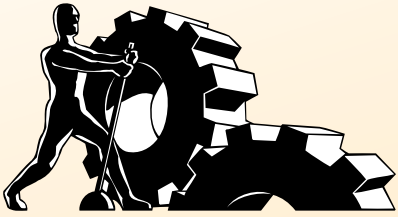


**Check for Updates**

Make sure you have the latest information!



TidBITS Publishing Inc.

**Take Control of**

**v1.1**

# iWeb

**Steve Sande**

**COVERS '09**  
**iLIFE '11**

**\$15**

[Help](#)

[Catalog](#)

[Feedback](#)

[Blog](#)

[Order Print Copy](#)

Click here to buy the full 165-page "Take Control of iWeb '09" for only \$15!

# Table of Contents

## Read Me First

Updates and More .....	5
Basics.....	6
What's New in Version 1.1 .....	8

## Introduction

## iWeb Quick Start

## What's New in iWeb 3

## A Brief History of Making Web Sites

## Install iWeb

Run the Installer .....	17
Get the Latest Version .....	19

## Create Your First Site

Create a New Site.....	20
Choose a Template.....	21
Choose a Page Type .....	25
Name Your Site .....	28
Name Your Home Page .....	30
Edit the Headline .....	31
Change the Picture.....	32
Edit the Heading & Body Text .....	34
Add Special Elements.....	36
Change the Page Size & Background Color .....	38
Make Your About Me Page.....	39

## Publish Your Site

Decide Where to Publish .....	43
Site Publishing Settings .....	45
Publish Your Site .....	52
Set Up a Personal Domain on MobileMe .....	55

Publish to Dropbox .....	57
<b>Work with Text</b>	
Make Text Sparkle .....	61
Create Web Hyperlinks .....	70
Create Other Link Types .....	73
<b>Shapes, Layers &amp; Masks</b>	
Shapes .....	76
Layers .....	81
Masks .....	83
<b>Publish a Blog</b>	
What's on an iWeb Blog Page? .....	86
Make Your Blog .....	87
<b>Publish a Podcast</b>	
Create a Podcast Section .....	93
Add an Episode .....	96
Submit a Podcast to iTunes.....	102
Add an RSS Feed .....	104
<b>Add Photos</b>	
Use the iSight Photo Widget .....	108
Create a Photo Page .....	110
Set Up a My Albums Page.....	113
Export Photos from iPhoto to iWeb .....	116
Work with MobileMe Galleries .....	116
<b>Enhance Photos</b>	
The Fine Points of Photo Formatting.....	118
Instant Alpha.....	121
Create Picture Hyperlinks .....	122
Make an Image Map .....	123
<b>Create an Online Movie Theater</b>	
Add an iMovie Video .....	124
Add a YouTube Video .....	127

## **Money, Maps & More**

Add Google AdSense Ads .....	129
Add Google Maps .....	132
Run an Online Store .....	133
Add a Form .....	140
Increase Traffic .....	145
Embed a Keynote Presentation .....	146
Localize Your iWeb Site .....	148
Include a Google Calendar.....	153
Design for Mobile Devices .....	155

## **Learn More & Do More**

### **Appendix A: Web Hosting**

#### **About This Book**

Ebook Extras .....	161
About the Author .....	161
Author's Acknowledgments.....	162
About the Publisher .....	162
Production Credits.....	163

### **Copyright & Fine Print**

#### **Featured Titles**

# Read Me First

Welcome to *Take Control of iWeb '09*, version 1.1, published in March 2011 by TidBITS Publishing Inc. This book was written by Steve Sande, edited by Karen Anderson, and published by TidBITS Publishing Inc.

This book puts you in control of creating and publishing professional-looking Web sites using iWeb, Web design software from Apple Inc. It discusses iWeb 3, the version of iWeb that goes with Apple's iLife '09 and iLife '11 software suites.

Copyright © 2011 Steve Sande. All rights reserved.

If you have an ebook version of this title, please note that if you want to share it with a friend, we ask that you do so as you would a physical book: “lend” it for a quick look, but ask your friend to buy a new copy to read it more carefully or to keep it for reference.

Discounted [classroom and Mac user group copies](#) are also available.

---

## Updates and More

---

You can access extras related to this book on the Web (use the link in [Ebook Extras](#), near the end of the book; it's available only to purchasers). On the ebook's Take Control Extras page, you can:

- Download any available new version of the ebook for free, or purchase any subsequent edition at a discount.
- Download various formats, including PDF and—usually—EPUB and Mobipocket. (Learn about reading this ebook on handheld devices at <http://www.takecontrolbooks.com/device-advice>.)
- Read postings to the ebook's blog. These may include new information and tips, as well as links to author interviews. At the top of the blog, you can also see any update plans for the ebook.
- Get a discount when you order a print copy of the ebook.

