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# The Huffington Post Complete Guide To Blogging



## **Synopsis**

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## **Book Information**

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## **Customer Reviews**

As someone who has long been a blog reader and commenter and more recently, blogging on a small scale, I was naturally very interested in this book and whether it would live up to its name as a "complete guide to blogging." While like most books it is not 100% perfect it does come close and gives some great information. It is a great mix of practical advice as well as commentary from Huffington Post bloggers and other bloggers from around the web. The book starts by giving the history of blogging and then in Chapter 2 goes into the basics of getting started. This chapter reads like a FAQ section giving the reader advice on everything from figuring out what to write about to mentioning the variety of software available to blogging to the issue of copyright. Chapter 3 is all about getting your blog noticed which will be especially appreciated by those who have already started blogging but who may want more traffic. The tips are very practical and from my own experiences actually work. It also gives tips on monetizing your blog but is realistic about the fact that a blog isn't an instant ticket to riches. Chapter 4, my personal favorite, is about finding your voice. Given how many blogs are already out on the internet I think for many new bloggers this chapter is helpful as it asks you to consider both what you will feel most passionate about and what you think your potential reader would want out of your blog. Chapter 5 takes the notion of getting your blog noticed one step further by talking about how you can foster a community through your

blog. Chapter 6 is the history (albeit a brief one) of the Huffington Post and Chapter 7 talks about the impact of the blogosphere on mainstream media.

I give this book three out of five stars, and while its good points have been covered by other reviewers, I'll air my three grievances. This book would be better if it were 2 inches smaller and about two-thirds the length, and if it was targeted more towards people who have something useful to say to a wider audience. First, the book has extra large outside margins to accommodate occasional quotes, but a quick flip through the book shows that as just a lot of blank space padding out the book and giving it a more square shape than your average book. Seems like a waste of paper meant to make the book's uncommon shape stand out in physical book stores, and my little eco-gripe with the book. While no one would deny that The Huffington Post is a successful and influential blog, and is therefore in a place to offer advice, the incessant talking about how great it is and the stories it broke, combined with a lot of "best of" selections is overkill. I suppose if one had never read or heard of blogs before, it would be useful to read so many examples of what gets written in blogs (anything!), but I would imagine most of the book's readers read blogs every day already. At least one-third of the book is about how the Huffington Post got started or excerpts from the site. Personally, I didn't find it all that relevant in a "how to blog" book. It's not as though a reader has no other way of finding out, if they wanted to, "What kind of things are on The Huffington Post?" The authors repeatedly entice potential bloggers with the fact that one of the great things about blogging is that there is no editor dictating a piece's length to you. It seems like this book could have used a cut-happy editor.

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