

# Contents at a Glance

|                                                            |     |
|------------------------------------------------------------|-----|
| <b>Introduction</b>                                        | 1   |
| <b>Book 1: Getting Started with Your Website</b>           | 5   |
| CHAPTER 1: Planning Your Web Presence                      | 7   |
| CHAPTER 2: Choosing Your Web-Building Approach             | 19  |
| CHAPTER 3: Domain Names and Web Hosting                    | 33  |
| CHAPTER 4: How Modern Websites Work                        | 45  |
| <b>Book 2: Designing Your Website</b>                      | 59  |
| CHAPTER 1: Modern Web Design Principles                    | 61  |
| CHAPTER 2: Visual Design and Branding                      | 79  |
| CHAPTER 3: Responsive and Component-Based Design           | 97  |
| CHAPTER 4: Designing for Accessibility                     | 117 |
| <b>Book 3: HTML and CSS Essentials</b>                     | 135 |
| CHAPTER 1: HTML Fundamentals                               | 137 |
| CHAPTER 2: HTML Forms and User Input                       | 157 |
| CHAPTER 3: CSS Fundamentals                                | 175 |
| CHAPTER 4: CSS Layout Techniques                           | 199 |
| CHAPTER 5: Advanced CSS Effects                            | 225 |
| <b>Book 4: Adding Interactivity with JavaScript</b>        | 241 |
| CHAPTER 1: JavaScript Basics for Beginners                 | 243 |
| CHAPTER 2: JavaScript and the DOM                          | 263 |
| CHAPTER 3: Practical JavaScript Solutions                  | 283 |
| CHAPTER 4: Asynchronous JavaScript and APIs                | 301 |
| CHAPTER 5: JavaScript Libraries                            | 321 |
| <b>Book 5: Building with No-Code or Low-Code Platforms</b> | 333 |
| CHAPTER 1: WordPress for Small Businesses                  | 335 |
| CHAPTER 2: Visual Website Builders                         | 355 |
| CHAPTER 3: Adding Functionality without Coding             | 371 |

|                                                        |     |
|--------------------------------------------------------|-----|
| <b>Book 6: Content Creation and Management</b>         | 387 |
| CHAPTER 1: Content Strategy for Your Website           | 389 |
| CHAPTER 2: Using AI for Content Creation               | 405 |
| CHAPTER 3: Content Management Systems                  | 421 |
| CHAPTER 4: Blogging for Your Business                  | 437 |
| <b>Book 7: Search Engine Optimization</b>              | 453 |
| CHAPTER 1: Modern SEO Fundamentals                     | 455 |
| CHAPTER 2: Keyword Research and Strategy               | 469 |
| CHAPTER 3: On-Page SEO                                 | 483 |
| CHAPTER 4: Technical SEO                               | 497 |
| <b>Book 8: E-Commerce Solutions</b>                    | 511 |
| CHAPTER 1: Choosing and Setting Up E-Commerce          | 513 |
| CHAPTER 2: Product Pages That Sell                     | 533 |
| CHAPTER 3: E-Commerce Marketing and Optimization       | 553 |
| <b>Book 9: Website Analytics and Performance</b>       | 573 |
| CHAPTER 1: Understanding Website Analytics             | 575 |
| CHAPTER 2: Website Performance Optimization            | 593 |
| CHAPTER 3: Testing and Quality Assurance               | 611 |
| CHAPTER 4: Website Security Essentials                 | 629 |
| <b>Book 10: Launching and Maintaining Your Website</b> | 647 |
| CHAPTER 1: Version Control and Deployment              | 649 |
| CHAPTER 2: Pre-Launch Preparation                      | 669 |
| CHAPTER 3: Going Live Successfully                     | 681 |
| CHAPTER 4: Ongoing Website Maintenance                 | 691 |
| <b>Index</b>                                           | 705 |

# Table of Contents

---

|                                                           |        |
|-----------------------------------------------------------|--------|
| <b>INTRODUCTION</b>                                       | 1      |
| About This Book                                           | 1      |
| Foolish Assumptions                                       | 2      |
| Icons Used in This Book                                   | 3      |
| Beyond the Book                                           | 3      |
| Where to Go from Here                                     | 4      |
| <br><b>BOOK 1: GETTING STARTED WITH YOUR WEBSITE</b>      | <br>5  |
| <b>CHAPTER 1: Planning Your Web Presence</b>              | 7      |
| Defining Your Goals and Target Audience                   | 8      |
| Setting clear goals                                       | 8      |
| Understanding your target audience                        | 9      |
| Creating simple audience personas                         | 10     |
| Touring the Modern Web Landscape                          | 11     |
| Mobile is no longer optional                              | 11     |
| Speed matters more than ever                              | 11     |
| Accessibility is both right and required                  | 12     |
| Website versus Web Presence: The Full Picture             | 12     |
| Why your website is still the centerpiece                 | 13     |
| Integrating everything into a cohesive strategy           | 13     |
| Creating a Niche Strategy                                 | 14     |
| Planning Your Website Budget                              | 14     |
| Building a Realistic Project Timeline                     | 15     |
| Avoiding Common Planning Pitfalls                         | 16     |
| Pitfall #1: Feature creep                                 | 16     |
| Pitfall #2: Perfectionism paralysis                       | 17     |
| Pitfall #3: Copying your competitors                      | 17     |
| Pitfall #4: Ignoring mobile until the end                 | 17     |
| Pitfall #5: Forgetting about maintenance                  | 18     |
| Pitfall #6: Skipping the testing phase                    | 18     |
| <br><b>CHAPTER 2: Choosing Your Web-Building Approach</b> | <br>19 |
| Understanding What's Available                            | 20     |
| The DIY Decision Tree: What's Right for You?              | 20     |
| Comparing Your Options                                    | 22     |
| Website builders                                          | 22     |
| Page builders and WordPress                               | 23     |
| Modern visual tools                                       | 25     |
| Custom coding                                             | 26     |
| Hybrid approaches                                         | 28     |

|                                                            |           |
|------------------------------------------------------------|-----------|
| Making Your Decision . . . . .                             | 30        |
| Start with your constraints. . . . .                       | 30        |
| Test before committing . . . . .                           | 30        |
| Consider the whole picture . . . . .                       | 31        |
| Your decision framework. . . . .                           | 31        |
| Moving Forward. . . . .                                    | 32        |
| <b>CHAPTER 3: Domain Names and Web Hosting . . . . .</b>   | <b>33</b> |
| What's in a Domain Name? . . . . .                         | 34        |
| Domain Privacy and Protection. . . . .                     | 35        |
| Choosing and Registering Your Domain . . . . .             | 35        |
| DNS Basics: What You Need to Know. . . . .                 | 37        |
| Choosing Web Hosting Services . . . . .                    | 38        |
| Shared versus managed hosting. . . . .                     | 39        |
| Cloud-hosting basics. . . . .                              | 40        |
| WordPress-specific hosting . . . . .                       | 41        |
| Content Delivery Networks Explained . . . . .              | 41        |
| Setting Up Email with Your Domain . . . . .                | 42        |
| Pulling It All Together . . . . .                          | 43        |
| <b>CHAPTER 4: How Modern Websites Work . . . . .</b>       | <b>45</b> |
| The Client-Server Model Demystified. . . . .               | 46        |
| Client, meet server . . . . .                              | 46        |
| Understanding HTTP and HTTPS. . . . .                      | 46        |
| HTML, CSS, and JavaScript: The Foundation . . . . .        | 47        |
| HTML: The structure . . . . .                              | 47        |
| CSS: The style . . . . .                                   | 48        |
| JavaScript: The interactivity . . . . .                    | 49        |
| Understanding Responsive and Mobile-First Design . . . . . | 50        |
| How responsive design works. . . . .                       | 50        |
| The mobile-first approach . . . . .                        | 51        |
| What Are APIs?. . . . .                                    | 51        |
| Understanding APIs. . . . .                                | 52        |
| RESTful APIs . . . . .                                     | 52        |
| Content Management Systems (CMS) Overview . . . . .        | 53        |
| What a CMS does. . . . .                                   | 53        |
| Popular CMS options . . . . .                              | 54        |
| Headless CMS: A modern twist . . . . .                     | 54        |
| Web Security Fundamentals . . . . .                        | 55        |
| Common security threats. . . . .                           | 55        |
| Essential security practices . . . . .                     | 56        |
| Privacy Compliance in Plain English . . . . .              | 56        |
| Understanding privacy laws. . . . .                        | 57        |
| What these laws mean for you . . . . .                     | 57        |
| Cookie consent solutions . . . . .                         | 58        |

