Web Style Guide-Patrick J. Lynch 2016-01-01 A classic reference book on user interface design and graphic design for web sites, updated to reflect a rapidly changing market. Praised consistently as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition focuses on new rendering technologies with new capabilities. The book’s author has developed its concepts and techniques, as well as risk management concepts and techniques. The second section focuses on both the use of the analytics process and organizational issues that are required to make the analytics process relevant and impactful.

Historic Newspapers in the Digital Age-Paul Gooding 2016-12-08 In recent years, cultural institutions and commercial providers have created extensive digitised newspaper collections. This book asks the timely question: what can the large-scale digitisation of newspapers tell us about the wider cultural phenomenon of mass digitisation? The unique form and materiality of newspapers, and their grounding in a particular time and place, provide challenges for researchers and digital resource creators alike. At the same time, the wider context in which digitisation of cultural heritage occurs shapes the impact of digital resources in ways which far exceed the particular case of the newspaper. The book introduces the reader to the fundamentals of the digitisation of newspapers and the research questions which can be asked of digitised resources. It aims to provide a bridge between the theory and practice of how these digitised collections are being used. Beginning with an exploration of the hyperbolic nature of technological discourses, the author explores how web interfaces, funding models and the realities of contemporary user behaviour contrast with the hyperbolic discourse surrounding mass digitisation. This book will be of particular interest to those who want to investigate how user studies can inform our understanding of technological phenomena, including digital resource creators, information professionals, students and researchers in universities, libraries, museums and archives.

Encyclopedia of Information Science and Technology, Fourth Edition-Khosrow-Pour, D.B.A., Mehdi 2017-06-20 In recent years, our world has experienced a profound shift and progression in available computing and knowledge sharing innovations. These emerging advancements have developed at a rapid pace, and are shaping the future of information science management and new technologies in modern settings, including but not limited to computer science, education, healthcare, government, engineering, business, and natural and physical sciences, it is a pivotal and relevant source of knowledge that will benefit every professional within the field of information science and technology and is an invaluable addition to every academic and corporate library.

The Art of SEO-Eric Enge 2015-08-17 Annotation Three acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. Complete with an array of effective tactics from basic to advanced, this third edition prepares digital marketers for 2016 with updates on SEO tools and new search engine optimization methods that have reshaped the SEO landscape. The unique form and materiality of newspapers, and their grounding in a particular time and place, provide challenges for researchers and digital resource creators alike. At the same time, the wider context in which digitisation of cultural heritage occurs shapes the impact of digital resources in ways which far exceed the particular case of the newspaper. The book introduces the reader to the fundamentals of the digitisation of newspapers and the research questions which can be asked of digitised resources. It aims to provide a bridge between the theory and practice of how these digitised collections are being used. Beginning with an exploration of the hyperbolic nature of technological discourses, the author explores how web interfaces, funding models and the realities of contemporary user behaviour contrast with the hyperbolic discourse surrounding mass digitisation. This book will be of particular interest to those who want to investigate how user studies can inform our understanding of technological phenomena, including digital resource creators, information professionals, students and researchers in universities, libraries, museums and archives.

A-Z of Digital Research Methods-Catherine Dawson 2019-07-12 This accessible, alphabetical guide provides concise insights into a variety of digital research methods, incorporating introductory knowledge with practical application and further research implications. A-Z of Digital Research Methods provides a pathway through the often-confusing digital research landscape while emphasizing ethical and legal issues that may accompany each methodology. In addition, Dawson offers an extensive and comprehensive list of online resources, including full citations for all materials referenced in the book. This book includes reflection questions, useful resources and key texts to encourage readers to fully engage with the methods and build a competent understanding of the benefits, disadvantages and appropriate usages of each method. A-Z of Digital Research Methods is the perfect introduction for any student or researcher interested in digital research methods for social and computer sciences.

The Definitive Guide to Google AdWords-Barth Weiler 2012-07-13 There is one simple way to exponentially increase the amount of traffic coming to your website and the number of people aware of your product or service: through the use of Google AdWords and related marketing technologies. The Definitive Guide to Google AdWords will walk you through every step needed to maximize your advertising power. Everything related to the platforms are covered in detail—account setup, campaign creation, reporting, optimization, analytics, ad creation, mobile advertising, and much more. Learn to take full advantage of all of the marketing options available through AdWords, including: Geo-targeting, distribution, and placement of ads Advanced account management and budget strategies Keywords, metrics, and ROI management Tools such as Keywords Editor, Website Optimizer, and Conversion Optimizer Mobile marketing implementations and strategies Working with the various APIs available for developers With The Definitive Guide to Google AdWords, you will learn how AdWords works and use its power to increase your visibility and dramatically impact your potential audience and your revenue.

The Analytics Process-Eduardo Rodriguez 2017-02-17 This book is about the process of using analytics and the capabilities of analytics in today’s organizations. Cutting through the buzz surrounding the analytics term and the overloaded expectations about using analytics, the book demystifies analytics with an in-depth examination of concepts grounded in operations research and management science. Analytics as a set of tools and processes is only as effective as: The data with which it is working The human judgment applying the processes and understanding the output of these processes. For this reason, the book focuses on the analytics process. What is intrinsic to analytics’ real organizational impact are the careful application of tools and the thoughtful application of their outcomes. This work empowers the reader to become an expert in the process of using analytics. It wants to develop your understanding of the analytics process. How businesses can make the analytics process relevant and impactful.

