

WordPress and Blogger Installation And Optimization Guide

By

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Table Of Contents

Intro To Volume 4	Page 4
Blogs	Page 5
Blogger	Page 7
WordPress	Page 51
End Of Volume 4	Page 106

Introduction

Blogs. Because of how important they are to marketing, not only because of their versatility and their low cost of entry, but because of how effective they are, we're going to cover this subject in some depth on both a technical and a practical level. In other words, I'm going to show you how to suck every last drop out of your blog, especially if you use WordPress, which has really become the industry standard today.

I want to point out that for every affiliate promotion and contest that I have ever entered, I have used blogs to post my product reviews to. The platform lends itself well to this tactic and as a result, I end up close to the top of every contest I enter. Sure, the marketing is the biggest part, but the platform helps a great deal.

How you setup and layout your blog is going to be critical to the success that you have. A messy blog, WordPress or otherwise, isn't going to do you much good at all. There are certain plugins that you're going to need in order to get the most out of your blog. I'm going to cover them too.

By the time you are done reading this volume, you'll know all the main things that you'll need to know to put together a top notch blog for any purpose.

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