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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.

Sommario/riassunto

Here is a lifeline for the individual who has not been trained as a Webmaster, but who—whether by choice or under duress—has become one nonetheless. While most Webmastering books focus on programming and related technical issues, *The Accidental Webmaster* helps readers deal with the full range of challenges they face on the job. Author, librarian, and accidental Webmaster Julie Still offers advice on getting started, setting policies, working with ISPs, designing home pages, selecting content, drawing site traffic, gaining user feedback, fundraising, avoiding copyright problems, and much more. A must-read for all accidental Webmasters, as well as for directors and managers of businesses, libraries, community groups, and other organizations that want to build and maintain a successful Web site on a volunteer or part-time basis.
