

Web page publishing easy to learn, master



Hypertext documents you create and your home page will be uploaded into a file area reserved exclusively for your use by your Internet Service Provider (ISP).

That file area is yours and only you (and your sysop) are authorized to upload, transfer, copy, create directories, delete, etc.

This "authority is vested with you" by the system operator, who uses Unix to assign special "privileges," which allow you to do such things as read or write (copy) within your file area.

With O&E Online, your file area already has some basic directories that are necessary. The directory "public_html" is the file area reserved for home pages, html documents, and graphics for your home page.

Your file area in Unix is no different than in DOS, Windows, MAC or any other platform. You can make directories, upload copy into a directory, copy or move files from one directory to another, rename files, delete files, etc.

So think about the directory structure of your file area. All documents and graphics that are used on your home page can be in the same directory as your home page. But, chances are, you may want to create a separate directory (say *images*) for your graphics.

Work out ahead of time the naming convention you will use. A standardized naming convention will cut down on errors.

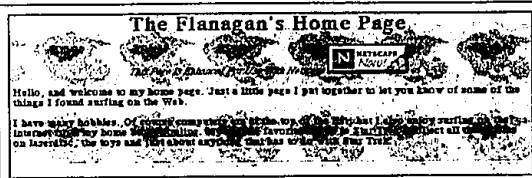
If you are a Windows 3.1 or DOS user, your documents can only have three-letter extensions. Most Unix documents use the four-letter .html extension and so to maintain uniformity you will want to rename your document to add the .html extension once you are in the Unix environment.

To do this, use the `mv` command to rename your document once uploaded: i.e., `mv index.htm index.html`.

Remember that the Unix `move` command replaces one version with another so that your original no longer will exist when the `mv` command is used. The `move` command also effectively renames a file. To retain the original version of a document and create another, use the `cp` command for copy.

To see a list of the files in a directory, use the `ls` command. To create a directory, use the Unix make directory command of `md`.

At this point, instructions are specific to readers who have accounts with O&E Online. Readers with other ISPs will want to contact their system operator to find out directory path names and configuration information that will be dif-



Building a page: The page above comes from the text and HTML mark up commands below.

```
<HTML>
<HEAD>
<TITLE>The Flanagan's Home Page</TITLE>
<META NAME="GENERATOR" CONTENT="Live Markup from MediaTech 1610">
<HEAD>
<BODY BACKGROUND="tile11.gif" BGCOLOR="#FFFFFF" TEXT="#000040">
<CENTER><H1>The Flanagan's Home Page</H1><BR>
<CENTER><CENTER><H2><H3>This Page is Enhanced For Use With Netscape</H3> <A HREF
"http://www.nrcm.com/comprod/mrhtml/index.html">IMG SRC = "aow8.gif"</A></H2>
<CENTER><H2><H3>Hello, and welcome to my home page. Just a little page I put together to let you
know of some of the things I found surfing on the Web.</H3></H2>
I have many hobbies. Of course computers are at the top of the list, but I also enjoy surfing
on the internet from my home base <A HREF = "http://oconline.com?oconline4">
My second favorite hobby is <A HREF = "http://www.paramount.com/Voyagerlrn1nro.html"> Star
Trek. I have all the movies on tape, the toys and just about anything that has to do with
Trek's </H3></H2></BODY>
```

O&E Online users will upload their documents and home pages using FTP software.

The Window versions of FTP are relatively easy to use once configured, and makes it easy to transfer, rename, and make directories.

An earlier column of mine covered the basics of File Transfer Protocol (FTP) and gave general information and step-by-step instructions for dial-up users. Go to the "how to" area of my on-line column archives by pointing to <http://eeonline.com/~emoryd/howto.html> and looking for FTP. (To read part two of Barry Jensen's column on writing a Web page, point to <http://eeonline.com/~emoryd/bjt2two.html>).

To configure, use "eonline.com" under "profile name" and under "host name." For host type, use "automatic detect" and then enter your user name for "User ID" and enter your password.

For account, leave it blank and when you connect select **/public_html** from the list of choices in the right-window box. Select "binary" rather than ASCII or auto for type of file.

When you power up FTP and arrive at O&E Online's FTP site, the right window will have such labels as .cfdir, .nn, .tin, mail, Mail, and News. Scroll down and find "public_html" and double-click, thus opening up your file area.

In the left window, choose "a" if that's

the drive where you place your floppies. Put in the floppy disk containing the

Upon double-clicking on "a" your documents will be listed.