## iWeb Version '09 vs. Version 3

You'll see under iWeb > About iWeb that this program is called iWeb '09 in general, and that the latest version number (as of this writing) is 3.0.3. For the sake of brevity, I refer to it as "iWeb 3" when I'm talking about this version and call it simply "iWeb" the rest of the time.

---

## Basics

---

In reading this book, you may get stuck if you don't know certain basic facts about iWeb or if you don't understand Take Control syntax for things like working with menus or finding items in the Finder.



Please note the following:

- **Path syntax:** I occasionally use a *path* to show the location of a file or folder in your file system. For example, iLife installs its component applications, such as iWeb, in the Applications folder. The path to iWeb is: [/Applications/iWeb](#).

The slash at the start of the path tells you to start from the root level of the disk. You will also see paths that begin with `~` (tilde), which is a shortcut for any user's home directory. For example, if a person with the user name [andrea](#) wants to find her iWeb Domain file, she would look in the [~/Library/Application Support/iWeb](#) folder, which is another way of writing [/Users/andrea/Library/Application Support/iWeb](#).

- **Menus:** When I describe choosing a command from a menu in the menu bar, I use an abbreviated description. For example, the abbreviated description for the menu command that saves a file from iWeb is "File > Save."
- **Toolbar:** I refer to the iWeb toolbar throughout this book. You can find it at the bottom of the iWeb window, or—if you prefer to use menus or keyboard shortcuts, check out **Table 1**, next, which maps toolbar buttons to menu commands and keyboard shortcuts.

**Table 1: Menu and Keyboard Equivalents for the Toolbar**

<b>Toolbar Icon</b>	<b>Menu Equivalent</b>	<b>Keyboard Equivalent</b>
	File > New Site	Shift-Command-N
	Insert > Text Box	None
	Insert > Shape > [list of shapes]	None
	Format > Unmask / Mask	Shift-Command-M
	Arrange > Rotate Counter Clockwise	Command-R
	View > Show / Hide Media	None
	View > Show / Hide Adjust Image	None
	View > Show / Hide Inspector	Option-Command-I
	View > Show / Hide Colors	Shift-Command-C
	Format > Font > Show / Hide Fonts	Command-T

---

## What's New in Version 1.1

---

*Take Control of iWeb '09* version 1.1 was inspired by a desire to clarify that users of iLife '11 can use this ebook, since the version of iWeb in both iLife '09 and iLife '11 is the same. While creating the update, I also added a few tips to give you more control of this powerful software:

- [Finding More Templates](#) lists additional sources for iWeb templates.
- In [Editing One Site on Two Macs](#), I explain how Dropbox makes it easier to share a single iWeb domain file between multiple computers or users.
- [Publish to Dropbox](#) shows you how to take advantage of Dropbox for free or low-cost hosting of iWeb sites.
- In [Money, Maps & More](#) I've added information on how to:
  - ▶ [Embed a Keynote Presentation](#) into an iWeb page.
  - ▶ [Localize Your iWeb Site](#) so international visitors can read it in their native languages.
  - ▶ [Include a Google Calendar](#) on an iWeb page.
  - ▶ [Design for Mobile Devices](#) like the iPhone, iPod touch, and iPad.

# Introduction

In this book, I take you on a journey of discovery. I briefly explore the past so you can see what a powerful tool iWeb is, and then you can follow along as I build a Web site step by step using iWeb. You can visit my iWeb site at <http://www.tcoiweb09.com/> and then read about how I used iWeb to create what you're viewing.

If you've never made a Web site before, you'll be thrilled with how easily you can organize your words and images and have iWeb turn them into a beautiful work of art. Experienced Web designers will be happy with the ways iWeb works with the rest of the iLife suite to create vibrant Web sites full of text, sound, video, and photography.

In iWeb 3—also known as iWeb '09—Apple had made significant improvements in the application to address earlier shortcomings and make iWeb an even more powerful Web site design and publishing tool.

In previous editions of this book, I had described a number of workarounds that allow publishing of your iWeb site to hosts other than MobileMe. Thanks to a new FTP (file transfer protocol) capability built into iWeb 3, these workarounds are no longer needed. Similarly, several other processes I detailed in earlier editions have been eliminated or streamlined, as Apple has added new or improved functions.

Although iWeb was left untouched during the release of iLife '11, the world of iWeb is still moving ahead. In this updated version I provide you with more hints, tips, and ideas to make iWeb work for you.

Let's get started!

# iWeb Quick Start

Although you can read this book sequentially, you may wish to take a custom path through the topics that I cover. You can click the blue links to jump quickly to a particular topic.

## **Learn what's new in iWeb 3:**

- Find out how the changes in iWeb 3 help you create Web sites that are more compelling and powerful than those you could create in iWeb 2; see [What's New in iWeb 3](#).

