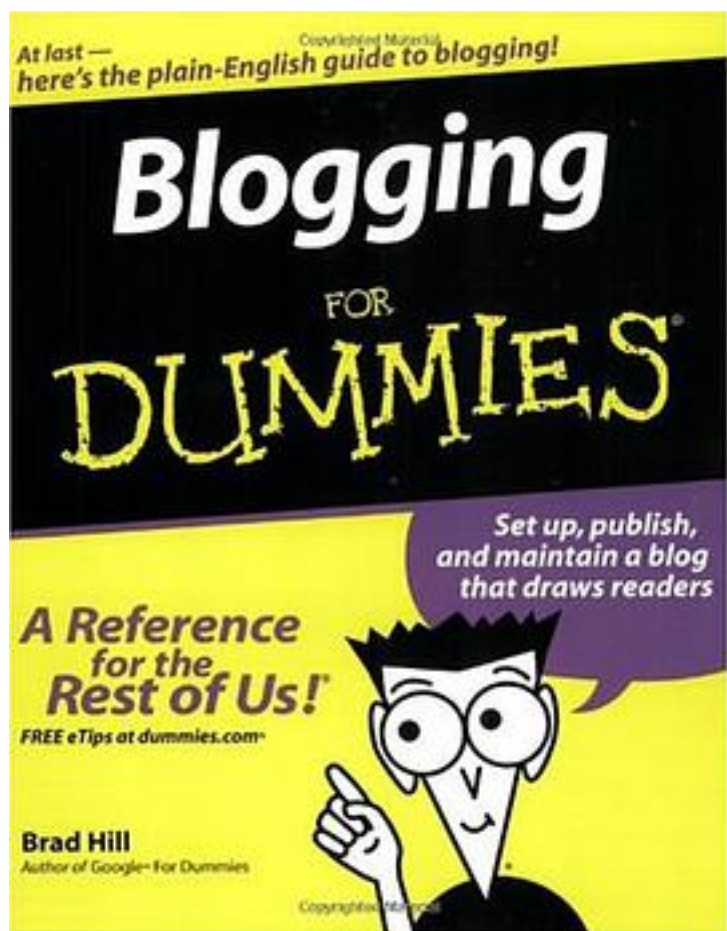


Blogging For Dummies



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著者:Brad Hill

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在线阅读本书

Book Description

If you want to give yourself a Web presence without spending a lot of time or money, a blog is your answer and this is your guide. Blogs (Web logs) are short, diary-like entries on a Web site that has a chronological, journal format. Fun or informative, but not formal, blogs are easy to set up, maintain, and update. You can share your personal, stream-of-consciousness musings or your expertise on any subject ranging from your family vacation to world peace. This guide helps beginners (even technophobes) get started fast, with the essential info on:

- * The elements of blogs, such as entries, sidebars, categories, comments, and index pages
- * The different types of hosting services, from free to fee and from “turn key” services that are easy-to-use to DIY programs
- * Details on two popular, free “social community” hosted Web services that are ideal for casual bloggers—MSN Spaces and Yahoo! 360
- * The scoop on Blogger, a popular free hosted service that has some community tools like the social networks, but is basically blog-intensive
- * DIY blogging, covering three of the most powerful and flexible blog programs—Movable Type, WordPress, and Radio Userland
- * Hooking into RSS feeds to distribute your blog entries beyond your site

Choosing a newsreader

- * Ways to raise the visibility of your blog and make money from blogging

Complete with step-by-step instructions and lots of screen shots, this guide walks you through everything from setting up your blog and posting your first entry to adding photos, audio, and more. It includes the URLs of lots of sample sites to see to give you an idea of blog possibilities. In addition to the essential how-to, it fills you in on:

- * The blogosphere, blog culture and etiquette, snarks, macrologues, and more
- * Moblogs that let you post entries remotely using your portable computer, PDA, or cell phone
- * Buying a domain through a registrar such as Network Solutions, Register.com, or Go Daddy
- * MP3 blogs, vlogs (videoblogs), photoblogging, audioblogging, podcasting, and more

You know you have something to say, whether it’s heavy stuff or just your thought for the day. Make your opinions known. Get your photos shown. With *Blogging For Dummies*, you’ll soon be blogging with the best of ‘em.

More About the Author

Brad Hill has worked in the online field since 1992 and has written 20 books. As a best-selling author, columnist, and blogger, Brad reaches a global audience of consumers who rely on his writings to help determine their online service choices.

Brad's books include a Publishers Weekly bestseller and a Book-of-the-Month catalog selection. Brad's titles in the For Dummies series include Google For Dummies and Building Your Business with Google For Dummies. Brad is often consulted in the media's coverage of the Internet. He appears frequently on television, radio, Webcasts, and has been quoted in Business Week, The New York Times, and innumerable other publications.

Brad is Associate Editor of Weblogs, Inc., the world's largest blog network, where he helps to manage about 100 blogs written by nearly 200 bloggers. As a staff blogger at Weblogs, Inc., for two years, he posted well over 3,000 entries in blogs about digital music, Google, Yahoo!, search engine marketing, and others. As a hobby, Brad operates independent blogs about dogs www.fourfooted.com, classical music (www.undeadmusic.com), and his own bad self (www.bradhill.com). He and his wife maintain a photo blog about their adventures at home and on vacations, read mostly by friends and family.

Brad has not won the Nobel Prize, and the prospect seems doubtful. He remains cheerful.

Book Dimension

length: (cm)23.3 width:(cm)18.7

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