

Publishing a PowerPoint Presentation as a Web Page

After completing this chapter, you will be able to:

- Understand what happens when you choose the PowerPoint option to Save as Web Page
 - Know how to set the Web Page publishing options so the browsers your users have will be able to view your presentation over the Internet
 - Understand what kinds of links and objects get published to the Web, and which ones do not work over the Web
 - FTP your published presentation to the Web
 - Rehearse the presentation over the Web
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- The most universal way to distribute a presentation is to publish it to the Web via PowerPoint's Save as Web Page tool. Once your presentation has been mounted on the Web, anyone in the world who has Internet access can run it with a Web browser. You need to be aware of some differences among the different Web browsers, however, because not all browsers can support all of the bells and whistles you can publish to the Web with PowerPoint.

This chapter teaches you how to publish PowerPoint presentations to the Web. You will learn how to save your application as a Web page, mount it on the Web, and provide worldwide access to it. You will be provided with an FTP tool that you can use to maintain and update your Web sites. You will also learn about the differences among Web browsers and how to cope with them.

Saving a Presentation as a Web Page

Show-Me Movie:

"Saving a Presentation as a Web Page"

When you choose the option to save a presentation as a Web page, PowerPoint goes through your presentation and creates a separate HTML file for each one of your slides. The filename of your first slide is the name of your presentation followed by the *.htm* filename extension. If you publish the *History of Flight* application as a Web page, for example, the first slide will be named *flight.htm*. The HTML files for the rest of your slides get placed into a folder that the Save as Web Page tool creates in the same place as the *flight.htm* file. This folder is also the place where any sounds and graphics used in your presentation get placed.

The best way to learn how to save a presentation as a Web page is to just do it. Follow these steps:

- ▶ Use PowerPoint to open the presentation you want to publish. In this example, open the History of Flight application you created in Chapters 26 to 31.
- ▶ Pull down the File menu and choose Save as Web Page; the Save as Web Page dialog appears as illustrated in Figure 40-1.
- ▶ Out on the Web, pages have titles. To set the title for this presentation, click the Change Title button.

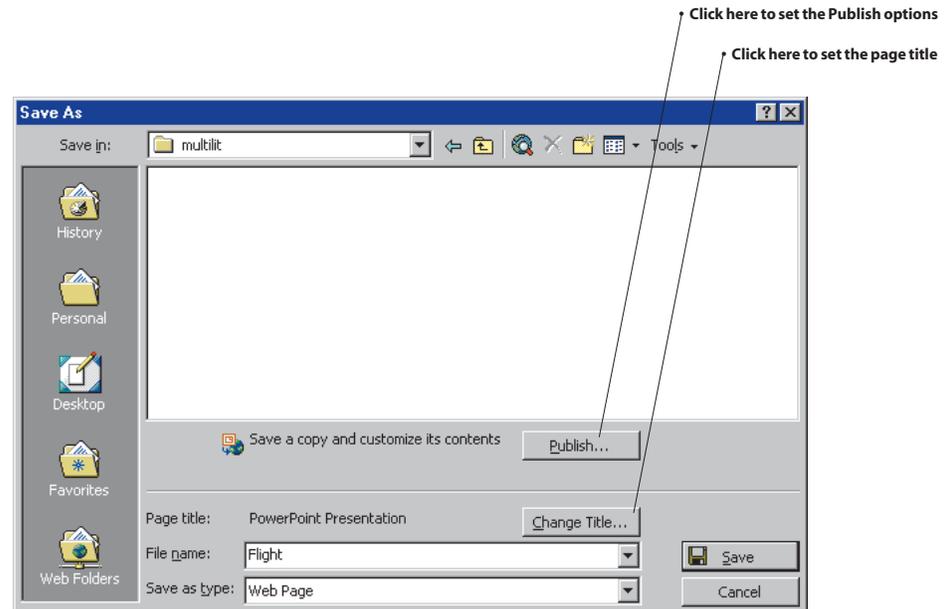


Figure 40-1 The Save as Web Page dialog.

- ▶ When the Set Page Title dialog appears, type the title you want. In this example, type **History of Flight**, as illustrated in Figure 40-2. Click OK to close the Set Page Title dialog.
- ▶ To set the Web page publishing options, click the Publish button. The Publish as Web Page dialog appears, as illustrated in Figure 40-3.

