6 ADDING MEDIA FILES

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It is often said that on the Web “content is king.” The text in web pages is what gives sites good or bad rankings in search engines; allows people to find what they are looking for; and explains, demonstrates, and elucidates.

But there is another well-known saying: “A picture is worth a thousand words.” Sometimes just having endless streams of prose is not enough, and you can illustrate your point with, well, with an illustration. Or a picture, a video, a map, music... the list goes on. Multimedia in web sites also makes them more attractive to visitors and more usable—sometimes a simple map can explain how places in the world relate to each other more easily than can text or images.

So in this chapter you’ll learn some easy ways to embed different types of media within your site.

Images with Flickr

While there are many web sites on the Internet that will allow you to store and share your photographs and other images, Yahoo!’s Flickr (http://www.flickr.com—see Figure 6-1) is one that is very popular with computing professionals and bloggers. One of the biggest differences is that Flickr does far, far more than just allow you to upload and share your images. For starters, you can organize your images into albums (called sets on Flickr), but unlike many other sites, you can put the same image into more than one set without having to upload it again.

Figure 6-1. An example photo shared on Flickr.com