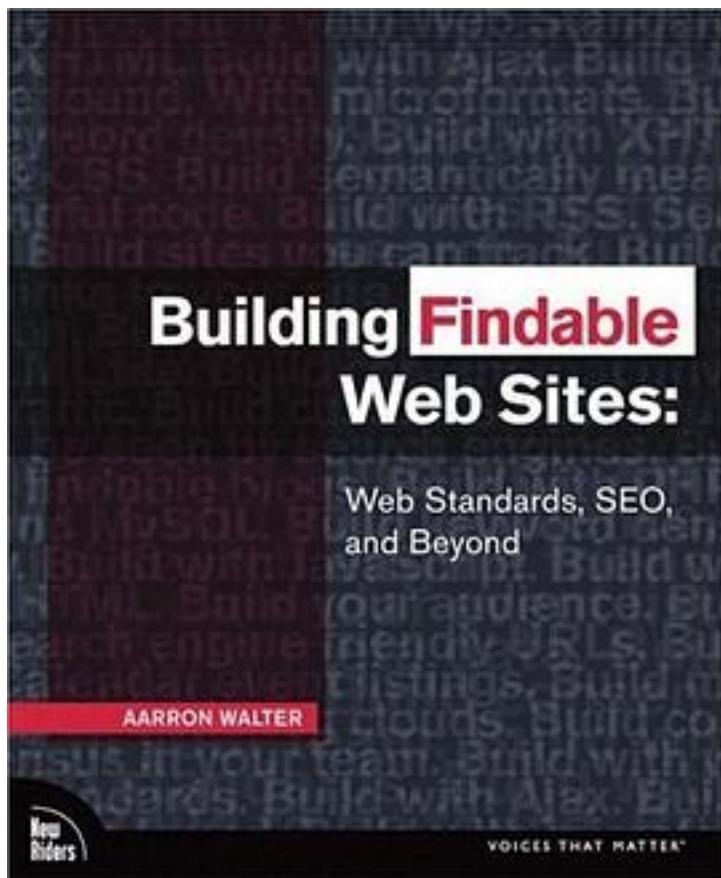


Building Findable Websites



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<http://www.amazon.com/exec/obidos/ASIN/0321526287/digitalwebmagazi/>

This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices

and fresh perspectives on how to accomplish these simple, yet indispensable goals:

Help more people find your site

Help users find content within your site

Encourage return visits

The path this book travels passes through the villages of Web standards, accessibility, and contemporary technologies like Ajax, APIs, Flash, and microformats. You'll find the big ideas behind these technologies and real world examples, illustrating that you don't have to compromise the user experience to create search engine friendly, findable websites.

Although this book illuminates a broad range of findability strategies, one common theme pervades:

Web standards + compelling content = improved findability = more successful sites

You'll find even more findability guidance on the book's companion website (<http://buildingfindablewebsites.com>) including 5 bonus chapters.

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Digital Web Magazine: Review: Building Findable Websites

http://www.digital-web.com/articles/building_findable_websites/

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Aarron Walter is a faculty member in the Interactive Media Design department at The Art Institute of Atlanta, teaching courses on a variety of topics including Findability, Dynamic Web Applications, and User-Centered Interface Design. When not teaching, Aarron also runs a one man design/development consultancy in Athens, GA, and writes articles for online publications such as SitePoint.com and DMXZone.com. He blogs, builds and shares things at aaronwalter.com

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