



Building a Web Site For Dummies (For Dummies (Computer/Tech))

David A. Crowder, Rhonda Crowder

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A good Web site is a wide open door to all that the Internet has to offer: the potential to connect with people all over the world, attract others with similar interests, and even run your own business. All you need for online success is that door a site combining clarity of purpose with a well-organized and handsome interface and you're on your way to a whole new world of possibilities!"Building a Web Site for Dummies" gives you everything you need to take a beginner's knowledge of the Internet you know what HTML is, you know how to surf, you can use a computer and develop it into a mastery of your own cyber-domain. You'll start from just about scratch and soon be able to: determine your Web site's theme; choose the right structure; choose and use the best construction programs; plug in scripts and applets; get great graphics; add other sight and sound features; gather feedback from visitors; make money on your site design for e-commerce, handle online payments, add value to your site, and more; publish and publicize your site "Building a Web Site for Dummies" is more than a construction manual. After all, HTML coding and graphic formats are only the beginning of a good site. Rather, this book provides in-depth insight from two seasoned experts on technical issues, as well as discussing: the real secret to Internet success (and it's not any "new economy" malarkey either!); what makes a site truly a site; affiliates programs; online resources for advice and help; The Zen of sites regardless of whether you're a seasoned pro with many sites already under your belt, or a rank amateur who's just hooked up the new cable modem, "Building a Web Site for Dummies" offers you the tools to get started, as well as refine your approach and philosophy once you're up and running. With a CD-ROM including design software, graphics, browsers, and other assorted goodies, this book is your ticket to Internet success.

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