



**BLOG**

# **Bloggging 100 Success Secrets**

**100 Most Asked  
Questions on Building,  
Optimizing, Publishing,  
Marketing and How to  
Make Money with Blogs**

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## Blogging 100 Success Secrets

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## Blogging 100 Success Secrets

There has never been a Blogging Guide like this.

100 Success Secrets is *not* about the ins and outs of Blogging. Instead, it answers the top 100 questions that we are asked and those we come across in forums, our consultancy and education programs.

It tells you exactly how to deal with those questions, with tips that have never before been offered in print.

This book is also *not* about Blogging' best practice and standards details. Instead, it introduces everything you want to know to be successful with Blogging.

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## Advertising Products using a Blog

In the Internet marketing industry, web logging is one of the most potent tools used by Internet marketers. Apart from the other avenues where advertising can be performed, web logging is seen as one of the most effective results-oriented advertising arms.

Web logging being it a self-made site where you can advertise and promote products is also deemed as one of the most cost-effective marketing tools because it does not require a third party group for the web log to be made – the designs and the construction is actually capable of being made and created by the advertisers themselves. Now, as regards the contents that are placed onto the web log site, you may not need a content writer just so you can put something on it.

If you have the inclination to write any article, then you can use these as your own web log content. Should you want to optimize the presence of your web log site in the eye of the reader and the search engine, you can engage into blog pinging which allows every updates on your web log to be transmitted to the web server thus enabling your web log site to be potentially seen as frequently updated web log.

Web logs are potentially good platform where advertisements should be made because of the capacity of the web log to capture the potential clients in a pre-determined manner. For example, if you are targeting a specific range of age or a cluster of people you can do that by specifying the type of content that you place on the web log.

## What are Blog Links for?

When you are about to create your web log, you should be thinking about how you can earn and establish a good reputation – via good page ranking and generated traffic – so that links can start pouring onto your web log site. These links help a web log as it promotes confidence and trust from other web log sites.

Usually, when you create a web log, you immediately attract potential links from the blog links that we have on the Internet. Most popular of these blog links are the social sites like MySpace and Facebook, blog sites like Yahoo 360 and Xanga. Blog links happen when these sites see the potential of your web log based on the content that your web log has, the page rank that it has earned based on the analysis of the search engine, and the traffic that it is capable of generating. Traffic is earned because the web log readers or viewers find your web log stuff very interesting and appealing to them.

When your web log is able to attract more blog links, your web log is deemed as a trusted web log site thus will attract more and more potential advertisers on your web log. It is a known fact that when you have more advertisements on your web log, this spells more income to be generated. Therefore, blog links are as essential. Having said that, you, as a web logger must pay attention to some details on how you can increase your potential to attract and appeal to generally of these blog links.

## The Importance of Blog Pinging

Web logging or blogging in a more common term requires that it generates enough traffic in order for it to have good ranking on the site. In order to do that, you have to make sure that you constantly update your web log site so that readers and viewers of the blog site may find it very interesting and appealing.

However, making a religious update does not only mean being up to date; more to that, you need to make sure that the server instantly knows that there is an update on your web log. This will allow the server then to instantly relay or “ping” other web servers about the update. This whole process of “pinging” is what we commonly refer to as the blog pinging.

Web log pinging or blog ping is a remote procedure call that uses an extensible mark up language in order to transform its calls as a way of transfer mechanism. Most bloggers are using this type of mechanism because it allows them to have an easy method of “informing” people about the updates that they have on their web logs. What this process does is that it creates a way for the web log site to generate and create more and more traffic through the “announced” updates that they have.

This method of pinging is relatively free and that generally of web loggers can use this without having to register or create an account with any web site. Further, the blog pinging is effectively useful and efficiently helpful to the web log in terms of creating web traffic and higher page ranking.

## What are the Effective Tools in creating a Blog?

The whole process of creating and developing a web log site requires not only excellent skills like content writing, designing, and improving the aesthetics side of it but also the capacity to learn and apply the use of web logging tools. These tools will help your innate skills facilitate a better and far more beautiful outcome.

So, what are the tools that one can use? Are there any specific tools that are widely recommended?

One of the mostly used web logging tools that web loggers are using is the Wordpress application. This is a very powerful tool that web loggers can use in creating a base format and design for their blogs. The Wordpress tool is capable of giving a blogger the capability to create blog functions and features in just a click. The graphical user interface that the Wordpress uses allows for the easy manipulation and control of the whole web log site. Another tool that one can use is a graphic formatting tool; these graphic formatting tools such as Macromedia Dreamweaver and Flash are very powerful in graphic manipulation. Most web logs are incorporating pictures, graphics, and videos on their web logs to make it look more appealing to the potential readers.

There are web sites that offer the whole package. One of the more prominent web log maker is the blogspot.com. Although this has a limited capability in terms of skins and designs, the capability to create an overall web log is potentially possible using this application.

## Celebrity Blogs: A better way to entice Traffic

Generally of the Internet users are clamoring for celebrity issues and news. When you browse the web, the more visibly visited web sites are those which are pertaining to celebrity people – politicians, Hollywood actors and actresses, athletes and all. Most Internet users are interested in knowing all the details that they can obtain about their idolized celebrity person. It is for this reason that most web loggers are creating web log contents that are focused at celebrity people.

If you are to look at the rate of percentage and the behavioral patterns of web visitors, you will be shocked to realize that a majority of the number of visits go to the celebrity-related sites. Celebrity web logs are among those which are generating high amount of traffic. These traffic rates indicate that the site is earning a good page ranking. As a result, the search engine is able to tag these sites as recommended sites for advertisers. These advertisers are mainly the sources of income that web loggers are looking at. Due to this more and more web loggers are eyeing at creating celebrity web logs to ensure more traffic generated that will lead to a potentially stronger means to generate income through blogging.

An essential tip when trying to create a celebrity blog is to choose the celebrities that have more controversies with them. These controversies usually can spark interest from readers. You can find more controversial celebrities based on the profile of the celebrated person. Although, at times, no matter how controversial the celebrity is, since the profile is dangerously low, people tend not to bite the controversy that they hear about these people.

## Getting Ready to Create Food Blogs

There are a lot of web loggers who are starting to appreciate web logs about food because of the sudden increase in the number of people who are getting inclined with cooking and food preparation. Due to this growing demand from web log readers, there are a lot of web loggers who find this great demand as an opportunity to earn potentially great amount of income. As they say in the world of web logging “the more demand the greater chances of generating traffic; and more traffic is equated with more income.”

