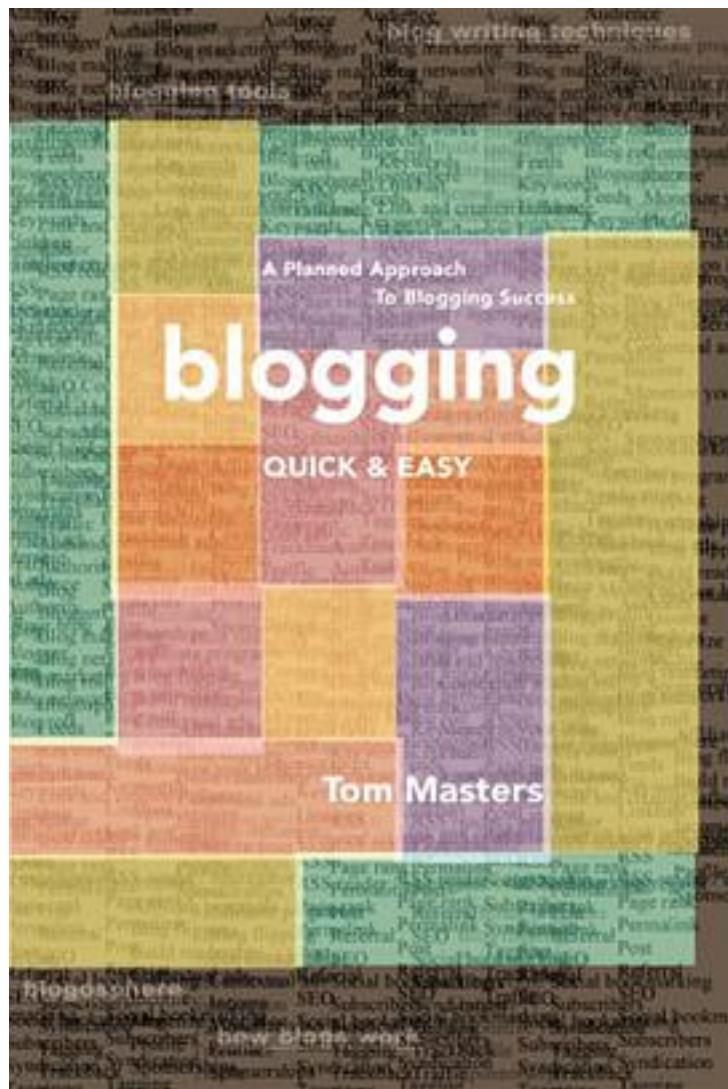


Blogging Quick & Easy



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著者:Tom Masters

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A STEP-BY-STEP APPROACH TO BLOGGING THAT WILL MAKE YOUR BLOG STAND OUT

The first blogs appeared only a few years ago; today there are over 50 million blogs and counting. Blogs are being used by political candidates to debate issues, by consumer advocates to evaluate products and services, by writers and artists to communicate with their audiences and by individuals to share their everyday experiences. In this lively and informative introduction to blogging, Tom Masters takes you step-by-step through the process of planning, building and managing your blog. In *Blogging Quick and Easy*, you will discover: How others are using blogs How blogs work and the different types of blogging tools Blog writing techniques that attract readers Tips to help you reach more readers How to track and measure your readership How you can earn income from your blog Blogging is a powerful new way to communicate your ideas to a large audience. But it takes careful planning and management to realize the potential of this new medium. *Blogging Quick and Easy* helps you understand and apply proven techniques to make your blog stand out from the crowd.

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