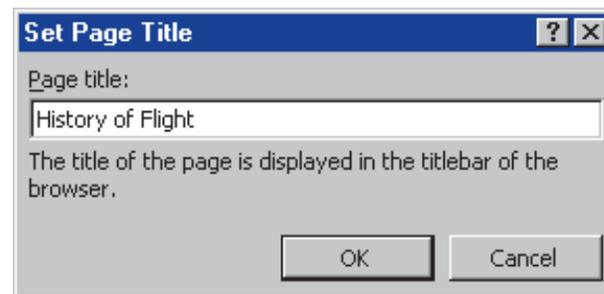


Figure 40-2 The Set Page Title dialog.

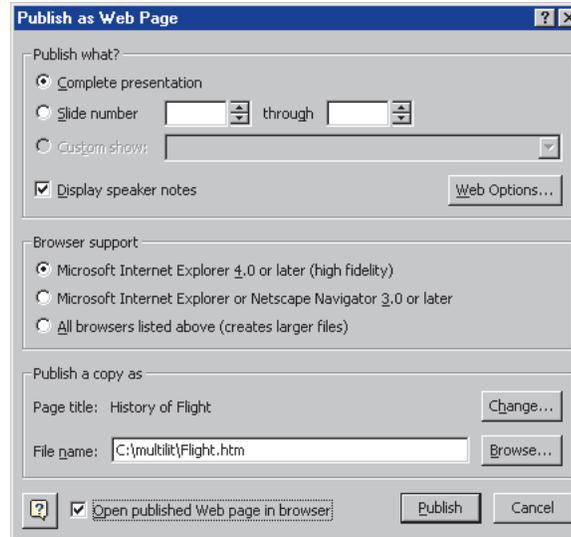


Figure 40-3 The Publish as Web Page dialog.

- ▶ In the Browser Support section, click the level of the browser for which you are publishing your application. Your presentation will work best if you click the high fidelity setting, but it may not be viewable by browsers other than the Microsoft Internet Explorer. If you want Netscape users to be able to view your presentation, for example, you will probably need to choose the lower setting. Choose the All Browsers option if you want to target all of the browsers. In this example, if you are using the Microsoft Internet Explorer, choose the high-fidelity setting. Otherwise, choose the lower setting.
- ▶ Click the Web Options button to make the Web Options dialog appear.
- ▶ As illustrated in Figure 40-4, the Web Options dialog lets you turn on or off the navigation controls; you will probably want them on.

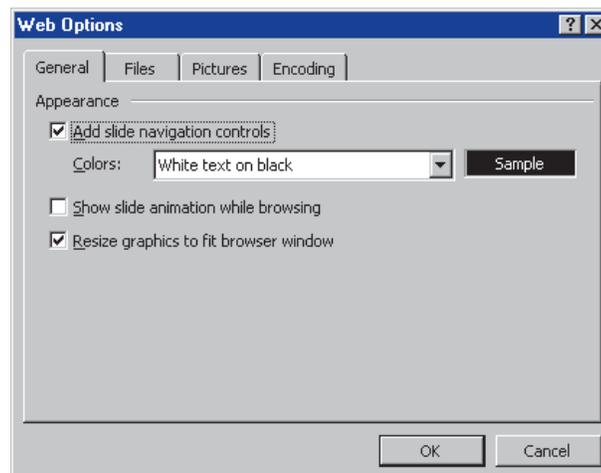


Figure 40-4 The Web Options dialog.

- ▶ If you want slide animations to appear, click to check the option to show slide animation while browsing. In this example, leave it unchecked.
- ▶ By default, the option to resize graphics to fit the browser window is checked; in this example, leave it checked.
- ▶ Click OK to close the Web Options dialog.
- ▶ If you want the finished page to appear in a browser after the presentation gets published, click the box near the bottom of the Publish as Web Page dialog where it says to Open published Web page in browser. In this example, since you will definitely want to preview your published page, click the box to check this option.
- ▶ Now you are ready to publish the page. Click the Publish button.
- ▶ Wait awhile as the page gets published.
- ▶ When the page is done publishing, the published Web page will open in a browser if you had chosen that option. If you did not choose that option, you can use your browser's File—Open menu to open the page manually.
- ▶ Figure 40-5 shows how the published page is displayed in a frame alongside the outline of your presentation. You can navigate by clicking buttons in the presentation or by clicking items in the outline.
- ▶ Please note that the movies and sounds will not play unless you chose the high-fidelity setting when you published the presentation.

