



Million Dollar Websites: Build a Better Website Using Best Practices of the Web Elite in E-Business, Design, Seo, Usability, Social, Mobile and

By Rebecca Murtagh

Earl Press, United States, 2013. Paperback. Book Condition: New. 234 x 188 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is a MUST READ for every professional whose success depends on a website in ANY way. As the ultimate destination for a business or brand, the website should support goals, deliver value, promote brand, interaction and conversion; one visitor at a time. Despite good intentions, millions of websites emerge from the fatally-flawed gauntlet of project-dom unable to meet the growing demands of the business and the customers it serves. Not because those responsible for creating the website aren't talented or knowledgeable enough - but, because they expect the most important decisions to be made before entering into the creative and mechanical execution of the website. In the absence of a deliberate path, assumptions are made that often prove to be costly or fatal to the brand. Planning a new website or website redesign? You cannot afford to invest in the digital extension of your business or brand without owning it like the strategic asset it can, and should, be. You must master the website. Million Dollar Websites provides vital insight required to proactively manage...



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