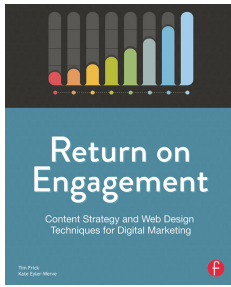


GAMEYAI.COM Ebook and Manual Reference

RETURN ON ENGAGEMENT EBOOKS 2019



Author: Tim Frick u0026 Kate Eyler-Werve

Realese Date: Expected @@expectedReleaseDate@@

In the world of web design, if one wants to create a successful web site, one needs an effective content strategy. Return on Engagement shows web designers and developers how to implementu0026#xa0;an effective content strategy and how to stay ahead in the rapidly changing industry of web design. It presents best practices in terms of web design through a marketing function: content strategy, SEO, social media marketing, and success measurement to help web designers implement a strategy that ensures success for the site they are building. u003ciu003eReturn on Engagementu003c/iu003e shows web designers and developers how to not just design an aesthetically pleasing, functional website. This book shows those professionals how to implement marketing strategies and analysis into their website, thus ensuring its success.u003cbr /u003e

u003cbr /u003eNearly 3 years since the previous edition published,u0026#xa0;new best practices have been formed. Tools in which web developers use to analyze website metrics have advanced. New social media networks and communities have cropped up. New research in how audiences read and receive content has been done, subsequently refining best digital marketing practices. u003cbr /u003e

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u003c/iu003eu003cbr /u003eu003ciu003eReturn on Engagementu003c/iu003e features a step-by-step breakdown of how to use new tools, techniques, and technologies. The new edition also includes updated case studies of industry leaders who implement best practices on projects. u003ciu003eReturn on Engagement u003c/iu003ealso features a regularly updated companion site that offers readers sample content, easy sharing tools, and web-based resources to help measure marketing viability of web properties.

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