

Free Wordpress Post Badges Plugin Released

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Optimization Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big
Data and Gamification Manager's Guide to Online Marketing Susan Gunelius Brian
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get the whole picture and learn to create a successful online content marketing program
successful online marketing is about more than creating a facebook page or writing a
corporate blog brands need to build lasting connections with the right customers online
through an effective online content marketing strategy and this book shows you how it
explores ways to create a content marketing strategy identify the content that will keep your
customers coming back create that content distribute it online and measure the results with
hands on step by step guidance content marketing is an essential element of successful
online marketing and brand building this book shows you how to begin creating and
distributing content online to market your business explains why content marketing is
important and how to create an online content marketing strategy which tools to use and
what to avoid shows how to create content and get it published online in long or short form
offers plenty of tips case studies and worksheets to ensure success online content
marketing positions your business and your product for lasting customer interaction content
marketing for dummies gives you the tools to create a program that works

wordpress is much more than a blogging platform as this practical guide clearly
demonstrates you can use wordpress to build web apps of any type not mere content sites

but full blown apps for specific tasks if you have php experience with a smattering of html css and javascript you ll learn how to use wordpress plugins and themes to develop fast scalable and secure web apps native mobile apps web services and even a network of multiple wordpress sites the authors use examples from their recently released schoolpress app to explain concepts and techniques throughout the book all code examples are available on github compare wordpress with traditional app development frameworks use themes for views and plugins for backend functionality get suggestions for choosing wordpress plugins or build your own manage user accounts and roles and access user data build asynchronous behaviors in your app with jquery develop native apps for ios and android using wrappers incorporate php libraries external apis and web service plugins collect payments through ecommerce and membership plugins use techniques to speed up and scale your wordpress app

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a no nonsense guide to the ever evolving tools of social media this handbook details the nuts and bolts of the open source internet by using real world examples with dozens of screen shots for each subject the companion cd provides links to resources and directories of social websites in addition to forms and worksheets designed to map social media strategies this

practical hands on introduction to social media tools such as facebook youtube and twitter helps grow brand recognition improve and expand sales and increase profits for business owners professionals musicians and artists alike

the next step in the evolution of user interfaces is here chatbots let your users interact with your service in their own natural language use free and open source tools along with ruby to build creative useful and unexpected interactions for users take advantage of the lita framework s step by step implementation strategy to simplify bot development and testing from novices to experts chatbots are an area in which everyone can participate exercise your creativity by creating chatbot skills for communicating information and fun developers of all skill levels can craft user experiences that are natural easy to use and most of all fun build chatbots using free open source tools and launch them to popular chat platforms like slack and amazon s alexa use the ruby programming language and the lita bot framework to unlock fun and powerful chat abilities such as sending text messages and emails creating new meme images driving a robot around the room and talking out loud on a home speaker use frameworks available in ruby and node js to get started quickly create simple chatbot skills that respond quickly to basic requests chain skills together for more complex interactions take advantage of test driven development techniques to build your bots with confidence coordinate tasks with colleagues via bot connect with external apis to provide users with data they need extract data information from web pages when an api isn t available expand your bot s reach with sms and e mail messaging deploy a chatbot to a host so users can interact with it on their schedule build a more responsive easy to use interface for your users today what you need you don t need much to get started with chatbots a mac or linux computer with a recent version of ruby is recommended windows users can keep up with a free virtual machine running linux you ll deploy your chatbots for free or at least cheaply on cloud hosting platforms like heroku and digital ocean

streamlined gulp pipelines practical techniques for fast maintainable front end build automation is a hands on guide for developers and devops engineers who want to build fast reliable and maintainable front end build systems using gulp the book situates gulp within the broader evolution of build tooling explaining why stream based pipelines remain uniquely powerful for transforming assets at scale and translates those principles into concrete practices you can apply across projects from single page apps to complex monorepos through clear example driven chapters you ll master gulp s stream architecture plugin ecosystem and patterns for writing modular testable gulpfiles coverage includes optimizing asset pipelines integrating linters and formatters orchestrating parallel and dependent tasks and scaling workflows for microservices and ci cd environments practical performance techniques caching incremental builds and parallelization are paired with automation for documentation auditing and reproducible releases so teams can ship confidently and consistently beyond core pipelines the book explores testing and qa for build systems supply

chain security and compliance and strategies for moving builds into distributed or serverless environments it also looks ahead to ai augmented tooling and eco conscious build design using real world case studies to show how maintainable high performance gulp pipelines enable faster development cycles lower operational cost and long term sustainability

it is no secret that the future of the internet is the social and that the future is this very instant millions of people and businesses are interacting sharing and collaborating on social networking sites media communities social bookmarking sites blogs and more they are doing it right now 24 7 and you and your business want to be a part of this powerful movement with as professional and efficient a presence as possible while keeping your expenses minimal this book will show you how to use the tools of 2 0 to build a successful presence from squidoo to youtube facebook to wordpress wikis to widgets blogs to rss feeds business owners authors publishers students pr and marketing professionals can learn to apply and integrate these tools by themselves gone are the days of relying on developers this book arms you with the nuts and bolts of the new open source internet through hands on real world examples you will be pleasantly surprised at how easy it is

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