|                                                       |    |
|-------------------------------------------------------|----|
| <b>BOOK 2: DESIGNING YOUR WEBSITE</b> .....           | 59 |
| <b>CHAPTER 1: Modern Web Design Principles</b> .....  | 61 |
| Learning Some User Experience Fundamentals .....      | 62 |
| The three-second rule .....                           | 62 |
| The “don’t make me think” principle .....             | 63 |
| Creating User Personas .....                          | 64 |
| Building your first persona .....                     | 64 |
| Using personas to guide design .....                  | 65 |
| Information Architecture and Sitemaps .....           | 66 |
| Creating a content inventory .....                    | 66 |
| Grouping and categorizing content .....               | 66 |
| Creating a sitemap .....                              | 67 |
| Wireframing with Modern Tools .....                   | 68 |
| The power of low-fidelity sketches .....              | 68 |
| Choosing your wireframing tool .....                  | 70 |
| What to include in your wireframes .....              | 71 |
| Mobile-First Design Strategy .....                    | 71 |
| Why start small .....                                 | 72 |
| Designing for thumbs .....                            | 72 |
| Testing on real devices .....                         | 73 |
| Designing for Speed: Performance Considerations ..... | 75 |
| The performance budget concept .....                  | 75 |
| Design decisions that affect speed .....              | 76 |
| Iterating on Your Design .....                        | 76 |
| Getting feedback early and often .....                | 76 |
| The power of A/B testing .....                        | 77 |
| Knowing when to stop .....                            | 77 |
| <b>CHAPTER 2: Visual Design and Branding</b> .....    | 79 |
| Creating a Visual Identity .....                      | 80 |
| Understanding brand personality .....                 | 80 |
| Creating a mood board .....                           | 81 |
| Understanding Color Psychology .....                  | 82 |
| The psychology of color .....                         | 82 |
| The 60-30-10 rule .....                               | 83 |
| Creating color harmony .....                          | 84 |
| Making Text Sing: Typography for the Web .....        | 85 |
| How fonts convey personality .....                    | 86 |
| The art of font pairing .....                         | 87 |
| Understanding web fonts .....                         | 88 |
| Dealing with Images .....                             | 89 |
| Modern image formats: WebP, AVIF, and SVG .....       | 90 |
| Finding great stock photos .....                      | 91 |

|                                                               |            |
|---------------------------------------------------------------|------------|
| Creating Style Guides and Design Systems .....                | 92         |
| What's a style guide? .....                                   | 92         |
| Moving to design systems .....                                | 93         |
| Documenting your design decisions .....                       | 94         |
| Iterating and refining your design .....                      | 94         |
| <b>CHAPTER 3: Responsive and Component-Based Design .....</b> | <b>97</b>  |
| Understanding Component-Based Design .....                    | 98         |
| What are design components? .....                             | 98         |
| Thinking in components .....                                  | 99         |
| Designing components for flexibility .....                    | 100        |
| Planning component variations .....                           | 101        |
| Designing for Multiple Screen Sizes .....                     | 101        |
| The breakpoint strategy .....                                 | 101        |
| Content prioritization across screens .....                   | 102        |
| Layout pattern planning .....                                 | 103        |
| Designing Responsive Navigation .....                         | 104        |
| Mobile navigation patterns .....                              | 104        |
| Desktop navigation patterns .....                             | 105        |
| Sticky navigation .....                                       | 106        |
| Design Systems and Consistency .....                          | 106        |
| Creating a design system .....                                | 107        |
| Design tokens .....                                           | 107        |
| Component states .....                                        | 108        |
| Designing for Dark Mode .....                                 | 109        |
| Dark mode design principles .....                             | 109        |
| Planning your color system for dark mode .....                | 110        |
| Micro-Interactions and Feedback Design .....                  | 111        |
| What are micro-interactions? .....                            | 111        |
| Designing interaction feedback .....                          | 112        |
| Animation and transition planning .....                       | 113        |
| Creating a Component Library .....                            | 114        |
| Documenting your component designs .....                      | 114        |
| From design to implementation .....                           | 115        |
| <b>CHAPTER 4: Designing for Accessibility .....</b>           | <b>117</b> |
| Why Accessibility Matters .....                               | 118        |
| The human side of accessibility .....                         | 118        |
| The business benefits .....                                   | 118        |
| The legal reality .....                                       | 119        |
| Understanding the WCAG Guidelines .....                       | 119        |
| The four POUR principles .....                                | 119        |
| WCAG conformance levels .....                                 | 120        |

|                                                          |     |
|----------------------------------------------------------|-----|
| Accessible Color Contrast and Typography.....            | 120 |
| Color contrast ratios .....                              | 121 |
| Don't rely on color alone .....                          | 121 |
| Typography choices that help accessibility .....         | 122 |
| Keyboard Navigation and Focus Management.....            | 123 |
| Keyboard navigation basics .....                         | 123 |
| The focus indicator problem .....                        | 124 |
| Logical tab order .....                                  | 124 |
| Skip links for navigation .....                          | 124 |
| Screen Reader Considerations .....                       | 125 |
| Semantic HTML is your friend .....                       | 125 |
| Heading structure and hierarchy .....                    | 126 |
| Alternative text for images.....                         | 126 |
| ARIA: The escape hatch.....                              | 126 |
| Accessible Forms and Interactive Elements .....          | 127 |
| Labels and form fields .....                             | 127 |
| Clear error messages and validation .....                | 127 |
| Required fields and instructions.....                    | 128 |
| Interactive widgets .....                                | 128 |
| Common Accessibility Mistakes and How to Avoid Them..... | 129 |
| The “click here” problem.....                            | 129 |
| Placeholder text instead of labels.....                  | 129 |
| Auto-playing content.....                                | 130 |
| Tiny click targets .....                                 | 130 |
| Ignoring motion preferences.....                         | 130 |
| PDF accessibility.....                                   | 130 |
| Testing for Accessibility .....                          | 131 |
| Automated testing tools.....                             | 131 |
| Manual keyboard testing .....                            | 132 |
| Screen reader testing .....                              | 132 |
| Color contrast checkers .....                            | 132 |
| What automated tools miss.....                           | 133 |
| User testing with people with disabilities .....         | 133 |
| Making accessibility part of your workflow .....         | 133 |

## **BOOK 3: HTML AND CSS ESSENTIALS .....**135

### **CHAPTER 1: HTML Fundamentals .....**137

|                                                    |     |
|----------------------------------------------------|-----|
| Figuring Out HTML Elements and Tags .....          | 138 |
| Understanding Modern HTML Document Structure ..... | 139 |
| The DOCTYPE declaration .....                      | 140 |
| The html element .....                             | 140 |
| The head section: Invisible but essential .....    | 140 |
| The body section: Where content lives .....        | 141 |

|                                                   |            |
|---------------------------------------------------|------------|
| Semantic HTML Elements: Why They Matter .....     | 142        |
| Why semantic HTML matters. ....                   | 142        |
| The essential semantic tags. ....                 | 143        |
| Headings: Creating document hierarchy .....       | 145        |
| Paragraphs and text formatting .....              | 146        |
| Working with Links and Navigation .....           | 147        |
| Creating basic links .....                        | 147        |
| Absolute versus relative links .....              | 148        |
| Creating navigation menus .....                   | 149        |
| Building Bulleted and Numbered Lists. ....        | 149        |
| Making your point with bulleted lists .....       | 150        |
| Numbered lists: Easy as one, two, three .....     | 151        |
| Adding Images and Multimedia .....                | 152        |
| The img element .....                             | 152        |
| Writing effective alt text .....                  | 153        |
| Responsive images .....                           | 155        |
| Adding videos. ....                               | 155        |
| <b>CHAPTER 2: HTML Forms and User Input. ....</b> | <b>157</b> |
| Understanding What Makes Forms Work .....         | 158        |
| Keep it short. ....                               | 159        |
| Group related fields .....                        | 160        |
| Label everything clearly .....                    | 160        |
| Learning the Essential Form Input Types. ....     | 161        |
| Text inputs: The workhorse .....                  | 161        |
| Specialized input types. ....                     | 162        |
| Textareas for longer input .....                  | 164        |
| Checkboxes and radio buttons .....                | 164        |
| Select dropdowns .....                            | 166        |
| Validating Forms .....                            | 166        |
| Making Forms Accessible .....                     | 168        |
| Always use label elements .....                   | 168        |
| Fieldsets and legends for groups .....            | 169        |
| ARIA labels when labels won't work .....          | 169        |
| Keyboard accessibility. ....                      | 170        |
| Connecting Forms to Email and Services. ....      | 170        |
| The simple solution: Formsprees .....             | 171        |
| Other form-handling services .....                | 171        |
| Preventing Spam .....                             | 172        |
| The honeypot technique .....                      | 172        |
| reCAPTCHA. ....                                   | 173        |
| Which spam prevention to use .....                | 174        |

