Getting Started Building Websites

The Web has become the world’s largest database, with search being the main tool that allows organizations and individuals to exploit its huge amount of information. Search on the Web has been traditionally based on textual and structural similarities, ignoring to a large degree the semantic dimension, i.e., understanding the meaning of the query and of the document content. Combining search and semantics gives birth to the idea of semantic search. Traditional search engines have already advertised some semantic dimensions. Some of them, for instance, can enhance their generated result sets with documents that are semantically related to the query terms even though they may not include these terms. Nevertheless, the exploitation of the semantic search has not yet reached its full potential. In this book, Roberto De Virgilio, Francesco Guerra and Yannis Velegrakis present an extensive overview of the work done in Semantic Search and other related areas. They explore different technologies and solutions in depth, making their collection a valuable and stimulating reading for both academic and industrial researchers. The book is divided into three parts. The first introduces the readers to the basic notions of the Web of Data. It describes the different kinds of data that exist, their topology, and their storing and indexing techniques. The second part is dedicated to Web Search. It presents different types of search, like the exploratory or the path-oriented, alongside methods for their efficient and effective implementation. Other related topics included in this part are the use of uncertainty in query answering, the exploitation of ontologies, and the use of semantics in mashup design and operation. The focus of the third part is on linked data, and more specifically, on applying ideas originating in recommender systems on linked data management, and on techniques for the efficiently querying answering on linked data.
Human Computer Interaction, Tourism and Cultural Heritage

A companion to Jeffrey Zeldman's Designing with Web Standards, this book approaches standards from a more tactical and instructional point of view. Today's web designers and developers need to update their skills and knowledge and get away from out-of-date table and font-based approaches. In Developing with Web Standards, they will learn current best practices in standards-based development. The topics covered are based on the author's extensive experience from the professional development trenches and will give readers a thorough grounding in contemporary web development technologies and techniques with a focus on relevant emerging aspects of HTML, CSS, and other web standards.

HTML 5: The Missing Manual

As information technology (IT) becomes specialized and fragmented, it is easy to lose sight that many topics have common threads and because of this, advances in one discipline may transmit to another. The presentation of results between different disciplines encourages this interchange for the advancement of IT as a whole. This volume comprises the selection of papers presented at the Second International Mega-Conference on Future Generation Information Technology (FGIT 2010), composed of the following 11 international conferences: Advanced Software Engineering and Its Applications (ASEA 2010), Bio-Science and Bio-Technology (BSBT 2010), Control and Automation (CA 2010), Disaster Recovery and Business Continuity (DRBC 2010), Database Theory and Application (DTA 2010), Future Generation Communication and Networking (FGCN 2010), Grid and Distributed Computing (GDC 2010), Multimedia, Computer Graphics and Broadcasting (MulGraB 2010), Security Technology (SecTech 2010), Signal Processing, Image Processing and Pattern Recognition (SIP 2010), as well as u- and e-Service, Science and Technology (UNESST 2010). In total, 1,630 papers were submitted to FGIT 2010 from 30 countries. The submitted papers went through a rigorous reviewing process and 395 papers were accepted. Of these 395 papers, 60 were assigned to this volume. In addition, this volume contains 7 invited papers and abstracts. Of the remaining accepted papers, 269 were distributed among 8 volumes of proceedings published by Springer in the CCIS series. 66 papers were withdrawn due to technical reasons.

Designing with Microformats for a Beautiful Web

Emerging Standards for Enhanced Publications and Repository Technology serves as a technology watch on the rapidly evolving world of digital publication. It provides an up-to-date overview of technical issues, underlying the development of universally accessible publications, their elemental components and linked information. More specifically it deals with questions as how to bring together the communities of the Current Research Information Systems (CRIS) and the Common European Research Information Format (CERIF). Case studies like EGEE, DILIGENT and DRIVER are analyzed, as well as implementations in projects in Ireland, Denmark and The Netherlands. Interoperability is the keyword in this context and this book introduces to new standards and concepts used in the design of envelopes and packages, overlays and feeds, embedding, publishing formats and Web services and service-oriented architecture. It is a must-read for quick and comprehensive orientation.
Beginning HTML5 and CSS3 Digital technology has made culture more accessible than ever before. Texts, audio, pictures and video can easily be produced, disseminated, used and remixed using devices that are increasingly user-friendly and affordable. However, along with this technological democratization comes a paradoxical flipside: the norms regulating culture's use - copyright and related rights - have become increasingly restrictive. This book brings together essays by academics, librarians, entrepreneurs, activists and policy makers, who were all part of the EU-funded Communia project. Together the authors argue that the Public Domain - that is, the informational works owned by all of us, be that literature, music, the output of scientific research, educational material or public sector information - is fundamental to a healthy society. The essays range from more theoretical papers on the history of copyright and the Public Domain, to practical examples and case studies of recent projects that have engaged with the principles of Open Access and Creative Commons licensing. The book is essential reading for anyone interested in the current debate about copyright and the Internet. It opens up discussion and offers practical solutions to the difficult question of the regulation of culture at the digital age.

