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Peach Pit, 2010. Taschenbuch. Condition: Neu. Gebraucht - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Today, it seems everyone-from multinational corporations to your kid's second-grade teacher-has a blog. They all have one, in part, because they have information they want to share with others-from customers and clients to neighbors and parents. But to actually build a good blog-to create a blog people want to read-takes thought, planning, and some effort. From picking the right TypePad plan and working with domains to managing posts and building a community, creating a successful blog involves making critical decisions at each step. In this book by blogger extraordinaire Scott McNulty, you'll learn how to: * Set up your account and work with blog-specific settings. * Customize your blog to fit your personal or business needs. * Manage your site with TypePad's Dashboard. * Monitor and make sense of traffic. * Work with pages and-of course-publish your posts. * Deal with comments, manage trackbacks, and handle comment spam. * Find a stock theme-or customize one yourself. * Work with images and photos. 259 pp. Deutsch.

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