

i- Inthanethi

*Pzindlela zokuba yingxenye yomphakathi
we-inthanethi!*

Owen Jones



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inthanethi!*

ibhalwe ngu

Owen Jones

Umhumushi:

Paulus Mahlangu

Ishicilelwe abakwa Megan Publishing Services

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Ukubhuloga Njengefomu Lobuciko

Uma ukubhala kuwubuciko, khona-ke ukubhuloga kungabonwa njengobuciko futhi. Ukubhuloga akuyona indlela yobuciko kunokubhala okuvamile kuphela ngoba kunabantu abaningi futhi akudingi phepha. Ama-Bloga abhala kuzo zonke izinhlobo zezinto, empeleni aqamba izingcezu kuzo zonke izihloko ngaphansi kwelanga. Abantu babhala ngempilo yabo yansuku zonke, imisebenzi yabo, izinto abazithandayo kanye nezinkinga zabo.

Ukubhuloga kwaqala impilo maphakathi nama-2000s kubaphathi bewebhu ukuze bagcine irekhodi lokuzibandakanya kwabo namakhompyutha abo, okuyilapho igama livela khona: 'ilogi yewebhu'. Ilogi yewebhu yaba ama-weblog futhi yabe isifushaniswa ngokuthi blog. Amalogi ewebhu ngokushesha aba yindlela ethandwa kakhulu yokuqopha nokushicilela eminye imisebenzi yansuku zonke kulayini (online), njengedayari.

Amabhulogi angathunyelwa ku-URL (ekhelini le-webhusayithi) nanjengo kunjalo ngewebhusayithi, noma angathunyelwa kuwebhusayithi yama-bloga yamahhala. Kunamabloga amaningi wamahhala, kodwa kunaleli elaziwa kakhulu elibizwa nge-Google's 'Blogger'.

Naphezu kokuthi imahhala, i-Blogger inikeza ibhulogi evumelana nezimo ngokugcwele engabamba izikhangiso ezinjenge-Google Ads ne-Amazon, ukuze i-blogger ikwazi ukunikeza izinto ezihlobene ezithengiswayo futhi yenze imadlana ngesikhathi esifanayo.

Uma amabhulogi omuntu esetshenziselwa ukukhuluma ngempilo yansuku zonke, amabhulogi ebhizinisi angasetshenziswa njengezikhangiso ezihamba phambili zemikhiqizo yenkampani. Umphathi webhulogi yefemu angaqamba izingcezu mayelana nezinto ezintsha, imikhiqizo emisha, izikhala zemisebenzi kanye nezaphulelo ezingajwayelekile. Ibhulogi yenkampani ingasetshenziswa njengomshini ozimele wokukhipha izindaba ezingafinyelela izethameli zomhlaba wonke.

Uma ufuna ukwakha ibhulogi ozoyisebenzisela okomuntu siqu noma inkampani, uzodinga ukwazi okuthile mayelana nokubhuloga, ngakho-ke

nazi izinkomba ezimbalwa.

Into yokuqala okufanele uyenze ukuchaza ukuthi ibhulogi yakho izokhuluma ngani. Uma kuyibhulogi yenkampani lokho kulula, kodwa ibhulogi yomuntu siqu kufanele ibe nezethameli eziqondiwe. Kufanele ikhange eqenjini le-nishi (niche). Zama ukugcina iqembu le-nishi liqinile, amabhulogi akhuluma ngezihloko ezibanzi awathandwa kakhulu.

Ngokwesibonelo, ukuqoqwa kwezitembu kuyisihloko esibanzi kakhulu. Ukuqoqa izitembu zaseBrithani kungcono, kodwa izitembu zesikhumbuzo saseBrithani zekhulu lama-20 kungcono nakakhulu. Faka ezinye izithombe ukuze ugcine ibhulogi ibukeka ijabule futhi inemibala. Lokhu kwenziwa kalula njengoba amaphrinta amaningi esimanje anendawo yokuskena (scan) izithombe futhi azithumele kukhompuyutha yakho.

