



Web Design and Marketing Solutions for Business Websites

Kevin Potts

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This book teaches you all you need to know to create effective web sites for businesses of all sizes. It's packed with useful tips and practical examples. First you are taken through the planning stage, including overall site structure, grouping content, using content and language effectively, and planning for accessibility. Next, you are shown how to effectively design the different parts of your site as well as how to add specialized improvements, including feedback forms and search functionality.

The examples focus largely on CSS and HTML, but the principles are applicable to any site and some useful Flash examples are also provided.

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