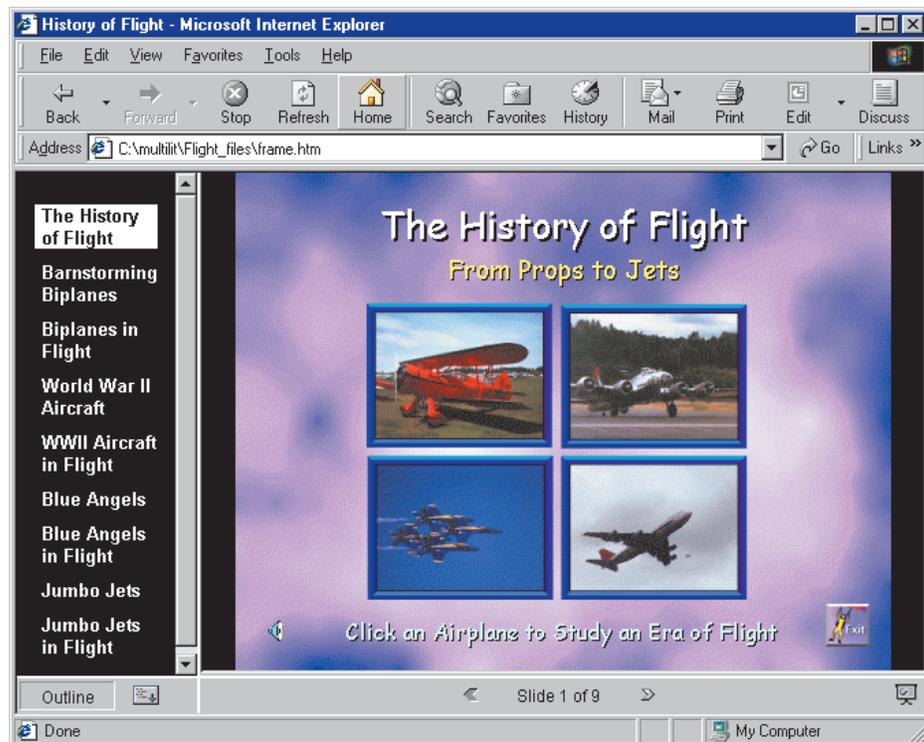


Figure 40-5 How the *History of Flight* application appears when viewed with a Web browser.

Mounting Published Files on the Web

After you have created the Web page and tested it locally by viewing it with a Web browser to make sure it published right, you are ready to transfer the files to the Web. You transfer the files with an FTP program. *FTP* stands for File Transfer Protocol, which is the standard way of transferring files over the Internet. FTP programs use the File Transfer Protocol to send and receive files over the Internet.

Installing the FTP Software

Show-Me Movie:

"Installing the FTP Software"

FTP programs are available in Windows and Macintosh versions that are free to users affiliated with educational or charitable institutions. For Windows users, the program to use is called WS_FTP. Macintosh owners use a program called Fetch. Both programs have a graphical user interface that makes it easy to upload and download files, inspect the contents of the folders at your Web site, delete and rename files, and create new folders.



Created by Ipswitch, Inc., *WS_FTP* stands for Windows Socket File Transfer Protocol. It is available in a professional edition called WS_FTP PRO and a freeware version called WS_FTP LE that may be used without fee by any U.S. government organization, by individuals for noncommercial home use, and by students, faculty, and staff of academic institutions.



Created by Dartmouth College, Fetch is licensed free to users affiliated with educational or charitable organizations. Other users can get an individual license for \$25.

To download either WS_FTP for Windows or Fetch for the Macintosh, follow the steps in Table 40-1.

Table 40-1 How to Download and Install the FTP Software

| WS_FTP LE for Windows | Fetch for Macintosh |
|--|---|
| <ul style="list-style-type: none"> ▶  Click the link to download WS_FTP LE at the <i>Multitit</i> Web site. ▶ Follow the on-screen instructions that prompt you to fill out a form to download WS-FTP LE for Windows. ▶ When your browser asks what folder you want to download the archive into, choose the folder you want to put it in. Normally you would use your <i>temp</i> folder. ▶ After the file gets downloaded, click your Start button, choose Run, and run the <i>ws_ftple.exe</i> program you will find in the folder where you downloaded the file. ▶ The WS_FTP LE install program will guide you through the installation; follow the on-screen instructions. ▶ When you get to the screen that asks you what version of WS_FTP LE you want to install, the correct version for your system will be preselected. Do not change that unless you know for sure that you should choose something different. | <ul style="list-style-type: none"> ▶  Fetch is distributed as a BinHex type self-extracting archive. In order to unpack this archive, you must first have Stuffit Expander installed on your Macintosh. If you do not have Stuffit Expander on your Mac, follow the <i>Multitit</i> Web site links to Stuffit Expander and install it. ▶ Click the link to download Fetch at the <i>Multitit</i> Web site. ▶ If Stuffit Expander has been installed on your computer, Fetch will automatically self-extract and put a Fetch Installer icon on your desktop. ▶ Double-click the Installer icon to install Fetch. ▶ When the Installer asks whether you want to install Fetch as a fat binary or application only, you can choose application only to install a copy of Fetch with native code for your kind of Macintosh, or a "fat binary" that will run natively on any Macintosh. |

