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CONTACT: Eric Holmgren

415-782-3161

eholmgre@wiley.com

GOOGLE BLOGGER FOR DUMMIES

There are over 14 million Google Blogger sites already in existence, and 175,000 new ones are created every day. Nearly every celebrity and every business now has a public blog presence. Blogs have infiltrated the public consciousness with over 30% of Internet users reading blogs daily. Google Blogger is a great choice for beginning bloggers, and **GOOGLE BLOGGER FOR DUMMIES** (Wiley Publishing; February 2009; \$24.99) gives readers the know-how to venture confidently into the blogosphere. The book provides readers with everything they need to know to start blogging on the Google Blogger platform, or expand their existing skill set. It starts with the basics; the book describes what blogging is, the pros and cons of blogging, and choosing a blog topic and style. From there, it progresses in a linear fashion from basic topics to the more advanced subjects.

Just about anyone who wants a Web presence considers a blog format first, since blogs allow easy site maintenance and updating. Author and blogging expert Susan Gunelius has compiled her extensive blogging knowledge in one, easy to understand, resource complete with step-by-step instructions and screenshot tutorials. From why to choose Blogger as the blogging platform and how to start an account, to writing & managing content, making money and marketing the blog, this new release is essential for new and experienced Google Blogger users. Inside **GOOGLE BLOGGER FOR DUMMIES**, readers will discover how to:

- Learn the parts of a blog, what Blogger does, and how to choose goals and blog topics
- Choose a domain name, learn to use the dashboard, pick a template, & configure settings
- Customize with themes and find out where to get plenty of free ones
- Learn blogging etiquette and some secrets for long-term success
- Make money with Google AdSense, link ads, affiliate advertising and merchandising
- Set up multi-user blogs or branch into mobile blogging, podcasting, or video blogging
- Drive traffic through social networking, social bookmarking and search engine optimization techniques



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- Maintain the blog with tools like Blog This! and Quick Edit
- Moderate comments effectively, track stats, and more

For anyone who is considering Google Blogger, to create a blog to share news, thoughts, and impressions with the world for business or pleasure, **GOOGLE BLOGGER FOR DUMMIES** is essential reading that will make the process fun and easy.

ABOUT THE AUTHOR:

Susan Gunelius is President and CEO of KeySplash Creative, Inc., a full-service marketing communications provider. She is also a professional blogger and seasoned marketing and branding expert with two other books to her credit. In addition to being the Guide to Web Logs for About.com, she authors blogs for a variety of clients as well as her own blogs, WomenOnBusiness.com and KeySplashCreative.com.

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