

Web Design Start Here A No Nonsense Jargon Free Guide To The Fundamentals Of Web Design

Learn how to think beyond the desktop and craft beautiful designs that anticipate and respond to your users' needs. The author will explore CSS techniques and design principles, including fluid grids, flexible images, and media queries, demonstrating how you can deliver a quality experience to your users no matter how large (or small) their display.

Based on data collected from research conducted at UIE (User Interface Engineering), this book describes how well or poorly some information-rich Web sites performed when real users attempted to find specific answers.

Speak to the world with your very own custom website! Creating a Web Site is the kids' guide to learning basic website design! From planning to perfecting, this book walks you through the entire process of building your own website, with easy-to-read instructions and plenty of pictures every step of the way. Good planning saves you a ton of work, so you'll begin by getting your ideas out of your head and onto paper. Next, you'll find a template that already has the basic features you want, so you can start working on the fun stuff right away. You'll learn all the HTML and CSS you need to make your site look and act the way you want it to, and you'll learn how to add video, images, widgets, and more to make the design your very own! Before you know it, you'll have your own custom-built website showcasing your talents and interests for the world. If you want your own website, why settle for a basic template that makes your page look like everyone else's? You don't need to build it from scratch—with a few simple lines of code, you can transform a basic template into the site of your dreams. This book shows you how to have fun from page one as you: Figure out just what kind of site you want to build Create a mood board to bring your ideas into reality Choose your favorite template and customize it with CSS and HTML Add widgets, pictures, video, and more to make your site your very own Easy instruction with a dose of humor have made the For Dummies books a leading resource for adults around the globe. The Dummies Junior series brings that learning to kids, with projects designed specifically for your interests, skills, and abilities. Creating a Web Site helps you build your digital home base, with fun instruction every step of the way.

Do you need a website to support your freelance business or entrepreneurial venture? Or are you considering a career in web design? Maybe you're looking for your next career pivot, or you're simply seeking skills to give your CV that competitive edge? Wherever you are in your career, Confident Web Design can help. The ultimate beginner's guide to designing, building and publishing basic websites, this book features exclusive online exercises to help you practice your new skills in context. Covering the basics of HTML, CSS and JavaScript, as well as giving you a thorough grounding in the real-life application of these principles, this book provides helpful examples, explanations of technical terms, and clear, easy-to-understand language - meaning your first website is only a few chapters away. Taking you on a practical journey to publish a basic website from scratch, the book's structure is designed to break down each skill into manageable chunks. Wherever you are in your career, let Confident Web Design give you that cutting edge with vital programming and design skills. About the Confident series... From coding and web design to data, digital content and cyber security, the Confident books are the perfect beginner's resource for enhancing your professional life, whatever your career path.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

There are many books available on CSS, but this one is different — it wastes less time discussing theory, and gets straight to the practical learning, quickly giving readers what they need to know. In addition, it is completely up to date, covering the most modern CSS standards and design techniques. Beyond the CSS essentials, advanced techniques are covered, including accessibility, hacks and filters. The book concludes with a case study, and a CSS reference section to allow the reader to look up required syntax in seconds.

While platforms like WordPress have done much to make quality web design available to all, the fact remains that if you want to design a truly unique, bespoke or custom site, you need to have a working knowledge of HTML and CSS. Answering this need, Web Design: Start Here takes you from novice to fully- fledged web designer in just 224 pages. From planning, design, development and testing to promotion, search engine optimization and visitor analytics, the book covers every stage with concise explanations, clear illustrations and plenty of useful and memorable tips along the way. Stefan Mischook has trained thousands of non-technical people in the basics of web design via his highly successful website Killersites.com. In this, his first book, the reader learns a no-nonsense approach to open-source design, covering HTML5 and CSS3, and is introduced to Javascript and PHP. By the end of the book they will have the knowledge and confidence to produce a beautiful, dynamic, multi-page site, opening the way to a new career in web design.

Provides instructions on designing, building, and maintaining a Web site, along with information on Web standards and testing.