Creating a food web log requires quite a few things to remember. These things may be hard to find and more often difficult to understand because of the diversity of food culture that people have. However, the below given tips are universally accepted in terms of creating a food blog:

- a. You need to be well educated about a certain food culture. The diverse and dynamic culture in food preparation requires that you understand the general concept of this in order to appreciate and eventually comprehend what food web logging greatly encompass.
- b. Try not to be a master of all. You need to make sure that you have one focus on the type of food web log that you wish to establish. Although being diverse is quite an impressive skill, but being a master of none puts you into a more jeopardizing side.
- c. Make sure that your food web log content has a sense of direction. You need to make sure that your web log is able to determine the potential readers or the kind of people you are targeting based on its content.



## Tips on how to make a Blog

There are a lot of people who have the heart in writing but have not yet found the right avenue to scribble their thoughts and ideas. There are those who have successfully found the perfect avenue but have not yet realized the full potentials of the tool. Making a blog is quite a very simple and easy process to complete. While to some this may look like very complicated like solving an algebraic problem, but generally of people who have tried web logging would say the otherwise. Below are some of the useful tips that one can use in making a web log:

a. Make sure that you know where your skills and knowledge lie. There are a lot of web loggers who have diverse thoughts in their mind that at times they are not able to come up with one solid idea to create. Make sure that you decongest your mind with the topics that you want to write. Write the things that are driving too much passion for you.

b. Make sure that you are able to create a draft before creating a final web log article. Drafting is always advised prior to having a final form because the draft allows you to re-create and re-establish your thoughts and ideas.

c. Choose the best web log application tool. You can choose from using the BlogSpot site or the Wordpress application when creating your web log. These two known tools are providing very powerful features that can help you jumpstart your web logging career.

## How to Write Good Travel Blogs

Writing any blog requires deep thinking and at a certain extent further analysis on what works best and good for your web log. Specifically, when you would like to write a good and appealing travel web log, there are a certain few guidelines that you may want to take into consideration. By following on these tips and techniques, you are a foot ahead towards getting a well-visited travel web log. Below are some of the tips and techniques:

a. Try to look for a free web log service that you can use. There are just a lot of web log service sites that offer the best features of web logging. You can opt at having a web log service which offers great choices in terms of skins and designs. Or you can choose from having a web log service that can offer powerful web log content-making features.

b. Since your web log is focused in travel, it is best that you put a lot of pictures on it. Pictures or graphics can help entice potential readers and visitors to check out your web log. It is best, too, that you use a third party software application as picture uploader.

c. Make sure that you make a narrative description that is as colorful and vivid. People who find interest in travel web logs would want to imagine and visualize how each place and location that you have included on your web log content look like. It is best that you incorporate imagining and visualization on your web log as it spells more mystery.

## Blogging as a means to generate more Money

Corporate people who get tired of the daily job routines that they do are finding ways and means to potentially quit from the corporate job but still earn a decent living for themselves and their families. One of the best resorts that these corporate people are looking into is a home based job such as web logging.

Web logging used to be an alien term to generally a lot of people. However, as the Internet has fast becoming the mode of daily transactions for people, this term has gradually earned recognition from people. At first, web logging has been deemed as a form of expressing someone's opinions – a perfect avenue to basically release your thoughts and opinions and insights. Then, at a certain point, it has become the medium used by people to instigate concepts and eventually a form of writing to influence the thoughts of other people.

As the web logging industry become essentially progressive, it has opened new doors of opportunities for other people. The thing that used to be a form of past time now has become a stronger means to earn a living and generate a sustaining mechanism. Through blogging, the blogger can attract advertisers to use their blog site as the avenue to promote and advertise their products. In return, the blogger is paid for the space that the advertisement has used on the blog site. The job may come to be very tedious, at first, but after having established a better page ranking and popularity, things will come just very easy for the web logger.

## What are the “To-Do-Lists” on a Blog?

Prior to deciding the kind of web log that you are going to create and build, there are a few to-do-lists that you may want to check out first. These to-do-lists can greatly help you in attaining a well-structured and well-written web log that could attract more and more potential viewers and eventually increase strongly your potential to get a higher page rank. Below are some of the to-do-lists that you may want to take into account to:

a. Choose appropriately the type of skin and design for the web log. The design and the skin reflect your bare personality as a person and as a web logger. Your readers are not able to see you much more get to know you in person. Every little detail that you put onto your web log is a manifestation of your character and personality.

b. Choose the kind of topic that you put as a content on your web log. Basically choosing a topic or content has only two bases: the one that you are interested with and the one that interests your prospective readers. It is best that you opt at what interests you because you are able to write well and good when you know that what you are expressing are the ideas and concepts that bear passion to you. The one that interests your prospective clients should only be secondary as this may bring difficulty in the duration of writing the whole content.

c. Choose a date and time when you do periodic maintenance on your web log site. This will give you ample time to reflect on what sort of things you may want to include on your maintenance and updating period.

## How a Template Helps a Blog

When you are engaged in web logging it is essential that you think foremostly about what sort of web log content you are planning to include on it. All factors and elements to make sure that the web log content spells interest and appeal to your readers are compelled to be present on the web log site. Although this is exactly true and valid, there is one more factor that can directly or indirectly impact your web log site in terms of making it appealing to your potential readers. This is how the design was made and how intricate you have thought about the whole web log design.

Creating a web log design is not as hard and as difficult as how others think about it. In fact, creating a graphical illusion on your web log site is quite simple and less complicated. This is made possible through the use of the very inventive and innovative blog templates or blog skins as they normally call them. Web log templates are part of the web log design that you can buy or draft on your own. There are a lot of web loggers who are inclined to creating their own decors and designs based on their art inclinations. There are others who basically base everything on color and graphic combination alone. However, no matter what sort of choice you make, the design should still create an appeal and interest to people.

While it is true that people are more centered towards obtaining relative and useful information, there are times that boring and plain designs shy away people from even reading the content.

## The Significance of a Blog Traffic

In the Internet world, traffic is a synonymous term that blends with all aspects of it. Traffic is such a huge word that every Internet people must understand and comprehend with ease. Most online business people are well-acquainted with the term traffic as their business activities basically revolve around how they can be able to generate more traffic for their site.