|                                                              |     |
|--------------------------------------------------------------|-----|
| <b>CHAPTER 3: CSS Fundamentals</b>                           | 175 |
| Getting to Know CSS Syntax                                   | 175 |
| The anatomy of a CSS rule                                    | 176 |
| Adding CSS to your HTML                                      | 177 |
| Selecting elements by type                                   | 178 |
| Selecting elements by class                                  | 179 |
| Selecting elements by ID                                     | 180 |
| Combining selectors                                          | 180 |
| Understanding the cascade and specificity                    | 181 |
| Learning Box Model and Layout Basics                         | 182 |
| Understanding the box model                                  | 182 |
| Setting width and height                                     | 182 |
| Working with padding and margins                             | 183 |
| The box-sizing property                                      | 184 |
| The display property                                         | 185 |
| Sprucing Up Your Pages with Colors, Backgrounds, and Borders | 186 |
| Color values in CSS                                          | 186 |
| Background properties                                        | 188 |
| Border properties                                            | 189 |
| Rounded corners with border-radius                           | 190 |
| Adding Text Styling and Web Fonts                            | 190 |
| Font properties                                              | 190 |
| Text properties                                              | 191 |
| Using web fonts                                              | 192 |
| Using CSS Custom Properties                                  | 193 |
| Defining custom properties                                   | 193 |
| Using custom properties                                      | 193 |
| Fallback values                                              | 194 |
| Browser Developer Tools for CSS                              | 194 |
| Opening the developer tools                                  | 194 |
| Inspecting elements                                          | 195 |
| Modifying CSS in real time                                   | 195 |
| Debugging CSS problems                                       | 196 |
| <b>CHAPTER 4: CSS Layout Techniques</b>                      | 199 |
| Flexbox for Flexible Layouts                                 | 199 |
| Understanding the Flexbox model                              | 200 |
| Controlling flex direction                                   | 200 |
| Aligning items with justify-content and align-items          | 201 |
| Controlling flex item sizing                                 | 202 |
| Allowing items to wrap                                       | 202 |
| CSS Grid for Complex Designs                                 | 203 |
| Creating your first grid                                     | 203 |
| Using the repeat() function                                  | 204 |

|                                                             |            |
|-------------------------------------------------------------|------------|
| Creating responsive grids with auto-fit .....               | 205        |
| Defining grid areas for layouts .....                       | 205        |
| Responsive Design with Media Queries.....                   | 207        |
| Understanding media query syntax .....                      | 207        |
| Choosing breakpoints.....                                   | 207        |
| Mobile-first approach .....                                 | 208        |
| Common media query patterns .....                           | 209        |
| Container Queries: The New Responsive Superpower .....      | 209        |
| Why container queries matter.....                           | 210        |
| Setting up a container query .....                          | 210        |
| Naming containers for clarity .....                         | 211        |
| A complete Orbital Donuts example .....                     | 211        |
| Using container query units.....                            | 213        |
| Container queries versus media queries:                     |            |
| When to use which .....                                     | 214        |
| Practical Layout Patterns .....                             | 215        |
| Responsive headers .....                                    | 215        |
| Creating a floating button .....                            | 216        |
| Card layouts .....                                          | 218        |
| Multicolumn content.....                                    | 219        |
| Creating a sticky footer.....                               | 220        |
| Common Layout Challenges and Solutions.....                 | 220        |
| Creating equal-height columns .....                         | 220        |
| Centering elements perfectly .....                          | 221        |
| Preventing layout overflow .....                            | 222        |
| Reordering items visually.....                              | 222        |
| <b>CHAPTER 5: Advanced CSS Effects .....</b>                | <b>225</b> |
| Applying CSS Animations and Transitions.....                | 225        |
| Understanding transitions: Smooth changes on demand .....   | 226        |
| Creating keyframe animations: Motion with personality ..... | 227        |
| Respecting reduced motion preferences.....                  | 228        |
| Animation timing and performance .....                      | 229        |
| Getting Creative with Transform and Filter Effects .....    | 231        |
| Working with 2D transforms .....                            | 231        |
| Understanding transform-origin.....                         | 232        |
| Applying CSS filters .....                                  | 233        |
| Styling with Pseudo-Elements and Pseudo-Classes.....        | 234        |
| Styling states with pseudo-classes .....                    | 234        |
| Creating content with pseudo-elements .....                 | 236        |
| Implementing CSS for Dark Mode .....                        | 237        |
| Detecting the user's preference .....                       | 238        |
| Designing for dark mode .....                               | 238        |
| Implementing dark mode for Orbital Donuts.....              | 239        |

## BOOK 4: ADDING INTERACTIVITY WITH JavaScript ..... 241

### CHAPTER 1: JavaScript Basics for Beginners ..... 243

|                                                  |     |
|--------------------------------------------------|-----|
| Understanding JavaScript's Role on the Web ..... | 244 |
| What JavaScript does. ....                       | 244 |
| How browsers run JavaScript. ....                | 244 |
| Adding JavaScript to your pages .....            | 245 |
| Variables, Data Types, and Operators .....       | 247 |
| Declaring variables with let and const .....     | 247 |
| Naming your variables .....                      | 248 |
| Understanding data types .....                   | 249 |
| Checking data types with typeof .....            | 250 |
| Working with operators .....                     | 250 |
| Joining strings. ....                            | 251 |
| Functions and Scope. ....                        | 252 |
| Creating a function .....                        | 252 |
| Arrow functions .....                            | 253 |
| Understanding scope .....                        | 254 |
| Control Flow: if...else and Loops .....          | 254 |
| Making decisions with if...else .....            | 255 |
| Handling multiple cases with switch. ....        | 255 |
| Repeating actions with for loops. ....           | 257 |
| Looping through collections with for...of .....  | 257 |
| Working with Arrays and Objects .....            | 257 |
| Creating and using arrays .....                  | 258 |
| Common array methods .....                       | 258 |
| Creating and using objects. ....                 | 259 |
| Combining arrays and objects. ....               | 259 |
| Browser Developer Tools for JavaScript. ....     | 260 |
| Opening the console. ....                        | 260 |
| Using console.log() .....                        | 260 |
| Reading error messages. ....                     | 261 |
| Setting breakpoints. ....                        | 261 |

### CHAPTER 2: JavaScript and the DOM ..... 263

|                                                     |     |
|-----------------------------------------------------|-----|
| Understanding the Document Object Model (DOM) ..... | 264 |
| Getting to know the DOM .....                       | 264 |
| Viewing the DOM as a tree. ....                     | 264 |
| Introducing the document object .....               | 266 |
| Selecting and Manipulating Elements .....           | 266 |
| Selecting a single element by ID .....              | 266 |
| Selecting with CSS selectors. ....                  | 267 |
| Changing text content. ....                         | 268 |
| Changing HTML content. ....                         | 269 |