“While you’re reading Neuro Web Design, you’ll probably find yourself thinking ‘I already knew that...’ a lot. But when you’re finished, you’ll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done.” – Steve Krug, author of Don’t Make Me Think! A Common Sense Approach to Web Usability Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? Neuro Web Design applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people’s actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click. Neuro Web Design employs “neuro-marketing” concepts, which are at the intersection of psychology and user experience. It’s scientific, yet you’ll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you’ll be able to dramatically increase the effectiveness and conversion rates of your own Web site.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You’ll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you’ll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so

they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

Building an elegant, functional website requires more than just knowing how to code. In Adaptive Web Design, Second Edition, you'll learn how to use progressive enhancement to build websites that work anywhere, won't break, are accessible by anyone—on any device—and are designed to work well into the future. This new edition of Adaptive Web Design frames even more of the web design process in the lens of progressive enhancement. You will learn how content strategy, UX, HTML, CSS, responsive web design, JavaScript, server-side programming, and performance optimization all come together in the service of users on whatever device they happen to use to access the web. Understanding progressive enhancement will make you a better web professional, whether you're a content strategist, information architect, UX designer, visual designer, front-end developer, back-end developer, or project manager. It will enable you to visualize experience as a continuum and craft interfaces that are capable of reaching more users while simultaneously costing less money to develop. When you've mastered the tenets and concepts of this book, you will see the web in a whole new way and gain web design superpowers that will make you invaluable to your employer, clients, and the web as a whole. Visit <http://adaptivewebdesign.info> to learn more.

Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications.

Web Design for Beginners: The Ultimate Website Beginners Guide for learning Professional website design with Wordpress, (Wordpress, CSS, HTML, Webgraphics, Javascript) Starting a website and not sure what to use? Whether you are a beginner or more advanced this book dives deep into the different options and techniques you can use to create the BEST web content! Just like other fields of design, web design is constantly and rapidly evolving. With billions of websites on the internet today, you could be right to compare website developers with bees as far as being busy is concerned. Compare how much web designers had to do to build a website back then, and just how little they have to do today to do the same - what do you see? It is clearly evident that web designers have become smarter with time. Here Is A Preview Of What You'll Learn... Facts about web design Your choices in Software to use Crucial Components of Web Design Factors effecting Cost of web design Web design practices you NEED to adhere to Whether to build a DIY website or hire a service Understanding web users Strategy of the Website Management Optimizing User Experience Marketing your website! Technology and Design options Much, muchmore!

Master HTML and CSS fundamentals to create beautiful websites. The best book on the market for modern web design fundamentals! Every one of the over 4 billion webpages online today use HTML markup language to display its content. HTML is everywhere. Experienced developers know that a mastery of HTML and CSS fundamentals is not only an essential web design skill, but also the solid foundation of a robust coding skillset. In HTML & CSS QuickStart Guide author, instructor, and 10+ year Fortune 500 tech company veteran David DuRocher breaks down HTML5 and CSS3 fundamentals manageable, practical, and engaging segments designed for first-time developers. David's unique and engaging approach to teaching HTML and CSS principles means that readers are ready to start designing from the very first chapter without enduring an avalanche of boring jargon or dry technobabble. Use the enclosed bonus digital asset access to go beyond the book with your own hands-on project, GitHub code repository, online tools, resources, and more! No matter whether you are a student, jobseeker looking to improve your resume, freelancer, designer, experienced developer, or just someone who wants to create their own website from scratch, everything you need to know is right here in this book! Truly anyone, at any stage of their lives, can learn to code. HTML and CSS are the perfect starting point on that journey—easy to learn, easy to implement, HTML & CSS open the door to a world of coding possibilities. HTML & CSS QuickStart Guide Is Perfect For: - Full stack developers looking to brush up on their front-end development skills - Jobseekers looking to increase the value of their resume - Artists, bloggers, and digital entrepreneurs who want to customize their web presence - WordPress, Shopify, and Squarespace users who want to tweak templates and make them their own - Anyone who wants to create attractive, responsive, and modern websites with no prior experience needed HTML & CSS QuickStart Guide Covers: - HTML and CSS for Beginners – all of the core HTML and CSS fundamentals you need to know in one place - HTML tags, CSS elements, CSS styling, and exactly how to fit the pieces together - Futureproofing – how to design sites that look great on any browser, any device - How to save time using best practices to produce clean and tidy code - Formatting, sizing, fonts, images, multimedia, forms, sprites, and gradients – all of the tools you need to make your website 100% your own! HTML and CSS QuickStart Guide Will Teach You: - Modern Web Design Fundamentals – How to use the powerful combination of HTML5 and CSS3 to build functional and responsive web pages - Site Structure and Responsive Design Principles – How to format HTML and CSS markup to produce attractive web sites and web pages that look great on any browser and any device. - Breathing Life Into Your Projects – How to incorporate forms, multimedia elements, special characters and more into your web projects - Correct Markup Best Practices – How to efficiently use CSS and HTML together to produce clean, professional HTML documents using industry-standard tools such as GitHub - HTML and CSS for Beginners – HTML and CSS elements, formatting, padding, gradients, menus, testing, debugging, keeping your site's code up to date and more—all supported with abundant visual examples and a practical hands-on project! *LIFETIME ACCESS TO FREE HTML AND CSS DIGITAL ASSETS* - A complete hands-on project using an industry-standard GitHub code repository along with a complete online HTML, CSS, and web design resource library, web development cheat sheets, and more!