Sams Teach Yourself HTML5 Mobile Application Development in 24 Hours Unlike basic guides, HTML Mastery is crafted for advanced users who want to take their markup further, making it leaner and more semantically rich. HTML Mastery discusses and demonstrates all available HTML tags, including less common ones, explains where and how to use them, and offers styling and scripting techniques that can be employed on sophisticated web sites. The book also explores advanced semantic tools that further improve the usability and semantic value of sites. HTML Mastery devotes an entire chapter to Microformats, and gives the reader a preview of XHTML 2.0 and Web Applications 1.0 — web standards of the future.

Complete Digital Marketing Guide Book for SEO, Social Media & Brand awareness The HTM L 5 Developer's Collection includes two recently published HTML5 application development eBooks: Sams Teach Yourself HTML5 Mobile Application Development in 24 Hours HTML5 Developer's Cookbook With Sams Teach Yourself HTML5 Mobile Application Development in 24 Hours, learn how to turn Web pages into stunning mobile applications in just 24 hours or less! HTML5 adds a number of new features and APIs to the language that allow Web designers to be more descriptive and effective in creating their Web pages. Using the new APIs you can build offline Web applications, work with location data, store data on a local computer in a manner similar to cookies, and more! Author Jennifer Kyrnin walks you through how to get started with the HTML5 specification to build great mobile applications. HTML5 Developer's Cookbook brings together all the expert advice and proven code you need to start building production-quality HTML5 applications right now. Pioneering HTML5 experts Chuck Hudson and Tom Leadbetter present tested, modular recipes at beginner, intermediate, and advanced levels. You’ll learn exactly how to deliver state-of-the-art user experiences by integrating HTML5’s new and enhanced elements with CSS3 styles, JavaScript APIs, and events. Completely up-to-date to reflect current standards, this book prioritizes HTML5 features with substantial browser support and identifies the level of browser support for each covered feature. This collection covers Working with the new HTML5 tags most valuable for mobile development Getting started fast with HTML5 features already
supported by today’s browsers Detecting mobile devices and HTML5 support and upgrade sites to support them Styling and building more efficient, usable mobile pages Using jQuery Mobile to quickly create mobile apps Leveraging HTML5’s breakthrough drawing and typography features Efficiently integrating media content into your apps Adding meaning with HTML5 sectioning and semantic elements Implementing drag-and-drop more easily than ever Building offline applications and other apps that use local storage Detecting and working with location data via the GeoLocation API Using microformats and microdata to make Web pages friendlier to computers Adding powerful back-end functionality with WebSockets, Web Workers, and File APIs Improving user navigation with the History API Understanding and using HTML5’s new structural elements Using grouping, text-level, and redefined semantics Managing browser-handling in HTML5 Leveraging new CSS3 layout and style techniques Maximizing interactivity with HTML5 Web Forms Embedding audio and video with HTML5 Drawing with the canvas Controlling browser histories Integrating location awareness into mobile applications with the Geolocation API Implementing client side storage and working with local files Managing communication and threading Optimizing the HTML5 browser experience Integrating device data

HTML, XHTML, and CSS Bible Microformats are HTML-based design patterns that help add meaning (semantics) to Web content. They are widely used by some of the most important sites on the Web including Google, Yahoo!, Facebook, and Twitter. The people behind these sites - content authors, designers and developers - understand the power and flexibility of microformats and are taking advantage of their capabilities. Any site can benefit from more effective content and improved user experience by employing microformats correctly. That's where this book excels. In Microformats Made Simple, author Emily Lewis demystifies these simple open data formats that are designed for people first, machines second. With practical, easy-to-understand markup examples for a wide range of web content, she teaches readers everything they need to know to start adding semantic richness to their sites, which can improve SEO and standards compliance, and supports extensible data publishing. Emily also discusses historical challenges in working with microformats, including accessibility, and how the new value class pattern addresses these challenges.

