How To Build Your Own Website With Little Or No Money: The Complete Guide For Business And Personal Use (How To Open And Operate A Financially Successful...)

Synopsis

Just 20 years ago, the Web went world wide â " and you could count the number of Web sites on one hand. Today, there are about 9 billion active Web sites, with thousands more going live every day. Creating a Web site can be a great way to market a new product, promote your business plan, promote yourself, or simply share a few details about your life with the world. How to Build Your Own Web Site With Little or No Money can show you how.You will learn how to buy a domain name and host your Web site for less than $15. You will learn how to use open source software like WordPress, Joomla!, and Mambo to create a platform on which you can build near anything you want. You will learn how blogging has made Web site creation easier than ever and how sites like Squidoo, Facebook, and MySpace allow you more freedom to build traffic and draw attention to what your site at any given time.This book details which free Web site resources to avoid, as well as how to find and install open-source modules and tools to enhance the look and feel of your site. You will learn where you can find copyright-free images to use on your Web site and how to write copy that will draw traffic and entertain your visitors. You will learn how to keep a free Web site from falling into the traps major search engines set to stop spam and ultimately how to leverage new business contacts and interactions out of your Web site. If you are now or have ever considered building your own Web site before, this book will map the way for you. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company presidentâ ™s garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 722 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Book Information

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Customer Reviews

What initially struck me about this book is how comprehensive it is. It certainly lives up to the title, providing a wealth of information on how to build a website without spending a lot of money and then how to get traffic to it. Bruce Brown promises that, even if you have never built a website before, the book has more than enough information to help you do this. A novice like me is, therefore, expecting to see step-by-step instructions on how to design, build and publish a website from scratch.There is indeed a comprehensive HTML tutorial with additional, if brief, information on XTML and a few other coding languages. If you have the time, you should be able to learn html by following the guidance provided. But for those who don't want to take the time to learn HTML, there's a chapter that describes the advantages and drawbacks of software products on the market that will do the HTML coding for you, such as Microsoft Expression Web and Adobe Create Suite 3. I would probably opt for these products and not spend time learning html. But they're pretty costly, so your decision is going to be based on your time and budget. Luckily, there's a chapter on free website design tools such as Joomla, Wordpress, and NVu that can be used to build websites.It made more sense to me to have the chapters on web design fundamentals and web content appear before the coding chapters since you need to have a structure or blueprint in place before you start building the site, but both chapters do a good job of explaining in detail how to structure your site for

easy navigation and create content that is search-engine optimized as well as user-friendly.

How to Build Your Own Website With Little or No Money: The Complete Guide for Business and Personal Use (How to Open and Operate a Financially Successful...) How to Open & Operate a Financially Successful Private Investigation Business (How to Open & Operate a ...) How to Open & Operate a Financially Successful Personal Chef Business: With Companion CD - ROM How to Open & Operate a Financially Successful Notary Business How to Open & Operate a Financially Successful Landscaping, Nursery, or Lawn Service Business: With Companion CD-ROM BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) BAM! How To Create A Website In Under One Hour: How to build a wordpress website for a blog or a business on a budget, including advice on plugins, domain name and more Start Your Own Computer Business: Building a Successful PC Repair and Service Business by Supporting Customers and Managing Money Become Financially Free Selling on eBay: Step by Step Guide to Setting Up a Successful eBay Store, Save Time Money and Learn Tips and Tricks to Beat Off Competition! Wordpress: Build Your Own Wordpress Website. An Ultimate Guide For Small Business Owners How to Build and Operate Your Own Small Hydroelectric Plant Home Based Business Escape Plan: How To Make $10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) How to Plan, Contract, and Build Your Own Home, Fifth Edition: Green Edition (How to Plan, Contract & Build Your Own Home) Build Your Own Website: A Comic Guide to HTML, CSS, and WordPress Healthcare Business Intelligence, + Website: A Guide to Empowering Successful Data Reporting and Analytics WordPress: WordPress Guide to Create a Website or Blog From Scratch, Development, Design, and Step-by-Step (Wordpress,Wordpress Guide, Website, Steb-by-Steb, Web Design Book 1) How to Build a Website from Scratch: A Step by Step Guide (Building Your Business Series Book 1) Surgery Open Heart: A Surgical Nurse Guides You Through Open Heart Surgery (Open Heart Surgery, Aortic Valve / Mitral Valve Replacement, Coronary Artery Bypass, Aortic Aneurysm, Myxoma) SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1) How To Create A Website Using Wordpress: The Beginner's Blueprint for Building a Professional Website in Less Than 60 Minutes