

We have always heard talking about effective communication related to the phenomenon of blogs. But how actually a blog needs to be implemented to be defined really effective from the communication point of view? Regardless the objective that you set out to achieve during the design phase of your blog, the overall objective of a blog is to get many readers and many individuals who actively participate to the blog activities by commenting on its posts. So the first thing you should expect from your blog is that it gets a lot of visits and that people comment on the posts you have written. Bear in mind this obvious statement: without achieving this primary goal, the actual objective that you aimed to achieve when you designed your blog cannot be realized. The objective of this book then is to provide you with the basic knowledge of communication effectiveness applied to a blog. If you follow these simple pieces of advice, you will see that even a blog that deals apparently with uninteresting and boring content can have a great visibility (for you obviously your topics are very interesting, but many others may think differently from you, so they need to be persuaded to read your topics).

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