



In the case of spammers, make an amendment to your policy, announce it to your blog readers, and carry on.

Lesson learned: Setting a blogging policy is a good idea, but only if you actually stick to it.

Don't Be Greedy

You can pitch, and even sell, your own products and services via your blog. You can also add a number of other revenue-generating functionalities to your blog, including advertising, affiliate program links, and donation requests. (I talk more about these tools in Chapter 14.) Carry all this too far, however, and your blog becomes a sales tool rather than a communication tool. You lose readers and you certainly won't sell anything when you get carried away by the desire to make money with your blog.

Many commercial bloggers don't take any risks in this area at all, often for very good reasons. In the Community MX blog, www.communitymx.com/blog, postings often cover fixes, tricks, and tips for various Macromedia software products. It would be pretty obnoxious if every mention of a software application also involved a link to the purchase page — especially because readers of this highly technical blog are likely to already own and use the software being discussed. Take a look at this blog in Figure 9-3.

Key - 9
 Sheri German - 5
 Stephanie - 20
 Tom Green - 1
 Tom Muck - 9
 Tom Pletcher - 1
 Zoe Gillenwater - 6

blog search

Search

blog calendar

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
<< November >> 2004						

categories

All

Dreamweaver Drag Layer behavior broken in Mozilla with valid doctype (solution provided)

Posted Tuesday, November 09, 2004 3:30:25 PM by Danilo Celic

Due to "old"

coding, the Drag Layer behavior with Dreamweaver (up to and including DWMX2004) does not work in Mozilla, and likely other standards compliant browsers, when the page has a valid

latest posts by Danilo Celic

- Dreamweaver Drag Layer behavior broken in Mozilla with valid doctype (solution provided)
- Drag and Drop from Dreamweaver's Components panel triggered when drag is started
- Font chooser within a Dreamweaver extension
- Extension Manager crashing on Mac OS X
- Copying a folder and all of its files within a Dreamweaver extension

View the archive

links of interest

Macromedia blog aggregator

rss and opml

CMX blog RSS feed

Our feeds

Poll Results Archive

What operating system do you use most?

Windows 95

Windows 98

Windows NT

Windows 2000

Windows XP Home

Windows XP Pro

Mac Classic

Mac OS X

Figure 9-3: The Community MX blog rarely links readers to software purchase pages.