|                                                              |            |
|--------------------------------------------------------------|------------|
| Changing styles . . . . .                                    | 269        |
| Adding and removing CSS classes. . . . .                     | 270        |
| Working with attributes . . . . .                            | 272        |
| Using data attributes . . . . .                              | 273        |
| Creating and adding elements . . . . .                       | 274        |
| Removing elements. . . . .                                   | 276        |
| Event-Handling Fundamentals . . . . .                        | 276        |
| Understanding events. . . . .                                | 276        |
| Adding event listeners . . . . .                             | 276        |
| Common event types . . . . .                                 | 278        |
| The event object . . . . .                                   | 280        |
| <b>CHAPTER 3: Practical JavaScript Solutions . . . . .</b>   | <b>283</b> |
| Validating Forms Like the Pros . . . . .                     | 284        |
| Understanding how real-time validation works . . . . .       | 284        |
| Validating a single field . . . . .                          | 285        |
| Building a full contact form validator . . . . .             | 286        |
| Blocking submission when fields are invalid. . . . .         | 288        |
| Disabling and enabling the submit button . . . . .           | 288        |
| Building a Mobile Hamburger Menu . . . . .                   | 289        |
| How the toggle pattern works . . . . .                       | 290        |
| Setting up the HTML . . . . .                                | 290        |
| Writing the CSS . . . . .                                    | 291        |
| Writing the JavaScript . . . . .                             | 293        |
| Closing the menu on link click and outside click. . . . .    | 293        |
| Creating Modal Windows . . . . .                             | 294        |
| The anatomy of a modal . . . . .                             | 295        |
| Setting up the HTML . . . . .                                | 295        |
| Styling the modal. . . . .                                   | 296        |
| Triggering the modal with data attributes. . . . .           | 297        |
| Opening and closing the modal . . . . .                      | 298        |
| <b>CHAPTER 4: Asynchronous JavaScript and APIs . . . . .</b> | <b>301</b> |
| Understanding Asynchronous Operations . . . . .              | 302        |
| How JavaScript handles the wait . . . . .                    | 302        |
| From callbacks to promises . . . . .                         | 302        |
| Promises and Async/Await. . . . .                            | 303        |
| Introducing async and await . . . . .                        | 303        |
| Calling an async function . . . . .                          | 304        |
| What Are APIs and JSON? . . . . .                            | 304        |
| JSON: Data in plain text. . . . .                            | 304        |
| The fetch() function. . . . .                                | 305        |
| Fetching File Data . . . . .                                 | 306        |
| Creating donuts.json. . . . .                                | 306        |
| Updating the data in one place . . . . .                     | 308        |

|                                                                  |            |
|------------------------------------------------------------------|------------|
| Fetching the JSON file .....                                     | 308        |
| Rendering the data to the page .....                             | 309        |
| Fetching Live Data from the Web .....                            | 312        |
| Meeting Open-Meteo .....                                         | 312        |
| Building the weather fetch .....                                 | 312        |
| Displaying the weather on the page .....                         | 313        |
| Reading API documentation .....                                  | 314        |
| Sending Form Data with fetch() .....                             | 315        |
| Sending form data .....                                          | 315        |
| Submitting the form .....                                        | 315        |
| Handling Errors Gracefully .....                                 | 317        |
| Displaying a loading message .....                               | 317        |
| Using try/catch with async/await .....                           | 318        |
| <b>CHAPTER 5: JavaScript Libraries .....</b>                     | <b>321</b> |
| Vanilla JavaScript versus Libraries: When to Use What .....      | 322        |
| The case for vanilla JavaScript .....                            | 322        |
| When a library makes sense .....                                 | 322        |
| Using jQuery in Legacy Projects .....                            | 323        |
| Why jQuery conquered the web .....                               | 323        |
| Reading jQuery code .....                                        | 323        |
| jQuery today .....                                               | 324        |
| Alpine.js for Lightweight Interactivity .....                    | 324        |
| What makes Alpine different .....                                | 325        |
| Alpine's core directives .....                                   | 325        |
| Alpine in action .....                                           | 326        |
| Component Libraries: UI in a Box .....                           | 328        |
| Bootstrap: The classic choice .....                              | 329        |
| Tailwind CSS: A different philosophy .....                       | 329        |
| When You Need a Framework (Hint: Probably Not Yet) .....         | 330        |
| The big three: React, Vue, and Angular .....                     | 330        |
| Do you need a framework? .....                                   | 331        |
| <b>BOOK 5: BUILDING WITH NO-CODE OR LOW-CODE PLATFORMS .....</b> | <b>333</b> |
| <b>CHAPTER 1: WordPress for Small Businesses .....</b>           | <b>335</b> |
| Introducing WordPress .....                                      | 336        |
| The two WordPreses: .com and .org .....                          | 336        |
| WordPress versus the alternatives .....                          | 337        |
| Installing and Setting Up WordPress .....                        | 338        |
| Choosing a WordPress-friendly host .....                         | 338        |
| Using one-click installation .....                               | 339        |
| Touring the WordPress dashboard .....                            | 339        |

|                                                                |            |
|----------------------------------------------------------------|------------|
| Understanding Themes and Customization .....                   | 341        |
| Free versus premium themes .....                               | 341        |
| Finding and installing a theme .....                           | 342        |
| Customizing your theme .....                                   | 342        |
| Essential Plugins for Business Websites .....                  | 343        |
| Finding and installing plugins .....                           | 343        |
| The essential plugin starter pack .....                        | 344        |
| Building Pages with the Block Editor .....                     | 345        |
| Thinking in blocks .....                                       | 346        |
| The most useful blocks for business pages.....                 | 346        |
| Building a page with the block editor.....                     | 347        |
| Page Builders: Elementor and Alternatives.....                 | 348        |
| What page builders bring to the table .....                    | 349        |
| Elementor: The most popular choice .....                       | 349        |
| Other page builders worth knowing.....                         | 350        |
| WordPress Security Best Practices .....                        | 350        |
| Why WordPress sites get hacked .....                           | 351        |
| Your security checklist .....                                  | 352        |
| <b>CHAPTER 2: Visual Website Builders .....</b>                | <b>355</b> |
| Wix and Squarespace: The Fast Lane to a Professional Site..... | 356        |
| Getting started with Wix.....                                  | 356        |
| Getting started with Squarespace.....                          | 358        |
| Choosing between Wix and Squarespace .....                     | 359        |
| Webflow: Visual Design with Code-Level Control .....           | 360        |
| Building responsive sites visually .....                       | 361        |
| The Webflow CMS .....                                          | 362        |
| Interactions and animations .....                              | 363        |
| Webflow pricing and the learning investment .....              | 363        |
| Framer: Where Design Meets Interactivity .....                 | 364        |
| The Framer design canvas .....                                 | 364        |
| Framer's AI features .....                                     | 366        |
| Publishing and the Framer CMS .....                            | 366        |
| Choosing the Right Platform for Your Project.....              | 367        |
| Questions to ask before you choose .....                       | 368        |
| A quick platform guide .....                                   | 368        |
| <b>CHAPTER 3: Adding Functionality without Coding.....</b>     | <b>371</b> |
| The Third-Party Tool Approach.....                             | 372        |
| How embedding works.....                                       | 372        |
| Where to paste the code .....                                  | 373        |
| What to look for in a third-party tool .....                   | 373        |
| Gathering Information with Form Builders.....                  | 374        |
| Google Forms: Free and familiar.....                           | 374        |

|                                                       |     |
|-------------------------------------------------------|-----|
| Jotform: More power, still no code . . . . .          | 375 |
| Typeform: The conversational approach . . . . .       | 376 |
| Choosing the right form builder . . . . .             | 376 |
| Setting Up Booking and Scheduling . . . . .           | 377 |
| Calendly: The scheduling Swiss Army knife . . . . .   | 377 |
| Acuity Scheduling: For more complex needs . . . . .   | 378 |
| Use it! . . . . .                                     | 379 |
| Adding Live Chat and Chatbots . . . . .               | 379 |
| Live chat tools worth knowing . . . . .               | 379 |
| AI chatbots: The new front desk . . . . .             | 380 |
| Integrating Email Marketing . . . . .                 | 381 |
| Popular email platforms . . . . .                     | 382 |
| Adding signup forms to your site . . . . .            | 382 |
| Automating Your Workflow with No-Code Tools . . . . . | 384 |
| Zapier: Connecting everything . . . . .               | 384 |
| Make: Visual automation . . . . .                     | 385 |
| Which one should you choose? . . . . .                | 386 |

