Front matter

Title

Title page

Copyright

Copyright page

Contents

Table of contents

Be the media

What's a blog?

Becoming a media outpost online

Why blog?

What can you get from blogging?

Blogging mindset

Is there a "blogging mindset"?

Author platform

Why authors blog

Results of blogging

What you can expect from blogging

Achievable Goals

Real world results from blogging

Finding time for blogging

Dealing with the time problem

Ready Set Go

Blogging platforms

Looking at your choices

Hosting options

Self-hosted or free sites?

Domains and keywords

Research before your commit

Blog setup

Getting ready to hit "publish"

Get Your Blog Ready for Prime Time

Your top 10 tasks

Titles and taglines

Positioning your blog

Blog design

How much do you need and where to get it

Mail list integration

The importance of your mail list

RSS and you

Spreading your content and how to do it

Pages to start with

You want these from day 1

About page

What your about page is really about

Contact page

The best way to handle contact

Subscribe page

Inviting engagement

Blog Building Blocks

Posts

Becoming an online publisher

How to create a post

Basics of the WordPress interface

How to schedule a post

Save your sanity with scheduling

Pages

How to create a page

The difference between post and page

Post or Page?

Deciding how to structure your blog

11 types of pages

The amazing variety of WordPress blogs

Widgets

How to use widgets

Essential tools for the blogger

Creating your own widget code

You can do this when you see how easy it is

Plugins

What's a plugin?

Extending the WordPress software

From fancy zoom to premise

The variety of the plugin experience

What plugins should you install

What's really necessary? An up to date list of recommendations

Other recommended plugins

More plugin goodness

Finding plugins

How to find and install plugins

Themes

What's a theme
The multiple layers of WordPress
How to pick one
Why there are so many themes
Premium themes
Do you get what you pay for?
Finding themes
Finding and installing themes for beginners

Comment systems

Wordpress
Using the built in comment system
Facebook comments
Enabling Facebook comments—should you?
Disqus and others
Should you consider a third party comment system?

Trackbacks
The "mystery" of trackbacks

Content rules

Definition of a post
Learning the blogging style

Your viewpoint
Establishing how you will blog
Your blogging style
Finding your voice
Categories and tags
Using the tools built into WordPress
What makes content engaging?
Understanding your readers
The headline's the thing
The 80/20 rule of content
Types of blog posts
Understanding when to use different types of posts
Foundation posts
Foundation content
Lists posts
Definition posts
Interviews

Getting search traffic

Social
The role of social media

The HUB
Setting up the center of your online empire

Your Outposts
Creating pathway in social media

Using syndication
Multiplying the effect of your content automatically

Branding basics
Creating your online brand

Networking for success
Your corner of the blogosphere

Strategies
Your strategy depends on you

Blog commenting

Forum posting

Article marketing

Offline marketing

Guest posting

Blog tours

Blog carnivals

Troubleshooting
How to handle technical issues the right way

Linking strategies
Creating a plan for ongoing traffic growth

Care and feeding

Comments
Your primary engagement mechanism

Comment moderation
Establishing a moderation policy

Comment policy
Publishing your policy

Rules of engagement
Having rules for commenters and community

Turning readers into fans
Your call to action
Turning fans into buyers
Learning the ropes of selling from your blog

The blog business

Content marketing
Blogs excel at providing a platform
Can you make money?
What's the aim of your blog?
Monetization strategies
There are many ways to make your blog pay
Advertising
Lead generation
PPC
Paid reviews
Affiliate sales
Launch platform
You as a product creator
A sustainable business
Creating a real business from your blog
Email marketing
Coordinating posts and promotions

Back matter

Glossary
The terminology of blogging, explained!
Resources and Links
Where to get information and help
About the author
Yep
Ads
For other books and programs

Sidebars
Throughout the book
Tips from a-list bloggers
We all stand on the shoulders of those who went before