

1. Record Nr.	UNINA9910784759103321
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Titolo	Blogging for dummies [[electronic resource] /] / by Susannah Gardner and Shane Birley
Pubbl/distr/stampa	Hoboken, NJ, : Wiley Pub. Co., c2008
ISBN	1-118-05226-9 0-470-28517-6
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (386 p.)
Collana	--For dummies
Altri autori (Persone)	BirleyShane
Disciplina	006.7
Soggetti	Blogs Web site development Electronic journals Online journalism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Blogging For Dummies, 2nd Edition; About the Authors; Authors' Acknowledgments; Contents at a Glance; Table of Contents; Introduction; About This Book; Conventions Used in This Book; What You're Not to Read; Foolish Assumptions; How This Book Is Organized; Icons Used in This Book; Where to Go from Here; Part I: Getting Started with Blogs; Chapter 1: Discovering Blog Basics; Chapter 2: Starting a Blog; Chapter 3: Entering the Blogosphere; Part II: Setting Up Your Blog; Chapter 4: Choosing Blog Software; Chapter 5: Dropping Code into Your Skill Set; Chapter 6: Hosting Your Blog Chapter 7: Customizing Your Blog Part III: Fitting In and Feeling Good; Chapter 8: Finding Your Niche; Chapter 9: Creating Great Content; Chapter 10: Handling Spam and Comments; Part IV: Adding Bells and Whistles; Chapter 11: Reaching Out with RSS; Chapter 12: Building the Sidebars; Chapter 13: Making the Most of Photos; Chapter 14: Saying It Better with Podcasts; Part V: Marketing and Promoting Your Blog; Chapter 15: Measuring Blog Presence; Chapter 16: Making Mad Mad Money; Chapter 17: Blogging for Companies; Part VI: The Part of Tens; Chapter 18: Ten Ways of Growing Community Chapter 19: Ten Cool Tricks for Making Your Blog Shine Chapter 20:

Sommario/riassunto

Everybody's doing it! And while that logic never got far with your mother, it's a fine reason to start blogging, especially if you have a business to build or a cause to promote. Well-run blogs do more than offer an outlet for your thoughts. They've actually influenced everything from a company's image to the outcome of a local election. Because the blogosphere is pretty crowded, it's a good idea to find out a bit about the anatomy of a blog, what makes a good one, and what it takes to keep one going before you dive right in and start sharing with the world. *Blogging For Dummies*, 2nd Edit
