



Blogging For Dummies

By Amy Lupold Bair, Susannah Gardner

John Wiley Sons Inc, United States, 2016. Paperback. Book Condition: New. 6th Revised edition. 233 x 189 mm. Language: English . Brand New Book. The bestselling guide to blogging updated and better than ever! Are you ready to make your mark on the Internet with a personal blog, but aren't quite sure where to start? Blogging For Dummies gives you the lowdown on blogging basics, the anatomy of a good blog, and all the tools you need to get started. Plus, you'll find advice on choosing a blog topic, picking a domain name and host, writing your first blog post, planning an editorial calendar, and much more. Whether you're interested in casual blogging or creating a more professional online presence, Blogging For Dummies covers it all and makes it easier than ever to put your thoughts and words out to the masses. Updated to include coverage of the latest trends and techniques in the blogosphere like technology changes in blogging software and social media it helps you choose a blogging platform, use SEO effectively to drive traffic to your blog, create content that's pinnable and shareable, and integrate your blog with social media through plug ins....



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