Single-click on the file you want to upload so it will be highlighted, then double-click on the arrow pointing to the right. Your file will automatically be uploaded. The software will perform a new "list" of your online files to indicate the new document is present. Choose "rename" to add the .html extension instead of .htm. That's all there is to it.

There are other clickable choices to change directories, make directories, remove directories, delete, and view.

A simple click avoids the necessity of using Unix commands mentioned above. If you choose view, the document is loaded up into a text editor for viewing only. You will not be able to make corrections.

To make corrections, telnet to online.com and sign in. Upon getting to the menu page, type `!sh` to get the Unix prompt. Type `cd`, then `cd public_html`, and you are in your file area. To make corrections, use the pico reader by typing `pico` and the name of your file, i.e. `pico index.html`. Make corrections, type control `X` (`^X`) to quit, answer `yes` and hit `ENTER` to save.

Once the file is uploaded and in place you won't need FTP for this session. You will now switch between Telnet to edit and your browser to view.

(Emory Daniels may be reached via E-mail at emory@oeonline.com. Past columns are archived on-line at <http://oeonline.com/~emoryd/archive.tml>.)

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County Business: news and notes. Write: Business Editor, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham 48009. Our fax number is (810) 644-1314.

■ COMPUTER TRAINING

The following training sessions are being offered at Walsh College of Accountancy and Business Administration, 3338 Liver-
nois Rd., Troy.
Quickbooks Pro 4.0, Level 2 will be held from 8:30 a.m. to 4:30 p.m. on Jan. 20. The fee is \$195.
Lotus 1-2-3tm 6.0 Worksheet will be held from 8:30 a.m. to 4:30 p.m. in two sessions. The first is from 6 to 9:30 a.m. on Jan. 21, and the second session runs from 6 to 9:30 p.m. on Jan. 23; the fee is \$195.
Microsoft Excel 7.0, Charting and Organizing Data meets from 8:30 a.m. to 4:30 p.m. on Jan. 23. The fee is \$195.
Total Quality Management (TQM) Seminar is offered from 8:30 a.m. to 4:30 p.m. on Jan. 24; the fee is \$89.
Windows 95-Making the Transition from DOS to Windows 95 meets from 8:30 a.m. to 4:30 p.m. on Jan. 25; the fee is \$89.

On Jan. 20; the fee is \$99.
The following classes are available at Walsh College, 41700 Gardenbrook Rd., Novi. On Jan. 21, Planning and Marketing a Web Page will be held from 9 a.m. to noon, and How to Create a Web Page (HTML) will be held from 1:30 to 5 p.m.; the fee for each class is \$89. Microsoft Word 6.0, Level 2 is offered from 9 a.m. to 5 p.m. on Jan. 22; the fee is \$195. Microsoft Excel 5.0 Databases and Charts meets from 9 a.m. to 5 p.m. on Jan. 23; the fee is \$195.
To register for any of the programs, call (810) 689-6178, ext. 260.

■ BUSINESS FORUM

"Investing in China: An Automotive Perspective" is the topic of the **International Business Forum** to be held from 11:45 a.m. to 1:30 p.m. on **Wednesday, Jan. 15**, at **The Fairlane Club, 5000 Fairlane Woods Drive, Dearborn**. **Keith Davey**, director of **China planning, Ford Motor Co., Dearborn**, will be the guest speaker. The program is designed to explore the opportunities for small and medium-sized suppliers that may export or require a presence in China as a result of investments made by The Big Three. The \$20 per person fee includes networking, lunch and a presentation. Make reservations by Jan. 13, by calling Frank at (313) 479-2345, or e-mail to: wtedt@wtae.gm.com.

■ NEW ACQUISITION
Auburn Hills-based Essex Specialty Products, the world's lead-

Ing producer of adhesives and sealants for the automotive industry, announced that its European joint venture affiliate, Gurit-Exsex AG, has signed a letter of intent with Ciba Polymers and Resins, a Swiss nationwide Automotive OEM Adhesive business effective Jan. 1. As a consequence of this acquisition, EMS-Togo AG has agreed to end its current distribution agreement with Ciba Polymers and Resins. The transaction is to be completed by the end of this business to Gurit-Exsex and Exsex specialty Products. The acquisition further strengthens Exsex as a full-range supplier of adhesives and sealants to OEMs around the world, that way, along with Gurit-Exsex, become a full supplier for the research and development, as well as the sales and marketing of Ciba's automotive technology.