Are you interested in going back to the basics? Do you want to learn how to develop web pages the old way? Then welcome to this guide. In the same way that a building can only be as strong as its foundation, a webpage can only be as good as the bits and pieces that hold it together. In this case, we're talking about HTML. Hyper Text Markup Language, HTML is the glue that ensures a web page is held together and can be used on many different browsers and devices successfully. It also provides the structure needed to expand your webpages using JavaScript and CSS. This guide focuses purely on HTML, and here's what you can expect to learn: -What HTML is and how it works-How to use an HTML text editor-The HTML building blocks - attributes, elements, and tags-How to format your HTML-How to use heading, paragraph, and phrase tags-How to insert links, images, and tables-What HTML lists are-Using HTML classes, frames, and iFrames-HTML Comments and File Paths-What's in the HTML head- Techniques for layout and design-How to use the HTML entities, charset, and symbols-How to add HTML backgrounds, colors, and fonts-How to create a webpage from start to finish And much more! HTML is the backbone of any website, and it makes perfect sense to learn how to code in HTML before you try anything fancier. If you are ready to start your new coding journey, hit the Buy Now button!

Best practices for flexible design that meet common challenges The web is constantly changing and evolving with an increased range of devices, browsers, and standards that need to be considered in design. Web designers know they must stay sharp in order to keep up with the rapid pace of technology change. This much-needed book teaches the art of flexible and adaptable design that can work easily with new devices, technologies, and standards. You'll quickly discover how this resource stands out from the crowd as it provides you with a roadmap for ensuring that your designs are stable and flexible enough to handle whatever technology changes are coming in the future. Takes you on a journey of discovery as you learn how to prepare yourself for undefined changes in the dynamic environment of web design Shares straightforward tips for adopting a forward-thinking approach to the subject of web evolution Uncovers the essential skills you need in order to survive the future of the web Using the fundamental skills and processes laid out in this roadmap, you'll be able to boost your stability and flexibility while coding with confidence.

Whether you are building a personal blog or a corporate website, there is a lot more to web design than div's and CSS selectors, but what do you really need to know? With this

book, you'll learn the secrets of designing effective, user-friendly sites, fro

Learn how to create your website with HTML, CSS and JavaScript - Introduction to HTML & CSS in an understandable way - accessible for students, hobbyists and professionals - Lots of examples and illustrations with bonus exercises - Hand-holding until the website is online!

If I gave you a box of carpentry tools, could you build me a house? While having the right tools to do a project is a great first step, you still need to learn the overall process of how and when to use those tools to achieve your goals, knowledge that few other web design books present. This book starts from the assumption that you have the right tools -- an Internet connection and a web authoring program or an HTML reference book -- to begin with. (If you don't, the first chapter will bring you up to speed.) Then in clean, clear language, it steps you through the web design and development process from start to finish, from a successful studio owner's perspective: Brainstorming site goals, gathering and converting content, developing a strategic site architecture, balancing elements of tone, message, and navigation, prototyping and presenting designs, organizing and trafficking files, production, subcontracting, publishing and promotion. Whether you're working on a 5-page site for your community organization or you're the project manager for a huge portal site for a Fortune 100, this book will provide you with the essential strategies and checkpoints that ensure a successful web site. Anne-Marie Concepcion is the founder and creative director of a busy cross-media (web, print, and CD-ROM) design firm in Chicago, Illinois. She is a seasoned new media consultant and an Adobe and Quark certified trainer. Her clients have included the Joyce Foundation, the Original Levi's Store, R.R. Donnelley and Sons, LobsterGram, the Chicago Tribune and World Book Encyclopedia (for which she wrote their inaugural Desktop Publishing entry in 1994). Anne-Marie has written for HOW, Digital Chicago, X-Ray, Step-by-Step Electronic Design, and was Publish magazine's Web Design columnist.

Explores the intersection of Web design philosophies and the technology used to implement them while demonstrating effective solutions to real-world design challenges.

