Adobe GoLive Website Development Application

Professional, standards-based Web and mobile authoring

An Overview of Adobe GoLive

GoLive provides easy-to-use site building tools, editors, and powerful site management features to help you develop professional-quality Web sites. Fully integrated in with Adobe System's comprehensive set of integrated Web design tools, Photoshop, Illustrator, and LiveMotion Smart Objects.

Design and develop professional Web sites

Can rapidly develop, architect, and manage dynamic content for the Web and wireless devices everywhere. Adobe GoLive unifies information architecture, dynamic content authoring, site and file management to deliver optimized rich media content.

Develop information architecture diagrams

Work within GoLive to design your site and develop an architectural diagram that you can circulate for comment and approval.

Site information diagrams   Diagram tools let you lay out the structure of your site and show relationships and links between pages.

Diagrams for approval   Publish diagrams as a PDF file or in SVG format. If in PDF, your reviewers can use Acrobat to mark up and comment directly in your file and send it back to you with their approval.

Site maps and live pages   From diagrammed sites, can quickly generate a site map (using the TOC feature) and turn the diagram into live pages for your site.

Visually design and author pages

GoLive visual page design tools make it easy to produce pages without working with code. At the same time, GoLive integrates code editing tools so you can work both visually in the page layout and in the source code simultaneously.

Layout grid for table-based designs   You drag & drop text boxes, images, and other objects onto the layout grid to develop a page. The layout grid is an HTML table that GoLive formats for you. When you want to tweak the table directly, you can convert the layout grid to a table & back again to a layout grid.

Floating box page layouts GoLive simplifies HTML layers and DIV elements with floating boxes. You can use floating boxes to lay out all or part of a page or to show and hide images and text on a page.

Sliced Photoshop image layouts   Adobe Photoshop page designs can be sliced in Photoshop and brought directly into GoLive. Using Smart Objects, the link between the image and Photoshop is maintained within GoLive; each slice can be independently optimized for efficient image downloads.

Style sheet authoring   Cascading Style Sheets (CSS) are easy to create in GoLive and make your page text consistent and give you control over its formatting and presentation.

Page templates and reusable components   Use templates, stationery, components, & library objects for consistency. When used, pages linked to the templates & components are automatically updated..

Form design   Visually design forms for user input and e-commerce by dragging and dropping form elements onto a page.

Source code editing   Write and edit source code in the GoLive Source Code Editor. Visually be able to see the page layout and a section of code at the same time.

Integrate industry-standard design tools into your workflow

Work in the image, graphic, and animation applications you already know and then bring those images and animations into GoLive. Graphic and media assets that you develop in Adobe Photoshop, Adobe Illustrator, and Adobe LiveMotion maintain their links to the originating application.

Smart Objects   Place non-optimized source files directly on your pages, and then convert the files into Web-formatted graphics. When you resize or make other changes to the graphic on your page, GoLive uses the original source file to generate a new Web-formatted version.

Optimized Web images The Save for Web dialog box displays side-by-side previews of your images to let you compare different compression options and select settings that keep the image quality high and the file size low.

Smart and lean rollovers   Develop mouse rollovers that maintain links to the source images and automatically detect "over" and "down" versions of the images for the rollovers. Make changes in a

source image and GoLive automatically updates the rollover image. Export the rollover's JavaScript code to a separate library file that can be cached in the browser.

Variations on an image   Using variables in Photoshop, Adobe Illustrator SVG, and Adobe LiveMotion files, you can create different versions of an image based on one source file.

Converted text to a styled image Use Adobe LiveMotion to develop Web graphics and animations, then you design styles for headline text and automatically convert text in GoLive pages to images that use that style.

Manage a site and its assets - Streamlines your workflow
Site file management
Streamlines your workflow and helps you more efficiently manage your assets. Stay organized and avoid site errors using the GoLive site project file.

Project asset management The GoLive site window lists and organizes all your site assets: pages, graphics, media files, library objects, templates, design diagrams, and so on. GoLive provides alternate views of your site, in a directory style view, or graphical views that show the hierarchy and link relationships between files.

Link maintenance As you work in the site window, adding, moving and renaming files, GoLive maintains and updates the links between pages and source files.