Ku-blogosphere, ulwazi yigama lomdlalo. Abantu abaningi bayantweza (surf) ukuze bathole ulwazi. Bantweza ukuze bathole izixazululo ezinkingeni ababhekene nazo; ukuze basizakale ngezinto abazithandayo noma ngolwazi olujwayelekile kuphela. Ngakho-ke, kufanele wenze ibhulogi yakho ibe umthwali wolwazi olusebenzisekayo.

Ungenza ibhulogi yakho isebenze ngokuvumela abafundi bakho ukuba baphawule ngabakubonile. Enye isofthiwe ivumela ukuphawula okude kakhulu ukuze izivakashi zikwazi ukushiya imibono yazo ngokugcwele. Lokhu kusebenzisana kuzokhuthaza abafundi ukuthi babuye bazolandela ingxoxo.

Eqinisweni, amasofthiwe amaningi okubhuloga azisa oshiye amazwana ukuthi kube nempendulo futhi avuna ikheli le-imeyili lomhlaziyi ukuze ukwazi ukumengeza ohlwini lwamakheli, inqobo nje uma umnikeze ikhono lokukhetha ukuphuma ohlwini uma efuna ukwenza kanjalo.

Ukusebenzisa i-PLR ukuze uqalise Ibhulogi Yakho

Ukuba nebhulogi kungaba yinto eyanelisayo noma edumazayo. Kuyajabulisa uma iphumelela ngokusesilinganisweni, kanye nokudumala uma kungekho muntu owake wayifunda. Ibhulogi eyanelisayo ingaholela emsebenzini wokubhuloga onenzuzo, futhi lokho kungakwenza kube yintokozo nakakhulu ukusebenzisa isikhathi sakho kuyo. Lesi sihloko simayelana nendlela eyodwa yokufinyelela izinga lempumelelo njenge-bloga, okungukuthi ngokusebenzisa i-PLR ukuze uqalise ibhulogi yakho.

I-PLR ('Private Label Rights') imelela 'amaLungelo eLebula yaNgasese', okusho ukuthi ungasebenzisa izindatshana njengokungathi ezakho ngemvume yombhali.

Okokuqala, kufanele kuphawulwe ukuthi osomabhizinisi abafufusayo kanye nabaphawuli cishe baqala izigidi zamawebhusayithi namabhulogi njalo ngenyanga, ngakho-ke umsebenzi wakho wokuqala uwukuba ngaphezu kwalelo 'zinga lomsindo'. Ngamanye amazwi, ukuze ibhizinisi lakho liqashelwe.

Ukuba nesihloko esivusa amadlingozi kubhulogi yakho kuyasiza, kodwa akubalulekile. Ngakho, yini enye ongayenza?

Ngakho, udinga ukungena ezinjini zokusesha, futhi ayikho into [abantu] abayithanda ukwedlula okuqukethwe okusha okuhambisana nesikhathi. Kuyasiza ukubona izinjini zokusesha njengezinja eziwuzulane ezilambile. Uma ubekela izinja eziwuzulane ukudla, zizobuya zizofuna okunye. Uma ukwenza umkhuba, zizokanisa ngaphandle kwendlu yakho.

Futhi ngokushesha nezinjini zokusesha, zizokwenza into efuze leyo.

Uma ngingabhali amanoveli, ngizama ukudala izindatshana zokuqukethwe ze-nishi (njengalezi) njalo ezinsukwini ezimbalwa bese ngizithumela kusayithi lami. NgoJanuwari 2021, i-Google yayivakashela ibhulogi yami (<http://meganthemisconception.com>) njalo ngemizuzwana eyishumi nanhlanu!

