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Soggetti	Web sites - Design Webmasters
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references (p. 175-[182]) and index.
Nota di contenuto	Cover -- Title Page -- Contents -- Acknowledgments -- Preface -- Part I: Basic Concepts -- Chapter 1: Becoming an Accidental Webmaster -- The Nature of Nonprofits and Small Businesses -- Do You Really Want to Do This? -- Recommended Reading -- Chapter 2: First Things First: Setting Policies -- Interpersonal Factors -- Web Mission Statement -- Specific Policy Issues -- Personal Policy Issues -- Recommended Reading -- Chapter 3: Hosting and Naming Your Web Site -- Your Work Space -- Working with an ISP -- Free Sites -- Local Affiliate on a National Site -- Buying a Domain Name -- Special Concerns of the Accidental Webmaster -- Chapter 4: Design Issues -- The Home Page -- Secondary and Subsequent Pages -- Logos and Graphics -- Background Images -- Photographs -- Printable Versions -- Coding Issues -- File Names and Organization -- To Advertise or Not to Advertise -- Terminology -- Accessibility Issues -- A Word About Editors -- Testing -- Recommended Reading -- Chapter 5: What to Say: Content -- Language Issues -- Planning the Site -- Creating Content -- Consistent Updates -- Other Content Issues -- Licensing Content -- Databases and Database Design -- Recommended Reading -- Chapter 6: Creating Community -- Creating Community via E-Mail -- E-Mail Discussion Lists -- Administrative Issues -- Creating Community via Bulletin Boards -- Creating Community via Chat Rooms

-- Creating Community via the Web -- Recommended Reading --  
Chapter 7: Marketing and Feedback -- Promoting the Site -- Tracking  
Users -- Making Friends -- Ego Surfing -- Recommended Reading --  
Chapter 8: Show Me the Money, or Fundraising on the Web -- Using  
Your Web Site to Raise Money -- Using Other Web Sites to Raise Money  
-- Recommended Reading -- Chapter 9: Toeing the Line: Legalities and  
Liability -- Copyright -- Privacy and Disclaimers -- Recommended  
Reading.  
Chapter 10: Keeping Up -- Recommended Reading -- Chapter 11: Care  
and Feeding of the Accidental Webmaster -- Recommended Reading --  
Part II: Specific Types of Sites -- Chapter 12: Advocacy Sites --  
Recommended Reading -- Chapter 13: Politics and Other Deceits --  
Recommended Reading -- Chapter 14: Churches and Religious Groups  
-- Recommended Reading -- Chapter 15: Cultural Institutions --  
Recommended Reading -- Chapter 16: Family Group Sites --  
Genealogy -- How to Present the Data -- Family Reunions --  
Recommended Reading -- Chapter 17: Fan Sites -- Recommended  
Reading -- Chapter 18: Professional Offices -- Where You Are -- Who  
You Are -- Services Available -- Fees -- Hours and Appointments --  
Forms -- Secure Services -- E-Mail Policy -- Special Considerations --  
Recommended Reading -- Chapter 19: School and Children-Oriented  
Sites -- Chapter 20: Small Business and E-Commerce -- Bricks and  
Clicks -- E-Commerce -- Design Issues -- Recommended Reading --  
Bibliography -- Web Resources -- About the Author -- Index.

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