Work collaboratively with Adobe Web Workgroup Server
As part of a Web development team, you can store and manage your site project folder on a server, available to all members of the group. Included with Adobe GoLive 6.0, the Adobe Web Workgroup Server allows the site administrator to control access and permissions to site assets.

File check-in and check-out Share Web pages and assets without worrying about overwriting a colleague's work. While you have a file checked out, no one else can make changes to the file. When you check the file in, you can save comments about your changes with the file.

Shared site assets In addition to Web pages, your entire team has access to all the features of a site project file, such as images, style sheets, site colors, templates, components, and design diagrams.

Revision management   When you check in a file, the server maintains previous versions of the file in case you need to revert back to an earlier version. You can easily compare versions of the same file.

Automatically resolved links   Check files back in and be assured that any changes to linked pages made by you or a colleague will be automatically updated by the server.

Customize your work environment
Create your own customized GoLive user interface (UI) by arranging tools, palettes, and menu commands to your liking and saving the configurations.

Custom workspaces   Set up different screen layouts of the GoLive palettes you need open for specific tasks and save each layout as a custom workspace that you can choose from the Window menu.

Software Developer's Kit   Customize and extend GoLive features with scripting.

Deploy rich, personalized content
Deliver enhanced rich media and personalized content to the Web and wireless devices.
Create personalized content and e-commerce sites
Dynamic Web sites provide viewers with an interactive experience where information is dynamically generated, gathered, stored, and processed.

Native support for common scripting languages   The Dynamic Content module in Adobe GoLive supports ASP (Active Server Pages), JSP (JavaServer Pages), and PHP (PHP: Hypertext Preprocessor) server scripting technologies.

Dynamically generated Web pages   Easily link Web content to a database or imaging server to generate data such as image sizes or pricing.

Onboard e-commerce solution providers Adobe Systems Incorporated has teamed up with leading e-commerce solution providers to make creating a fully functional, customized e-commerce site easy and fast.

Author pages for wireless devices

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The wireless authoring environment lets you take advantage of unique GoLive features like powerful site and link management, information architecture diagrams, templates and stationery, and Smart Objects and image optimization.

CHTML Visually author pages in CHTML, the markup language for i-mode, the popular wireless service in Japan and other regions. Using the microbrowser preview and the Access Compact Viewer for GoLive (Windows only), you can assure that your pages will look good on a wide variety of phones.

WML Using drag-and-drop authoring, you can develop sites that conform to the WAP 1.0 specification and then preview your pages on the provided Nokia phone emulator (Windows only).

XHTML-Basic The emerging standard for wireless devices and part of the WAP 2.0 specification. GoLive provides a microbrowser layout view as you author XHTML-Basic pages and a Nokia phone emulator (Windows only) to preview your pages.

Check your code

Powerful new error detection features to check code against the latest W3C code standards.

Syntax checker GoLive delivers a robust Document Type Definition (DTD)-profile enabled Syntax Checker.

Section 508-compliant sites Check your site for user accessibility by the disabled. Using the Accessibility checker, you can create custom reports.

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COMPARISON with COMPETING PRODUCTS

Among professional software, Macromedia Dreamweaver and Microsoft FrontPage are the class-leaders. Adobe GoLive 6.0, (*est. $175) is the final front-runner in the race for top Web-site authoring software for the high-end user. This package integrates smoothly with other Adobe products, such as Photoshop and Acrobat, and this can be a huge bonus if you are a heavy Photoshop or Acrobat user. Another plus is the streaming media editor and the multimedia editor, which allows you to create straightforward audio-visual presentations.

Like Dreamweaver MX 2004 and FrontPage 2003, GoLive 6.0 offers both HTML and WYSIWYG editing. GoLive 6.0 is also available in a Macintosh version. On the downside, Glen Fleishman of Macworld reports that JavaScript support is disappointing. CNet.com concurs, stating that the program "isn't yet compelling enough for you to forsake Dreamweaver in its favor" unless you are committed to working within the Adobe Creative Suite environment.

Web-site authoring tools fall into three major categories. The top tier is for professional designers that need database connectivity and e-commerce functionality, including a virtual storefront. Typically, software in this category includes both a high price and a steep learning curve. Macromedia Dreamweaver MX 2004, Microsoft FrontPage 2003 and Adobe GoLive are the main contenders for professionals.