## **BOOK 6: CONTENT CREATION AND MANAGEMENT . . . . . 387**

|                                                               |            |
|---------------------------------------------------------------|------------|
| <b>CHAPTER 1: Content Strategy for Your Website . . . . .</b> | <b>389</b> |
| Creating a Content Plan . . . . .                             | 390        |
| The four questions every plan answers . . . . .               | 390        |
| Content pillars: Giving your plan a shape . . . . .           | 390        |
| What a filled-in plan looks like . . . . .                    | 391        |
| Understanding Content Types . . . . .                         | 392        |
| Cornerstone pages . . . . .                                   | 392        |
| Blog posts . . . . .                                          | 392        |
| Service and product pages . . . . .                           | 393        |
| FAQ pages and answer content . . . . .                        | 393        |
| Case studies and customer stories . . . . .                   | 393        |
| Landing pages . . . . .                                       | 393        |
| Newsletters . . . . .                                         | 394        |
| Video and audio . . . . .                                     | 394        |
| Picking the right type for the job . . . . .                  | 394        |
| Planning an Editorial Calendar . . . . .                      | 395        |
| Why a calendar beats a wish list . . . . .                    | 395        |
| What to put on the calendar . . . . .                         | 395        |
| Tools that work . . . . .                                     | 396        |
| A realistic schedule for a small business . . . . .           | 396        |
| Writing for the Web: Scannable Content . . . . .              | 397        |
| The inverted pyramid . . . . .                                | 397        |
| Front-load your sentences and paragraphs . . . . .            | 397        |
| Use meaningful subheads . . . . .                             | 398        |

|                                                                                |            |
|--------------------------------------------------------------------------------|------------|
| Keep paragraphs short. . . . .                                                 | 398        |
| Use lists, but don't overdo them. . . . .                                      | 398        |
| Write link text that means something. . . . .                                  | 398        |
| A before-and-after rewrite. . . . .                                            | 399        |
| Maintaining a Consistent Brand Voice. . . . .                                  | 399        |
| Voice versus tone. . . . .                                                     | 400        |
| The "we are X but not Y" exercise. . . . .                                     | 400        |
| Build a one-page voice guide. . . . .                                          | 400        |
| Keeping voice consistent across authors. . . . .                               | 401        |
| Going over Some Content Accessibility Guidelines. . . . .                      | 401        |
| Write in plain language. . . . .                                               | 402        |
| Use headings as structure, not styling. . . . .                                | 402        |
| Captions and transcripts for media. . . . .                                    | 403        |
| Avoid ableist, exclusionary, and idiomatic language. . . . .                   | 403        |
| <b>CHAPTER 2: Using AI for Content Creation. . . . .</b>                       | <b>405</b> |
| Understanding AI's Role in Web Content. . . . .                                | 406        |
| What AI does. . . . .                                                          | 406        |
| Where AI can help. . . . .                                                     | 406        |
| Where AI cheerfully lets you down. . . . .                                     | 407        |
| Writing with AI Tools. . . . .                                                 | 407        |
| The major players you'll bump into. . . . .                                    | 408        |
| Prompting 101. . . . .                                                         | 408        |
| Getting dramatically better results. . . . .                                   | 409        |
| Editing and Refining AI-Generated Content. . . . .                             | 410        |
| The first-draft fallacy. . . . .                                               | 410        |
| A practical editing pass. . . . .                                              | 410        |
| Creating Images with AI Tools. . . . .                                         | 411        |
| The image AI landscape. . . . .                                                | 411        |
| Writing prompts to create images that don't look<br>like stock photos. . . . . | 412        |
| Where AI images fit on a website. . . . .                                      | 412        |
| AI for Brainstorming and Optimization. . . . .                                 | 413        |
| Brainstorming and breaking blocks. . . . .                                     | 413        |
| Outlines and structure. . . . .                                                | 414        |
| SEO and accessibility. . . . .                                                 | 414        |
| Using AI for Different Content Types. . . . .                                  | 414        |
| Short-form content. . . . .                                                    | 415        |
| Long-form content. . . . .                                                     | 415        |
| Structured content. . . . .                                                    | 415        |
| Maintaining Brand Voice with AI. . . . .                                       | 416        |
| Feed the AI samples. . . . .                                                   | 416        |
| Build a reusable style prompt. . . . .                                         | 416        |

|                                                               |            |
|---------------------------------------------------------------|------------|
| Ethical Considerations and Disclosure . . . . .               | 417        |
| The training-data question. . . . .                           | 417        |
| Disclosure to readers . . . . .                               | 417        |
| Accuracy and hallucinations . . . . .                         | 418        |
| Best Practices: When AI Helps (and When It Doesn't) . . . . . | 418        |
| <b>CHAPTER 3: Content Management Systems . . . . .</b>        | <b>421</b> |
| Content Management System Basics . . . . .                    | 422        |
| The four jobs every CMS does . . . . .                        | 422        |
| The main flavors of CMS . . . . .                             | 422        |
| Picking a lane . . . . .                                      | 423        |
| Creating and Organizing Pages . . . . .                       | 424        |
| Pages versus posts: Pick the right tool. . . . .              | 424        |
| Structuring your URLs . . . . .                               | 424        |
| Building your navigation . . . . .                            | 425        |
| Categories, tags, and taxonomies . . . . .                    | 426        |
| Managing Media Libraries . . . . .                            | 426        |
| Name your files like you'll need to find them again . . . . . | 427        |
| Organize the library before it gets out of hand . . . . .     | 427        |
| Let the CMS do the image work . . . . .                       | 427        |
| Write alt text in the media library, not the post . . . . .   | 428        |
| Version Control for Content . . . . .                         | 428        |
| Drafts, revisions, and published states . . . . .             | 429        |
| Reverting to an earlier version . . . . .                     | 429        |
| Scheduling content for later . . . . .                        | 430        |
| Multi-Author Workflows . . . . .                              | 430        |
| Defining roles and permissions . . . . .                      | 431        |
| The draft-review-publish workflow . . . . .                   | 431        |
| Tracking who changed what . . . . .                           | 432        |
| Headless CMS Options . . . . .                                | 432        |
| What "headless" really means . . . . .                        | 433        |
| When headless is the right call . . . . .                     | 433        |
| When traditional is still the right call . . . . .            | 434        |
| The leading headless platforms . . . . .                      | 434        |
| <b>CHAPTER 4: Blogging for Your Business . . . . .</b>        | <b>437</b> |
| Why Blogging Still Matters . . . . .                          | 438        |
| Blogging versus social media . . . . .                        | 438        |
| The SEO connection . . . . .                                  | 438        |
| Setting Up a Blog . . . . .                                   | 439        |
| Choosing where to blog . . . . .                              | 439        |
| Structuring your blog . . . . .                               | 439        |
| Setting up categories . . . . .                               | 440        |

|                                                        |     |
|--------------------------------------------------------|-----|
| Blog Post Best Practices . . . . .                     | 441 |
| The anatomy of a blog post . . . . .                   | 441 |
| How long should a post be? . . . . .                   | 442 |
| How often should you post? . . . . .                   | 442 |
| Formatting for scanners . . . . .                      | 443 |
| Creating Engaging Headlines . . . . .                  | 443 |
| Why headlines matter so much . . . . .                 | 443 |
| Headline formulas that work . . . . .                  | 444 |
| Headlines to avoid . . . . .                           | 444 |
| Adding Multimedia to Posts . . . . .                   | 445 |
| Images that earn their place . . . . .                 | 445 |
| Embedding video . . . . .                              | 445 |
| When less is more . . . . .                            | 446 |
| Comment Management and Community Building . . . . .    | 446 |
| To comment or not to comment . . . . .                 | 447 |
| Managing comment spam . . . . .                        | 447 |
| Building community without a comment section . . . . . | 448 |
| Content Distribution Strategy . . . . .                | 448 |
| Email newsletters . . . . .                            | 448 |
| Social media sharing . . . . .                         | 449 |
| RSS feeds (yes, still) . . . . .                       | 449 |
| Repurposing your posts . . . . .                       | 450 |
| Measuring Blog Performance . . . . .                   | 450 |
| The metrics that matter . . . . .                      | 450 |
| Tools for tracking . . . . .                           | 451 |

