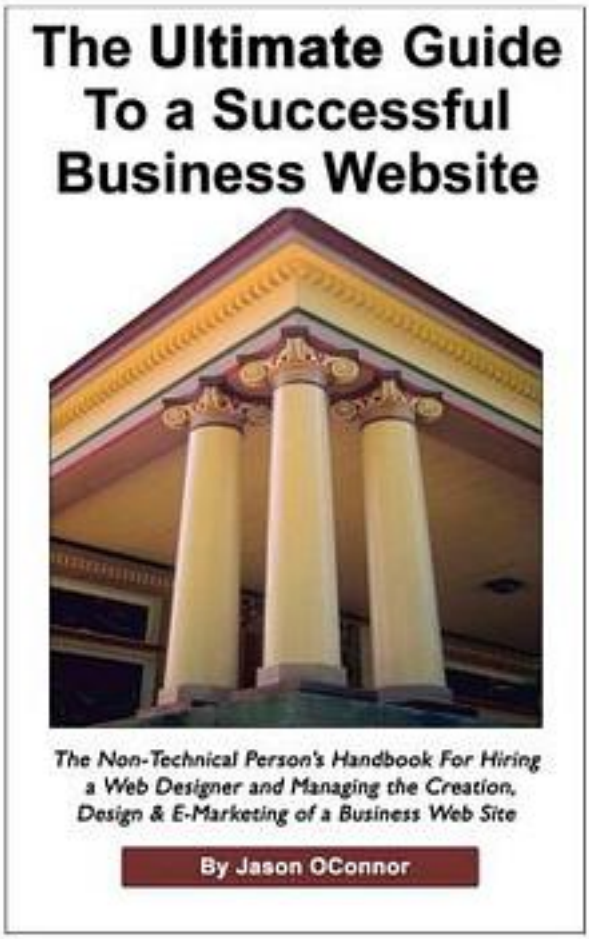
The Ultimate Guilde to a Successful Business Website

Copyrighted Material



Copyrighted Material

The Ultimate Guilde to a Successful Business Website_下载链接1_

著者:OConnor, Jason P.

出版者:

出版时间:2008-3

装帧:

isbn:9780980191202

Learn how to get a successful, money-making website built for you correctly the first time. This book will arm you with everything you need to know to go from an outdated site or a simple idea to a brand new, fully-functional, money-making business website. You'll learn how to hire the perfect Web designer for a fair price and how to guide them to create the most user-friendly, powerful, trusted and successful website possible for your business and budget. And it will teach you the fundamentals you'll need to succeed on the Web. Jason O'Connor owns the Web design and marketing firm Oak Web Works, LLC (http: //www.oakwebworks.com). He is an expert Web designer, programmer and marketer who takes you step by step through the entire website building process in this book. He'll give you in-the-trenches and cutting-edge information that will save you a lot of money, time and frustration. You will be guided through each step in the creation of a successful business website. You will discover how to plan your website, work with your Web designer and show you why you need to demand very specific things to ensure your online success. And you'll also learn ways you can market your website. You can suffer through the entire website building process and be massively disappointed with the end result, blind to the details, ignorant of website fundamentals, and full of regret for the amount of money you spent. Or you can ensure that you'll save time and money, understand what goes into a great website, have a relatively easy time with the whole process, be thrilled with the final product, and end up with a successful website that helps you achieve all your business goals. This book's entire purpose isto help you achieve the latter. Among the many Web business-related things this book will teach you are: 1.How to choose and hire the right Web design company or freelancer for your project. 2. How to manage the creation of a business website that increases your bottom line. 3. How to go from a simple idea to a fully-functional, money making website in no time flat. 4. How to choose the right navigation structure. 5. How to separate your site from your competition. 6. What every business website must have. 7. How design, marketing and programming properly interact to form every website. 8. How to ensure your website includes all three pillars of the Web. 9. How to choose the right web site for your business. 10. How to save serious money and time when getting your website built. 11. How to negotiate with the Web vendors you're considering hiring. 12. How to ensure you'll make money with your website. 13. What components make up every successful website. 14. What makes a business website great. 15. What to provide your Web vendor. 16. How to plan the creation of your website. 16. How to properly search online 17. How to choose the right website colors, fonts and layouts. 17. E-marketing tactics and strategies. If you need a new business website this book is for you.

作者介绍:

目录:

The Ultimate Guilde to a Successful Business Website_下载链接1_

标签

评论

The Ultimate Guilde to a Successful Business Website_下载链接1_

书评

The Ultimate Guilde to a Successful Business Website_下载链接1_