Just any online business person, web loggers are also concerned about how well their web log is doing in terms of generated traffic. Traffic for web loggers bears significance because of the following reasons:

- a. More traffic means higher page ranking. Higher page ranking means established identity as a robust and trusted web log site. In the end, these and all boil down to one thing – more income to generate.

- b. More traffic can boost your confidence about what you are pouring into your web log is something that is well appreciated thus create an appeal and interest to potential readers. This is more of a psyche thing for the web logger.

- c. More traffic is significant in ensuring that what you put onto your web log is something that passes the taste and standards of your potential readers and the standards of the search engine.

Although, generally speaking, traffic spells more income for the web logger, significantly it bears importance on how the person perceives about what he writes and what he includes on his web log content. Having said this, the important aspect that it plays is more on how it can uplift the mental and esteem sides of the person writing the web log.

## The Growing Rate in Christian Blogs

One of the most sensitive web logs that are being created these days is the one that deals with religion. It is a wide known fact that people get sensitive when religion is being tackled and discussed. There are a lot of Christian people who are building means to propagate Christianity and its teachings using the Internet as the media. One of the growing Internet sites that bravely discusses matters about religion is the Christian web log.

Christian sites are usually being founded and established by the Christians themselves. These form of web log sites are categorically built in order to:

a. Propagate Christian teachings that reach millions of people via the Internet. The Internet is potentially seen as a strong medium to reach out to all Christian all over the world.

b. Encourage and influence other people whose Christian beliefs are starting to wane. The Christian web logs may not be a sure thing to encourage and influence other people whose orientation in religion is far off from the Christian world; however, Christian people whose belief has started to vanish are still capable of being reached out via the Christian web log site.

c. Voice out and express their theological beliefs about Christianity without having to suffer the consequence of being suppressed. The Internet is a very free medium that people can use in voicing out their opinions and insights.

Although the Christian web log sites are not big in size, they are starting to become noticeable as Christian leaders are becoming open-minded about the use of the web log media as a form of propagating the principles and beliefs of the Christian community.

## The Benefits of Free Blog Hosting

Your web log regardless of the type of contents and range of audience that it targets requires that it gets hosted by a web log server. The purpose of the blog hosting is to make sure that your web log gets the right avenue to have it exposed and essentially be seen by the potential clients. There are hosting domains that are offering a free service that provides premium features. However, since most of the jump starters in web logging are not yet attaining an established status in the web logging industry, they opt at having free blog hosting instead.

Free blog hosting is generally beneficial to web loggers. It is given that when you choose at having a free blog hosting, you are not tied up with any commitment with the domain hosting thus eliminate the burden of having to think about your monthly or annual fee to your domain hosting site. Specifically, the ones written below are the sound benefits of a free blog hosting:

a. You are not pressured to think about the time frame of getting your return of investment because you do not a monthly obligation to settle.

b. You are capable of creating a new web log without having to think about whether the other web log is generating income or not. The free blog hosting site does not limit you in creating a single web log.

c. Free blog hosting seemingly has similar features to that of premium, although there are quite a few dynamic features that fee-based hosting offer to the web log owner. But generally of the basic features that are present on the fee-based are similarly present with the free hosting.



## News Blogs: The Emerging Trend in Web Logging

People who utilize the Internet are essentially looking after the latest news and buzz that are happening around the world. News is what people usually look for when they open their browser and begin using their search engines.

The large amount of demand for current news and events prompted many web loggers to re-image the face of web logging. Now, web logging is not just about citing your opinion about celebrities and the products that you believe in. More in depth, web loggers are engaging into logging onto the web the latest news and current events that surround and impact the whole world. This is the emerging trend in the web logging industry these days.

News web logs are essentially being undertaken because of the impacting issues that people are experiencing. More and more Internet users are looking for the correct message to be given to them via the insights of other people who may share the same interest. These people usually find the news web logs as the most appropriate avenue to explore and expose their ideas and concepts about the latest events that hound the globe.

News web logs are substantially anything that hit and impact people. The contents of the news web logs may vary from political events to environmental issues to health buzz. Anything that has something to do with people that may directly or indirectly impact the lifestyle and welfare of the person can actually be used as a content to a news web log.

## Blogging Software: Your Tool To Right Blogging

To get yourself equipped with blogging tools like blogging software is the secret of successfully setting up and maintaining your fledgling weblog. Once you were able to set-up your site using the most appropriate blogging software you wouldn't encounter any trouble along the way, in this case, the maintenance of your blog.

Blog itself is considered as the trendiest and newest publishing tool in the mainstream media. In fact, blogs not just a popular tool in publishing your thoughts and ideas, it is also becoming the forefront in business and marketing tools. Businesses are transforming, and they are now becoming technologically-inclined and their attitude towards blogs is highly optimistic. They used blogs as their secret weapon in building a long-lasting relationship with their customers through information sharing and corporate culture knowledge.

The success of businesses that employ blogs, as one of their marketing tools, depends on the blogging software that they will utilize. Ending up with the right software means a quicker start and a smooth processing ahead of you. And for the record, there are two types of blog software intended for somebody who wishes to get his works published. The first kind is called the hosted blog software wherein all the data that gets published are stored in the software of the host company. The other type is called the independent blog software wherein the software should be downloaded first from the company and then get installed on a web server.

Whichever type of blogging software suits your needs you are already in the safe position since you were able to make a good head start.

## Green Blogs and Its Influence To The World

When we talk about environmental news, climate reports, e-recycling, green products with green performance features, and other subject matters about the Earth that we live in, green blogs are at your service. On the other hand, green bloggers are the right people to consult with.

Green blog is also synonymous with the environmental world. In fact, green blogs are making their way in attracting more and more readers as compared to environmentally oriented print magazines and journals. The green blogs as an avenue for readers who make their dialogues about environmental matters is an effective tool of communication since it is a free-from exchange of ideas and thoughts among bloggers and the readers as well.

The zeitgeist shift seen in green blogs is only a proof that the idea of living in a green world is very much welcomed by many. This makes climate issues a very sensational and seriously-taken challenge to the people of the world. And then, more and more greener topics were brought out since people get more interested in green fashion, green product design, green buildings, and other green products and services.

The comparison and relationship that a green blogger came up with what exactly is a green blog can be summarized into one term: ecosystem.

Environmental blogs are even comprised of mainstream organizations that have their communication through forums and other form of interactive communications about green

issues. Also, the theories and practices of green business are also a great hit in green blogs; hence, their influence in the business scenes is great. And who could imagine that green blogs can be so wide-ranging that every life-saving matters are being discussed on green blogs?