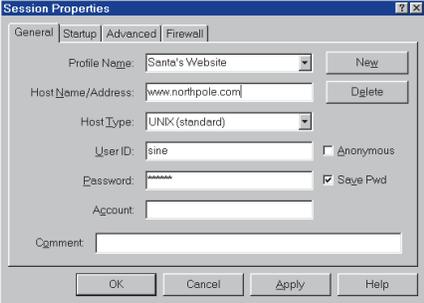
How to Configure a New FTP Connection

Show-Me Movie:

“Configuring an FTP Connection”

The first time you use your FTP software, you will need to configure a new connection for your Web site. The new connection configuration identifies the domain name of your Web server and your user ID on that server. To configure a new connection, follow the steps in Table 40-2.

Table 40-2 How to Configure a New FTP Connection

| WS_FTP LE for Windows | Fetch for Macintosh |
|--|--|
| <ul style="list-style-type: none"> ▶ Double-click the WS_FTP LE icon to get it running; you can also click your Start button, choose Programs, and in the WS_FTP group, select WS_FTP95 LE. ▶ The Session Profile dialog shown in Figure 40-6 appears. The first time you run WS_FTP, you need to create a new profile for your World Wide Web server. Otherwise, you just select the profile you created in a previous session.  | <ul style="list-style-type: none"> ▶ Double-click the Fetch icon to get it running. If you cannot find the Fetch icon, choose File from the menu, then Find, and do a search for the file containing the word <i>Fetch</i>. ▶ With Fetch running, pull down the Customize menu and choose New Shortcut; the Bookmark Editor dialog appears as shown in Figure 40-7.  |
| <p>Figure 40-6 The WS_FTP Session Profile dialog.</p> <p>To create a new profile, follow these steps:</p> <ul style="list-style-type: none"> ▶ In the Session Profile dialog, click New; this clears the fields in the Session Profile dialog. ▶ In the Profile Name field, type the name you want the new session profile to be called; for example, if your name is Santa Claus, you might call it Santa’s Web site. ▶ In the Host Name field, type the domain name of your World Wide Web site, such as www.northpole.com ▶ Leave the Host Type set to Automatic detect, unless you have a reason to change it. ▶ In the User ID field, type the user ID by which you are known on your Web server; this will probably be the first part of your e-mail address, up to but not including the @ sign. ▶ If you are not concerned about the security of your password on your local PC, you can type your password into the Password field, but this is not recommended for security reasons; if you do not enter your Password here, your server will prompt you for it when you connect later on in this tutorial. ▶ Click Save to save the profile. | <p>Figure 40-7 The Fetch Bookmark Editor Dialog.</p> <ul style="list-style-type: none"> ▶ In the Name field, type the name you want the new connection's shortcut to be called; for example, if your name is Santa Claus, you might call it Santa's Web site. ▶ In the Host field, type the domain name of your World Wide Web site, such as www.northpole.com ▶ In the User ID field, type the user ID by which you are known on your Web server; this will probably be the first part of your e-mail address, up to but not including the @ sign. ▶ Type your password into the Password field. If you are not using your own computer, you should erase the password field when you are done using Fetch, to prevent the user after you from accessing your Web site. ▶ Click OK to save the shortcut. |

How to FTP Files to the Web

Show-Me Movie:

“How to FTP Files to the Web”

Figure 40-8 shows how the WS_FTP program has graphical controls that make it very easy for Windows users to FTP a file to your Web site. Figure 40-9 shows the Fetch controls that enable Macintosh users to do likewise.