## **Start your site:**

- For historical context, read [A Brief History of Making Web Sites](#). Then, if you haven't already, [Install iWeb](#).
- Start a new site! Learn how to [Create Your First Site](#).
- Get the scoop on [Editing One Site on Two Macs](#).
- Ready to take your site live? In [Publish Your Site](#), you'll find out how to publish to MobileMe and to other servers, including Dropbox. [Appendix A: Web Hosting](#) provides more detail about hosting your site on a server that is not MobileMe.

## **Add links:**

- Learn about making links in [Create Web Hyperlinks](#) and [Create Other Link Types](#).
- If image-based links are more your fancy, find more info in [Create Picture Hyperlinks](#) and [Make an Image Map](#).
- Link to content from other Web sites with [Add an RSS Feed](#).
- Get social with your iWeb site. Read [Add a Twitter Feed](#).

## **Add media:**

- Turn your thoughts into bits with [Publish a Blog](#).
- Take your radio or TV show online with [Publish a Podcast](#).
- [Add Photos](#) to your site, and learn how to use the iSight Photo widget, Photo pages, My Albums pages, and MobileMe galleries.

- Use iWeb to [Create an Online Movie Theater](#) and add videos from iMovie and YouTube.

### **Create special effects:**

- [Add Special Elements](#) to count visitors and provide an email link.
- Learn how to [Make Text Sparkle](#) and discover the fabulous effects you can create with [Shapes, Layers & Masks](#).
- See [Enhance Photos](#) to add cool effects—like [Instant Alpha](#)—to your photos.
- Looking for extra income? [Add Google AdSense Ads](#), get ideas for how to [Run an Online Store](#), and [Increase Traffic](#) to your site.
- [Add Google Maps](#) or [Include a Google Calendar](#).
- [Add a Form](#) to your site in order to capture information from visitors.

# What's New in iWeb 3

For those of you who have been using earlier versions of iWeb, here's a quick rundown of what's new or different in iWeb 3:

- **Publishing improvements:** Apple drastically improved the process for uploading to Web hosts other than MobileMe by adding FTP capabilities to iWeb. See [Use a Third-Party Web Host](#).
- **Updated user interface:** An improved Media Browser, accessed on the right side of the iWeb window or via the double-chevron button at the right side of the toolbar, provides instant access to your audio, photos, movies, and a larger collection of widgets.
- **iSight Movie widget:** You can make a video podcast with the iSight Movie widget, assuming you have an iSight camera handy. See [Add an Episode with the iSight Movie Widget](#).
- **iSight Photo widget:** Would you like to instantly add a picture of yourself to an iWeb site? You can [Use the iSight Photo Widget](#) to do so without opening any other applications on your Mac.
- **More new widgets:** You can add a [Countdown Timer](#) to place a constantly updating countdown clock on your Web page, while the new RSS Feed widget adds updates from other Web sites, including your Twitter feed (read [Add an RSS Feed](#)).
- **Integration with Facebook:** You can use integration with Facebook that lets your Facebook buddies know when you've updated your iWeb site. To set this up, look for the Facebook option when you configure the [Site Publishing Settings](#).
- **Advanced gradient fills:** When adding a gradient fill to the background of a page or object, you have more control over the type, direction, angle, and color of the fill with the Advanced Gradient Fill. See [Background Fill](#) for details.
- **Easier layering:** If you like to stack items as though you were piling them up on the Web page, you'll be pleased with the Bring to Front and Send to Back commands. To learn more and see examples, skip to [Text Layering](#) and [Layers](#).

# A Brief History of Making Web Sites

To appreciate just how powerful a Web site development tool iWeb is, it's helpful to know a little about what it used to take to create and publish a Web site.

Beginning in 1991, the World Wide Web made the Internet vastly more useful and exciting for many people. Anyone with access to a Web server could put Web pages on the Internet, and anyone with a Web browser could look at them. Unlike earlier Internet applications, the Web wasn't just straight text—Web pages could have colors, pictures, and other visual elements.

The language of the Web is *HTML* (Hypertext Markup Language). Created by Tim Berners-Lee as part of his original specification for the World Wide Web, HTML is a set of text instructions designed to tell a Web browser, like Safari or Firefox, where to place text, pictures, links, and other features on a Web page. (Find out more about Tim Berners-Lee at [http://en.wikipedia.org/wiki/Tim\\_berniers-lee](http://en.wikipedia.org/wiki/Tim_berniers-lee).)

I was so excited by the invention of the Web and HTML, that I quickly downloaded the original NCSA Mosaic Web browser, visited the few sites that were available, and made my own Web site. What tool did I use to set up my original site? SimpleText. That's right—the same tool we still use to read those ubiquitous Read Me files that seem to come with every new piece of software, although it's now called TextEdit.

SimpleText was a good tool for developing Web sites in those days. Most sites consisted of a lot of text, hyperlinks to other sites, and had only a few graphics since most of us were using slow, dial-up modems to access the Internet. We would type the HTML into a text document and then view the more graphical result in a Web browser.

