The Web Designer's 101 Most Important Decisions: Professional Secrets for a Winning Website

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In *The Web Designer's 101 Most Important Decisions*, Scott Parker distils his in-depth experience of web publishing into 101 practical insights that readers can draw on with ease. He offers best-practice and insider tips, from the basics--ensuring your web design is easily accessible and quick to load at the click of a mouse, and how to encourage people to return to your web pages and recommend them over and over again--through to designing diverse content and planning for the growth and development of your website, whether it's for business, professional or personal use. Not only for web designers, but also for anyone commissioning a web designer, this book offers a host of graphic design, process and technical tips, all fully illustrated, that will enhance your web publishing and help you stand out from the crowd!

- 101 practical tips for designing and commissioning the ideal website
- Tried and tested techniques from leading web professionals
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