Technical Blogging: Turn Your Expertise into a Remarkable Online Presence

Antonio Cangiano

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Technical Blogging is the first book to specifically teach programmers, technical people, and technically-oriented entrepreneurs how to become successful bloggers. There is no magic to successful blogging; with this book you'll learn the techniques to attract and keep a large audience of loyal, regular readers and leverage this popularity to achieve your goals.

Become more influential and earn extra money by blogging. Whether you want to create a popular technical blog from scratch or take your blog to the next level, this book shows you how.

Technical blogging expert Antonio Cangiano shares his extensive expertise with you, sparing no details and laying out a complete step by step road map to help you plan, create, market, monetize, and grow your own popular blog.

Antonio will guide you through all the choices you have to make in setting up a successful blog, teach you the key things you need to know to write blog posts that get read, and give you the tools to produce content regularly

You'll learn how to promote your blog, understand traffic statistics, and build a community. And once you've built it, you'll learn how to benefit from it: advance your career, make money from your blog, use it to promote your products or company, and take advantage of your blog to the fullest. And when your blog takes off, Antonio will show you how to avoid the pitfalls of success.

Technical Blogging is the only guide you'll need to create and maintain a successful technical blog.

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