■ TOP AWARDS

A team of landscape designers from English Gardens earned landscaping awards at the 1996 Metro Detroit Landscape Association's 1996 Environment/Improve Awards Program. Judged in categories of commercial and residential landscape construction and installation, the firm received silver and bronze awards for projects completed in the Metro Detroit area. Gary Matthia of Wallied Lake won a Silver Award for Landscape Reconstruction in the \$100,000 to \$250,000 range. Morris of Rochester earned a Silver Award for Landscape Reconstruction under \$10,000. And Mark Hanford of Farmington earned a Bronze Award for Residential Landscaping in the \$20,000 to \$50,000 range. English Gardens is ranked among the top nursery retailers in the nation. The family-owned business has four Detroit area locations, including one in West Bloomfield.

■ **TOP PRODUCER**

AV Video & Multimedia Producers magazine announced that **Richard Cavagnol of Troy** has been recognized as one of the **Top 100 multimedia producers** in the area. The list, presented in the publication's Nov. issue, profiles the pioneers, newcomers and veterans of the industry, who have demonstrated outstanding achievement in the technological innovation, artistic excellence, market leadership and the effective conceptualization and presentation of ideas. Sponsors of the event include **Panasonic, Cinram, Sony Elec-**

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ART MUSEUMS
The Detroit Institute of Arts <http://www.dia.org>

ASSOCIATIONS
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Suspendin' Wearers of America <http://oeonline.com/sweaa>

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The Tamaroff Group <http://www.tamaroff.com>

AUTOMOTIVE MANUFACTURERS REPRESENTATIVES
Marks Mgmt. Services <http://www.marksmgmt.com>

BAKING/COOKING
"Jiffy" Mix—Chelsea Milling Company <http://www.jiffymix.com>

BOOKKEEPING PRODUCTS
BIG E Bookkeeping Co. <http://www.biget.com>

BOOKS
Apostrophe Communications <http://www.apostrophe.com>

BUSINESS NEWS
Insider Business Journal <http://www.insiderbiz.com>

CHAMBERS OF COMMERCE
Livonia Chamber of Commerce <http://oeonline.com/livoniacchamber>

CHILDREN'S SERVICES
St Vincent & Sarah Fisher Center <http://oeonline.com/svst>

CLASSIFIED ADS
Observer & Eccentric Newspapers <http://class.oeonline.com/classifieds.html>

CO-ININITIATIVES
City of Livonia <http://oeonline.com/livonia>

COMMUNITY NEWS
Observer & Eccentric Newspapers <http://oeonline.com/news/news.html>

COMPUTER GRAPHICS
Logix, Inc. <http://www.logix-usa.com>

COMPUTER HARDWARE/PROGRAMMING/SOFTWARE SUPPORT
Applied Automation Technologies <http://www.apapz-edg.com>
Starlock Systems <http://oonline.com/~starlock>
Mighty Systems Inc. <http://www.mightysystems.com>

COMPUTER PRODUCT REVIEWS

HORSE/RACING HANDICAPPING SOFTWARE
Cordell Handicapping Reviews <http://oonline.com/cybernews>

EDUCATION
Fortson High School <http://oonline.com/~fortsonh>
Global Village Project <http://oonline.com/~vrgp.htm>
Oakland Schools <http://oonline.com/~oakland12.mil>
Piedmont Union Blue & Gold Club <http://oonline.com/~pugbclub>
Reuther Middle School <http://oonline.com/~rms>
Western Wayne County Internet User Group http://members.aol.com/wcucgw/wcucgw_index.html

ELECTRICAL SUPPLY
Canlit Electric Supply <http://www.canlit.com>
Progress Electric <http://www.pe.com>

ELECTRONICS ENGINEERING
Quantech, Inc. <http://www.quantech-inc.com>

ENTERTAINMENT
View & Do Video Gallery <http://www.totalmarketing.com/gallery>

ENVIRONMENT
Resource Recovery and Recycling <http://oonline.com/rtracso>
Authority of SW Oakland Co.

