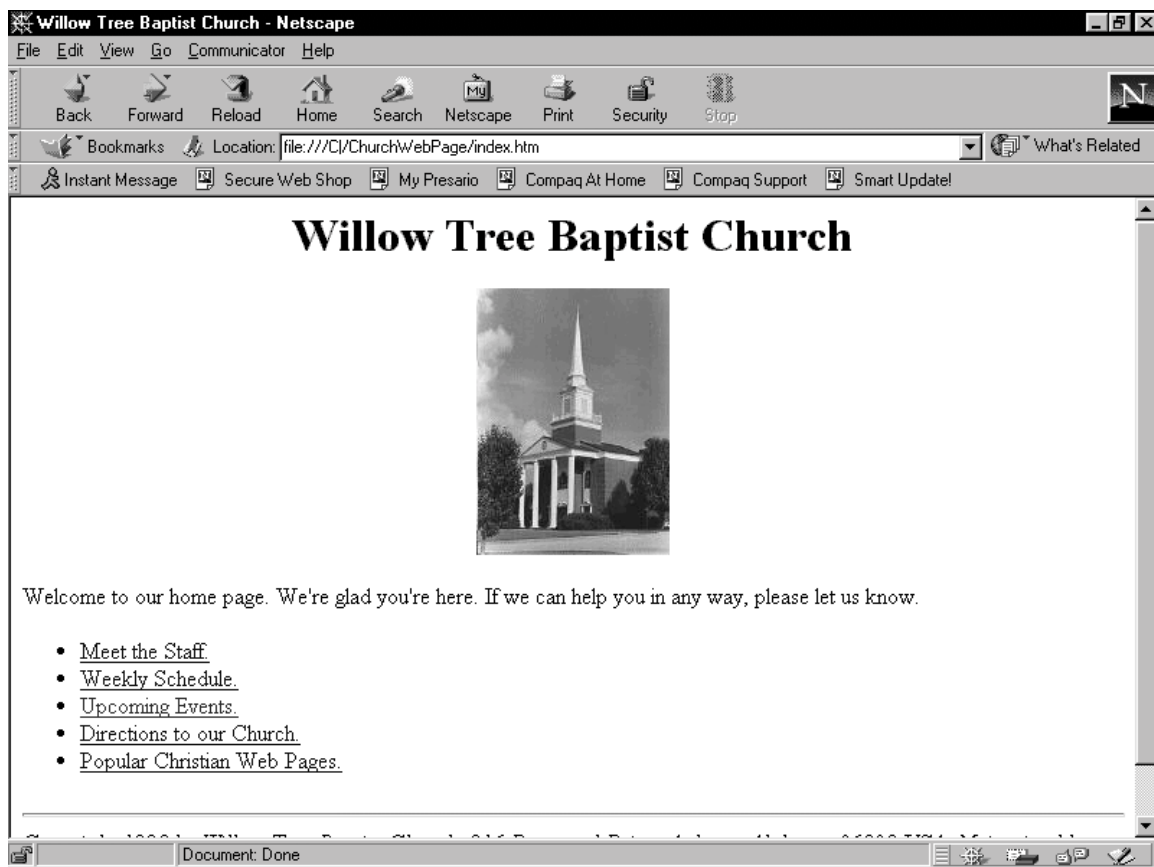
engines so you can locate pages containing words or phrases of interest. The Favorites menu allows you to “mark” a page and easily return to it later using the “Favorites” menu or the “Favorites” icon. The “History” icon allows you to view pages you have visited recently. The “Channels” icon will display popular web sites in various categories. The “Fullscreen” icon allows you to see a larger view of the current web page. The “Mail” icon allows you to send and receive email. The “Print” icon will print the current web page. The “Edit” icon will load the current web page into a web page editor.

The above functions and more can be found via the pull-down menus. The File-Open menu allows you to load web pages you have created and stored on your hard drive. The Help menu provides additional information on using *Internet Explorer* and also provides a link to Microsoft’s online web tutorial. The best way to learn *Internet Explorer* is practice. Do not be afraid to experiment.

## Appendix D: *Netscape*

*Netscape Communicator*, or simply *Netscape*, was the first web browser to gain wide-spread popularity on PC's and is available for many different types of computers. *Netscape* is often included with your PC. Refer to Screen 35 for this brief tutorial based on *Netscape 4.0*.

Screen 35



After logging onto an Internet Service Provider, start your *Netscape* software. To navigate to a web site, you must enter its URL or address in the box labeled "Location". Use your mouse pointer to click on highlighted text "links" and images in order to visit additional pages. The logo in the upper right hand corner is animated while a page is loading.

The arrow icon labeled "Back" allows you to move back to previous pages you have recently viewed. The arrow icon labeled "Forward" steps forward through the recently viewed pages. If you wish to stop loading a page, you can press the "Stop" icon. The "Reload" icon is used to reload the page that you are currently viewing. The "Home" icon will take you to your default starting page. The "Search" icon will bring up one of the popular web search engines so you can locate pages containing words or phrases of interest. The "Bookmarks" icon

allows you to “mark” a page and easily return to it later. The “Netscape” icon takes you to a starting page on *Netscape's* web site. The “Print” icon will print the current web page. The “Security” icon will provide security details regarding the current web page.

The above functions and more can be found via the pull-down menus. The File-Open Page menu allows you to load web pages you have created and stored on your hard drive. The Help menu provides additional information on using *Netscape*. The best way to learn *Netscape* is practice. Do not be afraid to experiment.

# Appendix E: Image Files

There are many different image files in use on computers, but only two are primarily used on the web. GIF files (ex. Flower.gif, button.gif) are typically used for storing small clipart images. Many "paint" programs can generate GIF files.

Animated GIF files include a sequence of GIF images in one file along with information regarding how fast to sequence through the images and whether or not to repeat the animation sequence. This file format allow users to design simple animation sequences, such as flashing lights, spinning tops, and other attention grabbers. However, be careful because too much of a good thing can turn your web page into something that looks like an ad for a used car dealer. Software for generating an animated GIF file can often be found by searching shareware and freeware directories on the web.

JPG files are typically used for photos or other complex images because of their more compact size. You can generate a JPG file of your church by:

- Scanning an existing photo. This is simple and straight forward if you own the equipment or you can have the work done at your local office supply or copy shop. The results depend on the quality of the scanner and the quality of your photo.
- Taking a picture of your Church with a digital camera. Usually more expensive than a scanner, but produce better results than scanning an existing photo.
- Using a video capture card to capture the picture from a video of your Church. Results depend on the quality of your equipment. Pursue this route if you already own the equipment.
- Ordering a CDROM as an option when having your film developed. This simple and inexpensive approach is a good choice for those that only require a few photos.

No matter how you obtain your image, you will likely need to resize the image file to make it smaller. A full-screen image may look nice, but the person visiting your web page is not going to wait more than about 10 seconds for your web page to load. Inexpensive software packages are available for resizing and touching up photo images. Software of this type is often supplied with your scanner or digital camera.

To find free images for use on your web page, visit:

Free Christian Software Directory  
<http://www.seriousd.com/freeware.htm>

# About the Author

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Serious Developments  
<http://www.seriousd.com>

Free Christian Software Directory  
<http://www.seriousd.com/freeware.htm>

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