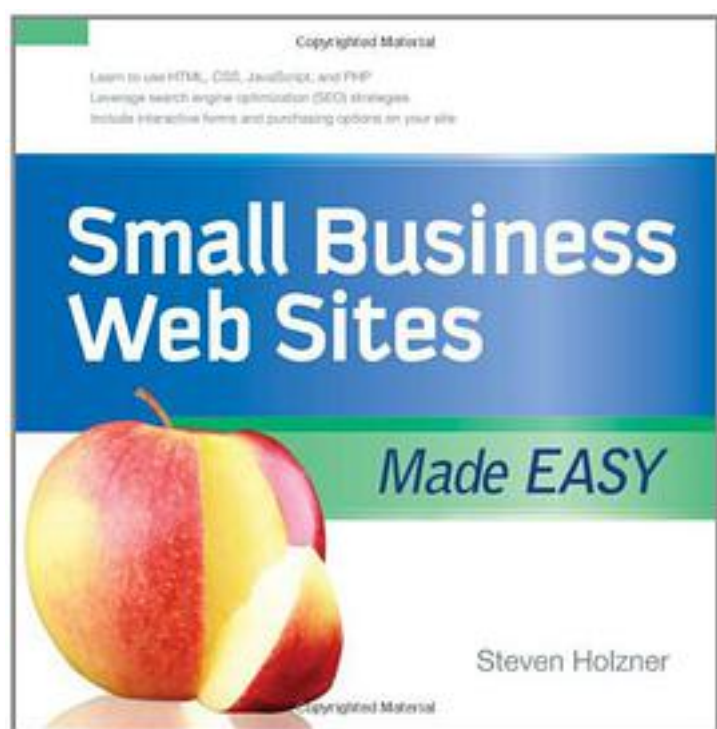


Small Business Web Sites Made Easy



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Bring in more customers with your own web site! Take your business online and start generating additional revenue with help from this highly visual, easy-to-follow guide. Small Business Web Sites Made Easy shows you how to use HTML, CSS, JavaScript, PHP, and other tools to create a compelling site that's functional, flexible, secure, and ready for commercial transactions. The book also covers the fundamentals of web-based marketing, including search engine optimization and pay-per-click advertising. Now you can establish a solid online presence without the expense of hiring a designer! Learn essential HTML skills Plan your site architecture Add style to your web site using Cascading Style Sheets (CSS) Make your pages come alive with

JavaScript elements Increase leads, conversions, and sales using search engine optimization (SEO) Set up pay-per-click advertising, including Google AdWords Track metrics with hit meters Market your site on Facebook Create a shopping cart and enable credit card transactions

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