



Wordpress:la tela de la araña

By Sánchez, Yoani

ANAYA MULTIMEDIA, 2014. Condition: Nuevo. Hoy en día los buscadores han impuesto su tiranía de tal forma que si no apareces entre los primeros resultados de sus listas, simplemente no existes. Frente a esa dictadura de los algoritmos matemáticos tenemos herramientas excelentes que permiten crear, administrar y promocionar una marca personal o profesional en Internet. Para tener presencia real en la Red es preciso tener contenidos propios, identificables por los buscadores y virales en las redes sociales. WordPress es la aplicación más potente y sencilla para mostrar contenidos en webs y blogs; la plataforma seleccionada por 60 millones de personas para expresar sus ideas en la Web. Este libro basado en la novísima versión 4.0 aporta los conocimientos técnicos indispensables para dominar el programa, además de aportar toda la experiencia de sus autores en el uso de esta tecnología. Yoani Sánchez y Fernando Tellado, cada uno en su ámbito y desde su ejercicio, han encontrado en WordPress la herramienta perfecta para darse a conocer, defender la libertad y respaldar la nueva democracia digital, la denominada Web 2.0. Cada herramienta del programa está explicada con ejemplos prácticos y eficaces. Puede descargar los complementos en la Web de la editorial, anayamultimedia.es, y...



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