A Developer’s Guide to the Semantic Web The Truth About HTML5 is for web designers, web developers, and front-end coders who want to get up to speed with HTML5. The book isn't afraid to point out what everyone gets wrong about HTML5's new markup, so you don’t make the same mistakes. It will show you what rocks in HTML5 today and what the future holds. Marking up a basic web page shouldn't be a quasi-religious exercise where the high priests of HTML5 must be consulted for their interpretation of the holy texts (the HTML5 spec). Don’t waste hours trawling through confusing, poorly researched, and often flat-out wrong information on the Internet. Get the truth on HTML5’s markup here. You'll also find out about HTML5’s new microdata standard that's being used on major websites, such as eBay and IMDB, right now, and get the low-down on the Canvas object and what it can and can't do for you. The book also covers how HTML5 affects CMSs and web apps, what HTML5 means for mobile, and what the future holds. HTML5 isn't one big blob of technology that will be "finished" at some point in the future. It’s a grab bag of cool
stuff, much of which has been around for years. Learn what’s well supported and ready to go today. Now that the initial wave of hype is over, it’s time to learn the truth about HTML5.

HTML Mastery Microformats have been designed to give additional meaning to simple, widely-published types of data on the web. They add another layer of functionality to Web pages. You can use them to add structure and meaning to contact information about people and places, and to calendar information. You can mark up reviews of events or the relationships between people. You can even use them for blog posts and syndicated content. In this video, author and CSS guru Andy Clarke shows how to implement these simple, structured formats in HTML. He takes a design-based approach and provides a number of visual examples so that those with a less technical background can get started using microformats in their designs right away. He demonstrates these concepts using examples from a fictitious social networking site. This is an online streaming video, not a download. After making your purchase online, you can log into your Peachpit account page to view Designing with Microformats for a Beautiful Web anytime, anywhere with Internet access.

Microformats - Semantik für jedermann Beginning HTML5 and CSS3 is your introduction to the new features and elements of HTML5— as a web developer you’ll learn about all the leaner, cleaner, and more efficient code available now with HTML5, along with some new tools that will allow you to create more meaningful and richer content. For everyone involved in web design, this book also introduces the new structural integrity and styling flexibility of CSS3— which means better-looking pages and smarter content in your website projects. For all forward-looking web professionals who want to start enjoying and deploying the new HTML5 and CSS3 features right away, this book provides you with an in-depth look at the new capabilities— including audio and video— that are new to web standards. You’ll learn about the new HTML5 structural sections, plus HTML5 and CSS3 layouts. You’ll also discover why some people think HTML5 is going to be a Flash killer, when you see how to create transitions and animations with these new technologies. So get ahead in your web development through the practical, step-by-step approaches offered to you in Beginning HTML5 and CSS3.

Programming the Semantic Web Web 2.0 architecture opens up an incredible number of options for flexible web design, creative reuse, and easier updates. Along with covering the key languages and techniques of Web 2.0, this unique book introduces you to all of the technologies that make up Web 2.0 at a professional level. Throughout the chapters, you'll find code for several example applications built with popular frameworks that you'll be able to utilize. You'll first explore the technologies that are used to create Web 2.0 applications. This includes an in-depth look at XHTML, Cascading Style Sheets (CSS), JavaScript, and Ajax. Next, you'll gain a better understanding of the protocols and formats that enable the exchange of information between web clients and servers. Ultimately, you'll discover exactly what you need to know about server-side programming in order to implement new ideas and develop your own robust applications. What you will learn from this book How Web 2.0 applications are developed New ways to get the major client-side technologies to work together The new class of emerging tools All about HTTP and
URIs, XML, syndication, microformats, and Web Services Techniques for implementing and maintaining your URI space How to serve XML over HTTP Steps for building mashups to aggregate information from multiple sources Methods for enhancing security in your applications

Who this book is for
This book is for professional developers who have a basic understanding of HTML, CSS, JavaScript, and XML. Wrox Professional guides are planned and written by working programmers to meet the real-world needs of programmers, developers, and IT professionals. Focused and relevant, they address the issues technology professionals face every day. They provide examples, practical solutions, and expert education in new technologies, all designed to help programmers do a better job. This book is also available as part of the 4-book JavaScript and Ajax Wrox Box (ISBN: 0470227818). This 4-book set includes: Professional JavaScript for Web Developers (ISBN: 0764579088) Professional Ajax 2nd edition (ISBN: 0470109491) Professional Web 2.0 Programming (ISBN: 0470087889) Professional Rich Internet Applications: Ajax and Beyond (ISBN: 0470082801)