These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

Expand your strategic capabilities and technological understanding! Your clients are looking for an expert--someone who understands rapidly changing technology and can provide strategic insight into their web projects from inception and development to launch and beyond. Are you that person? Today, designers are expected to provide a level of web expertise that extends far beyond just good design. The Strategic Web Designer provides you with a foundation that will allow you to keep your bearings in an industry filled with constant technological change. You'll learn to: Plan web projects Organize information in ways that make sense Understand analytics Optimize content for search engines and mobile technology And more! More than a book about building websites, The Strategic Web Designer is your guide to thinking about the web in a strategic and comprehensive manner. Be more than just a web designer--take charge of your web projects and make yourself invaluable to clients.

Ready to learn HTML5 programming? Start Here! Learn the fundamentals of programming with HTML5 - and begin building your first standards-based web pages from the ground up. If you have absolutely no previous experience, no problem - simply start here! This book introduces must-know concepts and getting-started techniques through easy-to-follow explanations, examples, and exercises. Here's where you start learning HTML5 Create a web site using HTML5 tags in a simple text editor Use semantic tags to make your pages easier to layout and find Draw in HTML5 using the canvas element Embed audio and video in your web pages Get HTML5 to work in older browsers Develop your future skills in web design.

Provides information on building responsive Web sites for a variety of devices and platforms using CSS, HTML5, and JavaScript, including layouts, breakpoints, forms, fonts and typography, with practical hands-on examples, quizzes, and exercises.

This second edition of The Principles of Beautiful Web Design is the ideal book for people who can build websites, but are seeking the skills and knowledge to visually enhance their sites. This book will teach you how to: Understand the process of what makes "good design," from discovery through to implementation Use color effectively, develop color schemes, and create a palette Create pleasing layouts using grids, the rule of thirds, and symmetry Employ textures: lines, points, shapes, volumes, and depth Apply typography to make ordinary designs look great Choose, edit, and position effective imagery And lots more... This revised, easy-to-follow guide is illustrated with beautiful, full-color examples, and leads readers through the process of creating great designs from start to finish. It also features: Updated information about grid-based design How to design for mobile resolutions Information about the future of web fonts including @font-face Common user-interface patterns and resources

Forms make or break the most crucial online interactions: checkout (commerce), registration (community), data input (participation and sharing), and any task requiring information entry. In Web Form Design, Luke Wroblewski draws on original research, his considerable experience at Yahoo! and eBay, and the perspectives of many of the field's leading designers to show you everything you need to know about designing effective and engaging Web forms.

Web Design: Start Here!A No-Nonsense, Jargon-Free Guide to the Fundamentals of Web DesignIlex Press

There are a lot of books out there covering CSS and HTML, but this one stands out from the crowd by combining all the best aspects of reference and tutorial books — it teaches everything you need to know to design great web sites, and moves at a fast pace, eschewing unnecessary theory and obscure details. It is designed so that any level of web designer or developer will find

this to be an essential guide. It teaches the basics of CSS and HTML before quickly moving on to cover in depth all of the essential areas of web design, including forms, tables, typography, layout, browser quirks and more.

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

A guide to Web design basics covers HTML, lists, links, tables, and frames, authoring programs, Web graphics applications, navigation systems, and information and interface design.

Website DESIGN just got a whole lot EASIER! Learn the latest website development tools, techniques, and best practices. Web Design Demystified provides the hands-on help you need to get started. Written in a step-by-step format, this practical guide begins by covering website planning and designing for screens. Then, you'll learn how to build pages, use and integrate HTML and CSS, work with JavaScript, PHP, and XML, and use templates. Get tips for testing and going live as well as information on e-mail design and search engine optimization. Clear examples and concise explanations make it easy to understand the material, and end-of-chapter quizzes and a final exam help reinforce key concepts. It's a no-brainer! You'll learn how to: Create design mockups that meet the project goals Add images and multimedia with HTML Style text, lists, links, and forms with CSS Integrate HTML and CSS for layout Improve your site's search engine ranking Code HTML for e-mail Simple enough for a beginner, but challenging enough for an intermediate user, Web Design Demystified gives you the tools you need to create successful websites.

Provides information on responsive solutions to Web site design, covering such topics as wireframes, text, breakpoints, screenshots, browsers, and design manuals.