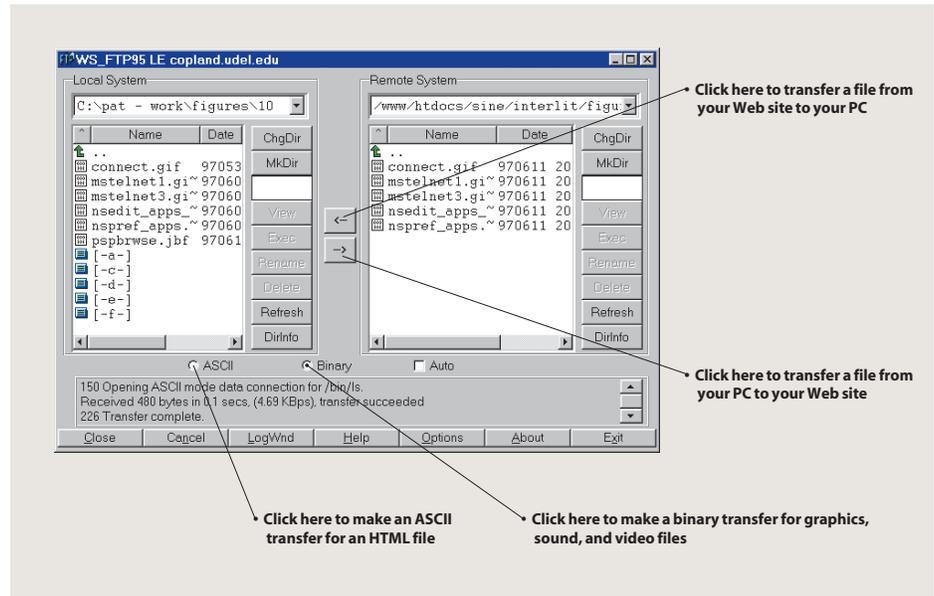


Figure 40-8 The WS_FTP program displays folder listings for your local system and the remote system.

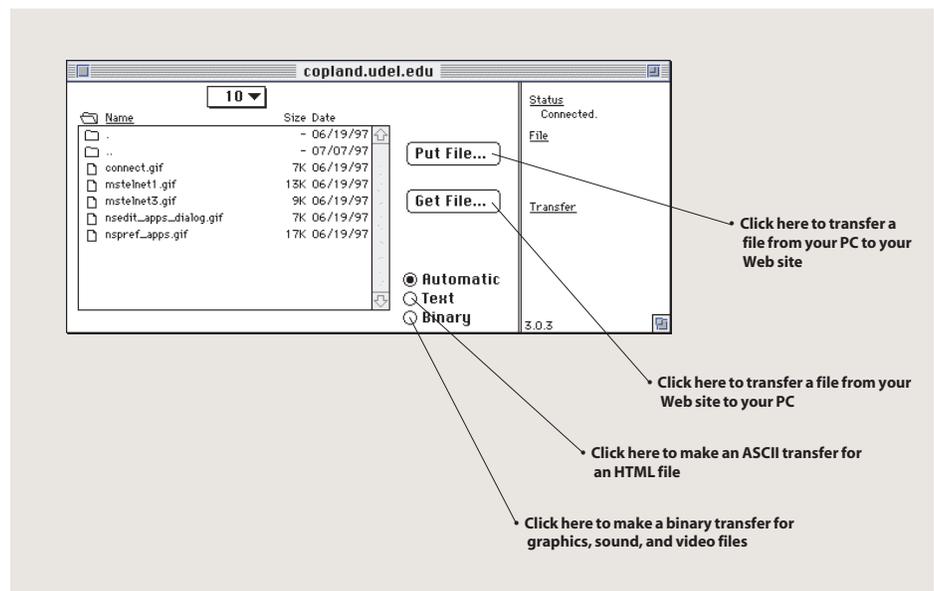


Figure 40-9 The Fetch program lists the names of the files at your Web site and enables you to upload and download files from the Internet.

Suppose you want to FTP the *History of Flight* application you published earlier in this chapter from your computer to your World Wide Web account. Follow the steps in Table 40-3.

