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SEO and Beyond: A Holistic Approach to Findability, DVD

Aarron Walter

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In this video (DVD-ROM), noted web design expert, author, and consultant Aarron Walter demonstrates a holistic approach to building websites. He shows web designers and developers how to help audiences find their web content and rediscover it later. Viewers will learn the basic concepts behind SEO and findability, as well as practical web standards by watching Aarron take a real world project from paper to pixel.

The video will help you:
• Improve your websites by taking a holistic approach to planning, designing, and developing.
• Improve the findability of your websites using web standards.
• Avoid making simple mistakes that impact findability.

Running time: 1h 31m 3s

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