Here's a simplified example of the HTML behind a basic Web page:

```
<html>
<title>This is an example Web page</title>
<p><b>Welcome to my example Web page.</b><br />
```

# Install iWeb

To install iLife '11, including iWeb, your Macintosh must meet or exceed the following minimum requirements:

- A Mac with an Intel processor and at least 1 GB of memory
- DVD drive.
- A display with at least 1280-by-768 pixel resolution.
- At least 5 GB of available disk space if you want to install all of iLife '11. To install only iWeb, 750 MB should be sufficient.
- Mac OS X Leopard 10.6.3 or later.

If your Mac meets the requirements, grab your iLife '11 disc and follow the directions in this chapter to install the software, make sure you have the latest version, and launch the software.

---

*Using the iLife '09 DVD? The process to install the software from an iLife '09 disc is similar to what is described in the next section. Although some of the other iLife applications are now available in the Mac App Store, iWeb is not. Whether that situation might change in the future or not is unknown.*

---

## Run the Installer

---

Before you install iWeb (or any software), I recommend that you quit any applications that are already running. I also suggest that you disable antivirus software, if you have it installed, to avoid possible conflicts with the installer. Remember to turn it back on once the installation is completed.

If you've installed other Mac software, you already know how to install iLife '11: Open the box, remove the installation DVD, and place it in the SuperDrive inside of or attached to your Macintosh. Soon the drive begins to whirl and the DVD contents appear on the screen (**Figure 2**). Double-click the iLife '11 icon to launch the installer.

# Create Your First Site

In this chapter, I walk you through the basic steps for doing Web publishing in iWeb. You can follow along as I create a site, which I've put on the Web—at <http://www.tcoiweb09.com/>—so you can see it in action. You may wish to create a similar sample site, so you can get some practice. Alternately, you can skim this chapter to quickly find information about a particular topic.

---

## Create a New Site

---

The first time you launch iWeb, it either creates a new blank site for you or opens your existing iWeb Domain file (the file in which your iWeb sites are saved). Let's look at both of these scenarios:

- **First launch ever:** iWeb creates a new blank site for you and greets you with a Welcome to iWeb '09 dialog (**Figure 4**).



**Figure 4:** The Welcome to iWeb '09 dialog has an introductory video and links to video tutorials on the Apple Web site. I recommend the tutorials as a supplement to this book.

---

***Allow iWeb to access your keychain?*** You may be asked whether to allow iWeb to use confidential information in your keychain. If this message appears, click the Allow button.

---

# Publish Your Site

In this chapter, I help you figure out where to publish your site (MobileMe or somewhere else) and give you the necessary steps.

---

## Decide Where to Publish

---

A Web site is nothing if the rest of the world can't see it. To publish your site so others can view it, you must copy its files to a *Web server*, a computer running Web-serving software that knows how to communicate with Web browsers. Usually, a Web server has an always-on connection to the Internet and—ideally—it is situated in a place where power outages, drive failures, and other problems are unlikely to occur. A service that provides you with space on a Web server, and takes care of all the maintenance and technical details of running a Web server is called a *Web host*.

From the perspective of an iWeb user, you have three main choices for your Web host, which I present next in what I consider the most likely option to the least likely.

### Use MobileMe

Apple has made Web publishing easy by integrating iWeb with the MobileMe service. A site published to MobileMe can be open for the world to see, or it can be password protected for privacy. The URL to your Web site can either begin with `www.mac.com`, or you can host a personal domain (a registered domain name that you control) on MobileMe (see [Set Up a Personal Domain on MobileMe](#), later in this chapter). A downside of publishing to MobileMe is that Apple doesn't allow commercial activity on Web sites hosted there (see the Warning in [Run an Online Store](#) to read the rules about commercial activity).

Available for \$99 per year, MobileMe provides 20 GB of storage, an email address, and many other features. If you would like to join, visit your local Apple Store or see <http://www.me.com/>. (Joe Kissell's *Take Control of MobileMe* is a valuable source of information on how to make the most of MobileMe.)

# Work with Text

Even if you include fancy graphics or podcasts on your Web site, the text is the heart of your site and is worthy of your attention. In this chapter, I cover a grab bag of techniques that all relate to working with text: improving its look, avoiding issues with high-ASCII characters, and creating hyperlinks.

---

## Make Text Sparkle

---

iWeb's professionally developed templates are nice, but you may want to customize the look of your text, perhaps in order to make your page stand out more. Although I don't want to overdo it, I'd like to add pizzazz to my example pages by modifying text colors and styles, and applying effects such as opacity and rotation.

