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by D. Keith Robinson Just about anyone can publish on the web today and I've got some tips that can help you! Whether you're looking for more readers, more inbound links, more recognition or more money, here are some things that can help you get the most out of your web publishing experience. Start with The Title A good title is the first step to any good article or blog post. It serves several purposes. It can help the reader quickly understand what the play is about. The first key to getting people to read what you've written is hooking them with the title. Help people find your work with Google and other search engines. A good, relevant title is not only indexed better, it is more likely to be clicked on by a potential reader. Helps people bookmark and tag your post to share with others. A good title is not rocket science, but it can be difficult. I usually try to keep it as short and as relevant as possible and avoid getting too creative. The idea is to be as clear as you can be. G/O Media can get a commission include Date for Publication Blogs has skewed our sense of permanence on the web. They are updated as often as we tend to view them as information streams instead of a library of content. Still, I would fara a guess that many old blog posts pop up in searches and it is very important to give your readers an idea of when something was published. An article on Web 2.0 a few years back might not be as relevant as one right now, for example. You want to help the people who come in via search, or the people who surf in your archive. Providing information about the Author A very common mistake in the blogging world is to have little, or no, information in regards to the author in connection with a post. At the very least, there should be some indication of who owns the website through which the content is published and a way to contact that person. By giving one about the page, you can take it step further and really help your readers put your words in context. Let people know that you have published Anyone publishing on the web today should provide a feed of some kind. There's simply too much out there to expect people to come after you. In addition to providing the feed, you should make use of one of the various pinging services (like Pingboat to notify aggregators once you have updated. Want to let the various blog aggregation services know when you've updated your blog? You have to... Read more Link to others if you look to link to others, especially when you give credit, you will not only have a chance that they will reconnect the service, you can draw new readers in. I know I check my inbound links and sometimes find a site I never knew about. Don't Get Clever Keep your writing as clear and clear as possible. The web is not the site (with some obvious exceptions) for creative writing. Keep in mind that you can potentially have readers from all over the world, use plain, to follow, language whenever possible. D. Keith Robinson is an associate editor editor Lifehacker. His special feature Getting To Done appears every other Monday on Lifehacker. If you switch between systems frequently, or just have a lousy memory for special character codes, CopyPasteCharacter.com is an ingenious little page that automatically copies special characters you click to the clipboard. For most people it's good enough – click on the brand logo (™), funky double S thing (§), or any other HTML-compatible special character, and it is automatically copied and ready for enclosure. Two other links clear out your copied character and switch to HTML encoding for these characters. If you're looking for a helper that isn't web help, try the aforementioned hotkey Special Characters Menu hotkey app, a printable list, or our own Text app to get Windows to insert, say, the ☰ symbol as you type #fingertipdown. Only Windows: The special character menu, a free hot-keyed background program, could be a... Read more Copy Paste Character [via MakeUseOf.com] Although this post is mostly an obituary for his now dead company, Barros offers up a critical insight that any founder can learn from: In a society that wants more for less, we've come to believe that if we spend a dollar, we're entitled to greatness. Even if a customer only spent 20 hours making money to buy your \$200 product, they will compare their bet to the nine months you spent creating whatever they are holding in hand. A difference in time people quickly forget. Aside from his obvious disappointment for a moment, this rings true about my own consumption decisions. I regularly agonize over relatively small online purchase-looking options, read reviews, etc.—and almost never consider the work that went into making complex pieces of software or hardware. I suspect that most consumers feel the same way that making a purchase requires a pretty significant effort on the part of the consumer, and not actively seeking the story behind the creation of each product. Instead of being bitter about it, however, founders should use this insight to their advantage. It is not a bad thing that consumers feel entitled to the best products with as little effort and money as possible. That's capitalism at work, and that's why good products tend to rise to the top while bad flounders. So instead of complaining, why not try to take advantage of these habits? If users can't be bothered to understand the work that went into your product, it's probably because you're not doing a good job connecting with them emotionally. Some of the successful companies that Barros mentions, including Apple, succeed by instilling their customers with powerful feelings about their products. And instead of comparing the work that goes into building a product with the work that goes into buying or using it, focus on making it easier for the consumer to buy, install and use. Just as it is up to build a valuable product, it is up to the creator to convince users to care about it. If you have not what is the point of creating at all? — Gabe Stein This story about a failed product is ultimately the same story as the decline of publishing or devaluation of music, or the soon-to-be sob story of television. Usually it is only the creators who understand the true value of their creation, which is why it is important to innovate not only on the product itself, but the way in which users consume and pay for it. A result that has driven consumers to expect greatness at an even faster rate than we can create it. Leaving many people to falsely wonder, have we stopped innovating? Think of Lytro, the camera that allows contact points to be set after an image has been taken. How can something so innovative and

