TABLE OF CONTENTS

Introduction	10
Chapter 1	
What Is the Web?	13
Chapter 2	
Planning Web Projects	24
Chapter 3	
Your Website Is Not for You	48
Chapter 4	
Information Architecture	61
Chapter 5	
Optimizing Content for Searchers	79
Chapter 6	
Making Sense of the Data	89
Chapter 7	
Content	.104
Chapter 8	
The Mobile Web	119
Chapter 9	
The Web of Tomorrow	132
Notes	162
Acknowledgments	166
About the Author	168