Manje, ukubhala izindatshana eziphusile kungase kube ngaphezu kwamandla abantu abasanda kungena emsebenzini, noma kuma-bloga ulimi lwabo lwebele okungesona isiNgisi, ngakho-ke isisombululo engisiphakamisayo kulokhu siwukuthenga okuqukethwe okuhlosiwe noma izindatshana ze-nishi bese uzishicilela njengezakho.

Ama-athikili abeklanyelwe ukusetshenziswa kanjalo abizwa nge-PLR (‘Private Label Rights’) amaLungelo eLebula ayimFihlo. Abhalelwe ukuthi adayiswe futhi asetshenziswe kabusha. Izikhathi ezimbalwa lapho i-athikili isivele isetshenziswe khona kuyinkomba yobusha bayo.

Kodwa-ke, kungakhathaliseki ukuthi i-athikili ye-PLR yintsha kangakanani, umsebenzisi wayo kufanele ayifunde futhi ashintshe amagama nemisho ukuze ihambisane nesitayela sakhe, okuzokwenza kube yilungelo lakhe lobunikazi. Lokhu kuzoqinisekisa ukuthi, uma ama-blogaa angamavila ethenga iphakethe lebhulogi elifanayo kamuva futhi angalishintshi, usazoba nendatshana yoqobo, yomuntu siqu.

Uma ungakwazi ukushicilela izindatshana ezintsha zekhwalthi ezilungele okuthunyelwe kwebhulogi njalo ngemva kwamaviki amabili, uzothola izinjini zokusesha zilinde emnyango wakho.

Isoftwe yokukhangisa

Isoftwe yokukhangisa (adware), i-softwe yobunhloli (spyware) nesivikela magciwane (anti-virus) ama-softwe anokuthile afana ngakho, okunye kwako ukuthi omathathu ayinkinga enkulu kubasebenzisi bama-khompuyutha. Ake senze umehluko phakathi kwawo womathathu.

Isoftwe yobunhloli (Spyware) isofthiwe engalimazi ikhompuyutha yakho. Ekwenzayo ukudala izindlela lapho omunye umuntu ngaphandle komnikazi wekhompuyutha akwazi ukuxhumana kusukela kuleyo khompuyutha. Ngokuvamile isoftwe yobunhloli (spyware) irekhoda izinhlobo ezihlukene zamawebhusayithi oya kuwo futhi ithumele lolo lwazi kubakhangisi bewebhu, okuthi ngokuhamba kwesikhathi bakuthumele ama-imeyili angafunwa kanye nezikhangiso ezithushukayo.

Yingakho isoftwe yobunhloli (spayware) ingathandwa futhi igwenywa. Iyagxambukela kune-isoftwe yokukhangisa (adware). Isoftwe yobunhloli (spyware) inezinhlelo zayo ezihlukene ezisebenzisekayo, eziyivumela ukuthi irekhode izinkinobho zakho [ozicindezela ku-khibhodi], iskena amafayela kuma-hard disk akho futhi ibheke ezinye izinhlelo zokusebenza ozisebenzisayo, okuhlanganisa, kodwa kungagcini nje ngezinhlelo zokuxoxa, amakhukhi (cookies) kanye namasethingi wesiphequluli seWebhu (Web browser settings).

Isoftwe yobunhloli (spyware) bese ithumela ulwazi eluqoqile kumsunguli wayo. Umsunguli uzobese esebenzisa lolu lwazi ngezinjongo zokukhangisa nezokuthengisa. Baphinde bathengise imininingwane kubakhangisi nakwamanye amaqembu.

Isoftwe yokukhangisa (adware), ngakolunye uhlangothi, iwuhlobo lwe-softwe olusemthethweni. Ifana ne-isoftwe yobunhloli (spyware) kodwa i-softwe yokukhangisa (adware) iyinhlobo yokukhangisa ehlanganiswe yaba isofthiwe yamahhala noma uhlelo lwamahhala futhi ifakwe ngokuzenzakalelayo uma lolo hlelo noma isofthiwe isilayishwa ohlelweni lwekhompuyutha yakho.

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