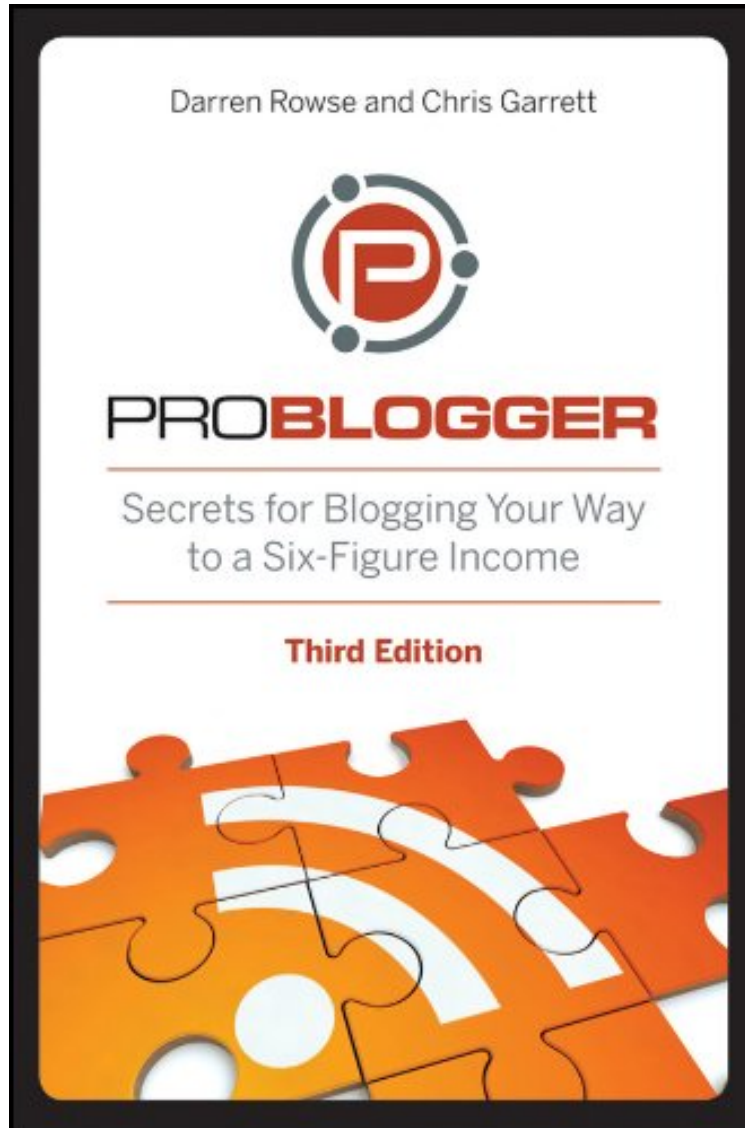


[Read free] ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income

# ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income

Von Darren Rowse, Chris Garrett  
ePub | \*DOC | audiobook | ebooks | Download PDF



Produktinformation -Verkaufsrang: #274199 in eBooksVerffentlicht am: 2012-02-07Erscheinungsdatum: 2012-02-07File Name: B0077FDAC6 | File size: 18.Mb

**Von Darren Rowse, Chris Garrett : ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income** before purchasing it in order to gage whether or not it would be worth my time, and all praised ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Many Good Tips for Monetizing Your Blogging Skills!Von .This book provides many good tips for monetizing your blogging skill. Interesting topics include: niche blogging, blog income and earning strategies, blog promotion and marketing, SEO for blogs, and social media and your blogs. It's so informative and a very good read. One step further,