### Fonts

If you have a special headline that needs to stand out, consider using a different font. Yes, I know I told you earlier not to use too many different fonts, and that basic rule still applies. However, judicious use of a special font can definitely change the way your Web page looks. As an example, I decided to change the text "Steve Sande" on the About Me page to make it stand out a bit. I selected the text by double-clicking it, and then clicked the Fonts button on the toolbar. Changing from the default Helvetica Neue font to plain Helvetica gave me the slightly bolder look I wanted.



### Size

Size matters when it comes to text on Web pages. Headlines and titles should be larger than body text. To change text size without using the Font panel, select the text and press Command-Minus to make the text smaller or Command-Plus to make the text larger. There's also a slider in the Font panel you can use to resize text on the fly.

# Shapes, Layers & Masks

In this chapter, I talk about three powerful iWeb features—Shapes, Layers, and Masks. I touched on the topic of layers with respect to text objects in [Work with Text](#), but there's more to the story.

---

## Shapes

---

In iWeb, *shapes* are exactly what the name implies, pre-drawn shapes that you use to add excitement to your Web site. These include lines, arrows, circles, stars, rectangles, polygons, and even comic speech balloons. Shapes can behave in three different ways on your page:

- **Inline:** If you insert a shape just after clicking in a text block when a text cursor is flashing, the shape goes in the text as an *inline* graphic, meaning it behaves just like a regular character.
- **Wrapped:** You can change an inline graphic so that text in its paragraph wraps around it.
- **Fixed-object:** You can drag the object around freely on the page and place it where you like. Text does not wrap around it.

I discuss each of these options ahead, and I talk about [Changing a Shape](#) (for instance, adding more points to a star) and about [Adding Text](#) to the inside of a shape.

### Inline & Wrapped Shapes

Follow along with me as I add an inline shape: First, I set the insertion point by clicking in the text where I want the shape to go. Next, I choose a circle from the Shapes pop-up menu on the toolbar. A circle surrounded by handles appears (**Figure 43**).

# Publish a Blog

*Blog* is a contraction of *Web log*, describing a Web site on which a writer, or group of writers, posts items on a regular basis focusing on a specific subject. The items typically include text, images, and links to other Web sites or Internet resources. Blogs display content in reverse chronological order, with the latest entries at the top of the page.

Although we didn't call them blogs in the early days, blogs have been on the Web all along. Blogging took off in 2001 with the emergence of Blogger and other free Web-based blogging services that made it easy to add new blog entries and keep old entries organized. Blogging has become a popular means of communication and has been adopted by the mainstream media, although it is primarily known as an alternative media capable of affecting worldwide opinion.

In this chapter, I show you how to be an iWeb blogger.

---

## What's on an iWeb Blog Page?

---

iWeb's Blog page type provides most of the elements of a classic blog:

- An overview page, with excerpts of the most recent posts listed in reverse chronological order
- Detailed blog entries on their own pages
- An archive of past entries that your readers can visit
- Comments with attachments (when the Web site is published to MobileMe)
- A tool for searching iWeb blogs (MobileMe only)

# Publish a Podcast

What's the fastest-growing new media on the planet? Podcasts. *Podcasts*, online radio or video shows, are consumed whenever, wherever, and however the listener desires. A typical podcast has three features:

- It has a number of episodes, all dealing with a particular subject.
- Listeners can subscribe to a podcast with podcatcher software, such as iTunes or Juice, to get the latest episode automatically.
- Listeners can enjoy a podcast on a mobile device, such as an iPod, iPhone, or other MP3 player.

Hundreds of thousands of podcasts are available today on almost any conceivable topic from “A Bluegrass and Old Time Radio Show” to “Zolfo Springs, Florida Weather.”

Video podcasts won't necessarily appeal to people who like to listen while they do something else, but they do have advantages:

- It's easier to demonstrate devices or processes when you can show what you're talking about instead of describing it.
- The combination of sight and sound is much more engaging than audio alone. Would you rather see bright blue water, sparkling sand, and swaying palm trees in a travel podcast, or only hear the podcaster describing them?

In this chapter, I explain how to set up a podcast section on your iWeb site, and how to add content from GarageBand, the iSight Movie widget, iMovie, and the Finder. I also include directions for how to [Add an RSS Feed](#) and [Add a Twitter Feed](#).

# Add Photos

Digital photos are great! It's so easy to take pictures with your digital camera and transfer them to your Mac, then retouch and categorize them in iPhoto. With iWeb, it's straightforward to add a gallery to your Web site so visitors can read about a vacation trip and then view pictures from the trip in an animated slideshow.

