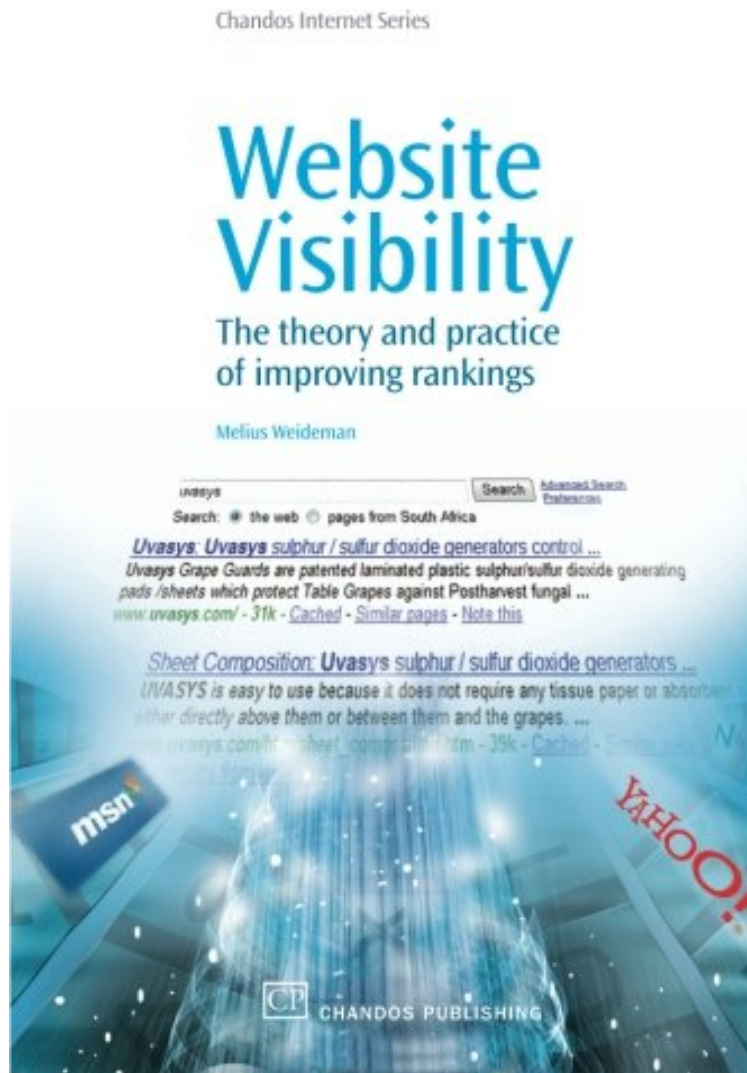


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## Website Visibility: The Theory and Practice of Improving Rankings (Chandos Internet)

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"This book, which combines academic research with practical suggestions, offers web designers tools and strategies that can be used to increase website traffic and improve rankings, which makes future web traffic more likely." -- SciTech Book News, March 2010  
About the Author Professor Melius Weideman is Head of Research Development at the Cape Peninsula University of Technology in Cape Town. During the past two and a half decades he has lectured, researched and published extensively, both locally and internationally, in a variety of fields. These include website visibility, search engines, information retrieval, computer viruses and other technological areas. He has also consulted to the City of Cape Town and a number of companies from industry on website strategy, visibility and other issues. He is a member of: the CSSA, SAICSIT, IRMA, IADIS and ISI.