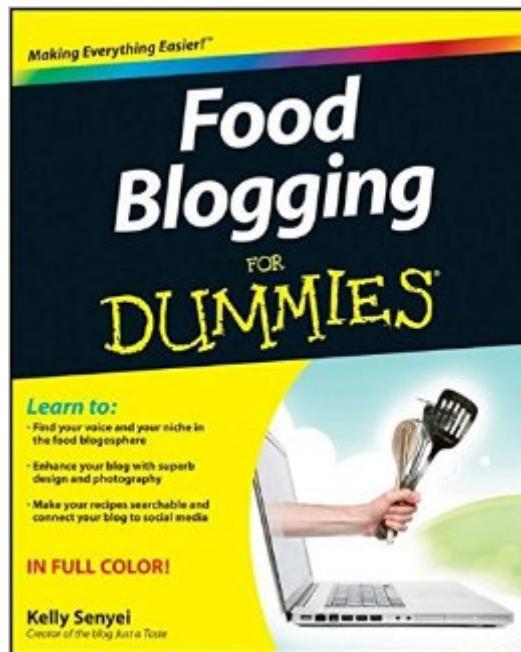


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# Food Blogging For Dummies



## **Synopsis**

Bloggers and foodies everywhere will want this full-color book. The only thing better than cooking and eating is talking about it! Combine your two loves—“food and blogging”—with this ultimate guide for food bloggers everywhere. *Food Blogging For Dummies* shows you how to join the blogosphere with your own food blog. This unique guide covers everything: how to identify your niche, design your site, find your voice, and create mouthwatering visuals of your best recipes and menus using dazzling lighting and effects. You’ll learn how to optimize your blog for search, connect with social media, take your blog mobile, add widgets, and much more. Walks you through the technicalities of starting your own food blog. Explores what you need to consider before your first post ever goes public. Shows you how to create lip-smacking food visuals using special lighting and clever effects. Explains SEO and how to make sure your site and recipes are searchable. Goes into social media and how to use it effectively with your blog. Here’s everything you need to know about food blogging.

## **Book Information**

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## **Customer Reviews**

*Food Blogging for Dummies* is a must-read for anyone with a dream involving a wok, a website, and wordpress. It is laid out in the time-proven format of hundreds of other Dummies books, but Kelly Senyei's unique approach shines through. She walks you through the basics of setting up a website, finding your voice, and building our brand. Along the way, she gives the pros and cons of each choice an individual blogger needs to make, letting them determine their own path to success. But what was really impressive to me were all the photography tips. Senyei pulls back the curtain to

show the tips and tricks the pros use, that will elevate a basic blogger above the crowd and really stand out. An invaluable reference for those just starting out, or looking to add the icing on the cake. Five stars.

There is an art to food blogging and this author has it down. She is a very clever writer and her personality really comes through in her explanations and descriptions of what make a successful food blog. This could have been a very dry read, but was very entertaining and informative. All my questions were answered and questions I didn't even know I had were answered. Beautiful photos, too! Now excuse me, but I have to start my very own food blog!

If you are an up and coming journalist and foody like I am (or just one of the two), this book is the perfect fit! The author brings an entirely new perspective to the table (no pun intended). Her photographs are beautiful and her dedication to the subject is extremely apparent. This is one how-to book you won't want to miss and won't be able to put down!

The author makes no bones about Food Blogging being a crowded blogging field to break into. What I liked is she also takes care to point out that there are different goals for different people. For some like me, simple sharing what you are learning is a goal. For others, sharing with family, learning, and yes, even making some online money are a few of the goals shared by many. Each one has different requirements and varying amounts of time as she correctly points out. I felt this book was better than I expected and am very happy with it and how it has helped me start my own food blog.

I'm so late in giving my review! I purchased this book last year as I decided to start another website; a food blog. Unsure if there was something I needed to know before getting my feed wet in the food niche I picked up this book. I had looked at quite a few others and decided this one would be the overall best choice. It had everything I needed and then some. I did skip over the parts about starting a website because this was something I am already very familiar with. Anyone looking into food blogging or writing should pick up a copy of this book.

One of my favorite things to do is look at food blogs, and I have planned to start one with my husband for a while now, but I really want to go about it the right way. *Food Blogging For Dummies*, written by Kelly Senyei, creator of the *Just A Taste* blog, has been an excellent place for me to start.

It also goes way beyond the start-up stage to teaching about social media, sponsors, ads, branding, and how to come up with engaging content. There are many color photos and diagrams that make Food Blogging For Dummies easy and interesting to read. Even if you have no formal training the author encourages you to remember that your blog does not need to be perfect on the day you launch. She also has detailed information about food styling and photography, including an interesting section on the 10 hardest foods to photograph, with expert tips and advice on how to make those items look appetizing. I was excited to see the author's suggestions for career possibilities for food bloggers. Once you feel confident there are several ways to branch out, like writing a cookbook, or publishing articles in a magazine. Even recipe development or food styling are possible job prospects! Food Blogging For Dummies is a comprehensive look at all that is needed to make a food blog a success.

This guide is great for beginners. However, if you have done food blogging for some time, or if you would like to do it more "seriously", this book provides only moderate information.

I've long been too intimidated to start a food blog but have wanted to forever. This book not only gave me the tools but the inspiration to begin! This will be my bible as I attempt to navigate the world of food blogging. A fantastic resource and a fun read to boot.

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