



The Strategic Web Designer: How to Confidently Navigate the Web Design Process

Christopher Butler

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Expand your strategic capabilities and technological understanding!

Your clients are looking for an expert--someone who understands rapidly changing technology and can provide strategic insight into their web projects from inception and development to launch and beyond. Are you that person?

Today, designers are expected to provide a level of web expertise that extends far beyond just good design. *The Strategic Web Designer* provides you with a foundation that will allow you to keep your bearings in an industry filled with constant technological change. You'll learn to:

- Plan web projects
- Organize information in ways that make sense
- Understand analytics
- Optimize content for search engines and mobile technology
- And more!

More than a book about building websites, *The Strategic Web Designer* is your guide to thinking about the web in a strategic and comprehensive manner. Be more than just a web designer--take charge of your web projects and make yourself invaluable to clients.

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