Mining the Social Web
HTML5 is more than a markup language—it’s a collection of several independent web standards. Fortunately, this expanded guide covers everything you need in one convenient place. With step-by-step tutorials and real-world examples, HTML5: The Missing Manual shows you how to build web apps that include video tools, dynamic graphics, geolocation, offline features, and responsive layouts for mobile devices. The important stuff you need to know: Structure web pages more effectively. Learn how HTML5 helps web design tools and search engines work smarter. Add audio and video without plugins. Build playback pages that work in every browser. Create stunning visuals with Canvas. Draw shapes, pictures, and text; play animations; and run interactive games. Jazz up your pages with CSS3. Add fancy fonts and eye-catching effects with transitions and animation. Design better web forms. Collect information from visitors more efficiently with HTML5 form elements. Build it once, run it everywhere. Use responsive design to make your site look good on desktops, tablets, and smartphones. Include rich desktop features. Build self-sufficient web apps that work offline and store the data users need.

Microformats
The two-volume set LNCS 8218 and 8219 constitutes the refereed proceedings of the 12th International Semantic Web Conference, ISWC 2013, held in Sydney, Australia, in October 2013. The International Semantic Web Conference is the premier forum for Semantic Web research, where cutting edge scientific results and technological innovations are presented, where problems and solutions are discussed, and where the future of this vision is being developed. It brings together specialists in fields such as artificial intelligence, databases, social networks, distributed computing, Web engineering, information systems, human-computer interaction, natural language processing, and the social sciences. Part 1 (LNCS 8218) contains a total of 45 papers which were presented in the research track. They were carefully reviewed and selected from 210 submissions. Part 2 (LNCS 8219) contains 16 papers from the in-use track which were accepted from 90 submissions. In addition, it presents 10 contributions to the evaluations and experiments track and 5 papers of the doctoral consortium.

Building Findable Websites How can you tap into the wealth of social web data to discover who’s making connections with whom, what they’re talking about, and where they’re located? With this expanded and thoroughly revised edition, you’ll learn how to acquire, analyze, and summarize data from all corners of the social web, including Facebook, Twitter, LinkedIn, Google+, GitHub, email, websites, and blogs. Employ the Natural Language Toolkit, NetworkX, and other scientific computing tools to mine popular social web sites Apply advanced text-mining techniques, such as clustering and TF-IDF, to extract meaning from human language data Bootstrap interest graphs from GitHub by discovering affinities among people, programming languages, and coding projects Build interactive visualizations with D3.js, an extraordinarily flexible HTML5 and JavaScript toolkit Take advantage of more than two-dozen Twitter recipes, presented in O’Reilly’s popular “problem/solution/discussion” cookbook format The example code for this unique data science book is maintained in a public GitHub repository. It’s designed to be easily accessible through a turnkey virtual machine that facilitates interactive learning with an easy-to-use collection of IPython Notebooks.

Future Generation Information Technology After years of mostly theoretical research, Semantic Web Technologies are now reaching out into application areas like bioinformatics, eCommerce, eGovernment, or Social Webs. Applications like genomic ontologies, semantic web services, automated catalogue alignment, ontology matching, or blogs and social networks are constantly increasing, often driven or at least backed up by companies like Google, Amazon, YouTube, Facebook, LinkedIn and others. The need to leverage the potential of combining information in a meaningful way in order to be able to benefit from the Web will create further demand for and interest in Semantic Web research. This movement, based on the growing maturity of related research results, necessitates a reliable reference source from which beginners to the field can draw a first basic knowledge of the main underlying technologies as well as state-of-the-art application areas. This handbook, put together by three leading authorities in the field, and supported by an advisory board of highly reputed researchers, fulfills exactly this need. It is the first dedicated reference work in this field, collecting contributions about both the technical foundations of the Semantic Web as well as their main usage in other scientific fields like life sciences, engineering, business, or education.

