

REACHING
MORE
FOR LESS

Decisions







**MAKE YOUR
WEBSITE
WORK HARDER**

SEO

Google

Page Rank



```
<a href="/my/page.html">  
  amazing widgets</a>
```

`/my/page.html`



amazing widgets

Click here



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The NAI has adopted a policy that all NAI member companies set a minimum lifespan of five years for their opt out cookies.

All NAI member companies must set a minimum lifespan of five years for their opt out cookies.

Contextual

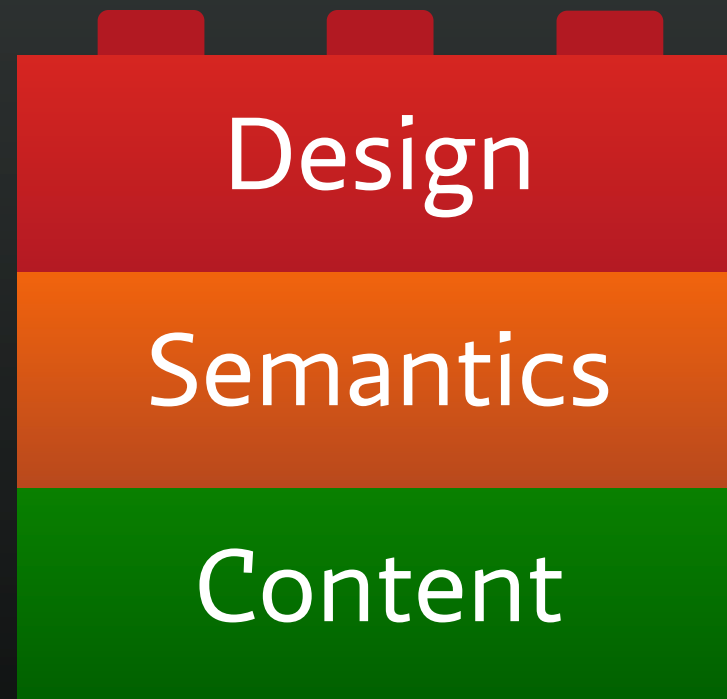


Content



Semantics

Content





Interactivity

Design

Semantics

Content



Accessibility

Interactivity

Design

Semantics

Content

Semantics



Chattanooga, TN

Chattanooga, TN



abbreviation for "Tennessee"

Chattanooga, TN



abbreviation for "Tennessee"

```
<abbr title="Tennessee">TN</abbr>
```



Semantics⁺

Retreats 4 Geeks presents HTML5 & CSS3 — 8-10 April 2011

http://retreats4geeks.com/events/2011/html5-css3/

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Retreats 4 Geeks

Eric Meyer
Aaron Gustafson
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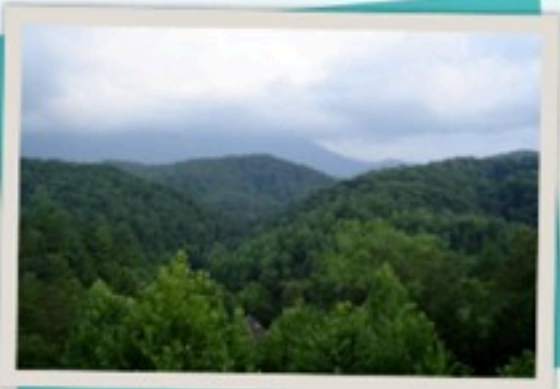
Details · Schedule · Instructors · Lodging · Location

Join us for HTML5 & CSS3

8-10 April 2011 ☀ Gatlinburg, TN


This Spring, Retreats 4 Geeks is proud to present three days of HTML5 & CSS3 training from [Eric Meyer](#) and [Aaron Gustafson](#).

If you're the kind of person who finds conference sessions inspiring, but leave feeling like you didn't learn any practical skills, look no futher. Our retreats are focused on arming you with the information you need to build incredible websites.



