



**BUILDING A
STRONG ONLINE
PRESENCE: THE
ESSENTIAL
ELEMENTS OF
EFFECTIVE WEB
DESIGN**

Building Effective Web Sites

Patrick Carey



Building Effective Web Sites:

Developing Effective Websites Roy Strauss, Patrick Hogan, 2013-08-22 Is your website project out of control Every website project needs a manager Developing Effective Websites describes Internet technologies in plain language and helps you see beyond your expertise to the big picture It does this by drawing on established software project and management principles Like any project effective management of website development starts by understanding and balancing the constraints of time resources and tasks You can deliver your project on time and on budget by following a process that includes Analyzing the requirements of users and your market Developing a workplan for the site and breaking it down to tasks Scheduling with Gantt and PERT charts and measuring slippage for more accurate revisions Estimating cost by the budget first or design first methods Using the team development process and covering all the necessary roles Aligning contractor and client interests to create a win win relationship Following an iterative development process for designing prototyping and building out Applying software testing principles to website development Making hosting decisions and planning for maintenance

Developing Effective Websites Roy Strauss, Patrick Hogan, 2001 First Published in 2001 Routledge is an imprint of Taylor Francis an informa company

Creating Killer Interactive Web Sites Andrew Sather, 1997 This core text for student teachers training to teach the 14-19 years age group is written by highly experienced authors Covering all the essentials it makes clear links to theory and enables students to take the critical approach that they need for M level work

Building and Implementing Physician Practice Web Sites Michael A. Rothschild, 2001 This book provides a comprehensive understanding of web site development from devising your strategy and creating contents to posting the site It even covers the technical aspects including domain registration traffic monitoring and data capture

Designing Usable Web Interfaces Ameeta Dhanesh Jadav, 2003 This textbook offers advice on the proper design of Web pages with a focus on making pages easy to use and appealing to the eye After discussing the basic terminology and objectives of Web design the author discusses types of Web applications project development information architecture interface design writing for the Web and measuring Web site success Annotation copyrighted by Book News Inc Portland OR

Secrets of Successful Web Sites David Siegel, 1997 Project management on the World Wide Web **Build a Web Site the Lazy Way** Kathryn Toyer, 1999 Build a Web Site The Lazy Way can help you quickly and easily make winning Web sites Book jacket

Analysis of the Corporate Web Site Structure of Petroleum Companies Lynette P. L. Cheng, 1998

Interactive Text, Contemporary Marketing Louis E. Boone, David L. Kurtz, 2004 Contemporary Marketing Interactive Text by Boone and Kurtz combines the original textbook with rich multimedia real time updates exercises self assessment tests note taking tools and much more This combination of print and online material provides students with active learning tools and tutorials and helps instructors shorten preparation time and improve instruction The Interactive Text offers a complete technology teaching solution that integrates all of the media together in one seamless package no assembly is

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Contemporary Marketing 2006 Louis E. Boone,2006 *Creating Web Pages with HTML, XHTML, and XML* Patrick Carey,2006 This second edition from the New Perspectives series provides comprehensive step by step instruction on coding Web pages from scratch using HTML XHTML and XML Offering new case problems tutorials and a new appendix on Web accessibility and Section 508 compliance this text keeps students up to date on the latest in coding Web pages

Whiz Bang Web Site F/X Tom Lockwood,Bray Jones,1997 Slick effects for your Web page This book shows readers how to exploit HTML graphic formats and browser specific tags to achieve cool effects with little time investment It is the only book of this type that concentrates on tips and techniques not Web page design All the examples in the book are included on the CD so readers can use the examples on their pages

Creating Commercial Web Sites Kim Hampton,Brad Hampton,1996 After reading this book a person with reasonable skills will be able to design commercial Web systems at the level presented by major corporations The book provides step by step instructions professional design tips and guidelines for effective publications Includes an interactive workshop CD with all the necessary tools and materials to follow the book s examples and create new commercial Web pages and scripts

Web Weaving Eric Tilton,Carl Steadman,Tyler Jones,1996 Three noted Web experts show how to create and maintain Web sites that are easily navigated scalable and maintainable Covering UNIX Windows and Mac the authors show how to use software tools and utilities install and configure Web servers use authoring tools and converters implement security integrate multimedia and more

ActiveX and VBScript Paul Lomax,Rogers Cadenhead,1997 CD ROM contains all the source code and project files developed by the authors plus an assortment of evaluation versions of third party products

Creating Learning-centered Courses for the World Wide Web William B. Sanders,2001 This book shows faculty and students how to integrate good practices in learning design and web page technology Using the web an educator can provide an active and interesting environment for his or her students to incorporate as part of a traditional classroom as a supplement to the classroom or in a distance learning course The book begins with good practices in teaching and learning Then it looks for design elements that can be applied to the web and pulls together the practice design and web technology It provides examples of active learning cohort learning problem solving and communication of complex information on the web For those interested in creating effective web based learning

in class or through distance learning **XHTML For Dummies** Ed Tittel,Chelsea Valentine,Natanya Pitts,2000-09-15
Combining the strength of HTML with the flexibility of XML Extensible Markup Language sets you free to create the kinds of Web pages you ve always imagined And the best thing is it s really easy to get the hang of XHTML If you can give directions to the post office you can design and build a Web page with XHTML But here s the catch While XHTML isn t hard to learn it does pack a welter of details that you have to wrestle into submission while you build your Web pages Mastering that will take some practice and a little coaching from a knowledgeable friend which is what you get with XHTML For Dummies XHTML For Dummies is a friendly approachable guide to tackling the terminology and mastering the tools of XHTML Written for absolutely anyone interested in creating readable and attractive Web pages regardless of degree of computer savvy or markup language experience it quickly gets you on track with the knowledge and skills needed to Make Web pages that look exactly how you imagine them Manage XHTML style and layout Create cool XHTML page layouts Create content readable on all Internet ready devices Quickly and easily convert HTML documents into XHTML Create sheets and DTDs Use tools to determine browser capability Rev up e commerce applications From the basics of tags and elements to advanced topics such as creating dynamic Web pages with DOM XHTML For Dummies covers all the bases for novices and experienced Web developers alike including Styling XHTML with CSS Presentation and text controls Using XHTML tables effectively Java multimedia and scripting Modularizing XHTML and creating dynamic Web pages with DOM As an added bonus you get a CD ROM featuring Freeware versions of Amaya XML aware Web browser Microsoft KML Notepad v1.5 An evaluation version of Adept Editor LE Plus HTML Tidy expat XT and more Packed with working examples clear step by step explanations and hot tips on how to get the most out of XHTML this is everyone s total guide to mastering the latest Web design language

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