



Beginning Google Blogger (Expert's Voice in Web Development)

By Heather Wright-Porto



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Are you interested in starting a blog but can't decide on which service to use? Google's Blogger offers many advantages over other blog publishing systems, including seamless integration with Google services and web applications.

Beginning Google Blogger is a complete resource on how to create and manage a blog using Blogger. The book offers step-by-step instructions and visual aids which walk you through both the basics of Blogger and the advanced features it offers?from creating a new blog and choosing fonts and colors, and installing custom blog graphics; to converting from a 2-column to a 3-column layout, setting up a domain name and creating an online store with a built-in navigational bar.

The journey from newbie to experienced blogger will be fun and challenging. You'll learn practical applications of the most popular gadgets, search engine optimization tips, how to make money using Blogger, and, overall, taking blogging to a new level by incorporating social networking tools, using advanced blog design techniques, setting up a custom domain and creating an online store.

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Editorial Review

About the Author

Heather Wright-Porto holds a master's degree in computer information systems and has had her own computer consulting company, Premier Computer Solutions, since 1995. She has trained clients on Microsoft Office, as well as Photoshop, Illustrator, Quark, and other graphic design applications, in addition to developing databases (using Microsoft Access, Microsoft SQL Server, and Oracle), programming in Visual Basic, and creating websites (using ColdFusion, HTML, and JavaScript). She also worked at New York University's School of Medicine as a senior database developer for more than nine years. In November 2009, her focus shifted to expanding and building her Blogs by Heather business (BlogsByHeather.com). In July 2010, she published her first book, *Beginning Google Blogger*, and in the fall of 2010 began writing her second, *Creative Blogging*. Heather enjoys writing and sharing her blogging knowledge and experience with her readers. She hopes to continue writing technical books and maybe will even write a children's book someday. Her days are also filled with raising her young family, Luke and Michaela. As a creative outlet and for her love of art, she became a Stampin Up! Demonstrator in October 2006. She is what is considered a hobby demonstrator, but enjoys making and selling cards at local shops, holding child and adult craft programs at local libraries, as well as workshops at her home with customers, friends and family. Heather is easygoing, but very ambitious and detailed-oriented (how does that combination work?). She gets great enjoyment in helping others and more so in making people smile. She is blessed and fortunate to have the life she has, and to be surrounded by a loving family and wonderful people.

Users Review

From reader reviews:

Linda Manuel:

Nowadays reading books are more than want or need but also be a life style. This reading behavior give you lot of advantages. The benefits you got of course the knowledge the particular information inside the book that will improve your knowledge and information. The information you get based on what kind of e-book you read, if you want get more knowledge just go with education and learning books but if you want experience happy read one having theme for entertaining for instance comic or novel. Often the *Beginning Google Blogger (Expert's Voice in Web Development)* is kind of reserve which is giving the reader erratic experience.

Randy Garrison:

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Donovan Houseman:

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