Here's a summary of your options:

- **Insert a single photo:** If you just want to add a single photo, you can do so via the Media Browser or the Finder, but don't miss trying the new iSight Photo widget to quickly add a photo of yourself (I cover the iSight Photo widget ahead shortly).
- **Photo pages:** You can [Create a Photo Page](#) to display as many as 300 photos on the page and offer a nice slideshow option.
- **My Album pages:** These Web pages organize multiple iPhoto albums on a single page. Once you [Set Up a My Albums Page](#), viewers of the page can click an iPhoto album's thumbnail-style cover image to open a Photo page showing its contents.
- **MobileMe galleries:** You can [Work with MobileMe Galleries](#) in iPhoto and publish them to your MobileMe account. Web galleries have several nice features for fun and easy viewing of photos, and you can put an animated, clickable, thumbnail-style image leading to a gallery on any page in iWeb.

(For advice on enhancing the appearance of your photos using tools in iWeb, or for details on making them into clickable links, see the next chapter, [Enhance Photos](#).)

---

## Use the iSight Photo Widget

---

As you've seen earlier in this book, adding photos to an iWeb page is as easy as dragging one from the Media Browser or Finder, and then dropping it on the page or a placeholder. But did you know you can

# Enhance Photos

iWeb gives you the power to do more with your online photos. In this chapter, I describe how to create interesting effects, frames, and shadows, and even how to use my favorite tool—[Instant Alpha](#)—to eliminate cluttered backgrounds in photos. I also cover how to turn almost any picture into a clickable hyperlink, in [Create Picture Hyperlinks](#), and how to [Make an Image Map](#).

---

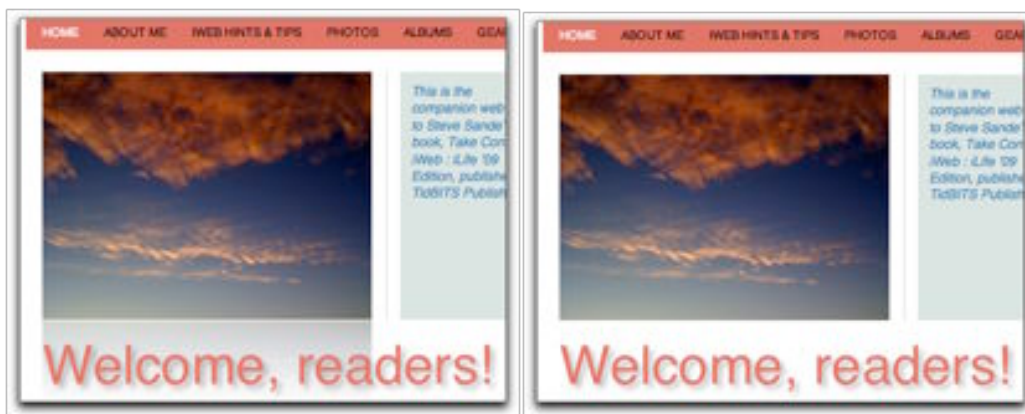
## The Fine Points of Photo Formatting

---

Here are my favorite tips for formatting photos in iWeb:

- **Removing, adding, or changing reflections:** Some iWeb templates automatically place a reflection under large pictures on certain pages. You can add, remove, or change reflections on almost any picture: select the picture, open the Graphic Inspector, and configure the “Reflection” checkbox and slider. Reflections cannot be added to photos that represent iPhoto Web galleries.

Reflections aren’t always appropriate. I like them under large single photos on a page, but they seem distracting and unnecessary on pages with a lot of text or multiple photos. I tried reflections under the photos on the Examples page of my Web site and didn’t like them (**Figure 73**).



**Figure 73:** Photos on a Web page without (left) and with (right) a reflection. Should you use a reflection? You make the call. In this case, I found the reflection distracting so I removed it.

# Create an Online Movie Theater

Digital video is becoming much easier to produce, thanks to better camcorders and software like iMovie. You can share your digital videos with your Web site visitors by converting the videos to a Web-friendly, low-bandwidth format, then exporting them to iWeb. The process is extremely easy, once you've created the digital video. You can also [Add a YouTube Video](#) to your Web page using the YouTube widget. I discuss both options in this chapter.

(For information about video podcasting, flip back to the [Publish a Podcast](#) chapter, and especially check out the topics relating to iMovie and to the iSight Movie widget.)

---

***Import from the Finder?** You needn't have a movie in iMovie or YouTube to include it on an iMovie page. For example, you can drag a QuickTime movie into an iWeb page from the Finder.*

---

---

## Add an iMovie Video

---

Once you've shared a movie from iMovie to Apple's Media Browser, you can easily import it into other applications that use the Media Browser, including iWeb.

Here's how to put your movie in the Media Browser and include it on an iWeb page:

1. With your edited movie selected in iMovie, choose Share > Media Browser.

A dialog appears, asking you to select the format(s) for exporting your movies (**Figure 78**).

# Money, Maps & More

A Web site can be a drain on your wallet, especially if it grows so popular that you're charged for bandwidth and space usage overages. Wouldn't it be nice if you could at least recoup part of the cost of running your Web site? Perhaps you have a great new product or service that you want to sell online. With iWeb and a little ingenuity, you can start selling your goods to the world.