for more advanced online marketing skills, such as SEO and social media marketing, *Integrated Search Marketing Solution Organic Search: Search Engine Optimization, Social Media, and Email Marketing: Winning Formula for SERP Dominance* is a perfect SEO book for cross-reference when building your business website. It teaches you how to implement on-page, off-page and server-side optimization to boost up the SEO competency of your website. For example, it teaches the readers about how to implement tactical link building to become the center of an authoritative hub and deploy facet navigation and page segmentation. It also shows the readers how to avoid duplicate content, the tactics to deploy 301 redirect, and the SEO practices of exception handling and the adoption of custom 404 error page to increase visitor retention rate, and how to increase content / code ratio as well as the programming techniques to boost the web performance. The benefits won't just stop here. It also presents plenty of tips for email marketing. It teaches you how to increase open rate, subscribe rate, CTR and conversion rate by tweaking critical email elements. Also, the book lists out on the most important metrics to watch for in your email campaign and how to interpret these metrics and optimize the email elements accordingly. In addition, it demonstrates the tips for the experiment design for your email campaign for further improvement on the critical email elements. Furthermore, its critical tactics in FB marketing based on role playing will open your eyes. Furthermore, *Cognitive Search Marketing Paid Search: Theory, Experiment, Practice and Tactics: A PPC Paradigm Powered by Persuasion and Cognition* is a perfect read to polish your online marketing skills on paid search. This book provides new perspectives on applying communication theory on today's online marketing campaign and paid search. The book offers online business solutions, from demand generation all the way down to conversion. Based on various communications theories, it demonstrates abundant persuasive ad copy writing tips along with examples that you can refer to immediately. It also shows its readers how to write effective PPC ads by applying cognitive science and which has never been addressed on the books I have ever read. It covers a deep ground in landing page optimization based on UX and bidding management with strategic planning and highly valuable tactics. This book also demonstrates a complete walk-through in a PPC campaign with case study, from keyword generation, persuasive ad copy writing, bidding management, down to conversion tracking. One of the best part of this book is its demonstration on MRI placement targeting and it just blew my mind. The book also interfaces PPC campaign with experiment design to leverage the overall efficiency on a company's marketing plan in a macro-level and which has never been addressed in any books I ran into before. The book also illustrates critical campaign metrics to watch for, how to interpret these metrics and respective actions to take to improve your campaign. Landing page optimization tactics to increase the CTR and conversion rate are emphasized while conversion attribution model and its application is well-addressed. In addition, it shows you many effective bidding techniques to optimize your profit while lowering your CPA. Furthermore, this book extends the value of PPC techniques by applying the PPC tactics into a job search process with examples that readers can use immediately after they read the book. Enjoy your read!

2 von 3 Kunden fanden die folgende Rezension hilfreich. Super Buch, nen haufen Infos und gut zu lesen Von C. S. Also ich bin ja ein Fan von Englishen Buechern, und auch mit 'Fachbuechern' habe ich keine Probleme, aber bei diesem muss ich wirklich sagen es war fuer meine Verhaeltnisse wirklich einfach zu lesen. (und ich bin nur ganz normaler 'Schueler' und nicht gerade ein Sprachen Ass). Ich finde man bekommt in dem Buch eine ganze Menge guter Tipps. Und fuer mich ein wichtiger Punkt, ich habe einfach mal alles auf einen Punkt zusammen gebracht. Kurz und Knapp: Fuer mich als absoluten Blogging Anfaenger ist es eine Super hilfe gewesen!

1 von 2 Kunden fanden die folgende Rezension hilfreich. Blogging made easy! Von D. Mestrovic The authors Darren Rowse and Chris Garrett explain in easy steps how to do blogging and profit from it. No matter if you are a novice or a pro, you can learn a lot from those successful bloggers.

**Kurzbeschreibung** An update of one of the bestselling blogging books, written by two of the world's most successful bloggers There's a reason why the first two editions of this book have sold thousands of copies worldwide. Written by two of the world's most successful bloggers, it's one of the clearest books out there on how to earn an income from your blog. This new edition gets you up to date on the very latest changes that affect the blogging-for-business landscape. Featuring new material on Twitter, Facebook, and LinkedIn; plus new ways and tools to grow your audience and expand your business beyond your blog, this professional blogger's bible is better than ever. Helps novices choose a blog topic, analyze the market, set up a blog, promote it, and earn revenue Gives aspiring bloggers proven techniques and the tools they need to succeed in building a business from their blogs Reveals 20 key ingredients for a successful blog post Offers solid, step-by-step instruction on how bloggers actually make money, why niches matter, how to use essential blogging tools and take advantage of social media and content aggregators, how to optimize your advertising, and much more Includes techniques for attracting and growing an audience and how to mine new business opportunities beyond your blog Written by two fulltime professional bloggers, this exciting, updated edition of *ProBlogger* tells you exactly how to launch and maintain a blog that makes money.

**Kurzbeschreibung** An update of one of the bestselling blogging books, written by two of the world's most successful bloggers There's a reason why the first two editions of this book have sold thousands of copies worldwide.

Written by two of the world's most successful bloggers, it's one of the clearest books out there on how to earn an income from your blog. This new edition gets you up to date on the very latest changes that affect the blogging-for-business landscape. Featuring new material on Twitter, Facebook, and LinkedIn; plus new ways and tools to grow your audience and expand your business beyond your blog, this professional blogger's bible is better than ever. Helps novices choose a blog topic, analyze the market, set up a blog, promote it, and earn revenue Gives aspiring bloggers proven techniques and the tools they need to succeed in building a business from their blogs Reveals 20 key ingredients for a successful blog post Offers solid, step-by-step instruction on how bloggers actually make money, why niches matter, how to use essential blogging tools and take advantage of social media and content aggregators, how to optimize your advertising, and much more Includes techniques for attracting and growing an audience and how to mine new business opportunities beyond your blog Written by two fulltime professional bloggers, this exciting, updated edition of ProBlogger tells you exactly how to launch and maintain a blog that makes money.