Summary Web Design Playground takes you step by step from writing your first line of HTML to creating interesting and attractive web pages. In this project-based book, you'll use a custom online workspace, the book's companion Playground, to design websites, product pages, photo galleries, and more. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology How do top designers learn to create beautiful web pages and intuitive user experiences? Great examples, expert mentoring, and lots of practice! Written by web designer and master teacher Paul McFedries, this unique book shapes and sharpens your skills in HTML, CSS, and web page design. About the Book Web Design Playground takes you step by step from writing your first line of HTML to creating interesting, attractive web pages. In this project-based book, you'll use a custom online workspace to design websites, product pages, photo galleries, and more. Don't worry about setting up your own servers and domain names—the book comes with a free "playground" which lets you experiment without any of that! You can concentrate on core skills like adding images and video and laying out the page, plus learning typography, responsive design, and the other tools of the web trade. What's inside Getting started with HTML, CSS, and web design A free, fully interactive web design workspace Working with images, color, and fonts Full-color illustrations throughout About the Reader If you can use a browser, you're ready to create web pages! About the Author Paul McFedries has written nearly 100 books, which have sold over four million copies world-wide. Table of Contents PART 1 - GETTING STARTED WITH HTML AND CSS Getting to Know HTML and CSS Building Your First Web Page Adding Structure to Your Page Formatting Your Web Page Project: Creating a Personal Home Page PART 2 - WORKING WITH IMAGES AND STYLES Adding Images and Other Media Learning More About Styles Floating and Positioning Elements Styling Sizes, Borders, and Margins Project: Creating a Landing Page PART 3 - LAYING OUT A WEB PAGE Learning Page Layout Basics Creating Page Layouts with Flexbox Designing Responsive Web Pages Making Your Images and Typography Responsive Project: Creating a Photo Gallery PART 4 - MAKING YOUR WEB PAGES SHINE More HTML Elements for Web Designers Adding a Splash of Color to Your Web Designs Enhancing Page Text with Typography Learning Advanced CSS Selectors Project: Creating a Portfolio Page

For a couple of decades now, designers have used Photoshop to mock up Web page designs. However, that work generally results in a static graphic of the page, which has to be translated by a developer into the components of a Web page: HTML files and Web-compatible image files. Our multi-device world has shown us that this approach to web design, including full-page comps done in Photoshop, is increasingly problematic. Modern web designers are adopting a new approach: creating flexible web pages whose layout can adapt to suit the screen on which they are displayed. This is "Responsive Web Design" [RWD]. Until now, books on designing responsive Web sites have focused on HTML and CSS – in other words, they've been very code-centric, and visual creativity seems to take a back seat. This new book is aimed at the visual Web designer who's accustomed to working in Photoshop. Adobe Photoshop CC contains many new features that help streamline the process of converting a static page design to a set of components for a responsive web page. Dan Rose is one of the best-known advocates of this new way of working in Photoshop. He's observed that only a few people are talking about Photoshop for RWD constructively, yet a majority (63% as of his last informal poll) of web designers are using Photoshop for more than simple asset creation. This transition is a pain point for many designers. His new book will balance coverage of conceptual issues (how to fit tools like Photoshop to the design workflow rather than fitting a workflow to the tools) with practical design exercises tailored to help communicate the overall design direction of the page while respecting the needs of the fluid Web. In addition, he will introduce methods for taking HTML back into Photoshop for further refinement.

A full-color introduction to the basics of HTML and CSS from the publishers of Wrox! Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new

approach. Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way! This book is also available as part of a set in hardcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781119038634; and in softcover - Web Design with HTML, CSS, JavaScript and jQuery, 9781118907443.

Your web site is a business—design it like one. Billions of dollars in spending decisions are influenced by web sites. So why aren't businesses laser-focused on designing their sites to maximize their Return on Investment (ROI)? Web design can do more than make a site look good—it can be a powerful strategic weapon that enhances financial returns and creates competitive advantage. It's time to make web sites accountable. It's time to make design decisions based on metrics and business goals. It's time for Web Design for ROI. In this book you'll learn: Why so many organizations think about web design the wrong way How small design changes can have a big impact on your bottom line Simple tips to increase web sales/leads by 10% – 50% (or more) Concrete design guidelines for: Landing pages Home pages Category pages Detail pages Forms Checkout processes Packed with helpful examples from a wide variety of sites!

This book democratizes web development for everyone. It's a fun, clever guide that covers all of the key design principles, best practices, useful shortcuts, pro tips, real-world examples, and basic coding tutorials needed to produce a beautiful website that you'll feel confident sharing with the world. Because you, too, can design for the web! Hello Web Design contains everything you need to feel comfortable doing your own web development, including an abundance of real-life website examples that will inspire and motivate you. No need to spend time and money hiring an expensive graphic designer; this book will walk you through the fundamentals - and shortcuts - you need to do it all yourself, right now.

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