WebMaster

Stephen Spainhour,Valerie Quercia

Careers as a Webmaster Christopher G. Goranson,2000-12-15 Discusses the skills and tools necessary for becoming a Webmaster, presents case studies of successful Webmasters, and examines future prospects in this increasingly competitive field.

Webmaster in a Nutshell Stephen Spainhour,Robert Eckstein,2003 First, there was HTML. Then along came JavaScript. Close on the heels of JavaScript came CSS and before you mastered that, along came XML. Behind every successful web page is an overworked and underappreciated webmaster with a big pile of books about various web technologies spilling out across their desk. That collection of books is a valuable resource for delving into the topics at depth (and at leisure). But when you need an answer fast, the dog-eared book you'll turn to again and again is the new third edition of Webmaster in a Nutshell. This concise and portable quick reference distills an immense amount of information on several languages and technologies into one compact reference book. This is one book that will pay for itself a thousand times over in time saved and increased productivity. Webmaster in a Nutshell puts a fast-paced introduction, detailed reference section, and quick reference guide to each technology all within easy reach. It's packed full of the genuinely useful information a webmaster needs daily, whatever the technology, including: HTML CSS XML CGI JavaScript HTTP PHP Apache This thorough, clear, and accessible reference makes it easy to find the information you want about the technologies you use. You'll keep your other books on the shelf; you'll keep Webmaster in a Nutshell next to your keyboard.

The Accidental Webmaster Julie Still,2003 This book helps readers deal with the full range of challenges they face on the job. The author shares her practical advice on getting started, setting policies, working with ISPs, designing great home pages, selecting content, drawing site traffic, gaining user feedback, fundraising online, e-commerce, avoiding copyright problems, and much more.

Webmaster Marty Brown,2003-12-15 This book discusses the career of a Webmaster, including the skills needed, the opportunities for work, and the challenges for the future.

Webmastering For Dummies Daniel A. Tauber,Brenda Kienan,1997-08-05 Free Webmastering Cheat Sheet Inside! This Is Your Guide to Planning and Producing a Winning Web Site with Fresh, Compelling Content! Webmaster means many things to many people. Today's Webmaster may create or produce content, administer a site or a server, or even acquire a budget and then outsource everything. If you're looking for a friendly mentor, then Webmastering For Dummies® will show you where to start, how to develop strategies, and much more. This is the book the authors wished for when they were starting — chock full of what a Webmaster really needs to know. Inside, find helpful advice on how to: Get on track and stay there, whether you're a Webmaster of all trades or one specializing in content, production, technology, or management Promote your site with smarts and get big-time traffic Sell your product or service on the Web, with or without your own Web site Find out the six possible goals of a Web site, determine your site's goals, and measure your success Understand legal bugaboos and avoid pitfalls Establish and maintain a bulletproof budget and effective procedures and standards Run your own server or deal effectively with an Internet service provider Maximize navigation of your site through savvy architecture and solid search capabilities Use databases as the backbone of your robust and dynamic Web site Ask for IDG Books' ...For Dummies® Books, the Fun and Easy Way to Find Out about Computers. Ask for IDG Books' Java™ For Dummies®, 2nd Edition, the fun and easy way to add interactivity to your Web pages, and The Internet For Dummies®, 4th Edition, the fast and friendly way to get connected to the Net.

Conducting the Webmaster Job Interview Janet Burleson,2004 Provides a set of interview questions and answers to access the technical knowledge and characteristics of candidates applying for a webmaster position.

Introduction to SEO with Google Webmaster Tools David Zimmerman,2014-10-12 Do you need to get more traffic to your website? Do you need more sales or leads for your business? Then you need to consider doing some search engine optimization (SEO). This book aims to teach people about

SEO using one of Google's free tools: Google Webmaster Tools. Whether you are planning to work on your own website or hire someone to help, this book will introduce you to the concepts behind search engine optimization to grow your online presence and your business.

Oscommerce Webmaster's Guide to Selling Online Vadym Gurevych,2007-12-30 Increase your sales and profits with expert tips on SEO, Marketing, Design, Selling Strategies, etc.

Webmaster Career Starter Joan Vaughn,1999 Webmaster! It's as exciting a career as it sounds. And, at this point in time, it has just about everything going for it: Soaring salaries. Flexible hours. Your choice of locations. Work that's out there on the cutting edge of information technology. And for the future: Opportunities unlimited!

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Careers as a Webmaster: Maintaining the Site Christopher Goranson,2001

Webmaster In A Nutshell 2/E Stephen Spainhour,1999 Individuals, organizations, and businesses are relying on their web pages to provide and collect information, manage processes, and interact with communities and customers. A reliable, informative, and responsive web site can reduce cost, increase visibility, and create a positive image for the owner of that site.Behind every successful web page is an overworked and underappreciated webmaster.Webmasters make sure that the information on a site is accessible and usable; that the site is always available; that performance is good; that users can get the information that they need; and that the site can collect the information it needs to serve those users. These disparate tasks require many different tools and skills. Webmaster in a Nutshell pulls together in a single volume all the essential reference information for webmasters working on UNIX-based web servers.In this second edition of Webmaster in a Nutshell, we've updated our material to include the latest versions of HTML and Javascript, and also expanded the book to cover the newest technologies emerging on the Web.

UNIX Webmaster Bible Nabajyoti Barkakati,1996 This is the ultimate gift for the Webmaster--containing everything from setting up a Web sever to writing Web applications. This indispensable guide covers all major aspects of a Webmaster's job. Because most Web sites run on UNIX systems, this book showcases UNIX Internet tools. The accompanying CD features a plethora of UNIX and Windows utilities and files.

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Webmaster Answers! Christopher Ditto,1998 Domain names, file formats, cookies, security, legal issues, and banner advertising are some of the Webmaster topics contained in Webmaster Answers!. Christopher Ditto answers issues encountered in Web site development and administration and gives numerous shortcuts and work-arounds.

Webmaster Business Book Webmaster Business,2017-04-02 This book will start your business rolling in the right direction. It gives insight into some of the variables involved in setting up a business, creating a contract, working with clients and other important operational aspects. This book will help you avoid common problems and errors that cost you time and money. The Book Webmaster Business Masters, however, help you establish your business on solid foundations and position yourself as a successful independent designer.

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