

Comment réussir un projet de site web

Un livre sur tout ce qu'il faut savoir avant de se lancer dans projet de site web



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Aujourd'hui, un site web est un outil indispensable de communication pour une entreprise, une institution, une communauté ou une personnalité morale ou physique. Seulement, la création d'un site web demande la maîtrise de plusieurs techniques : définir les besoins, estimer le budget, rédiger le cahier des charges, choisir une charte graphique et adopter des règles de rédaction et d'ergonomie, structurer les rubriques et organiser les contenus, choisir les outils de développement adéquates, choisir un hébergeur de qualité, concevoir une stratégie de référencement efficace, tester les fonctionnalités du site, mesurer l'audience des utilisateurs, assurer le suivi, l'optimisation et la protection du site contre les attaques et les pannes techniques inattendues.

Reubir Un Projet De Site Web 3e Edition 2005

David Siegel



Reubir Un Projet De Site Web 3e Edition 2005:

Réussir un projet de site web Nicolas Chu, Gaël Thomas, 2005 Un projet de site web doit être mené avec méthode il faut définir un besoin estimer un budget adopter des règles de rédaction du contenu soigner la clarté des parcours de navigation et trouver un hébergement adapté pour les performances et la sécurité puis rendre le site visible par des techniques de référencement et de promotion mesurer son audience se protéger des contrefaçons Cette 3e édition tient compte des évolutions fonctionnelles techniques et juridiques du Web et détaille certains aspects du référencement dynamique Couvrez l'ensemble des aspects de la conduite de projet web Planifiez un projet de site web et maîtrisez votre budget Rédigez un cahier des charges Etablissez une charte graphique et apprenez les règles de rédaction pour le Web Elaborez des parcours de navigation et réalisez des tests d'utilisabilité Choisissez un hébergeur adapté vos contraintes de performances et de sécurité Choisissez votre stratégie de référencement Concevez la promotion de votre site apprenez à l'animer et mesurez en ligne l'audience Protégez-vous des contrefaçons En annexe un modèle de plan projet de charte graphique et de conditions générales d'utilisation les critères de référencement des principaux moteurs et annuaires de recherche un comparatif des différents navigateurs des conseils d'extension pour l'Internet mobile et un kit comprenant les indicateurs de pilotage d'un projet web A qui s'adresse cet ouvrage Aux dirigeants d'association chefs d'entreprise ou particuliers qui doivent faire réaliser un site web aux chefs de projet chefs de produit DSI webmasters chargés de communication aux élèves en informatique ou écoles de commerce étudiant la conduite de projet web

Créer des sites Web spectaculaires David Siegel, 2004 Ce best seller traduit en dix langues expose de façon pratique les principes fondamentaux de la conception de sites Web Cette édition enrichie et mise jour vous livre toutes les techniques et les méthodes nécessaires pour construire des sites compatibles avec les navigateurs actuels Vous trouverez de multiples astuces des outils ainsi que du HTML nouvelle version Des études de cas détaillent la conception de sites de troisième génération

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