

From Word to the Web Guidelines

This guide contains tips and suggestions to help you create and prepare your Word documents for transmittal to us and uploading on the web. This is not a comprehensive guide to Microsoft Word, as most people already have a good working knowledge of the software, but it does cover two areas that will help you create interesting content and have clear navigation. These two areas are *managing images* and *planning your links*.

Managing Images

You may know how to insert or paste images (or graphics) into a Word document, but you may not know about the several management features giving you full control of images once they are inserted. The most useful of these features allows you to move (click and drag) an image to nearly any location in a document with nearby text automatically wrapping around the image.

This one feature will enable you to create great looking Word documents quickly and easily. This image control is accomplished with just a few menu selections. As they say, everything is easy when you know how, so let's review how this is done. If you already know how to insert an image into a Word document, skip to Step 2 below.

Step 1 – Insert an Image

From the top menu bar in Word, select “Insert” then follow this menu sequence: Insert > Picture > From file... At this point, you will be presented with the Windows file selection box. Browse to an image on your local hard drive and double click on it. This inserts the image into your Word document at the point where your cursor is located. If the image is too large or too small, click on it to display the control points and drag one of the corners inward to reduce it or outward to expand it.

At this point, the only placement control you have over the image is clicking on it and selecting left, center or right in the same manner as you would control a block of text. As with text, you can also copy and paste the image to multiple locations within the document. Right click the image, select “Copy” or press Ctrl-C then press Ctrl-V to display the copy of the image. Now, move the copy to the desired location.

Step 2 – Full Image Control

Now that you have an image in your document, let's experiment with moving it around. To control the exact placement of the image you need to go through a few more steps, as follows:

1. Right click the image. This displays a floating menu.
2. Select “Show Picture Toolbar.” It's the fifth item down on the floating menu. This selection will display a floating tool bar.
3. Select the icon that looks like a little dog on a horizontally-stripped background. It's the fourth icon from the right end. This is the “text wrapping” function. This drops down another menu with various image management features.

4. Select the one marked “Tight.”

This enables you to click and drag the image anywhere on the page. Drag it right through a paragraph to see how the text wraps as you go. Resize it if you wish. For fine tuning, click the image then use your arrow keys to move the image up, down, right or left one pixel at a time. This is useful when you are trying to line up several images in a row or column. For example, you may want to have the bottom edge of a row of images perfectly aligned.



Experiment with other text wrapping features. One feature enables you to float text right over an image (“Behind Text”). This can be quite useful. If you have a blank coupon image (border design with area in the middle left blank) and you want to lay text on top of the blank area with details of your discount deal of the week, you can use this feature to get that done.

First, locate the image on the page then type and move the text over the image until everything lines up the way you want it. You can tweak the location of both the text and the image until they’re perfect.



Example of placing text on top of a graphic to create an attention-grabbing coupon.

The image management features in Word allow you to create a page of text and images in just about any layout you want. Insert, resize and drag images or photographs until everything is placed exactly the way you want it to be. Needless to say, this is a lot easier and much less expensive than learning how to use dedicated graphics programs! If you need a specialized graphic, such as a nice header design at the top of a page or a coupon graphic with a space to place your offer text, have a graphic artist create exactly what you need. Keep it in inventory and use it as often as you need to.

Planning Your Links

As you plan which documents you would like included on your PDF website, remember that each document can be comprised of one or more pages and you can have several documents that are accessed with links from your home page or any other page so your visitors can get *to* anywhere *from* anywhere.

A link can be a simple text link, commonly displayed as blue, underlined text, [like this](#) or a link can be a clickable image, photograph or graphic. For example, you may want to have a thumbnail graphic of the cover page of your monthly newsletter serve as a link to the newsletter itself.

Laying out your links is easy, because you don’t have to actually attach or connect the links; we’ll do that for you after we receive your documents. All you have to do is indicate which text or which graphic will be a link and identify the target document of each link.

Text Links

Text links are very common. We see them every day. For example, on your home page you might want to say, “[Click here](#) to read my article on how to create a chart of accounts for your

bookkeeping system,” or “Read our customer [testimonials](#) to see what others have to say about our service” or “Review our [Price List](#).” To designate a text link, just identify which words you would like to serve as the actual link and tell us the target document for that link.

You can mark the words in your Word document by changing them to blue and underlining them or by simply telling us which words will form each link. Unless you specify otherwise, we’ll change them to display as the customary blue, underlined text and connect them to the target documents.

Graphic or Image Links

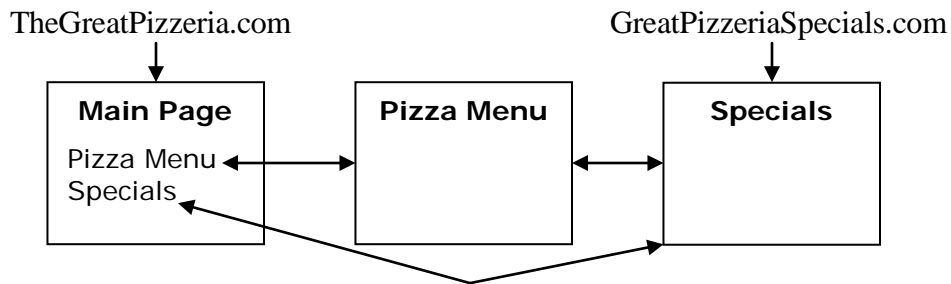
Creating a graphic or image link is just as simple as designating a text link. Just identify which graphic or image you’d like to have as a link and what the target is. With that information, we’ll receive your document and convert the designated images into clickable links.



Site Diagram

As you lay out your site and plan the links between the documents, it may help to draw a simple flow-chart type diagram, showing the pathways (links) between the various documents on your site. If you feel a diagram will help us upload and assemble the documents for your site, please scan it or fax it to us, along with your documents.

Here is a diagram of a three-page site. Notice the links are set up so visitors can get *to* any page *from* any page.



As you can see, this site has two domain names with the second domain name connecting directly to the Specials page. This is because the owner of the pizzeria often advertises her specials and she wants her advertising audience to skip the main and menu pages and go directly to the Specials page and follow the prompt to print it out. This puts a hard copy of the Specials page in their hands.

In addition to the discount coupons the Specials page has all the contact information, along with a photograph of the front of the business and suggestions on where to park. She wants to make it as easy as possible for new customers to find her business, park and come in to redeem the coupons. On the website, visitors can always navigate from the Specials page to the other two pages, if they wish.

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