Perhaps you'd like to add a form to your site, either to gather names or to conduct a survey. Or, maybe you'd like to add a map? I cover these options and more in this chapter.

---

## Add Google AdSense Ads

---

Google AdSense is the most prevalent example of an affiliate program. Affiliate programs provide advertising content to your Web site and provide a way to make ad revenue for your site. Apple and Google are close partners, and they've worked together to create an easy way for you to add Google AdSense ads to your iWeb pages.

Here's how to sign up to show AdSense ads on your iWeb site:

1. Choose File > Set Up Google AdSense.
2. In the resulting dialog (**Figure 82**), enter your email address and click Submit. (Or click the I Already Have an Account button.)

# Learn More & Do More

Continue your journey with iWeb by learning more about MobileMe, podcasting, and Web design. The publications and Web sites listed here are some of my favorites.

## Take Control ebooks:

- *Take Control of MobileMe*, by Joe Kissell (TidBITS Publishing, \$10)
- *Take Control of Podcasting on the Mac*, by Andy Affleck (TidBITS Publishing, \$10)

## Books:

- *The Non-Designers Web Book*, by Robin Williams & John Tollett, (Peachpit Press, \$39.99)
- *Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond*, by Jennifer Niederst Robbins (O'Reilly, \$39.95)
- *Web Design Garage*, by Marc Campbell (Prentice Hall, \$34.99)

## Web sites:

- Apple's iWeb Forum  
<http://discussions.apple.com/forum.jspa?forumID=1309>
- Vincent Flanders's *Web Pages That Suck*  
<http://www.webpagesthatsuck.com/>

# Appendix A: Web Hosting

The topic of hosting an iWeb site on a server that isn't run by MobileMe could rightfully fill another book. However, it wouldn't be fair to you to talk about setting up your own Web site without at least touching on the subject, so this appendix gives an overview of how to obtain a domain name for your Web site and find a Web host for it elsewhere than MobileMe.

To get a domain name and host your Web site elsewhere than MobileMe, follow these steps:

1. Decide at which Web location your site will be reachable. Web-hosting companies typically offer you one or more of the following choices for the start of a URL:
  - ▶ **A special path at the hosting company from a domain they control:** This is common for sites provided by your Internet Hosting Provider. The pattern is usually <http://www.example.com/username/> or <http://www.example.com/~username/>.
  - ▶ **A subdomain at the hosting company:** A subdomain prepends a name to the front of a domain name; for instance, I host Web sites on my Podbus.com hosting service with URLs like <http://mytestsite.podbus.com/>.

If you go with either of the above two options, skip to [Step 1](#) in the next set of steps.

- ▶ **Your own domain:** Many hosting companies are happy to create a virtual Web server for you at a domain name you choose and register through them or a third party. This virtual Web server resides on the same computer as dozens or even tens of thousands of other Web sites, but only responds when its name is “called” by a browser. For example, my Podbus.com servers host a number of Web sites, including the one used for the examples for this book. This type of hosting is usually slightly more expensive than using a path or a subdomain.

# About This Book

Thank you for purchasing this Take Control book. We hope you find it both useful and enjoyable to read. We welcome your comments at [tc-comments@tidbits.com](mailto:tc-comments@tidbits.com).

---

## Ebook Extras

---

You can [access extras related to this ebook](#) on the Web. Once you're on the ebook's Take Control Extras page, you can:

- Download any available new version of the ebook for free, or buy a subsequent edition at a discount.
- Download various formats, including PDF and—usually—EPUB and Mobipocket. (Learn about reading this ebook on handheld devices at <http://www.takecontrolbooks.com/device-advice>.)
- Read postings to the ebook's blog. These may include new information and tips, as well as links to author interviews. At the top of the blog, you can also see any update plans for the ebook.
- Get a discount when you order a print copy of the ebook.

---

## About the Author

---

Steve Sande embraces change. After gathering his Bachelor of Science in Civil Engineering and MBA from the University of Colorado, he worked as an engineer until falling in love with the Mac in late 1984. He started a new life as an IT manager and unofficial Mac evangelist, at one point managing a team supporting over 1,200 Macs.

In 2004, Steve embarked on a new career as a certified Mac consultant. When he's not haunting the local Apple Stores, working with clients, or writing ebooks, he loves to cook, go geocaching, sing, ride his recumbent bicycle, collect and create art, and attend classical music concerts. Since 2008, he's been reporting Apple news on *The Unofficial Apple Weblog* (<http://www.tuaw.com/>), and hosts the weekly TUAUW TV Live streaming video show (<http://ustream.tv/>)

tuaw/). You can follow Steve on Twitter (<http://www.twitter.com/stevensande/>).

Steve lives in Highlands Ranch, Colorado, with Barb—his wife, who really is a rocket scientist—and his tortoiseshell cat, Ruby.



