

# Table of Contents

---

<b><i>Introduction</i></b> .....	<b>1</b>
About This Book.....	1
Conventions Used in This Book .....	2
What You're Not to Read.....	3
Foolish Assumptions .....	3
How This Book Is Organized.....	3
Part I: Getting Started with Business Blogs .....	3
Part II: Setting Up a Business Blog .....	4
Part III: Minding Blog Etiquette and Culture .....	4
Part IV: Positioning Your Blog.....	5
Part V: Making the Most of Your Blog.....	5
Part VI: The Part of Tens .....	6
Part VII: Appendixes.....	6
Icons Used in This Book.....	6
Where to Go from Here.....	7
 <b><i>Part I: Getting Started with Business Blogs</i></b> .....	 <b>9</b>
 <b>Chapter 1: Checking Out Business Blogs</b> .....	 <b>11</b>
Generating Buzz for Your Blog .....	11
Discovering How Businesses	
Are Using Blogs.....	14
Communicating with customers .....	14
Establishing expertise.....	15
Generating interest.....	16
Driving action and sales .....	16
Fixing what's broke .....	18
Using internal collaboration, project management, and communication.....	19
Finding Out What Makes a Good Business Blog .....	20
Writing .....	20
Posting new material often .....	20
Gathering feedback through dialogue .....	21
Fitting Blogs into Your Business .....	21
Extending corporate culture.....	22
Finding a good blogger .....	22
Controlling the message.....	23
Dealing with technical concerns .....	24
Handling legal issues.....	24

<b>Chapter 2: Discovering the Buzz about Buzz Marketing .....</b>	<b>.27</b>
Defining Buzz Marketing.....	.27
Examining Buzz Marketing Examples .....	.29
Bacardi: Playing the “cool” card.....	.29
Burger King: Playing the “humor” card .....	.30
Hotmail: Playing the “free” card .....	.31
Using Blogs to Spread Buzz .....	.31
Building conversations based on trust.....	.34
Looking at blogs that have built buzz.....	.34
Keeping it real .....	.37
<b>Chapter 3: Building a Business Blog .....</b>	<b>.39</b>
Doing the Prep Work.....	.40
Setting the Scene.....	.42
Finding a blogger .....	.42
Deciding to edit .....	.42
Setting policies for your business blog .....	.43
Becoming familiar with the blogosphere .....	.43
Choosing a memorable name .....	.44
Designing a Business Blog.....	.45
Customizing your design .....	.46
Incorporating HTML.....	.47
Adding photographs .....	.49
Hiring Outside Designers and Coders .....	.52
<b>Part II: Setting Up a Business Blog .....</b>	<b>.55</b>
<b>Chapter 4: Picking a Blog Solution .....</b>	<b>.57</b>
Deciding Which Blog Solution to Use .....	.57
Discovering hosted blog solutions.....	.58
Discovering independent blog solutions.....	.60
Getting Ready to Blog .....	.64
Finding out if your domain name is available.....	.64
Registering a domain name .....	.67
Finding a Web host .....	.67
<b>Chapter 5: Setting Up a Hosted Blog .....</b>	<b>.69</b>
Focusing on Important Blog Features .....	.69
Choosing Functionalities.....	.70
Getting Familiar with Hosted Solutions.....	.73
Blogger .....	.73
TypePad .....	.74
Radio UserLand .....	.75
Using other hosted solutions.....	.77

Setting Up a Hosted Blog.....	77
Opening a Blogger account .....	77
Posting to your blog.....	79
Adding links .....	79
Adding images .....	81
Turning on comments.....	81
Adding another author .....	82

**Chapter 6: Taking Control with Independent Blog Software . . . . .** **85**

Independent Blog Software Solutions.....	86
Choosing functionalities .....	86
pMachine's ExpressionEngine .....	89
Six Apart's Movable Type.....	90
Other independent blog software solutions .....	92
Setting Up an Independent Blog.....	92
Purchasing ExpressionEngine.....	92
Installing ExpressionEngine .....	93
Navigating ExpressionEngine.....	94
Working with your EE blog.....	98

**Part III: Minding Blog Etiquette and Culture .....** **107****Chapter 7: Understanding Your Audience . . . . .** **109**

Understanding Web Site Traffic Numbers.....	109
Bringing on the hits .....	110
Turning pages .....	112
Knowing who is visiting.....	112
Reading Your Log Files .....	113
Implementing Traffic Tools .....	115
Built-in tools .....	116
Locally installed tools .....	116
Web-based tools .....	118
What they won't tell you .....	122
Swimming in Data.....	122

**Chapter 8: Joining the Blogosphere . . . . .** **125**

Lurking and Learning.....	125
Knowing When to Comment .....	128
Joining Online Communities .....	129
Slashdot .....	129
MetaFilter .....	132
Social networking tools .....	133
Blogging History and Events .....	135
2001: September 11 .....	135
2001: Kaycee Nicole Hoax.....	136

