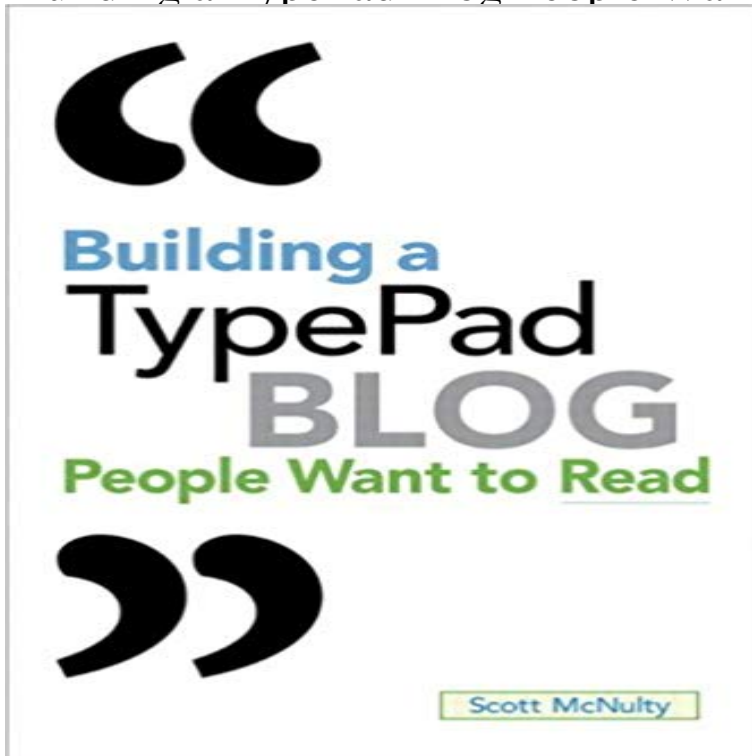


Building a TypePad Blog People Want to Read



Today, it seems everyone from multinational corporations to your kids second-grade teacher has a blog. They all have one, in part, because they have information they want to share with others from customers and clients to neighbors and parents. But to actually build a good blog to create a blog people want to read takes thought, planning, and some effort. From picking the right TypePad plan and working with domains to managing posts and building a community, creating a successful blog involves making critical decisions at each step. In this book by blogger extraordinaire Scott McNulty, you'll learn how to: Set up your account and work with blog-specific settings. Customize your blog to fit your personal or business needs. Manage your site with TypePads Dashboard. Monitor and make sense of traffic. Work with pages and of course publish your posts. Deal with comments, manage trackbacks, and handle comment spam. Find a stock theme or customize one yourself. Work with images and photos.

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