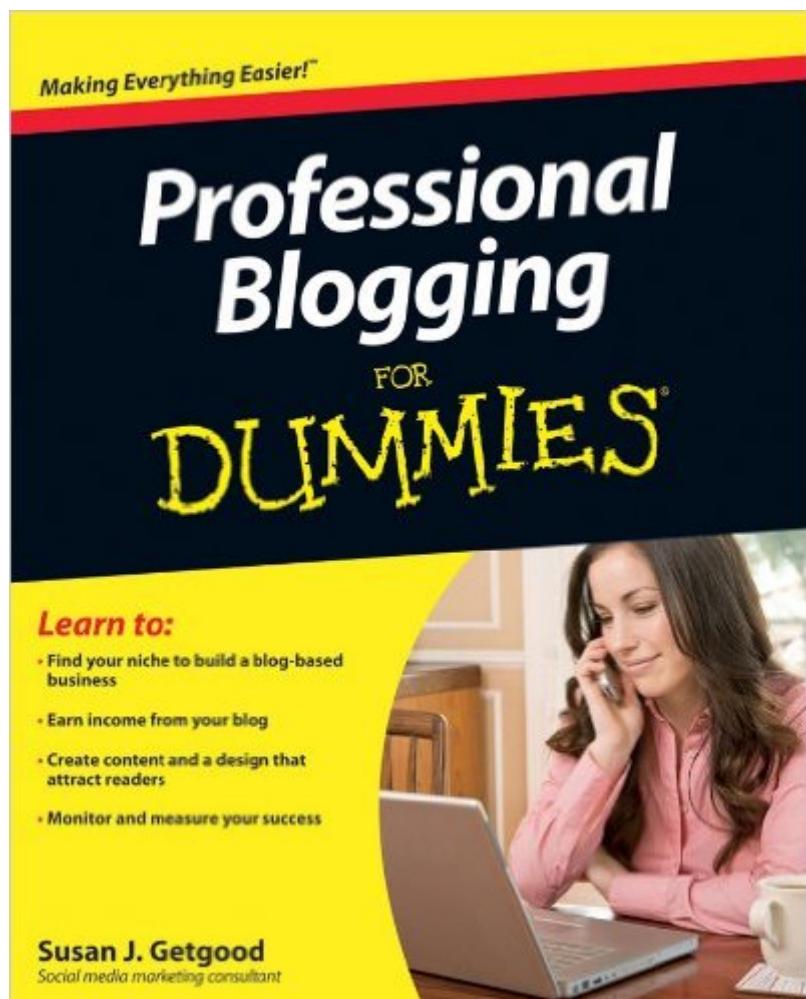


The book was found

# Professional Blogging For Dummies



## **Synopsis**

Take your hobby to the next level and turn your blog into real income Anyone who blogs knows that it is a fun, creative way for sharing thoughts and opinions. Now imagine making money from that hobby! This practical, how-to guide shows you how you can get serious about using your blog and implement advertising, sponsorship, partnerships, and affiliate marketing options to turn your hobby into extra income, or even a full-time career. Helpful examples and featured articles with topic experts and bloggers who have built successful business demonstrate how to promote your business or build a blog-based business. Discusses finding your niche, adhering to legal considerations, establishing your disclosure and privacy policies, and dealing responsibly with review requests Introduces ideas for advertising and other monetization options and recommends promotional avenues to explore Suggests creative ways to keep your blog fresh, unique, and interesting Provides tips for monitoring and measuring your success Professional Blogging For Dummies opens the door to a world of money-making blogging possibilities!

## **Book Information**

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## **Customer Reviews**

For the most part I enjoyed this book. My only issue was the authors organization and the lack of a

clear direction at the beginning of the book. If you are business minded and need the bullet point version, you will have to weed through some wordiness to get there. However, the information is very valuable and something that anyone starting a blog needs to know. I would still suggest it to someone with no idea where to start because it goes over many things people forget such as legal matters.

This book is an excellent resource for the beginners (and some non-beginners). The book does a good job of walking the reader through blog software selection, graphic design, monetizing options, etc. I was particularly impressed to see the section on setting it up as a business (LLC, Corporation, etc.), a step that is often omitted in other books on the topic but is vitally important as the blog is truly supporting a business. I would have liked to see better coverage of website/blog analytics, as a firm understanding of your blog's analytics (e.g., how are users finding your site, which pages are most popular, where are your users from, etc.) can help a blogger determine if/when changes are needed. Overall, a good book that gives the reader a good understanding of what goes into creating a profitable blog.

I'd rate this book as great for a newbie blogger. If you've never blogged before, you need this book. If you have, you can do without. Like all the dummies books, it is kind of scattered at times and doesn't give the whole story. You'll still need to do your own research after reading this book. That said, I do refer to it from time to time even now as a veteran blogger. I did buy the Kindle version and it seemed to be formatted pretty well as far as Kindle books go...

As a blogging fan, I finally decided that it is time to get serious. This book is helping me go from wannabe to established blogger. Ms. Getgood does an excellent job in two areas - the step by step process and the expectations. For the step by step process, Professional Blogging for Dummies starts with planning - discovering your niche. This makes sense because before you blog, you should know what you want to blog about. Planning not only includes blog design and host, but also copyright, legal, and accounting considerations. This is after all, about professional blogging. About expectations - this does take time. A good blog takes about a year or two for developing and establishing a presence. That news is refreshing compared to the get rich quick stories we hear. Our family uses this as a reference tool often, and will continue to do so with the new edition when it is released in the summer of 2012.

This book covered every detail in depth about blogging....it answered all my questions that I hadn't been able to answer before. After reading it I realized blogging was not for me so this book saved me much time money and energy . Thank goodness I read it before going on what others had said.

The book is unreadable. Not a "how to do" book but a mish mash of seemingly random ideas and thoughts. For those who are not tech savvy and want a real "how to do" book, do not buy this book; check it out at your local library instead.

At the same time that I bought "Wordpress for Dummies," I also bought "Professional Blogging for Dummies" by Susan Getgood. Now THIS book is great! She speaks to me more in conversational tone, and covers material I would not have thought of looking into myself. It's a wonderful reference manual that you can skim through and land in any section you need at any time. Ms. Getgood covers all aspects of blogging, from FTC guidelines on blogging and marketing to developing an editorial calendar, designing and advertising. Throughout the book, she references other sites and sources for acquiring ideas and information. She is right, you don't have to read it from front to back (and I wouldn't advise it either, since the section on designing and developing your blog comes AFTER the section on monetizing). Lisa Sabin-Wilson says the same thing in her book, but no matter how I read it, it was still pretty much confusing. I would, however, highly recommend Ms. Getgood's book for anyone who wants to design, build, and monetize a blog.

Susan Getgood is an expert in the professional blogging arena, and her book, Professional Blogging for Dummies, absolutely showcases her knowledge. I am currently a professional blogger, and I still learned so much from her book. It includes everything you'll need to know, from technology and growing traffic, to finding a niche and writing, in an easy to read and follow format. I recommend it for anyone looking to start blogging professionally.

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