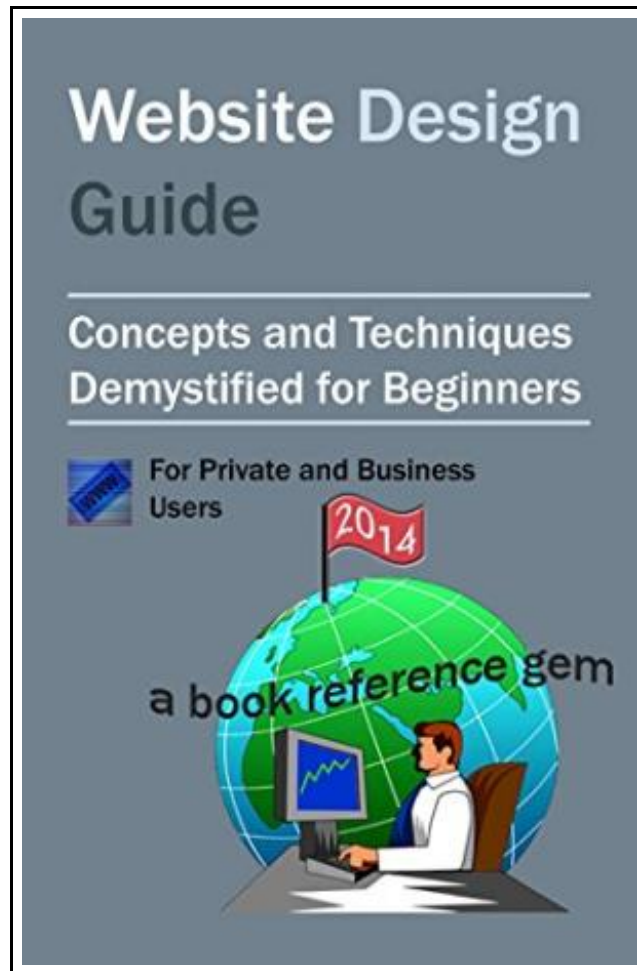


# Website Design Guide for Private and Business Users: Introductory Concepts and Techniques Demystified for Beginners



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Createspace, United States, 2013. Paperback. Book Condition: New. 210 x 138 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Ever wondered how websites are put together? Or whether your present website is working as well for you as it should? In this comprehensive website design guide, Brian Stephens, a website designer and ebook publisher, lifts the lid on the concepts and techniques that can make all the difference to a website's success. The information demystifies this jargon-riddled business and will help even complete beginners brief web designers and hold them to account if the site is not doing its job properly. For the already computer-savvy, the author leads the way for them to create their own website, either using the Wordpress platform as a content management system or by adopting the most effective techniques for a static website design. Website Design - Author Qualifications Brian has a 1st class honours degree in Technology, has worked in the technology industry for over 30 years and the last five years as a freelance website designer. Subjects covered include: how to choose and register a name for your website understanding what you want the website to do both both from a marketing perspective and a functional perspective navigation elements and why they are critical measuring performance who to host with how to set a reasonable budget how to ensure you can change or add more content to your website, at will, without paying a designer or webmaster the benefits of a well designed website You are also shown how to get traffic to your website by using the most relevant and up to date techniques for website and blog promotion. Modern Website Promotion Techniques These include, on page optimisation as part of the web design, off page optimisation for...



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