



WordPress: The Missing Manual (Missing Manuals)

By Matthew MacDonald

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Whether you're a budding blogger or web development professional, WordPress is a brilliant tool for creating websites—if you know how to tap its impressive features. This jargon-free Missing Manual shows you how to use WordPress and its themes, plug-ins, and widgets to build just about any website you can imagine, from a classy blog to a basic e-commerce site.

The important stuff you need to know:

- **Create a blog.** Get a free WordPress.com account, choose the right theme, and start publishing content.
- **Build a website.** Produce a professional-looking business site by customizing a WordPress theme.
- **Add features.** Choose from thousands of WordPress widgets and plug-ins to extend your site's features.
- **Mix in multimedia.** Include slideshows, video clips, webcasts, podcasts, and music players.
- **Involve your readers.** Let readers leave comments, contribute to your site, and carry on a dialog.
- **Build an audience.** Learn search-engine optimization, measure your reader's favorite pages, and publicize your site.
- **Create a community.** Use social media tools such as “Like” and sharing buttons, and provide RSS feeds of your posts.

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Editorial Review

About the Author

Matthew MacDonald is a science and technology writer with well over a dozen books to his name. Web novices can tiptoe out onto the Internet with him in *Creating a Website: The Missing Manual*. HTML fans can learn about the cutting edge of web design in *HTML5: The Missing Manual*. And human beings of all description can discover just how strange they really are in the quirky handbooks *Your Brain: The Missing Manual* and *Your Body: The Missing Manual*.

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