Blog On: Building Online Communities with Web Logs

By Todd Stauffer

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Weblogs -- or blogs -- are taking the Internet by storm! Now you can expand your site using message boards, mailing lists, and numerous other features to maintain and promote community with help from this easy-to-understand guide. Includes practical tips for making tweaks and improvements with HTML, Flash, Web images, and much more.

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Editorial Review

From the Back Cover
"If you've been thinking about setting up a weblog, but don't know XML from FTP, this book is a great place to start. Learn what a weblog is, what it isn't, and take a step-by-step look at using some of the most popular weblogging tools and hosting solutions available today. I wish I had this book when I was building wilwheaton.net!" --Wil Wheaton, actor and writer

"Blogs have become a really big deal, and "Blog On does a great job of showing you how to create your own blog." --Craig Newmark, founder of craigslist.org

"A smart, sassy look at the technology and technique of Weblogging that will, for good or ill, introduce a legion of wannabes to the blogosphere. Fortunately, Todd Stauffer's advice is sound, and those who follow it will be better for the exposure." --G.K. Nelson, creator of stonefishspine and former editor of the Web art and literary 'zine, "Savoy

Your one-stop resource for creating and publishing dynamic Web content and community

There's no coding required! Create, publish, and promote your very own weblog ("blog") with help from this accessible and informative guide. Weblogs are an amazing way to build a dynamic, community-driven Web site for yourself, your business, or your non-profit organization. Best-selling author Todd Stauffer explains, step-by-step, how to set up your blog, express your style through effective presentation, and create a site that will attract visitors and keep them coming back. You'll find out about hosted blogging options that get you started in five minutes or less, as well as powerful server-based weblog applications. You'll also learn about add-on tools and advanced features that make your site more plugged-in, promoting an activecommunity of readers. Whether you've never had a Web site before or you're an experienced pro looking for new ways to differentiate your site, this book will help you to get your blog on in no time.

About the Author
Todd Stauffer (New York, NY) is the author or co-author of over 25 computer books, contributor to various technical magazines, a humor columnist and the creator of the "How to Do Everything" concept and first book (How to Do Everything with Your iMac) that launched Osborne's How to Do Everything series. More than 500,000 copies of books by Todd Stauffer have been sold and translated into Portuguese, Chinese, Spanish, French and Russian. His titles including the best-selling and award winning How to Do Everything with Your iMac (Osborne) now in its third edition, Mac Upgrade and Repair Bible (Hungry Minds), Small Business Office 2000 for Dummies (Hungry Minds) and HTML By Example (MCP), and Using HTML (QUE). Todd was the writer and co-host of the "Disk Doctors" television show on Knowledge TV. He's also hosted the "Peak Computing" radio show in Denver (with Dave Johnson) as well as other short pieces for radio and audio Web streaming. Before going freelance, Todd was editor of Texas Computing Magazine and an advertising writer. He graduated from Texas A&M University with a B.A. in English Literature. Todd is the publisher of www.macupgrade.com.

Users Review

From reader reviews:

Joseph Wood:

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Hilary Rangel:

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