The Definitive Guide to Google AdWords-Barth Weiler 2012-07-13 The Google Analytics Guide-Google, Inc. 2013-11-Wordpress is a free software that allows you to build a website with zero coding experience required—just supply the work that makes the site great. Google introduces you to a building a website that will achieve your library's goals and objectives.

Web Style Guide-Patrick J. Lynch 2016-01-01 A classic reference book on user interface design and graphic design for web sites, updated to reflect a rapidly changing market. Praised consistently as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition focuses on new rendering technologies with new capabilities. The book’s author has developed its concepts and techniques, as well as the go-to authority in a rapidly changing market. As digital designers move from building sites from scratch to using content management and aggregation tools, the book’s focus shifts away from code samples and toward best practices, especially those involving mobile experience, social media, and accessibility. An ideal reference for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design—from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficiency and functionality.

The Comparative Guide to WordPress-Libraries-Amanda L. Goodman 2013-11-Wordpress is a free software that allows you to build a website with zero coding experience required--just supply the work that makes the site great. Google introduces you to building a website that will achieve your library's goals and objectives.

The MDX Cube Reporting Guide for MicroStrategy Analytics Enterprise-MicroStrategy Product Manuals 2013-10-31 The MDX Cube Reporting Guide provides an effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics, 3nd Edition. This guide focuses on how to optimize pay-per-click accounts, integrate AdSense, work with new reports and reporting tools, use ad version testing, and more Make your web site a more complex experience.

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Ultimate Guide to Pay-Per-Click Advertising - Richard Stokes 2014-03-17

Millions compete for exposure on Google, Yahoo!, and Bing, but 99% of them fail to get results. As the founder of leading digital intelligence firm, AdGooroo, search advertising authority Richard Stokes is in a unique position to reveal what’s going wrong and provide solutions to fix it. Since the publication of the first edition, there have been a number of revolutionary changes in paid search. First, we are increasingly searching from our cell phones - not just desktops. Mobile search now accounts for 15% of searches in the US (up from ~0% in 2009). Second, Google is no longer the only game in town. Bing now accounts for 30% of all US searches and is growing in importance worldwide. Finally, “Search Extensions” have become a powerful new technique that search advertisers can use to gain an edge on the competition. With them, advertisers can collect phone numbers and email addresses with their ads, limit their ads to certain times of day, deliver coupons to nearby customers, and even provide handy “call me” buttons that are displayed only on cell phones. In this new edition, Stokes details all this and more, providing information exclusive to this guide and of priceless value to its more advanced search audience. With insider insight from Stokes and using proven strategies from today’s search advertising elite, paid search advertisers discover how to drive significantly more traffic to their site, dramatically increase click-through rates, steal impressions from competitors, boost their conversions, and increase their sales by unbelievable amounts.

The Librarian’s Introduction to Programming Languages - Beth Thomsett-Scott 2016-06-21

The Librarian’s Introduction to Programming Languages presents case studies and practical applications for using the top programming languages in library and information settings. While there are books and Web sites devoted to teaching programming, there are few works that address multiple programming languages or address the specific reasons why programming is a critical area of learning for library and information science professionals. There are many books on programming languages but no recent items directly written for librarians that span a variety of programs. Many practicing librarians see programming as something for IT people or beyond their capabilities. This book will help these librarians to feel comfortable discussing programming with others by providing an understanding of when the language might be useful, what is needed to make it work, and relevant tools to extend its application. Additionally, the inclusion of practical examples lets readers try a small “app” for the language. This also will assist readers who want to learn a language but are unsure of which language would be the best fit for them in terms of learning curve and application. The languages covered are JavaScript, PERL, PHP, SQL, Python, Ruby, C, C#, and Java. This book is designed to provide a basic working knowledge of each language presented. Case studies show the programming language used in real ways, and resources for exploring each language in more detail are also included.

Ways of Knowing in HCI - Judith S. Olson 2014-04-19

This textbook brings together both new and traditional research methods in Human Computer Interaction (HCI). Research methods include interviews and observations, ethnography, grounded theory and analysis of digital traces of behavior. Readers will gain an understanding of the type of knowledge each method provides, its disciplinary roots and how each contributes to understanding users, user behavior and the context of use. The background context, clear explanations and sample exercises make this an ideal textbook for graduate students, as well as a valuable reference for researchers and practitioners. ‘It is an impressive collection in terms of the level of detail and variety.’ (M. Sasikumar, ACM Computing Reviews #CR144066) Introduction to Electronic Commerce and Social Commerce-Efraim Turban 2017-04-23

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor’s Manual, Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM, EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. The following="" tutorial="" are="" note=""

related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ""="" technologies="" "" and="" provide="" at="" guide="" relevant="" resources="" p
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