The powerhouses of Web-design software are extremely complex beasts and typically are used by professional site designers. They offer database-driven sites (the ability to read or update information in a database from your Web site), storefronts with shopping carts, and server scripting (code that servers use to create specialized Web pages). Reviewers are unanimous in warning that these packages are not for the novice user and require a steep learning curve.

Macromedia Dreamweaver products have long been the top choice for professional designers because of their impressive features and power. On the other hand, Microsoft FrontPage products have historically been the popular choice for those willing to sacrifice some cutting-edge tools for a product that is easier to understand and use. However, the latest versions of Dreamweaver and FrontPage confront these strengths and weaknesses head-on. Experts say FrontPage 2003 has incorporated many features similar to those offered by Dreamweaver, while Macromedia has taken a proactive approach in making Dreamweaver MX 2004 user-friendlier, with improved tutorials and training support.

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Dreamweaver MX 2004 (*est. $380) is more expensive, but it does offer some features missing in FrontPage 2003. For instance, it blends seamlessly with its popular siblings, Fireworks, Freehand and Flash. All four products can be bought for a discount as a suite. Reviewers say Dreamweaver's most impressive addition is the strong support it now offers for Cascading Style Sheets (CSS). While both Dreamweaver MX 2004 and FrontPage 2003 offer CSS support, only Dreamweaver offers a CSS Code Validator to ensure that your CSS is Web-ready, according to Jennifer Farwell of PC Today.

Dreamweaver MX 2004 also offers a tag inspector, Section 508 validator (to ensure that sites are friendly to the disabled), extensive on-screen help, hot buttons for forms and frames, dynamic HTML (Web pages that the server creates on the fly—also known as DHTML), and database archival and retrieval. Dennis O'Reilly, of PC World Magazine, calls Dreamweaver the "Swiss Army knife of Web developers," whose edge rests in its "integration with Macromedia's ColdFusion server scripting environment—including Microsoft's ASP.net, which GoLive doesn't support." This feature-laden package is also available for Macintosh users. Be forewarned that, while Macromedia's specs state this software will run on Windows 98, we found many owners who claim it will crash a Windows 98 machine in a heartbeat.

FrontPage 2003 is not available for Mac loyalists, but it does run on older machines better than Dreamweaver and is considerably less expensive (*est. $170). Analysts say FrontPage 2003 excels at creating small-business sites and offers innovative "SharePoint Team Services", which automates the process of setting up a collaborative Web site or intranet. Older versions of FrontPage shipped with Microsoft Office, so many users either are already familiar with it, or at least have the software already installed on their systems. In any case, FrontPage 2003 blends tightly with Word, Excel, PowerPoint and Photo Editor, which can be a huge plus if you are a strong MS Office user.

FrontPage 2003 does beat Dreamweaver with the vast array of templates and layouts available to the designer. PC World calls FrontPage 2003 "the better, lower-cost choice for casual developers." Finally, though easier to learn than Dreamweaver, reviewers are adamant that this package still requires lots of time with the manual, and is not for the casual user. It is also critical to note that FrontPage products require the upload of "FrontPage extensions" onto the hosting server for full functionality, and not all server administrators are willing to do this. Consider verifying compatibility with your Web host.

Dreamweaver is the easy winner among experts as the best full-featured Web-authoring software. However, Dreamweaver is overkill for novices or those who may simply want a nice-looking personal Web site. In that case, CoffeeCup is a more appropriate choice. If you want to combine creation software with hosting services, Moonfruit and Geocities are good choices.

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Adobe GoLive: http://www.adobe.com/products/golive/main.htm
Macromedia Dreamweaver: http://www.macromedia.com/software/dreamweaver/
Microsoft FrontPage: http://office.microsoft.com/en-us/FX010858021033.aspx

Pricing:	GoLive CS2	Adobe Creative Suite CS2*
Standard price	$160 - $190	$590 - $700
Educational discount	$ 72 - $ 75	$360 - $390

* = includes Photoshop, Illustrator, GoLive, InDesign, Bridge, Cue and Acrobat