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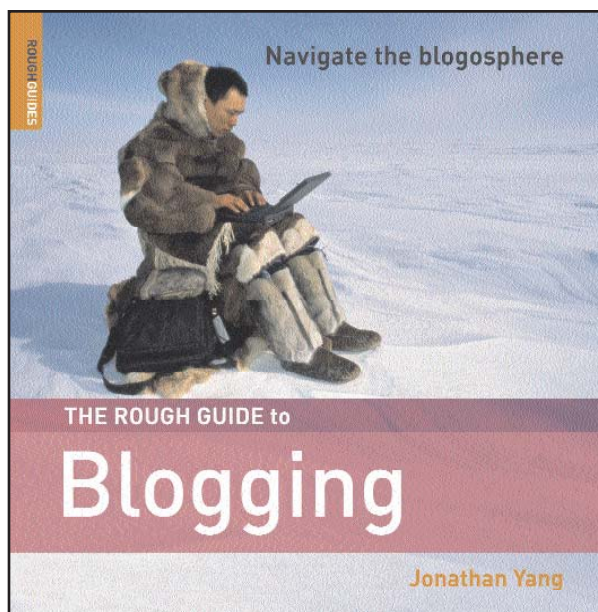
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# The Rough Guide to Blogging

by Jonathan Yang

-THE ULTIMATE REFERENCE FOR ALL THINGS WEBLOG-

From breaking news at lightening speed to allowing anyone with an internet connection to broadcast their views to a global audience, blogs now rule the new media roost. *The Rough Guide to Blogging* is your ultimate Virgil, offering bloggers expert guidance on how to make--and make the most of--their plots in cyberspace.



What's most unique about this book is that it combines practicality with criticism and recommendations and so acts as a cultural history, uniting the often distinct blog categories into one "story" while also offering up lots of helpful advice. The book functions as a how-to guide for the novice, and as a honing tool for the experienced blogger, covering areas such as videoblogging, Podcasting, audio, design, as well as sections on blogging's relationship with journalism, business, education and politics.

With this book, you can:

- Discover the greatest blogs on the web
- Tune in to issues ignored by the mainstream media
- Understand newsreaders and RSS
- Select the best host for your blog
- Share your experiences, photos & opinions
- Develop your digital writing style
- Increase your traffic and search engine rankings
- Explore videoblogging & Podcasting

The Rough Guide to Blogging

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## The blogosphere by numbers (from p.6 of *The Rough Guide to Blogging*)

- 200 million** Approximate number of US Internet users
- 12%** The proportion of US Internet users that have a blog (24 million)
- 18%** The proportion of US Internet users that read blogs (36 million)
- 38%** The proportion of the US public that has heard of blogs
- 72.5%** The proportion of people in Japan that have heard of blogs
- 4 million** The average number of readers that drop into Glen Reynolds' blog, instapundit.com

US figures from Pew Research Lab; Japanese figures from Internet Association Japan

## About ROUGH GUIDES:

ROUGH GUIDES publishes over 300 travel guides; a unique series of waterproof, rip-proof maps; phrasebooks; acclaimed music, technology & pop culture reference titles and nearly 200 world music compilation CDs.

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