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SITE OPERATIONS AND MANAGEMENT (E-COMMERCE IN THE 21ST CENTURY HIGHER EDUCATION PLANNING MATERIALS)



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 158 Publisher: Tsinghua University. Pub. Date :2011-01-01 version 1. ZHAO Shou-Hong edited this site operation and management life cycle starting from the site. study website building. website promotion. website usability analysis. website daily operation and maintenance. data mining and web applications. website upgrade specific strategies. the formation of the life cycle for the entire site of knowledge. Site Operations and Management The main contents include an overview of site operations and management. site usability analysis. website promotion. website evaluation. website maintenance. data analysis and web site upgrades. Analyze different aspects of the process of site operations problems and countermeasures. This book can serve as institutions of higher education students e-textbooks. the majority of sites can be used as planners. designers. developers. maintainers of reference information on the corporate website of the construction and operational management is helpful. Contents: Chapter 1 Overview 1.1 Web site operators and management companies in the process of implementing e-commerce website was created to errors 1.1.1 1.1.2 The site is not clear lack of understanding of the significance of the promotion selection 1.1.3 blindly is not suitable for their own network marketing 1.1.4 lack of international search engine optimization to promote awareness of the lack of global awareness 1.1.5 1.2 1.3 Site operation and management of the meaning of the operation and management website content management. Web site operators 6S 1.4 Theoretical analysis of usability Chapter 2 2.1 Overview 2.2 The impact of web site usability usability factor 2.3 to improve usability and availability of policies 2.4 technical design issues related to Chapter 3 Summary Exercises website promotion website promotion 3.1 Overview of the basic methods of website promotion 3.2 3.3 3.3.1 What...



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