

# Webmasters, Pay 'TENCH!

By Cajun Clark

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Cajun Clark's Cookbook <http://www.cajunclarks.com/>

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Webmastering is hard work, no doubt about it. The more you learn, the more you know you need to learn. Yuck! And if you're a novice webmaster like da ol' mon Caj, it's time consuming and really, really frustrating at times (most times). Here's something else you need or should know, Did I lay awake nights dreaming about becoming a webmaster? Nope, I was kind of forced into it; it's called you do whatcha gotta do. Would da ol' mon ever create a web site for someone else? Nope. Hold it! You better change that to no...No...NO!

Now, before getting into an overview of a great set of Webmaster Tools, you need to know a few more things. Do I understand all of the tools contained in this wonderful toolbar? Nope. Will I ever understand them? Probably not. Will I learn the ones I need to learn in order to make my webmaster job easier? Yep. Have I used any of the tools you're going to read about? Yep. (See <http://www.cajunclarks.com> and look for the countdown that appears at the top of the page and right before the choices for ordering. But ya better do it before Easter, April 20th.)

Now, all of this said, let's get to the...

Overview for EzyBook Tools

Webmaster Tools is a suite of wizards designed to make some of your more repetitive coding tasks easier. Using these wizards and copy and paste you eliminate any typing errors. Simply type in the variables and click a button to produce the script. Copy and paste the script into your document and you are away. It couldn't be easier.

You can view the results of most of the scripts on this site (yeah, you go to a site) by pasting the code into the Script Tester. Have a look at the HTML-2-JS converter. If you have the same information (headers, footers, menus, etc.) appear on a number of pages then it becomes a hassle to make small changes. This wizard will allow you to make a java script file that can be called into every page. If you need to make a change you only need to make a change to the java script file. The Text Editor is a great way to make and save notes. Files are saved as .txt by default, but you can change the extension to .html or .js if required.

Auto Pop Under

This wizard will produce an automatic pop under script with a cookie that will allow the pop under to appear only once per browser session. The window is fully customizable to suit your requirements.

### Auto Popup

This wizard will produce a fully customizable automatic popup window that appears every time your page is opened.

### Color Picker

This wizard will produce hexadecimal color codes from the browser safe 216 color palette.

### Countdown

This wizard will produce a script that counts down to a specific event. Just enter the details and the job is done. (See <http://www.cajunclarks.com> and look for the countdown that appears at the top of the page and right before the choices for ordering. But ya better do it before Easter, April 20th.)

### Dropdown Menu

This wizard will produce a dropdown menu with up to ten menu items. By using a form dropdown box for your menu you can save lots of valuable screen space.

### Fun Scripts

Some quick copy-and-paste scripts that will add some color and pizzazz to your web page. These scripts need little or no alteration.

### Glossary

A Glossary of most HTML 4 tags and a brief outline of their usage.

### Heading Shadow

This wizard will create a great shadow effect for your headings and give your pages a lift.

### I-Frames

IFRAMES can help you become quite creative with your page. This wizard will quickly help you script them into your page.

### Link Popup

This wizard will produce a fully customizable popup window that will only appear when a hyperlink is clicked.

### Mailto: Tag

Create an email "mailto:" tag that has the ability to include multiple addressees, carbon copies, subject lines and information in the body of the email.

### Meta Tags

Quickly create your all-important meta tags. This wizard will make your coding so much easier. Create meta tags for a number of pages in one session by just changing a few variables.

### Mouseover 1 (Text Link)

Create style sheet mouseover links that change color. These links will work in IE4+ and Netscape 6+. All other browsers will see a normal link. Just choose your colors and decoration and you are done.

### Mouseover 2 (Graphic Link)

This wizard will create graphic button rollovers. Great for menus. The script will handle up to 10 buttons and also includes a preloader.

### No-spam Email

Stop the email-spam robots from getting your email address from your web site by using our clever

email cloaking script. Even if you are already on some mail lists this can stop you from being added to more.

#### Online Scripts

The wonderful people at [www.cgiscripts.net](http://www.cgiscripts.net) have graciously given permission to access their database of java scripts and wizards.

#### Page Border

This wizard will create a border that surrounds the whole page inside the browser window.

#### Protect Images

This method is not 100% infallible but it will deter all but the most knowledgeable and persistent thieves. What we are doing here is embedding your image as a background and covering it with a transparent gif image. When the thief saves the graphic they are unknowingly saving only the transparent image. Use the wizard for each of the images you wish to protect.

#### Quick Scripts

This is a collection of short scripts, like "No Right Click" and "Auto Bookmark," that can be inserted into your pages with little or no alteration.

#### Random Text

Give your page some dynamic content by creating up to 10 Random Text messages for your page. Each time the page is loaded a different text message appears.

#### Scrollbars

The colored scrollbar can only be seen in IE5+ browsers. All other browsers will just present their normal scrollbar.

#### Search Engine Doorway Pages

Create doorway pages that are targeted to getting your site registered higher in the search engines.

#### Special Characters

A library of codes that will enable you to print special characters to the screen.

#### Thumbnail Popup

Do you have a lot of thumbnail graphics linked to larger graphics? This wizard's script creates pages on the fly that open the graphic in a popup window with its own close button.

#### Time of Day Greetings

This script will greet your visitors with a different message depending on what time of day it is.

WHEW! There you have it an overview of some really helpful wizards. Will they make your web master job easier? Yep, sure will, especially if you're a novice, the new kid, at the game.

What's that? Oh, yeah, nearly forgot. You can download your "free" copy, no subscription required, from an e-book website no less: [http://www.ezyebook.com/ezyebook\\_tools.zip](http://www.ezyebook.com/ezyebook_tools.zip) If you think this is ironic you should check out this guy's magic web site: <http://www.ezymagic.com> And you wonder why this guy's into Wizards. :)

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Cajun Clark, under several pseudonyms, is a free-lance writer, who for 25 years has specialized in marketing, management, customer service, and a variety of other business and non-business topics. Caj has also written a monster 659-page eCookbook, with 1,160+ recipes:

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