



Drupal 7 Business Solutions

By Trevor James, Mark Noble

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Drupal open source content management is the perfect solution for small business websites, and this book takes you through the whole process step-by-step, from installing Drupal to incorporating sophisticated e-commerce modules.

Overview

- Build a Drupal 7 powered website for your business rapidly
- Add blogs, news, e-commerce, image galleries, maps, surveys, polls, and forums to your website to beat competition
- Complete example of a real world site with clear explanation

What you will learn from this book

- Install and set up Drupal
- Add blogs to attract customers to your business site
- Add customer accounts to your site
- Incorporate e-commerce in your site to sell your products online using Ubercart and the new Commerce modules.
- Integrate Google maps, YouTube videos, and e-newsletter with your site which will help you increase your profits
- Insert online surveys and polls in your site to improve business through customer feedback
- Take care of and maintain your site.

Approach

This book takes a step-by-step approach to building a complete business website using Drupal and enhancing it to include modern technology used by cutting-edge companies. All instructions are written in such a way that they make sense to readers of any technical level.

Who this book is written for

This book is for anyone who wants to learn how to set up a website quickly for their business using the super powerful Drupal open source content management

software.

In Detail

You can use the Drupal 7 content management system to build a small business website quickly. You may add blogs, images, maps, e-commerce, social application integration, and more to your site to connect with your customers and make more money from your business.

Drupal 7 Business Solutions will give you hands-on practical tutorials on how to build a rich and dynamic website for your business quickly using one of the most popular tools in open source.

You'll start by adding blogs and images to your website. Then you'll learn how to add a VIP section to your site so that you can give your logged in users special discounts and other VIP freebies. Next, you will learn to send your customers e-mail newsletters and show them a dynamic events calendar.

The book will then teach you to add e-commerce to your site so you can sell your products online. You'll add YouTube videos and Google maps to help enhance your business site. You will then learn to incorporate feedback mechanisms for your customers.

The book also explains how to maintain your site, upgrade it, and continue adding dynamic content to it.

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Editorial Review

About the Author

Trevor James

Trevor is a Drupal developer based in Middletown, MD, USA. Trevor has been designing Web sites for 14 years using a combination of HTML, XHTML, CSS and ColdFusion, and has been using Drupal intensively for over four years. Trevor's focus is on building Web applications and portals for education, non-profit, medical systems, and small business environments. He is interested in best methods of integrating Web services with Drupal sites; optimizing Drupal site performance, and using Drupal content types, Views, Panels and other contributed modules to develop front end interfaces that support data intensive websites. He loves teaching people about Drupal and how to use this excellent open source content management framework. Trevor authored the Packt book *Drupal Web Services*, published in November 2010. For more on this title visit: <http://www.packtpub.com/drupal-web-services/book> Trevor co-authored the Packt title *Drupal 6 Performance Tips*, published in February 2010. For more on this title visit: <https://www.packtpub.com/drupal-6-performance-tips-to-maximize-and-optimize-your-framework/book> Trevor created an 11+ hour video tutorial series titled *Introduction to Drupal 6 for VTC* (Virtual Training Company) in 2009. The video is available via the VTC website here: [http://www.vtc.com/products/Introductio ... orials.htm](http://www.vtc.com/products/Introductio...orials.htm). He has just finished producing new Drupal 7 video tutorial course for VTC to be released in 2011.

Mark Noble

Mark Noble has worked in software development and website design for over 13 years in a variety of capacities including development, quality assurance, and management. He takes pride in developing software and websites to make businesses run more effectively and delights in helping users to get their jobs done more easily. Mark currently works developing websites to help libraries manage their books. He also does occasional contract work for clients in a variety of industries. When he isn't in front of a computer, Mark enjoys playing with his family, photography, and geocaching.

Users Review

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