Table 40-3 How to FTP Files to the Web

| WS_FTP LE for Windows | Fetch for Macintosh |
|--|--|
| <ul style="list-style-type: none"> ▶ If you are not connected to the network, establish your network connection now. ▶  If WS_FTP is not already running, double-click the WS_FTP icon; the Session Profile dialog appears. ▶ In the WS_FTP Session Profile dialog, pull down the Profile Name selection box and choose your Web site's profile; if your Web site is not listed in the selection box, follow the steps in Table 40-2 for creating an FTP Session Profile. ▶ To transfer files to the Web successfully, you must send them in the proper format, which is ASCII for text, and Binary for images, sounds, movies, and other kinds of documents. WS_FTP can do this automatically if you click the Auto button. Click the Auto button now. ▶ On the Local System side of the WS_FTP window, browse to the folder in which the file you want to transfer resides; in this example, browse to the <i>Multilit</i> folder on your hard drive. ▶ On the Remote System side of the WS_FTP window, browse to the folder in which you want to transfer the files; in this example, that will be the main folder of your World Wide Web account. ▶ To transfer your application's startup file, click once on <i>flight.htm</i> on the Local System side of the WS_FTP window; then click the → button to transfer the file to the Web. After the transfer completes, you will see your <i>flight.htm</i> file listed on the Remote System side of the WS_FTP window in your World Wide Web folder. ▶ To transfer the <i>Flight_files</i> folder, which contains the rest of your published application, click once on the folder's name on the Local System side of the WS_FTP window; then click the → button to transfer the folder to the Web. Be patient, or do something else, while the files transfer. After the transfer completes, you will see your <i>Flight_files</i> folder listed on the Remote System side of the WS_FTP window in your World Wide Web folder. | <ul style="list-style-type: none"> ▶ If you are not connected to the network, establish your network connection now. ▶  If Fetch is not already running, double-click the Fetch icon; the New Connection window appears. ▶ Click cancel and then pull down File and choose Open Shortcut. ▶ Click the Shortcuts menu, and choose the shortcut you saved when you configured your FTP connection in Table 40-2. ▶ When you are connected to your Web site, the Fetch window will display a listing of the names of the files residing at your Web site. ▶ To transfer a file to the Web, drag-and-drop the file from your desktop into the Fetch window. Do that now with the <i>Flight.htm</i> file in your <i>Multilit</i> folder. ▶ To transfer an entire folder to the Web, drag and drop the folder from your desktop into the Fetch window. Do that now with the <i>Flight_files</i> folder, which contains the rest of your published application. |

Rehearsing and Troubleshooting Your Web Page

After you have transferred your application's startup page (*Flight.htm* in this example) and folder full of supporting files (*Flight_files* in this example), you should test them to make sure they work properly. Use your Web browser to go to the http address of the *Flight.htm* file you mounted on the Web. Follow all of the links and make sure everything published right. If you have trouble, you need to troubleshoot the problems.

One of the most common problems happens when the folder full of supporting files (*Flight_files* in this example) gets transferred to a different location in your Web space than the startup page (*Flight.htm* in this example). When you save your file as a Web page, all of the supporting files (e.g., icons, background textures, movies, sounds, and graphics) are saved in a supporting folder. If you move or copy your Web page to another location, you must also move the supporting folder to the same location in order that the links to your Web page remain intact.

If you have a problem you cannot resolve, PowerPoint's Web page troubleshooter may be able to help. Pull down the PowerPoint Help menu, go to the Help index, and key in Troubleshoot Web page options.

Things That Will Not Publish to the Web

If things on your Web page do not work quite the same way they do in your PowerPoint application, it is possible that your presentation contains something that does not publish to the Web. Check the limitations listed in Table 40-4 to see if your problem is due to a feature that is not supported in a Web presentation. More information about Web publishing limitations is documented in the Troubleshoot Web page section of the PowerPoint Help window.

Table 40-4 PowerPoint Features That Are Not Supported in a Web Presentation in a Browser

| Animations | Action Settings | Other Limitations |
|--|---|---|
| <ul style="list-style-type: none"> ■ <i>Introduce text</i> options <i>By Word</i> and <i>By Letter</i> do not work ■ The <i>After animation</i> option to make a shape appear dim does not work ■ Sound only plays for a single slide (it does not continue playing when you jump to another slide) ■ Chart effects do not work ■ Linked and embedded objects do not play (but inserted movies and sounds do) ■ The <i>Spiral</i>, <i>Stretch</i>, <i>Swivel</i>, and <i>Zoom</i> paragraph effects do not work ■ Rotated text is not animated separately from the attached shape; instead, the <i>AutoShape</i> and the text are animated together ■ If you have automatic slide transitions, all mouse click animations on the slide behave as automatic animations ■ Animated GIF pictures are static if they are grouped together | <ul style="list-style-type: none"> ■ The <i>Run Macro</i> option does not work ■ The <i>Highlight click</i> and <i>Highlight when mouse over</i> check boxes do not work ■ <i>Object action</i> options do not work ■ A hyperlink to a custom show does not play the show ■ The play sound option does not play if the object is also formatted as a hyperlink (for example, a hyperlink to the next slide) ■ If a hyperlink on the slide master is covered by a placeholder (even an empty placeholder), the hyperlink does not work | <ul style="list-style-type: none"> ■ The <input type="button" value="←Backspace"/> key shows the last slide viewed, not the previous slide ■ The <i>Update automatically</i> check box does not work for dates and times ■ The <i>Shadow</i> and <i>Embossed</i> font formatting effects do not work |

Netscape Issues

Note: The information provided here was based on version 4.7 of Netscape Navigator. By the time you read this, a more recent version may be available. If so, you will need to reconsider these issues in light of the newer version.

