



Blogging For Dummies

Amy Lupold Bair, Susannah Gardner

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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. Best of all, you'll discover how you can make real money from your passion and become a professional blogger.

- Choose a blogging topic and platform
- Use your blog to build your personal brand
- Monetize your blog through advertising and sponsorships
- Create content that easily integrates with social media

Blogging is a great way to express yourself, build an audience, and test out your ideas, and *Blogging For Dummies* will help you jump in with both feet!

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