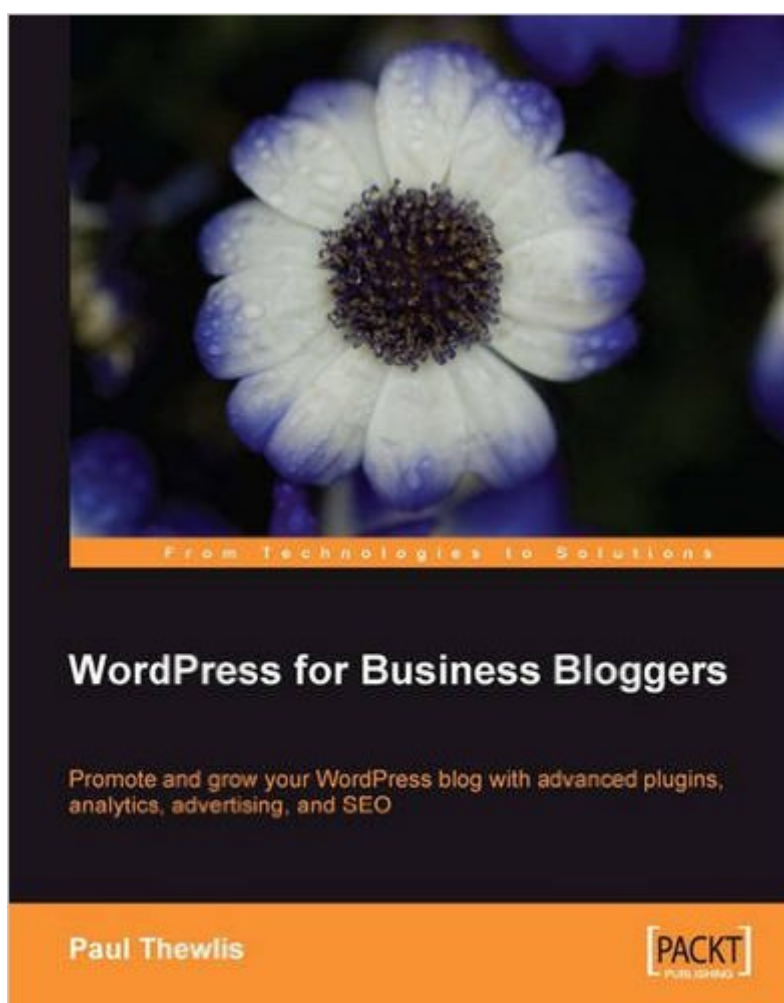


The book was found

WordPress For Business Bloggers: Promote And Grow Your WordPress Blog With Advanced Plug-ins, Analytics, Advertising, And SEO



Synopsis

This practical guide will show you how to make your business blog different from the crowd and attractive to your target audience by implementing the features of WordPress. This book is for current users of the WordPress platform who want to get the most out of WordPress to manage business/professional blogs; it is not an introduction to WordPress and does not cover basics such as installation or creating posts and pages, configuring blog settings, etc. Readers are expected to have a WordPress blog or to be in the advanced stages of planning one. The book is aimed at managers of business/professional blogs, which broadly fall into four categories: Professional Expert Blogs – owned by individuals who blog in their area of expertise to increase their personal exposure and standing. Corporate Blogs – owned by companies that blog to reach customers and encourage closer relationships, sales, and referrals. Online News Sources / Magazines – blogs that provide content on particular topics, funded by ads. Campaign Blogs – not-for-profit blogs run by charities or "causes", designed to promote ideas or encourage certain behaviors. Non-business bloggers will also find the book useful if they want to take their WordPress skills beyond the basics.

Book Information

Paperback: 356 pages

Publisher: Packt Publishing; Paul Thewlis(Author) edition (August 11, 2008)

Language: English

ISBN-10: 1847195326

ISBN-13: 978-1847195326

Product Dimensions: 7.5 x 0.8 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars – See all reviews (12 customer reviews)

Best Sellers Rank: #2,432,660 in Books (See Top 100 in Books) #84 in Books > Computers & Technology > Web Development & Design > Website Analytics #507 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #4658 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Touted as a 'beyond the basics' book targeted towards business bloggers, WordPress for Business Bloggers delivers a wealth of WordPress and blogging knowledge in the context of a fictitious case study. I picked up this book as a way to jumpstart my involvement with WordPress after several years of involvement with other blogging tools. I was not at all disappointed with the results. Based

upon my experiences, I can confidently assert that no experience with WordPress is necessary to benefit from this book. The book states the assumption of such knowledge up front and, after that, never returns to WordPress basics. Ample materials on WordPress installation, operations and configuration can be found online and I appreciate that the book didn't spend any time rehashing these items. Instead of focusing on simpler procedural activities, the book weaves together the challenges of solving business issues for Chiliguru, a fictitious business blog, with advanced WordPress operations, guidance, and plugins. The book manages to bridge the challenges of running a day-to-day blog with WordPress-specific knowledge in a unique style. One would be hard pressed to cobble together the information and knowledge this book imparts from the web-based tutorials currently available on the Internet.

[Download to continue reading...](#)

WordPress for Business Bloggers: Promote and grow your WordPress blog with advanced plug-ins, analytics, advertising, and SEO
WordPress: WordPress for Beginners: The Ultimate Beginner's Guide to WordPress (WordPress for Dummies, WordPress for Beginners, WordPress Blogging, WordPress ... Make a Website Free, WordPress Business,) Blogger: Beyond the Basics: Customize and promote your blog with original templates, analytics, advertising, and SEO (From Technologies to Solutions)
BOOST YOUR SEO for 2016 (3 in 1 Bundle): SOCIAL MEDIA SEO BACKLINKING - KEYWORD RESEARCH FOR SEO AFFILIATE - RANKING YOUTUBE VIDEOS
Plug-in to After Effects: The Essential Guide to the 3rd Party Plug-ins
WordPress: WordPress Guide to Create a Website or Blog From Scratch, Development, Design, and Step-by-Step (Wordpress, Wordpress Guide, Website, Steb-by-Steb, Web Design Book 1)
SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1)
SEO: SEO Marketing - Learn 14 Amazing Steps To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic)
Mobile App Marketing And Monetization: How To Promote Mobile Apps Like A Pro: Learn to promote and monetize your Android or iPhone app. Get hundreds of thousands of downloads & grow your app business
Essential Web Analytics for Bloggers: how to get more of the traffic you want and make money through banner advertising
Plug-in to After Effects: Third Party Plug-in Mastery
BUSINESS: Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner)
Moving Your Blog: How to transfer your blog to your own personal domain name and server from Blogger/Blogspot or Wordpress.com
Designing Software Synthesizer Plug-Ins in C++: For RackAFX, VST3, and Audio Units
Waves Plug-Ins Workshop: Mixing by the Bundle
Designing

Audio Effect Plug-Ins in C++: With Digital Audio Signal Processing Theory Wordpress: Beginner to Pro Guide - How to Easily Build a Professional Looking Website or Blog: (WordPress 2016 Guide) WordPress Websites Step-by-Step - The Complete Beginner's Guide to Creating a Website or Blog With WordPress Before You Write Another Blog Post: A content strategy guide for corporate bloggers How to Use Custom Dashboards in Google Analytics: Using Custom Dashboards to Grow Your Blog

[Dmca](#)