Finally, the green blogosphere is already relentless in dominating the mainstream media and even successfully filling in the gaps among other mediums.

## Popular Blogs Due to Market, Politics, Products, and Entertainment Commentaries

Something becomes popular because it provides overwhelming information; the same thing goes to recognizing popular blogs. Blogs become popular because the author mainly addresses issues concerning the market, politics, products, and entertainment matters. And behind every blog's popularity is definitely a high-paying adsense keywords.

In this case, let us have the top 10 most popular blogs that were rated according to the authority and influences that the blog possesses.

1. The Breaking News and Opinion on the Huffington Post which typically adheres to political issues and world news.
2. The TechCrunch that mainly talks about profiles and reviews of the newest internet products and companies.
3. The Gizmodo, the Gadget Guide which by what the title suggests the blog about anything about gadgets like reviews, photos, helpful articles, and anything about what technology has to offer.
4. The Engadget is a blog that is all about the latest and breakthrough gadgets. Articles, breaking news, and other feature stories are provided in this that is all about gadget and its role in technology, entertainment, lifestyle, gaming, finance, and sports.
5. The Boing Boing which is a blog that tackles cultural curiosities and interesting technologies of the world's varying cultures.
6. The Lifehacker, tips and downloads for getting things done blog is all about how to do things in smarter and efficient way.

7. The Ars Technica is also a blog that inform people about the Art of Technology and features like news, analysis, and in-depth coverage of the technology itself.

8. The ReadWriteWeb blog that is responsible in providing Web technology news, reviews and analysis of technological products and the companies that manufactured the products.

9. The Icanhascheezburger blog that offers a wide-ranging information about cats and other animals that include stories, photos, and funny quotes.

10. The Mashable! blog has been recognized as the number one social networking and social media news blog in the world.

## Business Blogs That All Entrepreneurs Should Bookmark

In business, leadership and management are two synonymous and significant concepts that every entrepreneur should be aware of. Entrepreneurs who breathe and live through reading business blogs enjoy every detail and information they read when entrepreneurs-turned-bloggers share their thoughts and successes to the people who are trying to follow their footsteps.

In order for an entrepreneur to strengthen their business acumen they should probably put on their list to do to read or maintain a business blog that deals with the essential elements of successful and still growing organizations and enterprises. Business blogs can be all about:

1. Leadership blogs like CEO blogs, extreme leadership blogs, blogs of community leaders, management craft blogs, leadership values blogs, and other blog sites that help organizations, managers, business leaders, business trailblazers and business consultants to provide learning environment in business leadership and management to the reading public.

2. Creativity and Inspiration blogs that talks about the ideas that make business fail and become successful; blogs that inspire people; blogs that are written by entrepreneurs around the world; blogs that discuss innovation, goals, creativity; blogs of wellspring ideas for entrepreneurs; and blogs from practical entrepreneurs who were able to prevent or overcome the impracticalities of business world.

3. Self-Awareness blogs that contain resources and books about leadership and management, entrepreneurs' behaviors, quotations from successful business/bloggers and blogs



about people who were transformed because of wider knowledge and experience that they got.

4. Development, Marketing, and Finance blogs that contain business strategies, tips, lessons, leadership information, doses of leadership management, sustainable products and services, business politics, financial information, and so on.

5. Using Technology blogs, Getting Results blogs, Branding blogs, Women and Business blogs that talk about other variables that affect the overall success or failure of businesses.

## Online Blogs and Blogging Practices That Bloggers Do

The ongoing cycle that happens in online blogs is: the connection of blogs found or maintained by people through reading other blogs of friends, colleagues never stops because of the inclusion of the URLs and links on the blog itself.

This is possible because blogging software actually reserved a space on the blog site called “blogrolling” that represents interesting blogs. And as we take a closer look on what blogging practices that take place we will come up with thousand results.

However, some bloggers admit that they actually publish multiple posts a day while others post once a month only. If other people do not run out of things and thoughts to share other bloggers struggle to say something. On the other hand, some bloggers feel guilty about hurting other blogger’s feelings hence they stop blogging. Or to some extent a certain blogger encounters blog burnout and just decides to bring his or her blogging activity to an end.

Other bloggers dedicate their time in producing high-quality materials and remarkable diversity of blog contents that can possibly discuss issues on science and health, diseases and medicines, science education, and so on. Such contents can be taken from the blogger’s daily reading materials and incorporating his or her ideas into the article that is found to come up with something relevant.

Online blogs also portray the unmediated stream of consciousness of the bloggers wherein they can talk about their

connection with other people and deliver their communiqué to audiences that recognize their feelings toward certain issues.

Finally, there are also some bloggers who purposely manipulate their audiences because they are blatantly aware that their blog is actually intended to the public or a specific kind of audience. This usually opens the lines for further communication and interaction.

## The Best Blogs and the Politics Behind Blogs

When we talk about the best blogs ever, we are also talking about its influence to the readers because of the politics behind them.

The influence of politics in blogs is very distinct in the form of the readers' contribution and the output produced by bloggers themselves that came from their interaction with other bloggers.

An ordinary blog becomes powerful once it crosses bridges under specific circumstances. This is because the best of blogs nowadays have the power to socially construct an agenda or frame that needs to be interpreted. Such schemes (agenda and interpretative frame) are the essential elements in overpowering the mainstream media and which in turn shapes and controls the larger political concerns and issues.

And since blogs are placed in a larger context of network analysis (since they contain blog links) media professionals actually take part by giving the bloggers and the audiences their blog preference.

The growth of number of blogs grows with difficult issues that become inputs in the study of politics. However, why is it the blogs is considered to be influential, that it can actually draw attention among its readers and the mainstream media? The answer would be: because it can draw meaningful conclusions in spite of blogosphere not having centralized organization.

The power and politics of blogs do not rely on the ideological consensus among all the participants. Rather, the capabilities and access of bloggers to persuasive language which make them well-versed in politics. So, the best blogs are capable of conducting forum and public debate and can aggregate any kind of information and issue. Hence, blogs are powerful sources of any interpretative frames that deal with political developments.

## The Existence of Blog Hosting Providers

Blog creation was made possible via blog hosting providers. At present, there are thousands and hundreds of blog hosting providers and web hosts that bloggers can choose from. However, there are certain requirements that should be met so that the blogger can stay in the right environment or rich hosting environment.

