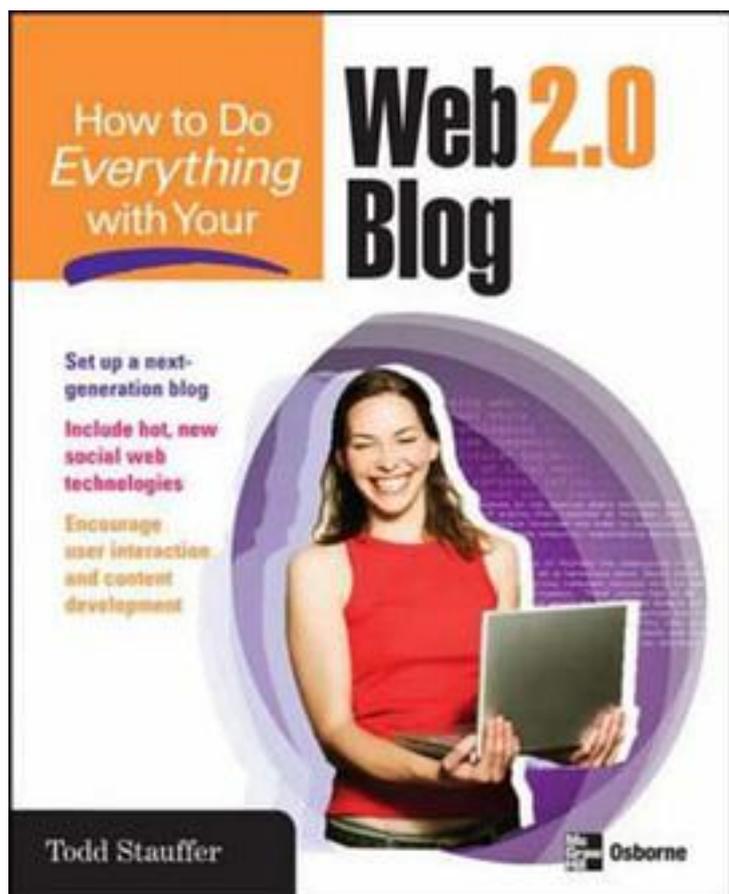


How to Do Everything with Your Web 2.0 Blog



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Incorporate the hottest new Web technologies into your blog! How to Do Everything with Your Web 2.0 Blog makes it easy to choose the blogging tools that are best for you and master the basics of blog design and template manipulation. You'll learn how to add different Web 2.0 services to your blog, including images, video, audio, forums,

tags, wikis, and even money-making features. It's time to take your blog to the next level and get more hits, more fans, more friends, and more customers. Learn about different blogging tools, including Blogger, TypePad, WordPress, and ExpressionEngine Customize your blog's design by editing templates and style sheets Share your blog headlines and story feeds via RSS and Atom Add photos, video, and audio--including podcasts--to your blog Drive traffic to your site with tagging, social bookmarking, and ranking services Collaborate with users through wikis Promote visitor participation using forums, community blogs, and newsletters Make money through your blog with Google AdSense, Amazon, and other affiliate programs Track, optimize, maintain, and back up your blog

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