## **BOOK 7: SEARCH ENGINE OPTIMIZATION . . . . . 453**

### **CHAPTER 1: Modern SEO Fundamentals . . . . . 455**

|                                                             |     |
|-------------------------------------------------------------|-----|
| How Search Engines Work Today . . . . .                     | 456 |
| Crawling: How search engines find your pages . . . . .      | 456 |
| Indexing: How search engines remember your pages . . . . .  | 456 |
| Ranking: How search engines decide who goes first . . . . . | 457 |
| What about other search engines? . . . . .                  | 457 |
| Understanding Google's Algorithm Updates . . . . .          | 458 |
| The updates that matter most . . . . .                      | 458 |
| What updates mean for you . . . . .                         | 459 |
| Core Web Vitals and Page Experience . . . . .               | 459 |
| The three metrics you need to know . . . . .                | 460 |
| Checking your vitals . . . . .                              | 460 |
| Mobile-First Indexing . . . . .                             | 461 |
| Why this happened . . . . .                                 | 461 |
| What it means for your site . . . . .                       | 461 |

|                                                                               |            |
|-------------------------------------------------------------------------------|------------|
| E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) . . . . . | 462        |
| Breaking down each letter . . . . .                                           | 462        |
| Demonstrating E-E-A-T on your site . . . . .                                  | 463        |
| Local SEO for Small Businesses . . . . .                                      | 464        |
| Google Business Profile . . . . .                                             | 464        |
| Local ranking factors . . . . .                                               | 465        |
| Reviews and reputation . . . . .                                              | 466        |
| SEO Myths You Can Ignore . . . . .                                            | 466        |
| <b>CHAPTER 2: Keyword Research and Strategy . . . . .</b>                     | <b>469</b> |
| Understanding User Intent . . . . .                                           | 470        |
| The categories of user intent . . . . .                                       | 470        |
| How intent shapes your content . . . . .                                      | 471        |
| Keyword Research with Modern Tools . . . . .                                  | 471        |
| Start with seed keywords . . . . .                                            | 472        |
| Google's free tools . . . . .                                                 | 472        |
| Third-party keyword tools . . . . .                                           | 473        |
| Keeping your research organized . . . . .                                     | 474        |
| Reading the data . . . . .                                                    | 474        |
| Long-Tail Keywords for Small Businesses . . . . .                             | 475        |
| Competitive Analysis . . . . .                                                | 476        |
| Identifying your real competitors . . . . .                                   | 477        |
| Analyzing competitor keywords . . . . .                                       | 477        |
| Finding content gaps . . . . .                                                | 477        |
| Creating a Keyword Strategy . . . . .                                         | 478        |
| Grouping keywords by topic . . . . .                                          | 478        |
| Mapping keywords to pages . . . . .                                           | 479        |
| Prioritizing your efforts . . . . .                                           | 480        |
| Avoiding Keyword Stuffing and Other SEO No-Nos . . . . .                      | 480        |
| What natural keyword usage looks like . . . . .                               | 481        |
| How to recover if you've been penalized . . . . .                             | 482        |
| <b>CHAPTER 3: On-Page SEO . . . . .</b>                                       | <b>483</b> |
| Optimizing Page Titles and Meta Descriptions . . . . .                        | 484        |
| What the title tag does . . . . .                                             | 484        |
| Writing effective title tags . . . . .                                        | 484        |
| Meta descriptions that earn clicks . . . . .                                  | 485        |
| Header Tag Hierarchy . . . . .                                                | 486        |
| Why headings matter for SEO . . . . .                                         | 486        |
| Building a logical heading structure . . . . .                                | 486        |
| Content Optimization Best Practices . . . . .                                 | 487        |
| Writing for people first . . . . .                                            | 488        |
| Strategic keyword placement . . . . .                                         | 488        |
| Content depth and freshness . . . . .                                         | 489        |

|                                                    |            |
|----------------------------------------------------|------------|
| Image Optimization and Alt Text. . . . .           | 489        |
| Writing alt text that works . . . . .              | 489        |
| File names and image formats . . . . .             | 490        |
| Internal Linking Strategy . . . . .                | 490        |
| Building a smart linking structure. . . . .        | 491        |
| Anchor text best practices . . . . .               | 492        |
| URL Structure and Permalinks . . . . .             | 492        |
| What makes a good URL. . . . .                     | 492        |
| Common URL mistakes . . . . .                      | 493        |
| Changing URLs safely . . . . .                     | 493        |
| Schema Markup Implementation . . . . .             | 494        |
| How schema markup affects search results . . . . . | 494        |
| Common schema types for small businesses. . . . .  | 494        |
| Tools that do the work for you . . . . .           | 495        |
| <b>CHAPTER 4: Technical SEO . . . . .</b>          | <b>497</b> |
| Site Speed and Performance. . . . .                | 498        |
| Quick speed wins. . . . .                          | 498        |
| Testing your speed . . . . .                       | 498        |
| Mobile-Friendliness. . . . .                       | 499        |
| Testing your mobile experience . . . . .           | 499        |
| Common mobile pitfalls . . . . .                   | 499        |
| HTTPS and Security Signals . . . . .               | 500        |
| Getting HTTPS set up . . . . .                     | 500        |
| Fixing mixed content warnings . . . . .            | 500        |
| XML Sitemaps. . . . .                              | 501        |
| What goes in a sitemap . . . . .                   | 501        |
| Creating a sitemap . . . . .                       | 501        |
| Submitting your sitemap to Google . . . . .        | 502        |
| The robots.txt File . . . . .                      | 502        |
| Writing a robots.txt file . . . . .                | 503        |
| Common robots.txt mistakes . . . . .               | 503        |
| Fixing Broken Links and Redirects . . . . .        | 504        |
| Why broken links matter . . . . .                  | 504        |
| Finding broken links . . . . .                     | 504        |
| Understanding redirects. . . . .                   | 505        |
| Setting up redirects. . . . .                      | 505        |
| Structured Data Testing . . . . .                  | 506        |
| Testing your structured data . . . . .             | 506        |
| Fixing common errors. . . . .                      | 506        |
| Using Google Search Console . . . . .              | 507        |
| Setting up Search Console . . . . .                | 507        |
| The reports that matter . . . . .                  | 508        |
| Fixing what Search Console finds . . . . .         | 508        |

|                                                                |            |
|----------------------------------------------------------------|------------|
| Common Technical SEO Problems . . . . .                        | 509        |
| Duplicate content . . . . .                                    | 509        |
| Crawl errors and orphan pages. . . . .                         | 509        |
| Missing or duplicate meta tags . . . . .                       | 510        |
| <b>BOOK 8: E-COMMERCE SOLUTIONS . . . . .</b>                  | <b>511</b> |
| <b>CHAPTER 1: Choosing and Setting Up E-Commerce . . . . .</b> | <b>513</b> |
| Comparing E-Commerce Platforms . . . . .                       | 514        |
| Shopify for beginners . . . . .                                | 514        |
| WooCommerce for WordPress users . . . . .                      | 515        |
| Other options worth a look . . . . .                           | 516        |
| Choosing the right platform. . . . .                           | 517        |
| What about digital products and services? . . . . .            | 517        |
| Setting Up Payment Processing . . . . .                        | 518        |
| How payment processing works . . . . .                         | 518        |
| Popular payment providers . . . . .                            | 519        |
| What those fees actually mean . . . . .                        | 520        |
| Shipping and Fulfillment Options . . . . .                     | 521        |
| Shipping strategies that work . . . . .                        | 522        |
| Fulfillment: Doing it yourself versus outsourcing . . . . .    | 523        |
| Setting up shipping zones and rates . . . . .                  | 524        |
| Managing Inventory . . . . .                                   | 525        |
| Tracking stock levels . . . . .                                | 525        |
| Handling product variants . . . . .                            | 526        |
| Security and PCI Compliance . . . . .                          | 526        |
| What PCI compliance means for you . . . . .                    | 527        |
| Letting your platform do the work . . . . .                    | 528        |
| Legal Requirements for Online Selling . . . . .                | 529        |
| Privacy policies and terms of service . . . . .                | 529        |
| The sales tax puzzle . . . . .                                 | 530        |
| Return and refund policies. . . . .                            | 531        |
| Keeping your store accessible . . . . .                        | 532        |
| <b>CHAPTER 2: Product Pages That Sell . . . . .</b>            | <b>533</b> |
| Creating Compelling Product Pages . . . . .                    | 534        |
| The anatomy of a product page . . . . .                        | 534        |
| Above the fold: What customers see first . . . . .             | 535        |
| Product Photography and Images . . . . .                       | 536        |
| You don't need a professional photographer (yet). . . . .      | 536        |
| Multiple angles and context shots . . . . .                    | 537        |
| Writing Effective Product Descriptions. . . . .                | 538        |
| Features versus benefits . . . . .                             | 538        |
| Write for scanners . . . . .                                   | 539        |

