

Sean McManus

6th
Edition

Web Design

make your website a success!

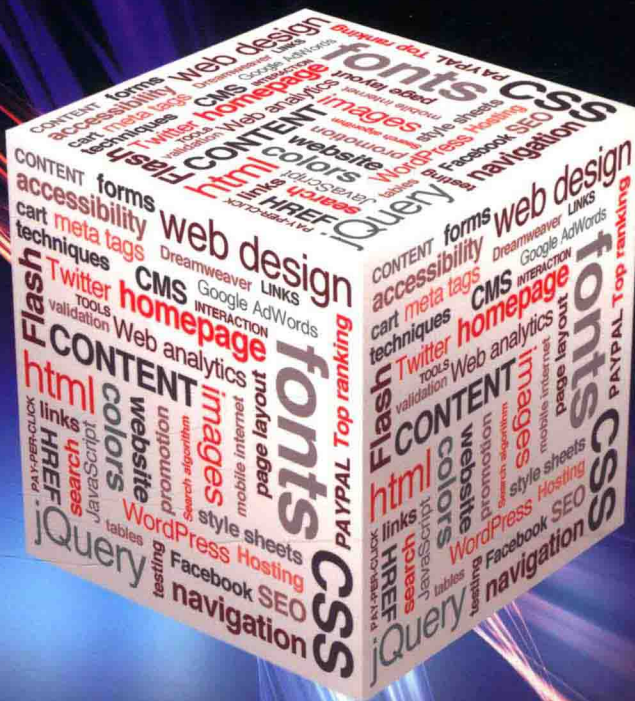
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easy steps

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EASY TO FOLLOW

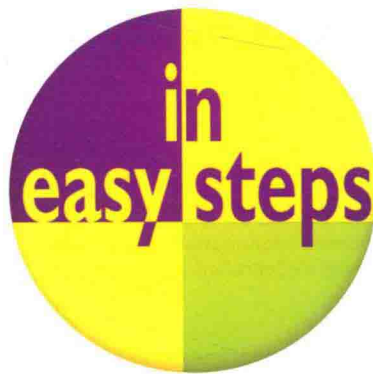
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IN FULL COLOR



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From the author

Why are some websites a joy to use, and others are just frustrating? Why do some designs draw you in, while others put you off? Most importantly, how can you make sure that your own website is easy for everyone to use, and helps you to achieve your business or life goals?

Web Design in easy steps shows you how to build a website that looks great and delights visitors. Among other things, you'll discover:

- What makes a website that people really love
- The page layout and navigation patterns of top sites
- How to use HTML, CSS and JavaScript to build your site
- What will help your website rocket up the search engine rankings
- How to join the ecommerce revolution by integrating a shopping cart
- Ways to bring your site to life with animation, video, and audio
- How to add a social dimension with comments, Facebook and Twitter

Newly updated to cover developments such as the mobile Internet, HTML5, CSS3, and integration with social networks, this book guides you through the complete process of creating a website. It takes you from your first plans, through design and construction, to finally launching your site and measuring its success. Along the way, you'll learn from some of the most successful websites and will find out the right way to build your site, using the best of today's tools and technologies.



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