



Creating a Website: The Missing Manual

Matthew MacDonald

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You can easily create a professional-looking website with nothing more than an ordinary computer and some raw ambition. Want to build a blog, sell products, create forums, or promote an event? No problem! This friendly, jargon-free book gives you the techniques, tools, and advice you need to build a site and get it up on the Web.

The important stuff you need to know:

- **Master the basics.** Learn HTML5, the language of the Web.
- **Design good-looking pages.** Use styles to build polished layouts.
- **Get it online.** Find a reliable web host and pick a good web address.
- **Use time-saving tools.** Learn free tools for creating web pages and tracking your visitors.
- **Attract visitors.** Make sure people can find your site through popular search engines like Google.
- **Build a community.** Encourage repeat visits with social media.
- **Bring in the cash.** Host Google ads, sell Amazon's wares, or push your own products that people can buy via PayPal.
- **Add pizzazz.** Include audio, video, interactive menus, and a pinch of JavaScript.

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