|                                                                  |            |
|------------------------------------------------------------------|------------|
| Address objections before they form. . . . .                     | 540        |
| Pricing Strategies. . . . .                                      | 541        |
| Pricing psychology basics. . . . .                               | 541        |
| Displaying your prices. . . . .                                  | 542        |
| Bundles and tiers. . . . .                                       | 542        |
| Product Variations and Options . . . . .                         | 543        |
| Presenting options clearly . . . . .                             | 543        |
| Showing the right image for the right variant. . . . .           | 544        |
| Keeping it simple. . . . .                                       | 545        |
| Customer Reviews and Social Proof. . . . .                       | 545        |
| Getting reviews in the first place. . . . .                      | 545        |
| Displaying reviews effectively . . . . .                         | 546        |
| The negative review paradox. . . . .                             | 547        |
| Other forms of social proof . . . . .                            | 548        |
| A/B Testing for Conversions. . . . .                             | 548        |
| What A/B testing is (and isn't) . . . . .                        | 549        |
| What to test on your product pages. . . . .                      | 549        |
| Tools for testing. . . . .                                       | 550        |
| Interpreting your results . . . . .                              | 550        |
| <b>CHAPTER 3: E-Commerce Marketing and Optimization. . . . .</b> | <b>553</b> |
| Email Marketing Automation for E-Commerce. . . . .               | 554        |
| The essential automated sequences . . . . .                      | 554        |
| Building your email list. . . . .                                | 555        |
| Choosing an email marketing platform . . . . .                   | 556        |
| Abandoned Cart Recovery . . . . .                                | 556        |
| Why people abandon carts . . . . .                               | 557        |
| The three-email recovery sequence . . . . .                      | 558        |
| Upselling and Cross-Selling Strategies . . . . .                 | 559        |
| Discount and Promotion Strategies . . . . .                      | 560        |
| Types of discounts. . . . .                                      | 561        |
| When discounts help versus when they hurt . . . . .              | 561        |
| Seasonal and time-limited promotions . . . . .                   | 562        |
| Coupon codes versus automatic discounts. . . . .                 | 562        |
| Personalization Techniques. . . . .                              | 563        |
| Customer Retention Strategies . . . . .                          | 564        |
| Loyalty programs. . . . .                                        | 564        |
| Post-purchase follow-up. . . . .                                 | 565        |
| Re-engagement campaigns . . . . .                                | 566        |
| E-Commerce Analytics and Metrics . . . . .                       | 566        |
| The metrics that matter . . . . .                                | 567        |
| Where to find your numbers. . . . .                              | 567        |
| Acting on your data. . . . .                                     | 568        |

|                                                              |            |
|--------------------------------------------------------------|------------|
| Optimizing the Checkout Experience . . . . .                 | 569        |
| Guest checkout . . . . .                                     | 569        |
| Reducing form fields . . . . .                               | 569        |
| Payment options . . . . .                                    | 570        |
| Trust signals at checkout . . . . .                          | 570        |
| The one-page versus multistep debate . . . . .               | 571        |
| <b>BOOK 9: WEBSITE ANALYTICS AND PERFORMANCE . . . . .</b>   | <b>573</b> |
| <b>CHAPTER 1: Understanding Website Analytics . . . . .</b>  | <b>575</b> |
| What Analytics Can Tell You . . . . .                        | 576        |
| Choosing an Analytics Tool . . . . .                         | 577        |
| Installing your tracking code . . . . .                      | 578        |
| Checking that it works . . . . .                             | 579        |
| The Metrics That Matter . . . . .                            | 579        |
| Users, sessions, and pageviews . . . . .                     | 579        |
| How your visitors found you . . . . .                        | 580        |
| Engagement rate and bounce rate . . . . .                    | 580        |
| Average time on page . . . . .                               | 581        |
| Using date ranges and comparisons . . . . .                  | 581        |
| Understanding How Visitors Use Your Site . . . . .           | 581        |
| Your most-visited pages . . . . .                            | 582        |
| Following visitor paths through your site . . . . .          | 582        |
| Landing pages: First impressions in data form . . . . .      | 583        |
| New versus returning users . . . . .                         | 583        |
| Exit pages: Where visitors say goodbye . . . . .             | 583        |
| Device and geographic data . . . . .                         | 584        |
| Tracking Goals and Events . . . . .                          | 584        |
| What counts as a goal? . . . . .                             | 585        |
| What most tools track automatically . . . . .                | 585        |
| Setting up a custom event . . . . .                          | 586        |
| Marking events as goals . . . . .                            | 587        |
| Building Custom Reports . . . . .                            | 588        |
| Making Data-Driven Decisions . . . . .                       | 589        |
| The weekly check-in habit . . . . .                          | 589        |
| Spotting patterns versus chasing noise . . . . .             | 590        |
| Translating data into action . . . . .                       | 590        |
| When to ask for help . . . . .                               | 591        |
| <b>CHAPTER 2: Website Performance Optimization . . . . .</b> | <b>593</b> |
| Understanding Core Web Vitals . . . . .                      | 594        |
| LCP: The big picture loads fast . . . . .                    | 594        |
| INP: Clicks that feel instant . . . . .                      | 594        |
| CLS: The jumping page problem . . . . .                      | 595        |
| Checking your Core Web Vitals . . . . .                      | 595        |

|                                                                   |            |
|-------------------------------------------------------------------|------------|
| Image Optimization Techniques . . . . .                           | 596        |
| Choosing the right image format . . . . .                         | 596        |
| Squeezing files down with compression tools . . . . .             | 597        |
| Lazy loading: Images that wait their turn. . . . .                | 598        |
| Responsive images: The right size for every screen. . . . .       | 599        |
| The picture element: Art direction for different screens. . . . . | 599        |
| Minifying and Compressing Your Code . . . . .                     | 600        |
| Tools for minifying CSS and JavaScript. . . . .                   | 601        |
| Server-side compression: Gzip and Brotli . . . . .                | 602        |
| Caching: Making Browsers Remember . . . . .                       | 602        |
| How browser caching works . . . . .                               | 603        |
| Caching plugins for WordPress . . . . .                           | 603        |
| What to cache (and what not to). . . . .                          | 604        |
| Preloading Critical Resources . . . . .                           | 604        |
| Preloading your hero image . . . . .                              | 605        |
| Preloading fonts . . . . .                                        | 605        |
| DNS prefetching for third-party resources . . . . .               | 606        |
| Mobile Performance Optimization . . . . .                         | 607        |
| Render-blocking resources . . . . .                               | 607        |
| Font loading strategies . . . . .                                 | 608        |
| Performance Monitoring Tools . . . . .                            | 608        |
| Google PageSpeed Insights . . . . .                               | 609        |
| Lighthouse in Chrome DevTools . . . . .                           | 609        |
| <b>CHAPTER 3: Testing and Quality Assurance . . . . .</b>         | <b>611</b> |
| Cross-Browser Testing Strategies . . . . .                        | 612        |
| Why browsers still disagree . . . . .                             | 612        |
| The browsers you need for testing. . . . .                        | 613        |
| Testing without owning every device . . . . .                     | 613        |
| Mobile Device Testing. . . . .                                    | 614        |
| Simulating phones in your browser . . . . .                       | 614        |
| Testing on slow connections . . . . .                             | 615        |
| Why simulation isn't always enough. . . . .                       | 616        |
| Accessibility Testing. . . . .                                    | 616        |
| WAVE: Seeing your errors visually. . . . .                        | 616        |
| axe DevTools: Digging deeper . . . . .                            | 617        |
| Lighthouse: The all-in-one checkup . . . . .                      | 618        |
| Speed Testing Tools . . . . .                                     | 618        |
| Google PageSpeed Insights . . . . .                               | 618        |
| GTmetrix: The extra details . . . . .                             | 619        |
| Broken Link Checking . . . . .                                    | 620        |
| Why broken links happen. . . . .                                  | 620        |
| Tools for finding broken links . . . . .                          | 620        |

