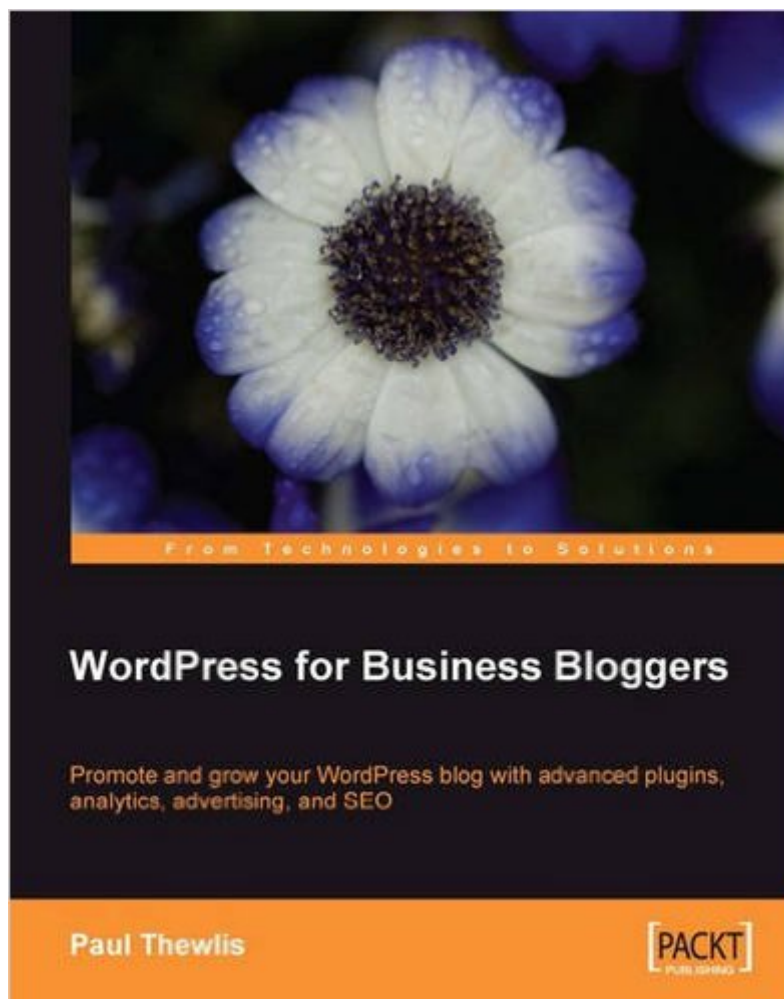


The book was found

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

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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.

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