---

2002: War blogs and Trent Lott.....	137
2003: Google buys Blogger .....	138
2003: Blogging from Baghdad.....	138
2003-2004: Howard Dean.....	138
Tying Up Loose Ends .....	140
Blog memes .....	140
The Long Bet .....	140
Technorati .....	141
<b>Chapter 9: Avoiding Business Blog No-Nos . . . . .</b>	<b>143</b>
Don't Control the Message.....	144
Don't Put Your Integrity at Risk.....	145
Don't Be Defensive .....	146
Don't Break Your Own Rules.....	148
Don't Be Greedy .....	149
Don't Be Scared to Link .....	150
Don't Be Afraid to Try New Things .....	152
Don't Show Off.....	153
Don't Forget to Ask for Help .....	153
Don't Take Your Blog Too Seriously .....	154
<b>Part IV: Positioning Your Blog.....</b>	<b>157</b>
<b>Chapter 10: Finding a Voice .. . . . .</b>	<b>159</b>
Developing a Writing Style and Voice .....	160
Finding your writing style .....	160
Blog writing isn't . . . . .	161
Checking spelling, grammar, and punctuation .....	162
Managing a blog with multiple authors .....	163
Practice makes perfect .....	166
Generating Comments .....	167
Asking the right questions .....	168
Calling in a favor .....	169
Selecting a Blogger .....	169
Finding the right characteristics .....	170
Checking blogging availability .....	172
Choosing your blogger .....	173
Extra pay.....	174
Outsourcing.....	174
Turning customers into bloggers .....	175
Replacing a Blogger .....	176

<b>Chapter 11: Promoting Your Blog .....</b>	<b>179</b>
Using Technology Effectively.....	180
Promoting with Links.....	182
Linking to other blogs.....	184
Creating a blogroll.....	185
Posting comments on other blogs .....	185
Linking to your old content.....	186
Steering More Traffic to Your Blog.....	186
Making the most of marketing .....	186
Boosting your blog with better content .....	188
Asking others to help.....	190
<b>Chapter 12: Staying on the Right Side of the Law .....</b>	<b>191</b>
Maneuvering Legal Potholes.....	192
Creating a Corporate Blogging Policy.....	193
Handling mistakes in your business blog.....	194
Making promises .....	196
Keeping secrets during quiet periods.....	197
Comment crud .....	197
Trolls .....	199
Exploring Employee Blogs .....	199
Establishing employee blog policies.....	202
Looking at a sample policy.....	203
<b>Part V: Making the Most of Your Blog.....</b>	<b>205</b>
<b>Chapter 13: Adding Value to a Blog .....</b>	<b>207</b>
Adding Must-Have Technologies.....	207
What is an RSS feed? .....	208
Upgrading to Atom feeds.....	216
Adding comment functionality .....	216
Creating a blogroll.....	217
Scanning news headlines.....	218
Useful Technology.....	219
Mobile blogging .....	219
Photoblogs .....	221
Audblogs.....	225
Fun Technology .....	225
Vidblogs .....	226
Blogmapping .....	227
Keeping Readers Hooked with a Killer App.....	227

<b>Chapter 14: Making Money with a Blog .....</b>	<b>.231</b>
Putting Advertising on Your Blog.....	231
Advertising with Google AdSense .....	232
Using Blogads .....	235
Using AdBrite .....	236
Making Use of Affiliate Programs .....	236
Using the Amazon.com Associates program .....	237
Signing up for Amazon Associates .....	238
Putting Out a Tip Jar .....	240
Accepting donations with PayPal.....	241
Accepting donations with Amazon Honor System.....	243
Selling Blog-Branded Merchandise .....	244
<b>Chapter 15: Going Beyond Blogs .....</b>	<b>.247</b>
Using Blogs for a Whole Web Site .....	247
Using Blogs for Project Management.....	249
Creating Intranet Web sites.....	251
Using Blogging Software to Build a Store.....	253
Blanca's Creations .....	253
T-Shirt King.....	255
Pros and cons .....	256
Building Customer Service FAQ Lists .....	257
Keeping Track of Resources .....	259
<b>Part VI: The Part of Tens.....</b>	<b>.261</b>
<b>Chapter 16: Ten Dry-Spell-Breaking Ideas .....</b>	<b>.263</b>
Holding a Contest.....	263
Posting Reader Photos .....	264
Describing Where You Work .....	265
Opening Your Mail.....	265
Creating a "Best of" Collection .....	266
Taking the Show on the Road .....	266
Making Yourself Heard .....	267
Questions, Please .....	267
Making Someone Up .....	268
Building a Widget .....	269
<b>Chapter 17: Ten Traits of a Good Blogger .....</b>	<b>.271</b>
Feeling Passionate about the Topic .....	271
Writing Wonderfully .....	272
Posting Often .....	273
Developing a Nose for Information .....	273

Looking Outward.....	274
Staying Open and Accessible.....	274
Moving Forward with Creativity.....	275
Handling Criticism Gracefully.....	275
Being Honest.....	276
Knowing Where You're Going .....	277
<b>Chapter 18: Ten Blogs You Should Know .....</b>	<b>.279</b>
Dan Gillmor's Blogs .....	280
BuzzMachine.....	281
InstaPundit .....	282
Power Line Blog.....	283
Doc Searls Weblog.....	284
Scripting News.....	285
Gizmodo .....	286
Anil Dash .....	287
Blogging.la.....	288
Chocolate & Zucchini .....	289
<b>Part VII: Appendixes.....</b>	<b>.291</b>
<b>Appendix A: Glossary .....</b>	<b>.293</b>
<b>Appendix B: Using the Book Blog .....</b>	<b>.297</b>
<b>Appendix C: Hosted and Independent Blog Solutions .....</b>	<b>.299</b>
<b>Appendix D: How URLs Work .....</b>	<b>.301</b>
<b>Appendix E: Case Studies .....</b>	<b>.303</b>
Scobleizer.....	303
Media Kitty.....	305
Blog Maverick .....	307
Photo Friday .....	309
Fast Company Now (FC Now).....	311
Dunstan's Blog .....	314
iPodlounge .....	316
Weblogs, Inc.....	318
<b>Index.....</b>	<b>.321</b>