EYE CARE/LASER SURGERY
Greenberg Laser Eye Center <http://www.greenbergeye.com>

FROZEN DESSERTS
Savine Sorbet <http://www.sorbet.com>

GENEALOGY
Smith-Balfour Publications <http://oonline.com/mcdojg>

HAIR SALONS
Heads You Win <http://www.headsupwin.com>

HERBAL PRODUCTS
Nature's Better Way <http://oonline.com/~nbw>

HOME IMPROVEMENT
Home Advantage Referral Service <http://oonline.com/homeadv>

HOSPITALS
Bostford Health Care Consortium <http://www.bostfordhospital.org>
St. Mary Hospital <http://www.stmaryhospital.org>

HYDRAULIC AND PNEUMATIC DEVICES
Hennells <http://www.hennells.com>

INDUSTRIAL FILTERS
Elxaire Corporation <http://www.elxaire.com>

INSURANCE
J. O. Connelley & Assoc., Inc. Insurance <http://www.oconnellinsurance.com>
Mepkin & Associates <http://oonline.com/meakin>

INTERACTIVE AND RISK PUBLISHING
Interactive Incorporated <http://www.interactive-inc.com>

MARKET RESEARCH
Quality Controlled Services, Inc. <http://oonline.com/qcs>

MORTGAGE COMPANIES
Mortgage Market Information Services <http://www.interest.com/observer>
Village Mortgage <http://www.villagemortgage.com>

NEWSLETTERS
GAGGLE Newsletter <http://oonline.com/gaggle>

PAINTING
Al Kahn Painting <http://oonline.com/al Kahn>

PARKING MANAGEMENT SERVICES
National Garages, Inc. <http://www.nationalgarages.com>

PARKS & RECREATION
Huron-Clinton Metroparks <http://www.metroparks.com>

PEST CONTROL
BIB Software <http://beonline.com/bib>
POWER TRANSMISSION
 Bearing Service, Inc. <http://www.bearingservice.com>
PRIVATE INVESTIGATOR
 Profile Central, Inc. <http://www.profile-usa.com>
PROFESSIONAL JOB PLACEMENT FIRMS
 Dickson Associates <http://www.dicksoninfo.com>
REAL ESTATE
REALNET <http://beonline.com/realnet.html>
 The Anderson Associates <http://beonline.com/realnet.html>
 Angel Financial Services <http://beonline.com/realnet.html>
 Birmingham Bloomfield Rochester
 South Oakland Association of Realtors <http://www.justsited.com>
 Century 21 at the Lakes <http://beonline.com/realnet.html>
 Chamberlain Real Estate <http://www.chamberlainrealty.com>
 Coldwell Banker Schwartzler <http://beonline.com/realnet.html>
 Marcia Gies <http://aa.beonline.com/gies.html>
 Hall & Hunter Realtors <http://aa.beonline.com/hallhunter>
 Heritage Real Estate Better Homes and Gardens <http://beonline.com/realnet.html>
 Langard Realtors <http://www.langard.com>
 Ray Howell Associates <http://beonline.com/realnet.html>
 Signs First Choice <http://www.walcraftators.com>
 Showcase of Distinctive Homes <http://beonline.com/showcase>
 Bob Taylor <http://www.bobtaylor.com>
 John Toye <http://www.toye.com>
RELOCATION
 Conquest Corporation <http://www.conquest-corp.com>
RESTAURANTS
 Birmingham Restaurant Collection
 Abana's <http://beonline.com/dineout/abana.html>
 The Community House <http://beonline.com/dineout/communityhouse.html>
 Midtown Cafe <http://beonline.com/dineout/midtowncafe.html>
 Norman's Elton Street Station <http://beonline.com/dineout/eltonstreet.html>
 Ocean Grille <http://beonline.com/dineout/oceangrille.html>
 Old Woodward Grille <http://beonline.com/dineout/owg.html>
 Phobias <http://beonline.com/dineout/phobias.html>
 Rugby Grille <http://beonline.com/dineout/rugbygrille.html>
 Irrn Season Cafe <http://beonline.com/-innseason/>
 Steve's Backroom <http://www.stevesbackroom.com>
SHOPPING
 Birmingham Family Shopping District <http://beonline.com/birmingham>
SURPLUS FOAM
 McCullough Corporation <http://www.mccolam.com>
SURPLUS PRODUCTS
 Harry's Army Surplus <http://www.harrysurplus.com>
 McCullough Corporation <http://www.mcculpsurplus.com>
TECHNICAL EMPLOYMENT SERVICES
 ACRS Service Corp. <http://beonline.com/~acrs/acrs.html>
TRAINING
 Virtual Reality Institute <http://www.vrinstiute.com>
UTILITIES
 Dotron Edison Co. <http://www.dotronedison.com>
WELD DON PRODUCTS
 C.M. Grillo Co. <http://www.cmgrillo.com>
WHOLISTIC WELLNESS
 Roots and Branches <http://www.rootandbranch.com>
WINE
 Fruit of the Woods Winery <http://beonline.com/~edog/winehome.html>