Blog hosting represents a flexible web host, a hosting platform that provides features that will make your blog become a big hit.

Some features that you should look for from blog hosting providers:

1. Enough high speed storage
2. Sufficient bandwidth that can actually run a whole blogging empire
3. High disk storage (with at least 1500 GB)
4. Free of charge domain name
5. WebMail addresses
6. MySQL databases
7. Free control panel
8. 24/7 network monitoring
9. Mirrored storage back-ups
10. Unlimited sub-domains
11. Security web hosting services to every blogger

Finally, the existence of blog hosting providers paved the way to more and more site listings that are made available to the public. Once you get the service of blog hosts you are able to maximize the things that you are suppose to publish so that you can star maintaining your own blog. So to get started, blog hosts enable you to do the following:

1. Publish blog entries, articles, and other resources for free
2. Image hosting is also free of charge
3. Some blog hosts offer automated news site systems for interactive web sites
4. Blog hosting can also be a kind of publishing service and there are also web hosts that offer such kind of service
5. Blog hosting exclusive for men or women, teenagers and professionals
6. Blog hosting that is intended for education, community, management, and other sectors of the society

## In Search of the Right Blog Templates

Finding original skins and templates to personalize your own weblog is a challenge. Though sometimes you can get enough satisfaction from the blog templates provided by blog sites you can always come up with your own and personalized blog template. Get a headstart by familiarizing yourself with the existing blog templates design so that you can come up with something novel.

In fact, there are even blogs that provides wide-ranging blog templates compiled from prevalent blog publishing platform. Apart from the endless features supplied by blogs that offer blog templates there are also a large number of blogs that offer designs from the people who are famous for making blog templates. Powerful designs are introduced and the blogging community or a blogger like you can instantly download your chosen design so you can use it for your benefit.

Indeed, there are more and more blogs that even offer what they call PageKits or website templates that you can use on your weblog. As you download the entire PageKit you also get important features like the HTML and graphics using various formats (.zip format, adobe Photoshop format) for you to completely customize the images using menu options.

Apart from the wide-ranging sources of blog templates, you can also download templates that are easy-to-use and manageable. The web itself is the place of selection if you are looking for the right blog template. Sometimes, you don't even have to come up with your own template because of the widest and a plethora of weblog templates from where you can choose from.



If you are worrying about what background, font, and RSS buttons that you will use for your own blog then the solution is just right in front of your face because there are even blog sites that offer comprehensive and extensive features that will surely get you overwhelmed.

## To Make A Blog Is To Maintain A Huge Online Resource

Once you decided to make a blog you take another form of:

- a diary
- a news service perhaps (which mainly contains the news summaries, links to related news on a certain topic)
- book review series
- activity reports of various projects
- compilation of links directed to other web sites
- various kinds of journals like academic journals, travel journals, entertainment journals and others
- written articles about family events
- photo album collections
- music playlists
- an online record of your random thoughts or position in certain issues
- a chronicle of events about an individual who is publicly-self-obsessed egomaniac or a show-off person.

To make a blog is quite a challenge. However, the purpose of the existence of weblogs has turned into a great evolution of purposes. For professional photographers, a weblog is a tool in displaying their photographs. To music lover people, their reason in making a blog is to embed sound files of either their own works or other people's works. Or if we are talking to a weblog that is owned by anonymous person like an American student who majors in library information, the weblog may contain her assignments about MLIS and other forms of documentations.

In making a blog, the blogger should take into consideration the content of the blog itself. Useful features and quality

contents of a blog like similar links of directed to similar weblogs or other significant internet resources, or a feature that allows the visitors to comment and communicate with the blogger should be found on the weblog that you wish to create. Otherwise, the blog that you will create will only belong to those vapid blogs that waste the cyberspace.

Finally, to make a blog is also to become aware of certain software and services that a blogger can enjoy to make his or her blog a valuable one.

## Photo Blog As An Internet-Based Technology

For the past couple of years, photo blogs became an integral category of weblogs wherein bloggers can add photographs to particular texts and hyperlinks in narrating their stories or reporting news.

Photo blog or photolog or phlog is defined as a form of photo publishing and sharing to be published on a certain blog. The dominance and visibility of photographs on a certain blog over texts is what makes it a distinct form of photo blog. The process of publishing and sharing your photographs is called photoblogging which became an impetus by the turn of the century.

The commencement of tools like moblog and camera-phones supported this revolutionary breakthrough.

For the record, there are three types of photoblogs which mainly categorized by purpose. These are:

1. Photoblogs that are designed for individual domains
2. Photoblogs that provide blogging services that mainly furnishes text contents
3. Photoblogs that are confined in supplying photo-specific blogging services

The development of photoblogs is seen on its dynamic attribute which is way off if compared to static sites. Photoblogs still require content management system which is directly intended to the authors of the photoblogs. The concept in this kind of matter is the web service provided by the web host permits the

creation and management of every post that includes the uploading images process.

More so, the access in photoblogs is not constrained by the web hosting provider but it was made available to everybody, who is connected on the Web. The infiltration that happens in photoblogging is actually a consequence of the emergence of gadgets like mobile phones and digital cameras.

## Blog Design Elements: To Create Audience Impact or Not

The blog design elements contribute to the visual factors that in turn tell something about the style of the blogger or the particular author of the blog. However, the contributing factors of the blog design elements do not actually make substantive structural modifications to the layout of the entire blog site. This means, design schemes used by bloggers through weblog software are in fact creating lesser changes of templates.

What are the blog design elements readily available for the bloggers? These are the: screen columns division, use of image, typeface and choice of color, and elements that allow non-textual self-expression or hypertextual features. Hence, if truth be told customized templates are actually the general preference of women while men prefer to unique templates.

Finally, the visual factors that appeal to audience can actually include the following:

1. The colors seen on the blog which can be used in making the words more visible and other texts to be presented.
2. The colors used in the titles and headings.
3. The custom banners which are purposely positioned on the blog site to make it more memorable and attractive.
4. The custom calendar design.
5. The custom cursor along with the cursor movements.
6. The custom fonts.
7. The custom images which are even utilized as their blog design.
8. The custom table borders.

9. The data representations in the forms of counters and quizzes perhaps.
10. The use of more than one language.
11. The use of music that played as the reader navigates the blog.
12. The photographic backgrounds.
13. The text effects like bold, drop shadows, emboss and so on.
14. The use of videos.

