



Homepage Usability

By Marie Tahir Jakob Nielsen

New Riders Publishing, 2001. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Quick! You have 10 seconds to show your face to the world! What does your homepage say In a world of information overload and dying dot.coms, your homepage must grab the attention of visitors, tell them where they are, and let them know where they can go. Does your site pass the test Homepage Usability is all about making that first impression. Is your tag line effective Can visitors find your search box How difficult is the page to navigate What percentage of your homepage is devoted to actual content By putting 50 of today's top sites to the test, web usability experts Jakob Nielsen and Marie Tahir show you what makes for goodmdand not so goodmdfirst impressions. This book contains hundreds of examples that you can employ on your own homepage. Apply the best. Avoid the worst. 336 pp. Englisch.

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