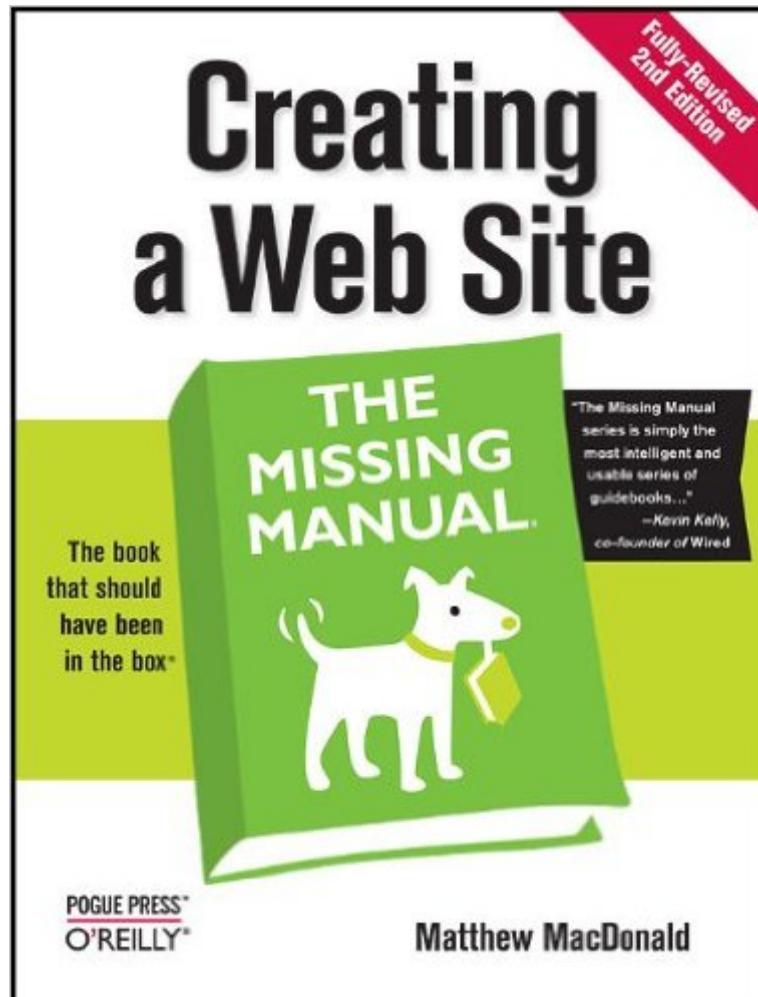


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# Creating A Web Site: The Missing Manual



## Synopsis

Think you have to be a technical wizard to build a great web site? Think again. If you want to create an engaging web site, this thoroughly revised, completely updated edition of *Creating a Web Site: The Missing Manual* demystifies the process and provides tools, techniques, and expert guidance for developing a professional and reliable web presence. Whether you want to build a personal web site, an e-commerce site, a blog, or a web site for a specific occasion or promotion, this book gives you detailed instructions and clear-headed advice for: Everything from planning to launching. From picking and buying a domain name, choosing a Web hosting firm, building your site, and uploading the files to a web server, this book teaches you the nitty-gritty of creating your home on the Web. Ready-to-use building blocks. Creating your own web site doesn't mean you have to build everything from scratch. You'll learn how to incorporate loads of pre-built and freely available tools like interactive menus, PayPal shopping carts, Google ads, and Google Analytics. The modern Web. Today's best looking sites use powerful tools like Cascading Style Sheets (for sophisticated page layout), JavaScript (for rollover buttons and cascading menus), and video. This book doesn't treat these topics as fancy frills. From step one, you'll learn easy ways to create a powerful site with these tools. Blogs. Learn the basics behind the Web's most popular form of self-expression. And take a step-by-step tour through Blogger, the Google-run blogging service that will have you blogging before you close this book. This isn't just another dry, uninspired book on how to create a web site. *Creating a Web Site: The Missing Manual* is a witty and intelligent guide you need to make your ideas and vision a web reality.

## Book Information

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## Customer Reviews

If you spend much time on the Internet at all, at some point you've said to yourself, "Maybe I should have a web site." It can be a bit intimidating, and many people don't get beyond that "Maybe I should ..." phase. If you want to progress further, this book is for you. The book is laid out in a logical progression from concept to interaction to making money with your site. Each stage of web "development" has its own section in the book -- which is a huge plus: you don't have to wade through a lot of basic information to get to what you want. The first section covers the planning stage of website design. There's a discussion about choosing a hosting service (including the problems with using the free space that many ISPs give to their subscribers) and an overview of HTML editing software. There's also a brief introduction to HTML -- just enough to get you started. Section two takes it from there. You've found a hosting service, you've got the software, and you have the skeleton of a site. NOW you want to make the site look good. This section covers pictures, links, and tables, and even goes into some basic CSS. You learn to turn a bunch of separate web pages into a web site, add content so people want to visit your site, and make the site look good so people want to come back. Section three goes where the average HTML tutorial doesn't go and talks about driving traffic. Getting search engine hits, creating your own message boards, and even (once you get the traffic) making money on your site. This is the part of the book that will have broader appeal -- the information will be valuable to novices as well as more experienced webmasters.

Title: Creating Your Own Websites Author: Matthew MacDonald Publisher: Pogue

Press/O'Reilly ISBN: 0-596-00842-2 Pages: 535 pages Reviewer: Philip High Rating: 5 out of 5

stars! I'm sure we all have experienced the frustrating incompleteness and illogic of many software manuals. This book is part of an impressive series billed as: "The book that should have been in the box" put out by Pogue Press. It's the first one I have read but I would have to agree with their tag line, and if the others are anything like it I would definitely be interested in checking them out. Of course a comprehensive set of web building tools doesn't come in one box -- no matter how hard some publishers try to bundle and brand it as such. That's one reason this overview is so handy. It ties together all the major issues in one current (for the moment) volume. A lot of territory is covered here: HTML, style sheets, graphics, tables, frames, site-promotion, merchandising, JavaScript, Audio, Video, Blogs, and more. Obviously there is only room to layout the basics for each of these

topics, but the coverage is well selected, to the point, and surprisingly useful. At the same time it isn't an off-putting encyclopedia but an enjoyable walk through the essential steps in web site creation. For web beginners this is an excellent place to start. Even the introduction is worth reading! The major subjects covered are: creating web pages, making pages look beautiful, putting it online, attracting visitors, making money, and adding frills. These topics and related material are presented in five divisions, each with several chapters.

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