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Blogger: Beyond the Basics (From Technologies to Solutions)

Lee Jordan

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Blogger: Beyond the Basics (From Technologies to Solutions) Lee Jordan
Written in a clear, easy-to-read style, the book takes you through the essential tasks required to create a feature-rich blog as quickly as possible. From initial setup to customizing modules, each task is explained in a clear, practical way using an example blog developed through the book. You'll also learn how to market and measure the success of your blog using Google web applications and other popular tools. This book deals with using the current Blogger and third-party tools to optimize and create widgets for your blog. You'll transform your blog using existing tools then take it further with more challenging approaches to customizing your blog. All the steps involved in each example are listed under the section called "Time for action". Similarly, the results of that action are listed under the section called "What just happened". This structure adds to the clear, simple, and focused approach of the book. The book is aimed at current users of the Blogger platform who want to get the most out of Blogger and people who use a different blogging platform and are planning on switching to Blogger. Blog owners who promote their own services, expertise, and products, and want to increase their blog's success by pushing the limits of what Blogger can do will get the most out of this book. The book doesn't require any specific knowledge of Blogger or the related technologies: RSS, CSS, HTML, and XML. Everything you need to know to grow beyond the basics is covered in this book. The companion website to this book (http://bloggerbeefedup.blogspot.com) includes free resource images and content.

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