

(Download) WordPress for Business Bloggers

# WordPress for Business Bloggers

*Von Paul Thewlis*

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**Von Paul Thewlis : WordPress for Business Bloggers** before purchasing it in order to gage whether or not it would be worth my time, and all praised WordPress for Business Bloggers:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Profi-Anleitung zum Start eines Blogs mit WordpressVon Jens JacobsenDas Buch macht zwar optisch nicht viel her, ist aber dennoch sehr empfehlenswert.Die Abbildungen sind schwarzwei, sehen nach Windows 2000 aus und durchweg zu dunkel. Das Beispiel-Blog blog.chilliguru.com ist ziemlich mau gestaltet und inhaltlich auch nur ein Dummy.Aber das alles spielt keine Rolle, denn das Buch ist hervorragend. Es beschreibt genau, was man wissen muss, um ein erfolgreiches Blog mit Wordpress aufzusetzen. Die Beispiele sind zwar mit Wordpress 2.6 gezeigt, aber bei mir gab es auch mit der Version 2.7 keinerlei Probleme.Thewlis fhrt den Leser Schritt fr Schritt durch den Prozess. Beginnend mit dem Anlegen der Bereiche des Blogs, ber die Installation mit allen technischen Informationen, die man dafr braucht. Bis hin zu den Anpassungen, damit die tgliche Arbeit mit dem Blog leicht von der Hand geht. Die Tipps fr die meisten der Plug-Ins, die bei benutzerfreun.de eingebaut sind, kommen aus diesem Buch. Viele Tipps zur

Suchmaschinenoptimierung auch. Was das Buch kaum berücksichtigt sind die Aspekte Benutzerfreundlichkeit/Usability, Texten, Marketing oder Projektmanagement. Doch dazu gibt es ja andere Bücher. Und alle, die ernsthaft ein Blog für sich als Freiberufler oder für ihr Unternehmen aufsetzen wollen, finden in dem Buch eine hervorragende Anleitung genau dafür. Praxisrelevant, gut geschrieben und auf den Punkt gebracht.

**Kurzbeschreibung** 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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**über den Autor und weitere Mitwirkende** Paul Thewlis has worked as a web communications professional in the public and private sectors. He is currently E-Communications Manager for a multinational transport company based in the UK. He began his web career as a Technical Editor, working on web design books for a well-known publisher. He has extensive experience of many content management systems and blogging platforms. He is an expert in the use of social media within corporate communications, and blogs about that subject, as well as WordPress and the Web in general, at <http://blog.paulthewlis.com>.