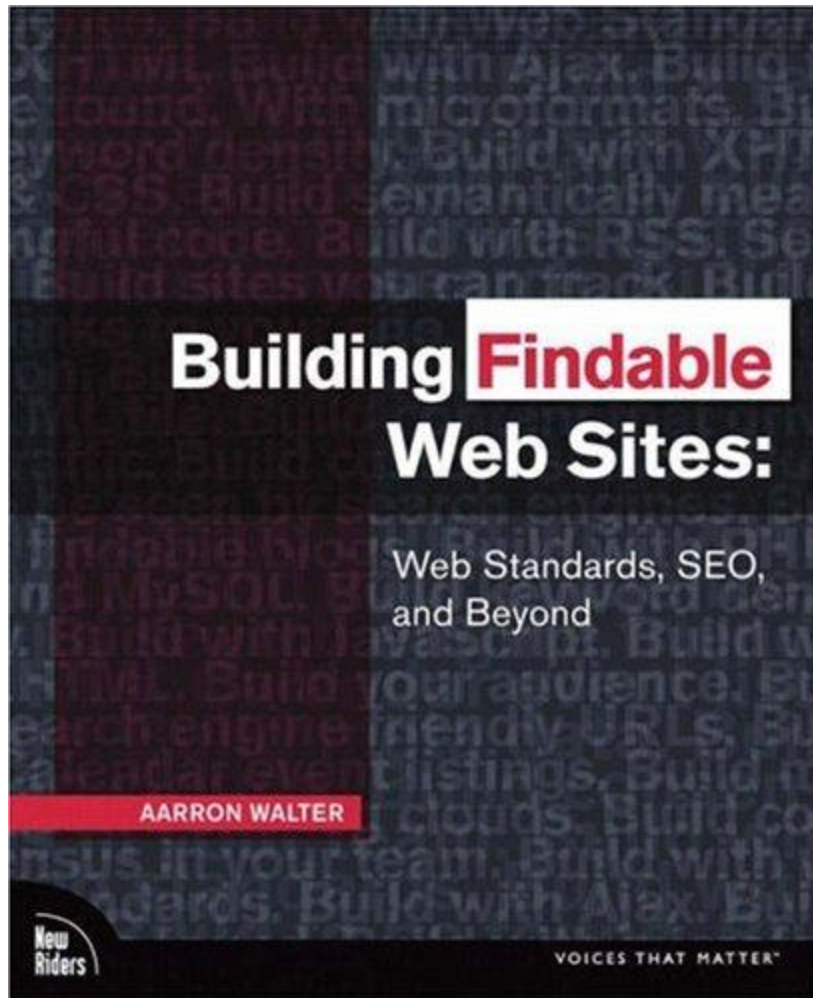


# Building Findable Websites: Web Standards SEO and Beyond by Aarron Walter



[This Is A Valuable Guide For Anyone Developing Websites.](#)

This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices and fresh perspectives on how to accomplish these simple, yet indispensable goals:

Help more people find your site  
Help users find content within your site  
Encourage return visits  
The path this book travels through the villages of Web standards, accessibility, and contemporary technologies like Ajax, APIs, Flash, and microformats. You'll find the big ideas behind these technologies and real world examples, illustrating that you don't have to compromise the user experience to create search engine friendly, findable websites.

Although this book illuminates a broad range of findability strategies, one common theme pervades:

Web standards + compelling content = improved findability = more successful sites

You'll find even more findability guidance on the book's companion website (<http://buildingfindablewebsites.com>) including 5 bonus chapters.

### **Personal Review: Building Findable Websites: Web Standards SEO and Beyond by Aarron Walter**

Building Findable Websites: Web Standards, SEO, and Beyond by Aaron Walter is the best web development book I've read in a long time. It is densely packed with actionable advice for improving the "findability" of your site, and in so doing, improve the usability, readability, speed, and manageability of your site. Findability is a broader concept than simply SEO. It is helping people find your site, helping people navigate your site and retrieve the information/action they want from it, and encouraging people to return to your site.

Walter covers a wide range of areas you can work on to improve the findability of your site, from the importance of quality content with strategically placed keywords, using semantic markup with clear hierarchies, server-side strategies such as friendly urls, rss and email subscriptions, etc.

I heartily recommend this book to not just web designers and developers, but also website owners and managers and web content writers.

**For More 5 Star Customer Reviews and Lowest Price:**  
[Building Findable Websites: Web Standards SEO and Beyond by Aarron Walter 5 Star Customer Reviews and Lowest Price!](#)