



Designing With Web Standards

Jeffrey Zeldman

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You code. And code. And code. You build only to rebuild. You focus on making your site compatible with almost every browser or wireless device ever put out there. Then along comes a new device or a new browser, and you start all over again.

You can get off the merry-go-round.

It's time to stop living in the past and get away from the days of spaghetti code, insanely nested table layouts, tags, and other redundancies that double and triple the bandwidth of even the simplest sites. Instead, it's time for forward compatibility.

Isn't it high time you started designing with web standards?

Standards aren't about leaving users behind or adhering to inflexible rules. Standards are about building sophisticated, beautiful sites that will work as well tomorrow as they do today. You can't afford to design tomorrow's sites with yesterday's piecemeal methods.

Jeffrey teaches you to:

- Slash design, development, and quality assurance costs (or do great work in spite of constrained budgets)
- Deliver superb design and sophisticated functionality without worrying about browser incompatibilities
- Set up your site to work as well five years from now as it does today
- Redesign in hours instead of days or weeks
- Welcome new visitors and make your content more visible to search engines
- Stay on the right side of accessibility laws and guidelines
- Support wireless and PDA users without the hassle and expense of multiple versions
- Improve user experience with faster load times and fewer compatibility headaches
- Separate presentation from structure and behavior, facilitating advanced publishing workflows

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