Semantic Search over the Web In just 24 sessions of one hour or less, you’ll discover how to implement, monitor, and manage a TCP/IP network—even the latest cloud-based and IPv6 networks. Using this book’s straightforward, step-by-step approach, you’ll uncover the essentials of TCP/IP and put that knowledge to work through practical examples. Each lesson builds on what you’ve already learned, giving you a strong real-world foundation for success. Expert author and network engineer Joe Casad guides you from the basics to advanced techniques—including TCP/IP’s architecture, layers, subnetting, CIDR, routing, security, utilities, remote access, web services, streaming, and much more. Practical discussions provide an inside look at TCP/IP
components and protocols. Step-by-step instructions walk you through many common tasks. Q & A's at the end of each hour help you test your knowledge. Notes and tips point out shortcuts and solutions and help you steer clear of potential problems. If you’re looking for a smart, concise introduction to the protocols that power the Internet, start your clock and look inside. Sams Teach Yourself TCP/IP in 24 Hours is your guide to the secrets of TCP/IP. Learn how to... Understand what TCP/IP is, and how it works Discover how IPv6 differs from IPv4, and how to migrate or coexist with IPv6 Work with TCP/IP's Network Access, Internet, Transport, and Application layers Implement flexible addressing with subnetting and CIDR Establish efficient and reliable routing Implement name resolution Secure TCP/IP networks—detect and prevent attacks Automate configuring TCP/IP clients and hosts Provide classic TCP/IP services and powerful new Web services Use TCP/IP in advanced cloud-based environments Support efficient media streaming and webcasting Capitalize on the benefits of the new HTML5 standard Run TCP/IP protocols over wireless networks Troubleshoot TCP/IP networks with ping, traceroute, and other tools Provide for monitoring and remote access Deploy efficient email systems with POP3, IMAP4, and SMTP Walk through all facets of implementing a TCP/IP network.

The Essential Guide to HTML5 and CSS3 Web Design The Essential Guide to HTML5 and CSS3 Web Design has been fully revised from its critically acclaimed first edition, and updated to include all of the new features and best practices of HTML5 and CSS3. This book reveals all you'll need to design great web sites that are standards-compliant, usable, and aesthetically pleasing, but it won't overwhelm you with waffle, theory, or obscure details! You will find The Essential Guide to HTML5 and CSS3 Web Design invaluable at any stage of your career, with its mixture of practical tutorials and reference material. Beginners will quickly pick up the basics, while more experienced web designers and developers will keep returning to the book again and again to read up on techniques they may not have used for a while, or to look up properties, attributes and other details. This book is destined to become a close friend, adopting a permanent place on your desk. The Essential Guide to HTML5 and CSS3 Web Design starts off with a brief introduction to the web and web design, before diving straight in to HTML5 and CSS3 basics, reusing code, and other best practices you can adopt. The book then focuses on the most important areas of a successful web site: typography, images, navigation, tables, layouts, forms and feedback (including ready-made PHP scripts) and browser quirks, hacks and bugs. The Essential Guide to HTML5 and CSS3 Web Design is completely up-to-date, covering support of the newest standards in all the latest browsers, including IE 9 and Firefox 4. The last chapter of the book provides several case studies to dissect and learn from, including all the most popular web site archetypes—a blog, a store front, a corporate home page, and an online gallery. You'll also appreciate several detailed reference appendices covering CSS, HTML, color references, entities, and more—any details you need to look up will be close at hand.

Sams Teach Yourself TCP/IP in 24 Hours With this book, the promise of the Semantic Web -- in which machines can find, share, and combine data on the Web -- is not just a technical possibility, but a practical reality Programming the Semantic Web demonstrates several ways to implement semantic web applications, using current and emerging standards and technologies. You'll learn
how to incorporate existing data sources into semantically aware applications and publish rich semantic data. Each chapter walks you through a single piece of semantic technology and explains how you can use it to solve real problems. Whether you're writing a simple mashup or maintaining a high-performance enterprise solution, Programming the Semantic Web provides a standard, flexible approach for integrating and future-proofing systems and data. This book will help you: Learn how the Semantic Web allows new and unexpected uses of data to emerge Understand how semantic technologies promote data portability with a simple, abstract model for knowledge representation Become familiar with semantic standards, such as the Resource Description Framework (RDF) and the Web Ontology Language (OWL) Make use of semantic programming techniques to both enrich and simplify current web applications

