



# Small Business Web Sites Made Easy (Made Easy Series)

*Steven Holzner*

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## Bring in more customers with your own web site!

Take your business online and start generating additional revenue with help from this highly visual, easy-to-follow guide. *Small Business Web Sites Made Easy* shows you how to use HTML, CSS, JavaScript, PHP, and other tools to create a compelling site that's functional, flexible, secure, and ready for commercial transactions. The book also covers the fundamentals of web-based marketing, including search engine optimization and pay-per-click advertising. Now you can establish a solid online presence without the expense of hiring a designer!

- Learn essential HTML skills
- Plan your site architecture
- Add style to your web site using Cascading Style Sheets (CSS)
- Make your pages come alive with JavaScript elements
- Increase leads, conversions, and sales using search engine optimization (SEO)
- Set up pay-per-click advertising, including Google AdWords
- Track metrics with hit meters
- Market your site on Facebook
- Create a shopping cart and enable credit card transactions

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