# New Book Teaches Business Owners How to Avoid the Pitfalls of Poor Web Site Design and Development

SANDPOINT, Idaho — Dec. 6 (SEND2PRESS NEWSWIRE) — A new book from Logical Expressions, Inc. aims to demystify the often-confusing world of ecommerce. In "Web Business Success: The Entrepreneur's Guide to Web Sites That Work" (ISBN: 978-0-9749245-0-2; LCCN-2006909228) authors James Byrd and Susan Daffron share practical tips and strategies to help business owners make good choices when they put a Web site online.



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The authors have been creating Web sites professionally since 1997 and understand that dealing with Web site designers can be a challenge; many business owners have had bad experiences.

"Web Business Success" contains practical information on how to get a business online and save time and money in the process.

"Most business owners don't know much about Web sites and the Internet; they need to focus on running their business," Byrd said. "The Internet is filled with information, but wading through it takes time."

In "Web Business Success," the authors explain: how to decide when it is better to take the "do it yourself" approach and when it's time to outsource; how to screen Web developers; how to plan a sales-generating Web site before spending money on design or development; the ins and outs of online payment; and how to market the site and keep visitors coming back.

Byrd and Daffron wrote "Web Business Success" after years of working with clients who had negative experiences with prior Web developers. After re-developing many sites, the authors realized that their clients had made these costly mistakes earlier simply because of lack of information.

"Web Business Success" explains the basics of how a Web site works in easy-to-understand terms. It teaches readers how to communicate and negotiate when dealing with Web developers and designers so they do not get talked into buying technology or services that they do not need, or will not do the job. It also includes a complete index and a glossary of terms.

"Web Business Success" is $29.95 and is available on Amazon.com or directly from the publisher at www.LogicalEbiz.com; the site features Web-business tips and a free downloadable case study.

For information about other products, visit: www.logicalexpressions.com.

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