



WordPress for Business Bloggers

Paul Thewlis

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This is a practical, hands-on book based around a fictitious case study blog, which you will build on a development server using WordPress. The case study grows chapter by chapter, from installing your local development server, right up to the finished blog. The book starts by looking at the important features that make a successful business blog: adding value to your products and services, providing proper customer service and support, driving traffic to your website, and so on. It then shows how to implement these features in WordPress. It provides clear instructions and detailed screenshots, so you can see exactly what to do at each step of the build. You will install and configure a selection of WordPress plug-ins to improve the functionality of the case-study blog. When you have completed the case study, you will have the knowledge and confidence to apply all the techniques you have learned to your own WordPress business blog. This book is for anybody running or starting a business blog using WordPress. Whether you plan to use your blog for PR and marketing, or want to profit directly from blogging, this book offers you everything you need. As we want to get into the specifics of business blogging as quickly as possible, we don't cover the WordPress basics. So it's best to have some experience with WordPress before you start with this book. The book mainly focuses on a self-hosted WordPress installation, but most of the advice also applies to blogs hosted on WordPress.com.

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