



Changing Website Design Technologies Challenge Designers to Build Better Websites

Sebastopol, CA — November 12, 2010 —The fast-changing web has left designers struggling to keep up with technology and to meet evolving customer requirements.

Helping to fill this gap, [Webvanta](http://www.webvanta.com/) (<http://www.webvanta.com/>) has published a free, 45-page ebook that provides up-to-the-minute, seasoned advice on key steps designers can take today to:

- * Create sites that are more effective
- * Realize their creative vision
- * Not get bogged down in technology details
- * Make more money

This ebook is the distillation of what author Michael Slater and the Webvanta team have learned from working with dozens of designers on hundreds of sites in the past three years.

Designers can request a free copy of the ebook at:

[Free ebook for web designers](http://www.webvanta.com/5tips-ebook) (<http://www.webvanta.com/5tips-ebook>)

The five topics covered in the ebook are:

1. Deciding where to draw the line between design and implementation

To focus on design and content, designers need a clear plan for where to draw the line between design and implementation, and how they are going to get sites built.

2. Thinking in terms of information architecture

A key step toward creating better sites is to think of their heart as being collections of content, independent of any presentation. Then design pages to display that content.

3. Picking the right CMS

To choose the best CMS for a given project, designers need to understand the pros and cons of a [Hosted CMS](http://www.webvanta.com/) (<http://www.webvanta.com/>) vs. self-hosted software, as well as the differing customer focus for various systems.

4. Understanding What jQuery Can Do

The jQuery library makes common JavaScript web page interactions simple. To be effective, designers need to understand what's easily implemented with jQuery, even if they don't code it themselves.

5. Driving traffic with SEO and social media

Most web site owners want their sites to be found, so designers need to integrate the site with social media and understand how to optimize for SEO.

About the Author: Michael Slater

Michael Slater is the cofounder and CEO of Webvanta Inc., which provides a hosted CMS and [Site-building services for designers, including psd-to-site](http://www.webvanta.com/services) (http://www.webvanta.com/services). He has been working with the web since its inception, with a particular focus on content-rich sites that leverage databases of content.

Michael is the author of half a dozen books, ranging from Microprocessor-Based Design to Organize Your Photos with Photoshop Elements.

About Webvanta

Webvanta provides a hosted content management system (CMS) that enables designers to create more effective sites with less effort. Founded in 2007 by two Adobe veterans, Webvanta offers site-building services as well as a [SaaS CMS for designers](http://www.webvanta.com/cms-for-designers) (http://www.webvanta.com/cms-for-designers), giving designers the option of using Webvanta as a complete solution for turning their Photoshop files into working sites.

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