The HTML5 Developer's Collection (Collection) Web Standards: Mastering HTML5, CSS3, and XML provides solutions to the most common website problems, and gives you a deep understanding of web standards and how they can be applied to improve your website. You will learn how to create fully standards-compliant websites and provide search engine-optimized Web documents with faster download times, accurate rendering, correct appearance and layout, lower development cost, approved accessibility, backward and forward compatibility, and easy maintenance and content updating. The book covers all major Web standards, focusing on syntax, grammar, recommended annotations, and other standardization concerns. Web Standards: Mastering HTML5, CSS3, and XML is also a comprehensive guide to current and future standards for the World Wide Web. As a web developer, you'll have seen problems with inconsistent appearance and behavior of the same site in different browsers. Web standards can and should be used to completely eliminate these problems. Web Standards: Mastering HTML5, CSS3, and XML describes how you can make the most of web standards, through technology discussions as well as practical sample code that you can use for your own sites and web applications. It also provides a quick guide to standard website creation for Web developers. Learn techniques and best practices to achieve full standards compliance Write valid markup, styles, and news feeds from scratch or standardize websites by redesign Restrict markup to semantics and provide reliable layout

Emerging Standards for Enhanced Publications and Repository Technology With this concise book, you'll learn the art of building hypermedia APIs that don't simply run on the Web, but that actually exist in the Web. You'll start with the general principles and technologies behind this architectural approach, and then dive hands-on into three fully-functional API examples. Too many APIs rely on concepts rooted in desktop and local area network patterns that don't scale well—costly solutions that are difficult to maintain over time. This book shows system architects and web developers how to design and implement human- and machine-readable web services that remain stable and flexible as they scale. Learn the H-Factors for representing application metadata across all media types and formats Understand the four basic design elements for authoring hypermedia types Convert a simple read-only XML-based media type into a successful API design Examine the challenges and advantages of designing a hypermedia type with JSON Use HTML5's rich set of hypermedia controls in the API design process Learn the details of
documenting, publishing, and registering media type designs and link-relation types

Microformats Made Simple A guide to HTML5 covers such topics as markup, Web forms, audio and video, Canvas, CSS3, data storage, offline applications, and JavaScript.

Handbook of Research on Web 2.0, 3.0, and X.0: Technologies, Business, and Social Applications This book constitutes the refereed proceedings of the First International Workshop on Human-Computer Interaction, Tourism and Cultural Heritage, HCITOCH 2010, held in Brescia, Italy, in September 2010. The 17 revised papers presented were carefully reviewed and selected from numerous submissions. Providing strategies for a creative future with computer science, quality design and communicability, the papers discuss the latest advances in the areas of augmented realities, computer art, computer graphics, e-commerce, eco-design, emerging technologies, dynamic and static media (2D & 3D), HCI, interactive systems, mixed reality, networking, simulation languages, tourism, usability, video games, virtual classroom and virtual museum.

The Semantic Web - ISWC 2013 Microformats let you share structured information in HTML web pages. Although the information is visible to human readers--as it should be--software can also extract structured information. This Short Cut is a general introduction to the history of microformats and an explanation why these ideas are rocketing to the forefront of technology. It includes information and examples on how to add all of the popular microformats used and consumed today to your documents. Also included is discussion of where the idea behind microformats originated and why the microformats process is so open for everyone to contribute. With millions of instances of microformats on the Web, isn't it about time to learn what it's all about?

Developing with Web Standards In this book, noted web developer and long time WaSP member John Allsop offers practical examples to teach all you need to know about Microformats. Coverage details what Microformats are currently available and how to use them; the general principles of how they work; how to use Microformats with web sites and software that already support them; and how to create your own. The end of the book features a chapter full of anecdotes from many professional web designers and developers already using Microformats in their work today--what worked, what didn't, things to watch for--so you can learn from their experiences.

Building Hypermedia APIs with HTML5 and Node Website design and development can be a minefield for beginners. Where do you start? What languages should you learn? What techniques should you use to produce your site? What should you put on your site? How do you make it look appealing? How do you update it? This book takes into account the most frequently asked website design and development questions and gives you straightforward answers. No experience required in this step-by-step guide to website design and development. Presents the important techniques you need to learn in easy-to-follow examples. Takes the confusion out of
languages, technologies, and all the important elements of the development process

Advanced CSS Speak the right language and the Web is yours Decipher the code, use the right tools, and conquer the online world of the World Wide Web. This comprehensive guide demystifies HyperText Markup Language (HTML) and Cascading Style Sheets (CSS) so you can create sophisticated and interactive Web pages, robust applications, and as many other ways of interacting on the Web as you can think of. You'll even learn to code cool content for many mobile devices that include a browser. Inside, find all the tools, tips, and techniques you need to succeed. Explore the underlying structure of all Web pages Learn the basics of text structure, meta tags, links, and more Write scripts, master dynamic HTML, and use CSS editing tools Create Web pages for mobile devices with XHTML Basic Harness new Web 2.0 features with microformats Add colors, backgrounds, multimedia, and interactivity Clean up, test, and validate your code Companion Web Site Code samples from the book are available for download at www.wiley.com/go/htmlxhtmlandcssbible4e