## The Question of Credibility of Blog Sites

With an immense resources found on the Web there is always the question of the credibility of all the resources. The issue of authenticity of the resource materials is an inevitable effect. Such issue is derived from two major components that any kind of work should have which are expertise and trustworthiness.

Blog sites are perpetually considered to be a kind of genre that can be always explored especially when it comes to credibility. The call for audiences' availability for evaluation and assessment of blog sites is an exploratory study that requires an analytical framework to examine the credibility of the particular blog site. The criteria or profile factors that are used in evaluation of blog sites are;

1. The expertise of the author or the blogger and the value of offline identity disclosure.
2. The blogger's profile and if he is capable of being trusted with special consideration on his beliefs, goals, values, and other intrapersonal qualities.
3. The quality of information with regard to the materials and resources that were cited and claims that are derived from trusted body of knowledge.
4. The appeal of a personal nature which is mainly about the author's personality and individuality.

The credibility judgments that will serve as end-results once the profile factors are already employed should have goodness or morality. Additionally, with regard to the expertise component, the qualities of knowledge should be reputable and competent. Provided that the two components are achieved, the credibility of the blog sites is no longer in doubt.



## Software and Services Used to Create a Blog

At present, people create a blog by using a particular software or service. Every software and service has a defined purpose.

The majority of the software on the Web is actually free of charge. Organizations and groups that offer weblog software also give free server space. The free space is used in housing a specified weblog so that the public can gain free access on it via the Web. Every software contains certain features. So, various commercial versions of the software that provide more features are no longer free. Though, it is also recommended that everybody should start with the basic system of blogging.

However, since the non-commercialized web software is a hit to the public users and web services are even provided for free, they need to employ File Transfer Protocol or FTP so that they can load their weblog to a defined website.

Once a blog is finally created, an instant communication power has also been created. This allows the user to post on their weblog their thoughts and ideas whenever their desire urge them to do so. The great power of the user once again comes in when he or she creates and updates changes to his or her “fairly sophisticated” website.

Though everything seems to sound so sweet and simple, the blogger cannot even claim he is a blogger if he or she doesn't have enough knowledge in web publishing technology at all. In website creation, there are certain documentation and proce-

dures that still need to be done that require knowledge in FTP, website structures, and other technical matters.

If the blogger chooses to deal with more complicated matters, knowledge in creating new templates and HTML is highly a requisite.

## The Personal Reflective Blogs

In pedagogy, personal reflection and internal refinement are major constituents of the classroom which can also be taken outside the campus. And when you say outside the campus, it can be taken elsewhere like in the blogosphere. In blogosphere, personal reflection and internal refinement can also be facilitated in the form of blogs.

We know that blogs represent personal diaries that deliver a particular theme which in the real sense offer personal reflection of the blogger about matters that influence his or her daily lifestyle.

Through personal reflective blogs, general orientation about university life for instance can be done by extending the lecture to blogging. If a student gets confused with a particular subject matter discussed inside the classroom he or she can get better through maintaining a personal reflective blog.

This form of blogging that mainly takes part in making a certain concept will be understood better since it was placed in a bigger context. In this case, certain thoughts which are often missed out and receive less attention.

The conventional approach used in blogging is indeed personal reflection. Hence, weblogs cultivates the growth of unique voices that are linked to a certain individuals. And since personal reflective blogs are associated to pedagogy and education, they empower students to develop their critical thinking which makes them even more analytical and responsive to every issue they are confronted with.

Who would ever think that through personal reflective blogs, the methods and strategies in teaching become more efficient? Apart from the convenience that blogging provides, further interaction can be done that can stimulate the students' critical thinking on certain issues to highlight the broader picture that needs to be taught.

So, personal reflective blogs actually can become an avenue in personal learning environment of students.

## Web Blog: The Internet Phenomena of the New Era

Web blogs or weblogs or simply blogs (as the two are more often denoted as server's log files) are undoubtedly gaining popularity effortlessly. To other people, this may sound ridiculous but the empowering influence that a web blog can bring to the internet users is infinite. Anyone, who of course has access to the Web, can readily create his or her own blog where they can talk, write, and share their thoughts and ideas without having to bend some rules. And what is interesting is that, the audience is not limited, when you share something on your web blog you are sharing it to the world.

On the other hand, web blogs are said to be creating a great deal of uninspiring and lifeless content on the internet. This makes it harder for a person looking for valuable and reliable materials. Looking at two points, such premise can be true because there are two kinds of web blogs. The first web blog will give important and helpful material while the other will not since the web blog was not even made for a specific reason.

Indeed, finding the high-quality materials on the web blogs is a tough challenge. The paradox in web blogs continues since the large numbers of web blogs exist but are chosen to be ignored. However, the crystal point remains that the Web has performed a huge role in the way people of the world communicate with each other through a home page. In fact, software developers even produce more and more tools to address the growing needs of bloggers that in return result in incremental increase in the number of pages on the Web.

So, the internet phenomenon of the new era is actually the web blog that is gradually becoming an essential medium of communication and publishing.

## Blog Aggregators: Website-Based Aggregators

On the question of how blog helps the readers, well, the emotions mentioned and provided by the write-ups are virtually enough to provide the necessary link between the writer and the readers.

Of course this is a time-tested experience, as in the case of books, which is something that's been here for thousands of years and differs only in the content and style, but not in its reason for being put there.

And although books and blogging are the same in some aspects, both are still diversely dissimilar in capabilities, and while books can carry long stories, a long story in a blog usually never makes it thicker than a half-page book.

Rarely does a blog post get that long and it is clearly meant for emotions during the day, or short topics that will enable the writer to voice out his message.

Blog is also more efficient to use in terms of answering back, whereas, in books, the readers would just have to reply to the authors either through snail mail or by electronic mail, which when compared to blogging is too slow.

All these would come to naught without the blogging aggregators, which are used to reduce the time as well as the effort that's needed to finish the task of checking Websites.

And checking Websites are really needed as there will always be updates, especially in blogging, which includes repostings, new postings and replies.

Blog aggregators are known to be Website-based aggregators, but the type of aggregators used is of those that are for reader-applications.

Without this, the blog posted by the writer will go for naught.





## Blogging Sites: Free and Coupled with Benefits

People, who love to write about a lot of things and have many different things to say, are generally the ones who are usually told by their Internet-savvy friends to put their writings into good use and place it in blogs.

