Blogging For Dummies (For Dummies (Computers))

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Everybody's doing it! And while that logic never got far with your mother, it's a fine reason to start blogging, especially if you have a business to build or a cause to promote. Well-run blogs do more than offer an outlet for your thoughts. They've actually influenced everything from a company's image to the outcome of a local election.

Because the blogosphere is pretty crowded, it's a good idea to find out a bit about the anatomy of a blog, what makes a good one, and what it takes to keep one going before you dive right in and start sharing with the world. *Blogging For Dummies, 2nd Edition* gives you all the basics so you can get a good start. And if you've been around the blog a few times and want to advance to the next level, *Blogging For Dummies, 2nd Edition* even takes a look at podcasting and videoblogging.

You'll find out how to:

- Make your blog stand out in a crowd, build an audience, and even make it pay
- Choose the best software options, boost readership, and handle comments
- Generate revenue from your blog with ads and sponsorships
- Protect your privacy and your job
- Deal with spam and the inappropriate comments from that guy who posts several times a day
- Find your niche
- Attract and keep readers
- Use your blog to promote your business, cause, or organization
- Add audio, video, cool widgets, and more

Ready? Get *Blogging for Dummies* and let's get started!

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