



# Creating a Web Site: The Missing Manual

*Matthew MacDonald*

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## **Creating a Web Site: The Missing Manual** Matthew MacDonald

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.

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