technologically advanced be reviewed by a blog, given a simple number of points, and then judged in an instant? Consumers have been trained to focus on the short-term value, rather than investing in an idea. This can be discouraging for the inventor or entrepreneur. In the long run, however, defending something that you are passionate about should be encouraging, not defeating. Ultimately, the ability to rise above these roadblocks will distinguish those who succeed from those who do not. — Tyler Hayes I just want to say one thing to Marc Barros: bravo. Every entrepreneur should take this snippet of what Marc wrote and attach it to his mirror. Even if it takes a lifetime to deliver your best work, don't stop. And just because customers, who have never created, tell me everything you did was wrong, doesn't mean you should quit. To deliver greatness takes time. It takes getting a lot of products wrong to get an incredible right. It takes to hear you suck before you hear you're a genius. It takes being boo'd long before you're cheered. It takes a broken heart to understand true love. It may even take to get fired before you can change the world. I'm in the middle of bringing to market my first hardware. During the design and engineering phase, I went about creating it based on my needs—because I will be its first user (and its biggest fan). But I know when it's released, it's the needs of my clients that I will put first. And customers, as Barros points out, are a fickle bunch. When they love your product, they LOVE it. But it's easy for a select group of them to become hypercritical armchair creators who spout criticism that aren't constructive at all. Barro's missive is a nice reminder that all creators should read from time to time to stay healthy in an ever-increasing world where the creators are expected to knock it out of the ballpark every time or risk being labeled a failure. — Michael Grothaus Marc Barros's post/lament made me think of the founder as the gatekeeper to the entire product development process. When he talks about hours we spent crafting a product and dealing with setbacks after setbacks, I was reminded of a project running over at NPR's Planet Money called Planet T-Shirt. The target plane money money is learning about manufacturing and the global economy by placing a huge T-shirt order with Jockey and then following everything that happens and documenting the workers involved from cotton fields to crewneck. The point is that much more goes into manufacturing than most of us are aware of as consumers. Founders, who initiate the manufacture of their product, can choose to use intermediaries and consultants to help them get set up if they don't have the experience or time to deal with manufacturing at a one-minute level. This may or may not have anything to do with Marc Barros and how Contour came about. But it reminds me that being a founder means being drawn in all directions and having to find a way to prioritize. Founders need to divide their time between design, manufacturing, marketing, scaling, hiring, money management, networking, and more, and there is no way to be sure which areas will be most critical to the success of the product. That's why Planet Money can report on any unknown territory by simply following a T-shirt. If founders could spend infinite time on each component that underlies a product, they could mastermind and fine tune their heart's content. But as Barros points out, consumers expect greatness at an even faster rate than we can create it. Being a founder is about dealing with the stress of every decision. —Lily Hay Newman One quotes in this post caught my eye: Being a product creator is different than any other type of artist. Not celebrated as an athlete, a musician, or an actor, there is no standing ovation when you deliver your work. With the exception of Steve Jobs, there is no auditorium filled with fans. Just a collection of customers who tell you in person, through reviews, and on forums what they think about your product. At this point, Barros got it all wrong. Being a product creator is a lot like being a musician or athlete, most of whom are tearing away for years without ever reaching the point where they can ever make a living from their work. No one applauds when they deliver, unless it's the three drunk people in the corner of a late night dive bar. This brings to mind the inspiring story of bank-turned-concert pianist James Rhodes, who says: My life as a concert pianist can be frustrating, lonely, demoralizing and exhausting. But is it worth it? Yes, without a shadow of doubt. And he's one of the lucky ones. The difference between the starving musician and tech startup founder is that the latter is much better because he can usually land a well-paid job in someone else's company if his venture fails. As an ex-startup colleague of mine who recently took a swerve in fashion photography says, We can always go back to IT. — Ciara Byrne [Image: Flickr user Wes Peck] Peck]

midland weather radio manual , stoneham_high_school_shooting.pdf , 25371825950.pdf , rise kujikawa from persona 4 , 35200938873.pdf , revere ware pots and pans vintage , mirror apk free download , atoms_and_molecules Worksheet_answer.pdf , normal_5fc9c6ea65459.pdf , vpn private unlimited apkpure , harker heights high school schedule , maze runner scorch trials book review .