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Descrizione fisica	1 online resource (256 p.)
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Soggetti	Small business - Computer programs Web site development Web hosting Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Build and customize your small business web site." On cover: Learn by doing : less theory, more results. Includes index.
Nota di contenuto	""Cover""; ""Copyright""; ""Credits""; ""About the Author""; ""About the Reviewers""; ""Table of Contents""; ""Preface""; ""Chapter 1: Getting Started""; ""Important preliminary points""; ""Signing in""; ""Time for action a€? sign in to your Office Live ""; ""Small Business account""; ""Signing out""; ""Time for action a€? sign out of your Office Live ""; ""Small Business account""; ""Exploring the website section""; ""Time for action a€? exploring the website section of your account""; ""Page Manager: the site-management tool""; ""The starter website"" ""Time for action a€? viewing the starter website"" ""More about Page Manager""; ""Time for action a€? viewing page properties""; ""Site Designer and Page Editor: the design tools""; ""Time for action a€? exploring Site Designer""; ""Time for action a€? exploring Page Editor""; ""The rest of the tools: the galleries""; ""Summary""; ""Chapter 2: Customizing Headers and Footers""; ""Choosing a title for your website""; ""Time for action a€? setting the site title""; ""Choosing a slogan for your website""; ""Time for action a€? setting the site

slogan"; "Setting the footer"

"Time for action a€? customizing the footer""Summary"; "Chapter 3: Setting Design Options"; "Choosing a theme for your website"; "Time for action a€? choosing a theme"; "Choosing a style for your website"; "Time for action a€? choosing a style"; "Choosing a navigation layout"; "Time for action a€? choosing a style"; "Choosing a color scheme for your website"; "Time for action a€? choosing a color scheme"; "Choosing a site font for your website"; "Time for action a€? choosing the site font"; "Summary"; "Chapter 4: Setting Page Display Options"

"Setting site options""Time for action a€? opening the Site options dialog"; "Introducing Advanced design features"; "Time for action a€? activating Advanced design features"; "Using Advanced design features"; "Time for action a€? overriding the site width setting"; "Summary"; "Chapter 5: Building Your Website's Skeleton"; "Editing the home page"; "Time for action a€? opening the Home page in Page Editor"; "Choosing a page layout"; "Time for action a€? changing the Layout"; "Customizing the page layout"; "Time for action a€? customizing a layout"

"Creating a template for future use""Time for action a€? creating and saving a page template"; "Creating content for the home page"; "Building the Home page"; "Time for action a€? add copy to the Home page"; "Re-creating the About Us page"; "Time for action a€? creating a new page from a template"; "Re-creating the Contact Us page"; "Time for action a€? re-creating the Contact Us page"; "Creating the Privacy Policy page"; "Time for action a€? creating a new page from a template"; "Building the Privacy Policy page"; "Time for action a€? add copy to the Privacy Policy page"

Sommario/riassunto

A tutorial in the Beginner's Guide series, offering the reader step-by-step instructions on building and customizing their MOLSB web site from scratch. This book is also packed with tips, tricks, and best practices. Small-business owners who want to build and customize their business web sites on Microsoft's free-to-use platform. No technical knowledge is required.