By default, when you publish a Web presentation with PowerPoint 2000, the HTML file is optimized for Microsoft Internet Explorer 4.0 or later. If your Web presentation will be viewed by people who use any version of Netscape Navigator, you must click the option to include *All browsers listed above (creates larger files)* when you set the browser support level in the Publish as Web Page dialog (see Figure 40-3). If you run the presentation with Netscape Navigator, you will notice the following limitations:

- Animations and slide transitions are not supported.
- Animated GIF images might not be animated if the presentation is saved with a screen size setting of 640 × 480 or less. You set the screen size by clicking the Pictures tab of the Web Options dialog shown previously in Figure 40-4.
- The slide is not scaled to fit the browser window; instead, the slide stays at the screen size selected on the Pictures tab of the Web Options dialog, as illustrated in Figure 40-10.
- The presentation cannot be viewed full screen.
- You cannot open or close frames.
- The active slide title is not highlighted in the outline pane.
- The mouse does not highlight elements in the outline pane.
- Sounds and movies do not play.

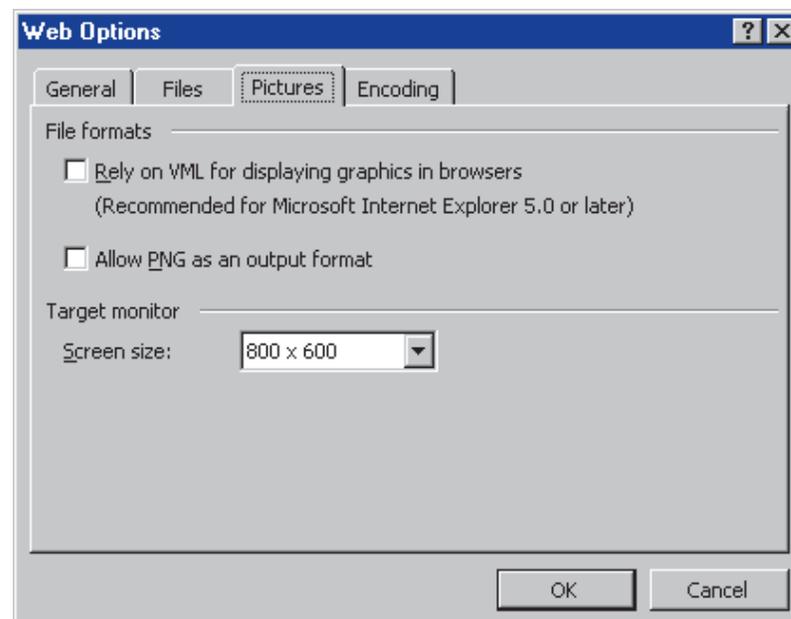


Figure 40-10 You set the screen size on the Pictures tab of the Web Options dialog.

How to Delete and Rename Files at a Web Site

If you do a lot of Web page publishing, you will encounter situations in which you want to delete or rename files at a Web site. Your FTP software lets you accomplish both of these tasks. To delete and rename files at a Web site, follow the steps in Table 40-5.

Table 40-5 How to Delete and Rename Files at a Web Site

| WS_FTP LE for Windows | Fetch for Macintosh |
|--|---|
| <ul style="list-style-type: none"> ▶  If WS_FTP is not already running, double-click the WS_FTP icon; the Session Profile dialog appears. ▶ In the WS_FTP Session Profile dialog, pull down the Profile Name selection box and choose your Web site's profile. ▶ Click once on the name of the file you want to delete or rename on the Remote System side of the WS_FTP window in your World Wide Web folder. ▶ To delete the file, click the Delete button. WS_FTP will ask if you really want to delete it. Click the Yes button if you really want to. ▶ To rename the file, click the Rename button. WS_FTP will prompt you to type the new name for the file. Type the new filename, and click OK. | <ul style="list-style-type: none"> ▶  If Fetch is not already running, double-click the Fetch icon; the New Connection window appears. ▶ Click Cancel and then pull down File and choose Open Shortcut. ▶ Click the Shortcuts menu, and choose the shortcut you saved when you configured your FTP connection in Table 40-2. ▶ Click once on the name of the file you want to delete or rename to select it. ▶ To delete the file, pull down the Remote menu and choose Delete Directory or File. ▶ Fetch will ask if you are sure you want to delete the file. If you are sure, click Delete. ▶ To rename the file, pull down the Remote menu and choose Rename Directory or File. Fetch will prompt you to type the new name for the file. Type the new filename, and click OK. |

Tip: When you publish a PowerPoint presentation to the Web, you can rename the *.htm* file to your Web server's default filename. If you do that, users can go to your presentation without having to type a filename. That is how the author made the URL of the *Necc Keynote* <http://www.udel.edu/fth/necc> instead of <http://www.udel.edu/fth/necc/keynote.htm>. If you rename the *.htm* file, do not rename the supporting files folder; it must retain the name PowerPoint gave it when you published the application.

