

Do Business Directory Websites Still Work

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just like vinyl lps static sites are making a comeback evidenced by the wide array of static site generators now available this practical book shows you hands on how to build these simple sites for blogs and other use cases and how to make them more powerful in the process you ll work with some of today s more mature and popular static site generators authors raymond camden and brian rinaldi explain the advantages of using static site generators for building fast and secure sites and frontend designers and developers will also explore methods for adding dynamic elements and for migrating an existing cms to a static site build a basic four page static site with the harp generator create a simple blog with jekyll develop a documentation site with hugo by generating site files and creating the layout add dynamic elements such as forms comments and search integrate a cms with tools such as cloudcannon and netlify cms use one of several options to deploy your static files learn methods for moving an existing cms to a static site

website design and development can be a minefield for beginners where do you start what languages should you learn what techniques should you use to produce your site what should you put on your site how do you make it look appealing how do you update it this book takes into account the most frequently asked website design and development questions and gives you straightforward answers no experience required in this step by step guide to website design and development presents the important techniques you need to learn in easy to follow examples takes the confusion out of languages technologies and all the important elements of the development process

summary http 2 in action is a complete guide to http 2 one of the core protocols of the web because http 2 has been designed to be easy to transition to including keeping it backwards compatible adoption is rapid and expected to increase over the next few years concentrating on practical matters this interesting book presents key http 2 concepts such as frames streams and multiplexing and explores how they affect the performance and behavior of your websites purchase of the print book includes a free ebook in pdf kindle and epub formats from manning publications about the technology http hypertext transfer protocol is the standard for exchanging messages between websites and browsers and after 20 years it s gotten a much needed upgrade with support for streams server push header compression and prioritization http 2 delivers vast improvements in speed security and efficiency about the book http 2 in action teaches you everything you need to know to use http 2 effectively you ll learn how to optimize web performance with new features like frames multiplexing and push you ll also explore real world examples on advanced topics like flow control and dependencies with ready to implement tips and best practices this practical guide is sure to get you and your websites up to speed what s inside http 2 for web developers upgrading and troubleshooting real world examples and case studies quic and http 3 about the reader written for web developers and site administrators about the authors barry pollard is a professional developer with two decades of experience developing supporting and tuning software and infrastructure table of contents part 1 moving to http 2 technologies and http the road to http 2 upgrading to http 2 part 2 using http 2 http 2 protocol basics implementing http 2 push optimizing for http 2 part 3 advanced http 2 advanced http 2 concepts hpack header compression part 4 the future of http tcp quic and http 3 where http goes from here

there are literally millions of websites on the internet but most are ugly and ineffective so how do you create a site that looks good and makes money design in easy steps now in its sixth edition reveals the key principles of good web design it guides you through the process of creating a website from planning to search engine promotion learn the fundamentals of professional web page layout and create content that ll get your message across all about effective navigation to make your website easy to use so your visitors stay longer the techniques to make your website attractive for all and ensure it works on different devices how to use html css and javascript and get started with your new website ecommerce and social media basics to open your online shop and start marketing it avoid creating another ineffective website on the net use design in easy steps to create a successful site that looks good and achieves its purpose

turning text into valuable information is essential for businesses looking to gain a competitive advantage with recent improvements in natural language processing nlp users now have many

options for solving complex challenges but it's not always clear which nlp tools or libraries would work for a business's needs or which techniques you should use and in what order this practical book provides data scientists and developers with blueprints for best practice solutions to common tasks in text analytics and natural language processing authors jens albrecht sidharth ramachandran and christian winkler provide real world case studies and detailed code examples in python to help you get started quickly extract data from apis and web pages prepare textual data for statistical analysis and machine learning use machine learning for classification topic modeling and summarization explain ai models and classification results explore and visualize semantic similarities with word embeddings identify customer sentiment in product reviews create a knowledge graph based on named entities and their relations

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this 214 page 31 chapter book is designed to be useful to everyone from beginning website owners to intermediate and advanced website developers and marketers the opening chapters cover the basics before colascione dives into the more detailed information people need to build market and maintain a successful website on google the progression takes readers from the starting point of registering their domain name all the way through website editing software to search engine optimization for developed sites including insight into the most sophisticated search engine algorithms like google panda and google penguin which ultimately determine how high websites are ranked the first few chapters cover domain names and web hosting as well as ip's dns web site builders web editing software like dreamweaver and photoshop and how to get a site started do not let this initial simplicity fool you after the basics are out of the way the book covers search engine optimization specifically for google and how you should go about building and optimizing a web site there are several chapters on text links due to the importance they play in search visibility and what to avoid google penguin as well as what to go after after the semi intermediate topics are out of the way the reader dives into search algorithms advanced content marketing reputation management social media some strategic ideas and touches on most of the new things google is doing finally together with the author the reader tears deep into some google patents specifically document scoring based on document content update google panda content freshness and method for node ranking in a linked database pagerank links all of which are extremely relevant to what is happening today's advanced algorithms the book concludes with advice and predictions from the author for the future this book is about fully understanding everything to do with your web site and what it means to google this book is clear concise backed up with factual data straight from google's own patents and effectively teaches you not just what to do with your site but exactly why you're doing it in the first place by truly understanding your web site search engine optimization social media and how it all ties into your brand you can better plan and implement strategies which will save you time money and effort all while helping you avoid easily overlooked mistakes that could wind up costing you your entire online business this book explains domain names web hosting ip addresses site builders and development tools explore advanced operation of organic natural search engines ranking indexing

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a unique resource that combines all aspects of testing and makes it completely specific to asp net as microsoft s key technology for creating dynamic data driven sites and applications asp net is incredibly popular this is the first book to combine several testing topics and make them specific to asp net the author duo of microsoft mvps covers both the test driven development approach and the specifics of automated user interface testing performance load and stress testing accessibility testing and security testing this definitive guide walks you through the many testing pitfalls you might experience when developing asp net applications the authors explain the fundamental concepts of testing and demystify all the correct actions you need to consider and the tools that are available so that you may successfully test your application author duo of microsoft mvps offer a unique resource a combination of several testing topics and making them specific to asp net microsoft s key technology for creating dynamic data driven sites and applications guides you through the many testing pitfalls you may experience when developing asp net applications reviews the fundamental concepts of testing and walks you through the various tools and techniques available and for successfully testing an application discusses several different types of testing acceptance stress accessibility and security examines various testing tools such as nunit vs test suite wcacat selenium fiddler firebug and more this one of a kind resource will help you become proficient in successful application testing

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want to achieve and how to go about achieving it in this comprehensive book simon collin provides all the latest information you need to understand and use the range of new tools available he points out the pitfalls as well as highlighting the advantages of using the internet whether you are still planning a start up or if you re hoping to bring your marketing efforts up to date you will find this book an essential starting point e marketing is packed with references to useful websites and each chapter covers a particular area of marketing and explains how it works on the net

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