Mining the Social Web The Social Web (including services such as MySpace, Flickr, last.fm, and WordPress) has captured the attention of millions of users as well as billions of dollars in investment and acquisition. Social websites, evolving around the connections between people and their objects of interest, are encountering boundaries in the areas of information integration, dissemination, reuse, portability, searchability, automation and demanding tasks like querying. The Semantic Web is an ideal platform for interlinking and performing operations on diverse person- and object-related data available from the Social Web, and has produced a variety of approaches to overcome the boundaries being experienced in Social Web application areas. After a short overview of both the Social Web and the Semantic Web, Breslin et al. describe some popular social media and social networking applications, list their strengths and limitations, and describe some applications of Semantic Web technology to address their current shortcomings by enhancing them with semantics. A cross these social websites, they demonstrate a twofold approach for interconnecting the islands that are social websites with semantic technologies, and for powering semantic applications with rich community-created content. They conclude with observations on how the application of Semantic Web technologies to the Social Web is leading towards the "Social Semantic Web" (sometimes also called "Web 3.0"), forming a network of interlinked and semantically-rich content and knowledge. The book is intended for computer science professionals, researchers, and graduates interested in understanding the technologies and research issues involved in applying Semantic Web technologies to social software. Practitioners and developers interested in applications such as blogs, social networks or wikis will also learn about methods for increasing the levels of automation in these forms of Web communication.

The Social Semantic Web Welcome to the expanded second edition of Dan Cederholm's bestselling Web Standards Solutions. Web standards are the standard technology specifications enforced by the World Wide Web Consortium (W3C) to make sure that web designers and browser manufacturers are using the same technology syntax. It is important that these
implementations are the same throughout the Web—otherwise, it becomes a messy proprietary place, and lacks consistency. These standards also allow content to be more compatible with multiple different viewing devices, such as screen readers for people with vision impairments, cell phones, PDFs, etc. HTML, XML, and CSS are all such technologies. This book is your essential guide to understanding the advantages you can bring to your web pages by implementing web standards and precisely how to apply them. Web standards such as XHTML and CSS are now fairly well-known technologies, and they will likely be familiar to you, the web designer. Indeed, they are all around you on the Web. However, within web standards still lies a challenge: while the browser's support for web standards is steadily increasing, many web developers and designers have yet to discover the real benefits of web standards and respect the need to adhere to them. The real art is in truly understanding the benefits and implementing the standards efficiently. As a simple example of its power, you can use CSS to lay out your pages instead of nesting tables. This can make file sizes smaller, allowing pages to load faster, ultimately increasing accessibility for all browsers, devices, and web users. Expanded edition containing bonus material. Teaches how to use Web standards effectively to build better web sites. Solutions style promotes learning by work-through examples and assessments.

Metadata for Semantic and Social Applications Covering the theory, technical components and applications of the Semantic Web, this book’s unrivalled coverage includes the latest on W3C standards such as OWL 2, and discusses new projects such as DBpedia. It also shows how to put theory into practice.

Web Standards Solutions

Web Standards Mashups are hugely popular right now, a very important topic within the general area of Web 2.0, involving technologies such as CSS, JavaScript, Ajax, APIs, libraries, and server-side languages (such as PHP and ASP.NET.) This book aims to be the definitive tome on Mashup development, to stand in the middle of all the other, more API specific books coming out on Google Maps, Flickr, etc. The book shows how to create real world Mashups using all the most popular APIs, such as Google Maps, Flickr, Amazon Web Services, and delicious, and includes examples in multiple different server-side languages, such as PHP, Java, and .NET.