Coping with Case-Sensitive File Servers

Remember that many World Wide Web servers are case sensitive. For example, the Unix operating system is case sensitive. On a Unix-based server, if a Web page is named *Flight.htm* and you try to access it as *flight.htm*, you will get a File Not Found error. Folder names are also case sensitive.

Make sure you are typing the case correctly when you advertise the URL address of your Web page. Suppose you invite someone via e-mail to visit your Web page, for example, and you need to type the Web address of your page into your e-mail message. To avoid making a typing mistake, first use your Web browser to go to the page. Then copy and paste the Web address from the Address field of your browser into your e-mail message.

How to Create New Folders on the Web

As the number of files at your Web site increases, you may choose to create folders to help keep your site organized. When the author published to the Web his NECC keynote presentation, for example, he first created a folder called *necc* to contain it; then he FTP'd the published application to the *necc* folder. To create a folder at your Web site, follow the steps in Table 40-6.

Table 40-6 How to Create a New Folder at Your Web Site

| WS_FTP LE for Windows | Fetch for Macintosh |
|--|--|
| <ul style="list-style-type: none"> ▶  If WS_FTP is not already running, double-click the WS_FTP icon; the Session Profile dialog appears. ▶ In the WS_FTP Session Profile dialog, pull down the Profile Name selection box and choose your Web site's profile. ▶ On the Remote System side of the WS_FTP window, make sure your current directory is the one in which you want to create a new folder. If it is not, double-click on a directory name to select it, or double-click on the two dots at the top of the directory listing to move back a level of directory structure. ▶ Click the Mkdir button to make the Input dialog appear. ▶ Enter the name of the folder you want to create, and click OK. ▶ Wait for a second or two, while the new folder is created. Then WS_FTP will refresh the directory listing, and the new folder will appear in it. ▶ If you want to enter the new folder, double-click its icon. | <ul style="list-style-type: none"> ▶  If Fetch is not already running, double-click the Fetch icon; the New Connection dialog appears. ▶ In the Fetch New Connection dialog, pull down the Shortcuts menu and choose your Web site's server. Then click OK to open the connection. ▶ In Fetch directory window, make sure your current directory is the one in which you want to create a new folder. If it is not, double-click on a directory name to select it, or double-click on the two dots at the top of the directory listing to move back a level of directory structure. ▶ From the menu bar, choose Directories, then Create New Directory to make the dialog appear. ▶ Enter the name of the folder you want to create, and click OK. ▶ Wait for a second or two, while the new folder is created. Then Fetch will refresh the directory listing, and the new folder will appear in it. ▶ If you want to enter the new folder, double-click its icon. |

exercises

1. Following the tutorial steps in this chapter, use PowerPoint's Save as Web Page feature to save your *History of Flight* application as a Web page. When you get to the Publish as Web Page dialog (see Figure 40-3), set the browser support to the Netscape setting. After the Web page is saved, open it with your Web browser. Run through your presentation. Do the graphics appear? Do the sounds play? Do the movies play? Can you click and drag the border of the window frame to make the outline pane wider or thinner? If you resize the browser window, do your slides resize to fill the new window size?
2. Repeat exercise 1 but this time choose the high-fidelity setting. After the Web page is saved, open it with Microsoft Internet Explorer (if you do not have the Internet Explorer, open it with Netscape) and run through your presentation. Answer the same questions that appear at the end of exercise 1. Also, state which Web browser you used, Internet Explorer or Netscape.
3. If you have Netscape, use it to open the high fidelity version of the *History of Flight* application that you saved as a Web page in exercise 2. What differences do you observe in the way Internet Explorer and Netscape present the *History of Flight*? When this book went to press, Netscape users would get a message stating that "This presentation contains content that your browser may not be able to show properly. This presentation was optimized for more recent versions of Microsoft Internet Explorer. If you would like to proceed anyway, click here. . . ." What happens now, when you try viewing it with Netscape? Do you get the same message? What happens if you click to proceed anyway? How do you explain the differences you observe? Why doesn't the application display the same way in both browsers? What does the computer industry need to do about this dilemma?