|                                                         |            |
|---------------------------------------------------------|------------|
| User Testing Methods . . . . .                          | 621        |
| Understanding user testing . . . . .                    | 621        |
| The hallway test . . . . .                              | 622        |
| The five-second test . . . . .                          | 622        |
| Remote testing options . . . . .                        | 623        |
| Bug Tracking and Resolution . . . . .                   | 623        |
| Writing a bug report that makes sense . . . . .         | 624        |
| Choosing your tracking tool . . . . .                   | 624        |
| Creating a Testing Checklist . . . . .                  | 625        |
| <b>CHAPTER 4: Website Security Essentials . . . . .</b> | <b>629</b> |
| Common Security Threats Explained . . . . .             | 630        |
| The bad guys and what they want . . . . .               | 630        |
| The most common attacks on small sites . . . . .        | 630        |
| A few less common but notable threats . . . . .         | 631        |
| Securing WordPress Sites . . . . .                      | 632        |
| Keep everything updated . . . . .                       | 632        |
| Choose your plug-ins carefully . . . . .                | 632        |
| Change the default login URL . . . . .                  | 633        |
| Limit login attempts . . . . .                          | 633        |
| Use a WordPress security plug-in . . . . .              | 633        |
| SSL Certificates and HTTPS Setup . . . . .              | 634        |
| What SSL does . . . . .                                 | 634        |
| Getting a free certificate with Let's Encrypt . . . . . | 634        |
| Forcing HTTPS on every page . . . . .                   | 635        |
| Adding security headers for extra protection . . . . .  | 635        |
| Strong Authentication Methods . . . . .                 | 636        |
| The problem with passwords . . . . .                    | 637        |
| Building a password you can remember . . . . .          | 637        |
| Two-factor authentication . . . . .                     | 637        |
| Preventing SQL Injection and XSS Attacks . . . . .      | 638        |
| Understanding SQL injection . . . . .                   | 638        |
| Understanding cross-site scripting . . . . .            | 638        |
| How to defend against both . . . . .                    | 639        |
| Malware Scanning and Prevention . . . . .               | 640        |
| How malware gets onto websites . . . . .                | 640        |
| Scanning tools worth using . . . . .                    | 640        |
| Backup Solutions and Strategies . . . . .               | 641        |
| The backup rule you should live by . . . . .            | 641        |
| What to back up (and how often) . . . . .               | 642        |
| Backup tools for WordPress and static sites . . . . .   | 642        |
| Testing your backups: The step everyone skips . . . . . | 643        |
| Creating a Security Plan . . . . .                      | 643        |
| Your monthly security checklist . . . . .               | 644        |
| When to call in a professional . . . . .                | 644        |

|                                                              |     |
|--------------------------------------------------------------|-----|
| <b>BOOK 10: LAUNCHING AND MAINTAINING YOUR WEBSITE</b> ..... | 647 |
| <b>CHAPTER 1: Version Control and Deployment</b> .....       | 649 |
| Understanding Version Control and Git.....                   | 650 |
| Why version control matters even if you work alone.....      | 650 |
| Getting to know Git.....                                     | 651 |
| Git Basics for Web Projects.....                             | 651 |
| Basic command-line survival skills.....                      | 652 |
| Initializing a repository.....                               | 652 |
| Staging and committing your files.....                       | 653 |
| The everyday Git rhythm.....                                 | 654 |
| Reading your project's history.....                          | 654 |
| Telling Git what to ignore.....                              | 655 |
| Using GitHub for Website Projects.....                       | 656 |
| Creating a repository on GitHub.....                         | 656 |
| Connecting your local repo to GitHub.....                    | 657 |
| Cloning and pulling.....                                     | 658 |
| Git Workflows for Solo Developers.....                       | 659 |
| Committing with intention.....                               | 659 |
| Branches: Your experimental playground.....                  | 660 |
| Managing Environments.....                                   | 661 |
| Why the staging step matters.....                            | 661 |
| Setting up a simple staging environment.....                 | 661 |
| Modern Deployment Options.....                               | 662 |
| Netlify.....                                                 | 662 |
| Vercel.....                                                  | 663 |
| GitHub Pages.....                                            | 663 |
| Traditional FTP deployment.....                              | 664 |
| Rollback Strategies When Things Go Wrong.....                | 664 |
| Reverting a commit.....                                      | 665 |
| Rolling back with Netlify's deploy history.....              | 665 |
| Discarding uncommitted local changes.....                    | 666 |
| A Git Cheat Sheet.....                                       | 666 |
| <b>CHAPTER 2: Pre-Launch Preparation</b> .....               | 669 |
| Running a Final Quality-Assurance Sweep.....                 | 670 |
| The cross-browser and cross-device sweep.....                | 670 |
| Checking every link, form, and button.....                   | 670 |
| Testing the things that only break in public.....            | 671 |
| Proofreading the content one last time.....                  | 671 |
| The SEO Pre-Launch Checklist.....                            | 672 |
| The one setting that can make you invisible.....             | 672 |

|                                                             |            |
|-------------------------------------------------------------|------------|
| Titles, descriptions, and the preview test . . . . .        | 673        |
| Your sitemap and robots.txt . . . . .                       | 673        |
| Confirming HTTPS and clean URLs . . . . .                   | 673        |
| Verifying Performance . . . . .                             | 674        |
| Running a Lighthouse report . . . . .                       | 674        |
| Reading the scores without panicking . . . . .              | 674        |
| The image audit . . . . .                                   | 674        |
| Reviewing Legal Compliance . . . . .                        | 675        |
| Your privacy policy . . . . .                               | 675        |
| Terms of service in plain language . . . . .                | 676        |
| A quick accessibility self-check . . . . .                  | 676        |
| Cookie and consent notices . . . . .                        | 676        |
| Verifying Your Analytics Setup . . . . .                    | 677        |
| Confirming the tag is on every page . . . . .               | 677        |
| Watching it work in real time . . . . .                     | 677        |
| Creating a Launch Plan . . . . .                            | 677        |
| Building your launch-day runbook . . . . .                  | 678        |
| Picking a launch window . . . . .                           | 678        |
| Your rollback plan . . . . .                                | 678        |
| The post-launch watch list . . . . .                        | 679        |
| Soft Launch versus Full Launch . . . . .                    | 679        |
| The soft launch . . . . .                                   | 679        |
| The full launch . . . . .                                   | 679        |
| Which one fits your site . . . . .                          | 680        |
| <b>CHAPTER 3: Going Live Successfully . . . . .</b>         | <b>681</b> |
| A Launch-Day Action Checklist . . . . .                     | 682        |
| Making the Switch . . . . .                                 | 682        |
| Working through your launch runbook . . . . .               | 683        |
| Pointing your domain and surviving propagation . . . . .    | 683        |
| Confirming the switch flipped . . . . .                     | 683        |
| Testing What Breaks Only in Production . . . . .            | 684        |
| Making sure you deployed the version you tested . . . . .   | 684        |
| Doing one real end-to-end run . . . . .                     | 685        |
| Confirming your site's emails arrive . . . . .              | 685        |
| When Things Go Wrong on Launch Day . . . . .                | 685        |
| "It works for me but not for them" . . . . .                | 686        |
| The site loads but looks completely unstyled . . . . .      | 686        |
| Images that work locally but vanish on the server . . . . . | 686        |
| Forms that submit but never arrive . . . . .                | 687        |
| The page that refuses to update . . . . .                   | 687        |
| Making the call: Fix, wait, or roll back . . . . .          | 688        |

|                                                               |            |
|---------------------------------------------------------------|------------|
| The First 48 Hours .....                                      | 688        |
| Keeping a launch-day log .....                                | 689        |
| The first few hours .....                                     | 689        |
| The rest of the 48 .....                                      | 689        |
| Knowing when the launch is truly done.....                    | 690        |
| <b>CHAPTER 4: Ongoing Website Maintenance .....</b>           | <b>691</b> |
| Creating a Maintenance Schedule .....                         | 692        |
| Grouping tasks by how often they're needed.....               | 692        |
| Making the schedule stick .....                               | 693        |
| Content Freshness Strategies .....                            | 694        |
| Spotting content that's gone stale .....                      | 694        |
| Refresh not rewrite .....                                     | 694        |
| Be honest about "updated" .....                               | 695        |
| Monitoring Uptime and Performance .....                       | 695        |
| Uptime monitoring: A robot that watches while you sleep. .... | 695        |
| What "99.99 percent uptime" really means.....                 | 696        |
| Don't let performance creep back.....                         | 696        |
| Managing Comments and Spam.....                               | 697        |
| Know where the spam gets in .....                             | 697        |
| Stop most of it automatically.....                            | 697        |
| Keep a light moderation rhythm.....                           | 698        |
| Database Maintenance.....                                     | 698        |
| The junk that piles up .....                                  | 698        |
| Clean it up, but back it up first.....                        | 699        |
| Broken Link Management .....                                  | 699        |
| Two flavors of broken link .....                              | 700        |
| Check on a schedule, fix by decision .....                    | 700        |
| Regular Content Audits.....                                   | 701        |
| Start with an inventory.....                                  | 701        |
| Apply the ROT test.....                                       | 702        |
| Keep, update, merge, or retire .....                          | 702        |
| Updating Plug-Ins, Themes, and Core Software .....            | 703        |
| The safe update routine.....                                  | 703        |
| What to automate, and what to babysit.....                    | 704        |
| Watch for abandoned software.....                             | 704        |
| When an update breaks something anyway.....                   | 704        |
| <b>INDEX.....</b>                                             | <b>705</b> |