Effective Executive's Guide to Dreamweaver Web Sites: The Eight Steps for Designing, Building, and Managing Dreamweaver 3 Web Sites

Stephen L. Nelson, Jason Gerend

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Written specifically for busy executives, managers, and other professionals, Effective Executive's Guide to Dreamweaver® Web Sites walks you through the eight steps of designing, building, and managing Dreamweaver 3 Web sites:

Step 1: Learn the Logic. Start here with a discussion about how the Web works, why Web sites make sense, and what makes a Dreamweaver site effective.

Step 2: Develop a Content Strategy. Identify the purpose of the Web site and the required content.

Step 3: Lay a Foundation. Prepare the foundation of your Web site by getting a domain name and locating a company to host your Web site.

Step 4: Collect and Organize Your Content. Collect existing content or develop new content—then create a central warehouse to store and organize this material.

Step 5: Set Up Your Web Site. Define your new Dreamweaver Web site and set up its initial structure.

Step 6: Create Your Pages. Create the Web pages for your Web site by combing text, images and hyperlinks.

Step 7: Polish Your Pages. Refine your Web pages to make them more effective and professional.

Step 8: Deploy Your Web Site. Test and publish your Web site and then draw attention to it by submitting your site to search engines, sharing links, using newsgroups and list servers, and generating offline publicity.

More than just a book about Dreamweaver, Effective Executive's Guide to Dreamweaver Web Sites explains how to create business and nonprofit organization Web sites that really work.

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