Handbook of Semantic Web Technologies The easy, step-by-step tutorial for developers who want to write rich mobile apps for smartphones and tablets using the new HTML5 standard. * A complete hands-on introduction to mobile HTML5 programming: helps developers master one of tomorrow's most valuable, 'in-demand' new skills. * Teaches practical skills that will be valuable for development on most contemporary mobile platforms, including iPad/iPhone (iOS), Android, and Windows Phone 7. * Especially focused on HTML5 features already supported in today's web browsers. Using HTML5, developers can build rich, robust mobile apps that run on smartphones, tablets, and other devices, and interact with users in powerful new ways. In just 24 lessons of one hour or less, this easy, practical book will help them master modern mobile development with HTML5. Building on what they already know about HTML4, CSS, and JavaScript, it covers all the
basics of building web pages with HTML5, shows how to extend those pages with innovative new features, and then walks through building complete apps targeted at diverse mobile devices. Coverage includes: *Understanding how HTML5 improves mobile development. *Detecting mobile devices and HTML5 support, and upgrading sites to support them. *Styling and building mobile pages with HTML5. *Using the canvas, typography, audio/video, and forms *Adding microformats, drag-and-drop, and other advanced features. *Designing efficient mobile apps. *Using advanced Web Application APIs and web storage. *Integrating geolocation into mobile apps Step-by-step instructions walk readers through key tasks Q and As, Quizzes, and Exercises test their knowledge 'Did You Know?' tips offer insider advice 'Watch Out!' alerts help them avoid problems. By the time they're finished, readers won't just understand core HTML5 concepts: they'll be comfortable designing and writing their own new mobile apps

Using Microformats Many of the initial developments towards the Internet of Things have focused on the combination of Auto-ID and networked infrastructures in business-to-business logistics and product lifecycle applications. However, the Internet of Things is more than a business tool for managing business processes more efficiently and more effectively - it will also enable a more convenient way of life. Since the term Internet of Things first came to attention when the Auto-ID Center launched their initial vision for the EPC network for automatically identifying and tracing the flow of goods within supply-chains, increasing numbers of researchers and practitioners have further developed this vision. The authors in this book provide a research perspective on current and future developments in the Internet of Things. The different chapters cover a broad range of topics from system design aspects and core architectural approaches to end-user participation, business perspectives and applications.

HTML5 A step by step guide to digital marketing. It highlights the crucial steps needed to start a digital business. It's a Complete Digital Marketing Guide Book for SEO, Social Media & Brand awareness. Learn Definitive & Hidden Secrets of Digital Marketing to grow your business know that the evolution of technology is constant in our society and unfolding at warp speed. Most, if not all, technology companies have their foot firmly on the accelerator. It's predicted that by 2020, multi-billions of dollars will have been put into the technology revolution. Where does Digital Marketing fit in? The answers to Digital Marketing include the following: Conversion Rate Optimization SEO (Search Engine Optimization) SMM (Social Media Marketing) Email Marketing Internet Reputation Management Blogging Utilizing this digital marketing guide will allow you to apply the knowledge and greatly increase the success of your website & brand.

The Truth About HTML5 Provides information on data analysis from a variety of social networking sites, including Facebook, Twitter, and LinkedIn.

Architecting the Internet of Things 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.

Professional Web 2.0 Programming

Metadata is a key aspect of our evolving infrastructure for information management, social computing, and scientific collaboration. DC-2008 will focus on metadata challenges, solutions, and innovation in initiatives and activities underlying semantic and social applications. Metadata is part of the fabric of social computing, which includes the use of wikis, blogs, and tagging for collaboration and participation. Metadata also underlies the development of semantic applications, and the Semantic Web -- the representation and integration of multimedia knowledge structures on the basis of semantic models. These two trends flow together in applications such as Wikipedia, where authors collectively create structured information that can be extracted and used to enhance access to and use of information sources. Recent discussion has focused on how existing bibliographic standards can be expressed as Semantic Web vocabularies to facilitate the ingestion of library and cultural heritage data with other types of data. Harnessing the efforts of content providers and end-users to link, tag, edit, and describe their information in interoperable ways ("participatory metadata") is a key step towards providing knowledge environments that are scalable, self-correcting, and evolvable. DC-2008 will explore conceptual and practical issues in the development and deployment of semantic and social applications to meet the needs of specific communities of practice.

Pro Web 2.0 Mashups

So you think you know CSS? Take your CSS skills to the next level and learn to write organized and optimized CSS that will improve the maintainability, performance, and appearance of your work. You'll learn how document flow and CSS positioning schemes will help you make your documents more accessible. You'll discover the great styling possibilities of CSS paired with semantic structures like Microformats and RDFa, while enriching the self-describing semantics of XHTML content. Learn how to group logically related declarations, minify style sheets, and prevent performance bottle necks such as reflows and repaints. With support for CSS enjoying unprecedented ubiquity, you can finally use such features as generated content, complex selector chains, and CSS3's visual properties, like box-shadow, in your projects.

Copyright code: ca62854a73f4dbe4b17cb338fe2d6498