---

## Author's Acknowledgments

---

I'd like to thank several people for their support during the creation of this book:

- **Barb Sande**, my wonderful wife, for putting up with me typing away on my computer at all hours of the day.
- **Tonya Engst**, for being such an unbelievably patient, hard working, and understanding editor-in-chief.
- **Karen Anderson**, for taking on the daunting task of editing this book and being patient with a person who is notoriously slow at creating updates.
- **Doug McLean**, for his sharp eyes and unfailing logic in pointing out sections of the book that needed work.

---

## About the Publisher

---

Publishers Adam and Tonya Engst have been creating Apple-related content since they started the online newsletter *TidBITS*, in 1990. In *TidBITS*, you can find the latest Apple news, plus read reviews, opinions, and more (<http://www.tidbits.com/>). Adam and Tonya are known in the Apple world as writers, editors, and speakers. They are

also parents to Tristan, who thinks ebooks about clipper ships and castles would be cool.



---

## Production Credits

---

Take Control logo: Jeff Tolbert

Cover design: Jon Hersh

Editor: Karen Anderson

Editor in Chief: Tonya Engst

Publisher: Adam Engst

*Thanks to Sharon for last-minute support and screenshots!*

# Copyright & Fine Print

*Take Control of iWeb '09*

ISBN: 978-1-93367-158-1

Copyright © Steven P. Sande, 2011. All rights reserved.

TidBITS Publishing Inc.

50 Hickory Road

Ithaca, NY 14850 USA

<http://www.takecontrolbooks.com/>

Take Control electronic books help readers regain a measure of control in an oftentimes out-of-control universe. Take Control ebooks also streamline the publication process so that information about quickly changing technical topics can be published while it's still relevant and accurate.

This electronic book doesn't use copy protection because copy protection makes life harder for everyone. So we ask a favor of our readers. If you want to share your copy of this ebook with a friend, please do so as you would a physical book, meaning that if your friend uses it regularly, he or she should buy a copy. Your support makes it possible for future Take Control ebooks to hit the Internet long before you'd find the same information in a printed book. Plus, if you buy the ebook, you're entitled to any free updates that become available.

Although the author and TidBITS Publishing Inc. have made a reasonable effort to ensure the accuracy of the information herein, they assume no responsibility for errors or omissions. The information in this ebook is distributed "As Is," without warranty of any kind. Neither TidBITS Publishing Inc. nor the author shall be liable to any person or entity for any special, indirect, incidental, or consequential damages, including without limitation lost revenues or lost profits, that may result (or that are alleged to result) from the use of these materials. In other words, use this information at your own risk.

Many of the designations used to distinguish products and services are claimed as trademarks or service marks. Any trademarks, service marks, product names, or named features that appear in this title are assumed to be the property of their respective owners. All product names and services are used in an editorial fashion only, with no intention of infringement of the trademark. No such use, or the use of any trade name, is meant to convey endorsement or other affiliation with this title.

This title is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc. Because of the nature of this title, it uses terms that are trademarks or registered trademarks of Apple Inc.; to view a complete list of the trademarks and the registered trademarks of Apple Inc., you can visit <http://www.apple.com/legal/trademark/appletmlist.html>.

# Featured Titles

Click any book title below or [visit our Web catalog](#) to add more ebooks to your Take Control collection!

*[Take Control of Easy Mac Backups](#)* (Joe Kissell): Devise a rock-solid backup strategy so you can restore quickly and completely, no matter what the catastrophe. \$10

*[Take Control of Maintaining Your Mac](#)* (Joe Kissell): Find a commonsense approach to avoiding problems and ensuring that your Mac runs at peak performance. \$10

*[Take Control of Passwords in Mac OS X](#)* (Joe Kissell): Create and manage strong passwords that keep your data safe without taxing your memory! \$10

*[Take Control of Users & Accounts in Snow Leopard](#)* (Kirk McElhearn): Find straightforward explanations of how to create, manage, and work with—and among—user accounts. \$10

*[Take Control of Safari 5](#)* (Sharon Zardetto): Make the most of Apple's Safari, a Mac Web browser with many hidden and under-appreciated talents! \$10

*[Take Control of iTunes 10: The FAQ](#)* (Kirk McElhearn): This FAQ-style ebook helps you wrap iTunes around your little finger and enjoy your media more. \$10

*[Take Control of Screen Sharing in Snow Leopard](#)* (Glenn Fleishman). Figure out which type of screen sharing to use when and how to get the most out of screen sharing. \$10

*[Take Control of Your Paperless Office](#)* (Joe Kissell): With your Mac, scanner, and this ebook in hand, you'll finally clear the chaos of an office overflowing with paper. \$10

*[Take Control of MobileMe](#)* (Joe Kissell): This ebook helps you make the most of the oodles of features provided by a \$99-per-year MobileMe subscription. \$10