This, for the simple of reason of having too many words to say, is the reason behind the growing and massive influx of writers towards blogging.

For one, blogs have benefits like relieving stress, and there are writers who write ineligibly, but when asked to write about something, well they deliver.

And writing with a pen on a paper can be very distressing, especially if even the writer himself is unable to read his own handwriting, which clearly does not relieve stress.

Of course the side effect of this lies on the damage on the eyes, but really stress can translate to a whole lot of sickness when left unchecked.

Blogs can also preserve the writings far better than daily bulletin posts at the usual Internet Website like Friendster, and a gift is better shared than kept from others, and the ability to write is a gift considered by many as essential.

For these simple reasons, blogs should be used to benefit many people, and without the blogging sites, there will be no place to best store the writings for future readings and references.

Of course, blogs are still not considered as scholarly readings as these are mostly done through the use of the writers' opinions, but with careful referencing it could be held as one.

On the topic of blogging sites, they are mostly offered for free and rarely does one find a blogging site that is for a price,

and there will also be some that will offer financial benefits to those who will write for them.

Yes, blogging is now a job, and for budding writers, this is a shout out.

## Corporate Blog: Minimize the Communication Difficulties

In today's world of commerce, there are many ways to engage such environment, and there may be others who will do it on their own, or even share partnerships with other people.

There are also corporations formed for commerce, and it doesn't matter which type of organization is formed for as long as profit and return of investments are made.

Corporations, by their nature, are large judicial entities formed for commerce and are staffed and led by people with diverse experiences and thinking, and while there may be small corporations, there are still some that staff more than a thousand workmen.

Because of this, corporate blogs are really important, as this mode of communication is very user-friendly as well as reader-friendly.

Corporate blogs can be used to rally the staffs towards the correct organizational goals aspired by the board of directors, and while these blogs may be similar to inter-corporate memos, it is still more favorable in getting messages across.

For example, corporate memos are documents which could be posted in the bulletin boards or not, depending on their nature, but in reality rarely does a staff on one of the lowest tier of the corporation give his input.

In corporate blogs, the need for consultation and feedbacks are answered as easily as replying to an earlier blog topic.

And reading one is as easy as doing it in any computer console, more so tracking the person, whose post or reply was read, unlike in memos, it is generally the addressee that answers the queries and suggestions.

In a diverse and largely populated corporations, having a corporate blog could minimize a lot of communication difficul-

ties between the staffs and management as well as increase the amount of new ideas shared.

## Health Blogs: Consulting the Blogs

One of concerns of man that will never ease off until he dies is the concern for his health and this is a prime factor that affects a lot of people in going around their daily lives.

Of course, health is somewhat downplayed by other men, who are so focused with their jobs or status, but in the end, they will always go back to health.

Because of this, health is a lucrative business, where the return of investments are high and the risks of getting stomped by the competition is also rather high.

Well, lucrative businesses are like magnets towards investors and other proprietors, and as the population of man grows, health will continue to be a prevailing aspect in his daily life.

In saying this, how can health blogs help a normal workman?

Well, for a fact, blogs can be very informative and while blogs were originally intended for people who love to write and talk about their experiences and inputs, there will still be people who will write about health.

New drugs could be advertised or even explained through health blogs, and along with the desired effects, the undesired will also be explained.

Of course, there's no advice on health worth more than the doctor's advice, but who's to say that even doctors are not reading health blogs, or still, writing some on the end of their work shifts.

There are medical journals written by doctors for the rest of the doctors out there and these can also be likened to health blogs themselves, though they obviously lack the blogs capacity to respond faster and more conveniently to replies or queries.

Health blogs can also help normal people in their daily lives, as there are health blogs that showcase sicknesses and other defects in health, and with these blogs, some obvious

symptoms can be discovered by the reader, even before consulting a doctor.

## How to Make a Blog: Important Developments in Internet Interaction

From something that started from the daily postings of people on the bulletin boards and other Internet-related interactive ways, blogs were conceptualized.

In the past, if someone spoke of the word 'blog' then that person would have been immediately likened to being an insane person or has a problem pronouncing the word 'blob' which is ultimately another word with another meaning.

Blogs are new development in the world of Internet interacting with its use only a few years old, and because of this, the people, who don't engage in it, see it as sharing information, either personal or impersonal.

This is a rather pitiful way of seeing things, as blogs are more than this when combined with the different aspects of benefits to be derived from blogging.

And because of this generally low notion of what a blog is, people, who experience blogging or just a simple reading of a blog for the first time, are quickly pulled into doing it themselves.

This is good as the more people who engage in it, the greater the amount of information shared, but the steps of making a blog mostly stump the first-timers, and even this could include two different answers.

One could involve the act of making a blog account on the Blog Websites, and this could be easily solved by asking friends already involved in the Website concerned, or just be reading thoroughly the instructions on the Website.

These instructions are usually offered.

Now the second entails writing the blog itself, and blogs need not be scholarly to be written as the blogs themselves could be written testaments of the writers' emotions and experiences, or even dreams.





## Blog Editor: Choosing the Best for the Style

In blogging, there are also many editors to mind and people can't just write and write about all sorts of things and circumstances without minding the existence of the blogging editor.

Of course, there are blogging sites that feature a virtually non-existent blogging editor, but beneath it all, there's still one and that's their feature.

And there are many editors to choose from, and they all come with the added incentives and capabilities, which not only help the bloggers in their writing, but also livens up the façade of the writer's blog site even more.

There's the default post editor, which is the regular editor that maintains the blog site of the writer, but for those who are already tired off this editor, well he could certainly make use of the Internet in getting another.

In getting a new one, there are steps to follow, and careful reading of the editors will enable the writer to pick the best editor for his tastes, as he is the boss in his site and there's really no worth in picking something he won't like later.

There are virtually two main types of blog editors and it's the Desktop-based blog editor and the Browser-based blog editor, and both have capabilities and features that will surely fit any writer's specifications.

To note, there are blogging editors that are offered for free and it's just a matter of finding them, which is very easy when done with a good Search Engine to speed up the search.

In all these, the editors are not meant to stop any writer from making a masterpiece article out of an uneventful day or occasion, and it just a matter of choosing which works best with the writer in his style.

## Blog Tools: Blogging for the New and Professionals

Tools in blogging are a lot different from the usual tools found in any toolkit, and this is for two reasons that it is something that is meant for blogging alone and that it can be designed for the writer himself.