- ✦ **Top notch training:** Retreats are comprised of 2 full days of in-depth workshops, one day of hands-on mentoring, and lots of lively discussions outside of the classroom.
- ✦ **Get the attention you deserve:** Our retreats offer an intimate classroom setting you won't get anywhere else because we cap our class sizes at 20 students.
- ✦ **Learn from the experts:** With more than 32 years of combined experience on the web, CSS grand master [Eric Meyer](#) and the Web Standards Project's [Aaron Gustafson](#) know how to teach. They also understand HTML5 & CSS3 like few others.
- ✦ **Includes everything but airfare:** You're here to learn, not to worry about where you'll stay, how you'll get to the event and where you'll eat each day. This retreat includes [4 nights of lodging](#) in a gourmet, home-cooked organic meals & snacks each day.
- ✦ **A fantastic location:** Clearing your mind is the first step to learning, so we look for relaxing environments in which to host our events. And what could be better than a [luxury lodge](#) nestled in the middle of the Great Smoky Mountains?

Retreat Sold Out



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REACHING MORE FOR LESS

Rule #1

**Author clean well, written copy
and mark it up semantically.**

Social Media



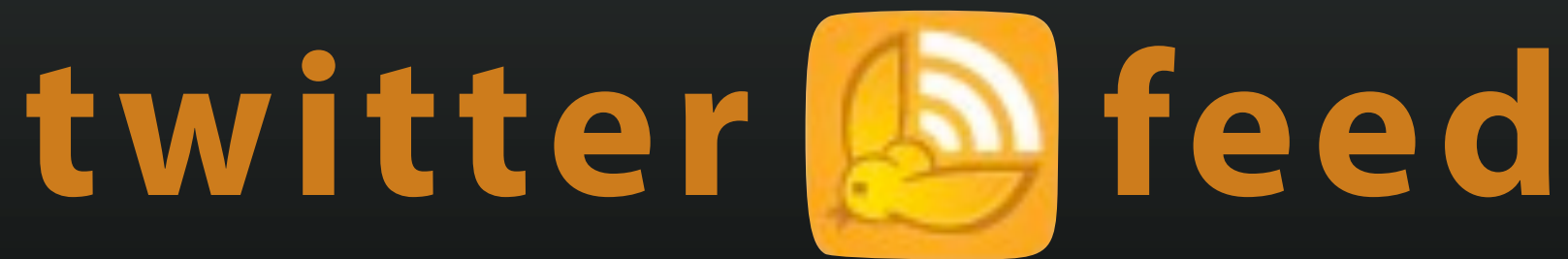


twitter 

facebook




hootsuite.com



twitterfeed.com

facebook

twitter  **feed**

twitterfeed.com



Social RSS

socialrevitalizer.com

**REACHING
MORE
FOR LESS**

Rule #2

Feed the world.

Mobile

**Do I need an
iPhone App?**

Probably not.

Native vs. Web

Platforms

Native

Web

5

≈1

Discovery

Native

Web

Stores

URL
Stores

Approval

Native

Web

Required

None

Update

Native

Web

Review

Instant

Sales Setup

Native

Web

Included

None

Offline

Native

Web

Yup

Yup

Geolocation

Native

Web

Yup

Yup

Multimedia

Native

Web

Yup

Yup

Push

Native

Web

Yup

Yup

Accelerometer

Native

Web

Yup

Yup

Full Screen

Native

Web

Yup

Yup

Phone Access

Native

Web

Yup

Limited

Hardware Access

Native

Web

Yup

Limited

Development

Native

\$\$\$

Web

\$

Maintenance

Native

Web

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REACHING MORE FOR LESS

Rule #3

Get your content
into people's hands.

Reaching More for Less

by Aaron Gustafson

More of the same:

<http://adaptivewebdesign.info>

<http://easy-designs.net>

<http://easy-reader.net>

<http://aaron-gustafson.com>

Slides available at

<http://slideshare.net/AaronGustafson>

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