And while new bloggers may avail of the usual specifications provided by the Blog Sites, which on some occasions offer excellent features for new and inexperienced blogger, there are still blog tools that are meant for the professionals.

This is not to say that blogging is something for the IT-minded persons only, or for the programmers.

It's not, and the fact is, blogging is one of the best ways offered by the Internet for people, who are generally peeved with the computer because of their supposed lack of knowledge of it, to get to know it.

Of course, aside from the usual reason that blogging relieves stress, blogging is also an excellent way to interact with other people in such a way that the emotions of the writer, if he writes very passionately, is translated to the readers.

Interaction is best done personally, but this is not always the case and blogging helps in solving this problem, as for people who have trouble with conversing personally with other people, well blogging will certainly help in reducing this.

This, aside from becoming an adept on keyboard to the point that the eyes are no longer focused on the keyboard during typing, as having memorized already the letters sequences, are all benefits to be derived from blogging.

And with the determination to type down and relate virtually anything to note, blogging tools can aid both the new ones and the professionals in their tasks of making the best out of their stories and write-ups.



## Design Blogs: Advertising Creativity

Creativity knows no bounds, and this is a fact best established during the many exhibitions about new developments in art, but rather than focus on art, creativity is also present in the everyday lives of people.

In every stroke of creativity, new building designs are made, aside from the usual new sounds on music or songs sung.

People generally equate creativity with art or other masterpieces, but what is mostly left not discussed or even seen is the presence of creativity in all aspects of a human person's life.

And what is the best way to examine such acts of creativity and wonder on how these were even thought off in the first place?

Well, for one, there's the easy way, which is through blogging, or rather, the reading of blogs, which are excellent ways of improving the readers' information aspect.

It is very hard to stay in touch with the present developments only through the use of the tongue and ears, as no person in this world is bound to know everything around him.

If he can't be expected to know all the things that occurred or invented in the past, then more so in his present, which is why design blogs are helpful.

Of course, any person may engage in writing design blogs, especially if the perfect design just happened to bounce off on the writer's workplace, and this is no unusual feat, as creativity strikes everyone.

Even the furniture salesman can do design blogs, if he happen to come across the latest designs of a new and revolutionary style and look of a sofa.

He could talk about it in a whole lot of ways, and owing to the growing and large number of people reading blogs, his revelation will surely be appreciated.

## History Blogs: Blogs vs. Books

There is no limit to the knowledge to be gotten by a person who seeks for it, and the limit lies on the amount of effort and the means of searching for it.

And no person has a monopoly of knowledge of objects and circumstances that happened in the past, as his brain will tend to forget some or even entire details of it, making remembering a long past memory a frightful task.

Of course, any person who claims to know everything that happened in the past is either an outright liar or an insane person, and no person in his right mind will believe such a claim.

This is quite important today and as the days go by, as past occurrences, both important and trivial, can always be forgotten.

This is why history blogs are important, and these blogs need not contain only important occurrences and situations in the past, but also the trivial ones, and aside from this, blogs are generally the newest form of communicating history to the readers.

Blogs can inculcate information in ways that books and other Internet-based information centers couldn't, as in blogs, the information saved is translated to a lot of people, and this translation also includes the act of replying to it whenever they feel the need to.

History blogs are also handy, in terms of weight, which is generally just a computer or a laptop, unlike with books that not only weigh more than the average paper writings, but also pile up space in any place put.

History blogs can also allow the readers to even suggest to the writers other past occurrences that may interest them, which allows interaction better than a book does.

In books, history cannot be contained in just one book, unless the book is impossibly so big that it is too much encumbrance to even lift a single page.

## Tech Blogs: Tech Blogs in Advertising

The latest innovations and achievements in technology are mostly shared and broadcasted to the people through the advertisements, on either the television ads or on the newspapers.

These are proven to be very effective in making the viewers and readers to know the products and at least urge a portion of these people to buy the products, and while it is a time-tested way of doing advertising, it is also costly.

There are many companies producing products that are technologically more advanced than their competitors, and as likely as the sun rises in the east, these companies shell out money in big portions from the budget for advertising.

This leaves the smaller companies with a big disadvantage, and the people perceptions about any product are buoyed not only on the reactions and gossips of their neighbors, but also the amount of coverage it gets on the commercials.

This is where tech blogs come into the picture.

They're cheap to broadcast, and the expenses are just miniscule when compared to the television commercials or even the newspaper pictures.

In speaking of expenses, tech blogs are a one-time expense for the writer as the expense are just to be found on the use of computers that eat up electricity or if the company wants a blog about a product done professionally and hires a writer to do it.

After this, it is just waiting for the general public to view the tech blog, and from this portion buy the product, and fingers-crossed the tech blog-writers among them write favorably about it and that's instant cost-free second hand advertising.

Of course, advertising is never complete without the commercials and newspaper pictures, but when finances are lacking tech blogs can be an excellent way out of the squeeze.

## Better Search Engine Ranking with a Blog Directory

In general, a directory is any approach done to organize various data or information. The most famous example of a directory is a telephone directory. But there are now other kinds of directories that people turn into when in need to find a list of a certain subject matter like blogs. There are blog directories on the Internet where people can easily search into in order to find the kind of blog site.

Aside from being a helpful list for those who are looking for a certain blog, a blog directory is also helpful for bloggers. People who are into the blogging business and want to rank higher in the search engine usually submit their blog sites to a blog directory. Through this, they can have better ranking in the major search engines and therefore have better readership and more visitors. That will mean better income for those in the blogging business.

When submitting a blog to a blog directory, the blogger is promised of better link building and better income. Among the popular blog directories that many bloggers find useful to submit their blogs to are the Best of the Web Blog Search, Blog Hub, EatonWeb Blog Directory, Bloggernity, and Blogorama. Other names in the list include, the Blog Search Engine, Blog Catalog, Blog Universe, Globe of Blogs, Blog Universe, Bloggeries, Bigger Blogs, Bloggapedia, and Spillbean. Some bloggers find other blog directories like Blogflux, Blogging Fusion, Bloglisting, Blogio, Blog Explosion, and Super Blog Directory very helpful in link building.



Whatever blog directory the blogger chooses, what's important is that it will create better link building and better optimization on the major search engines. All of the blog directories can do that, but not all can do that effectively.

## Various Options for Different Blog Layouts

Starting a blog will usually require the person to choose the kind of layout he wants for his blog site. Usually, the default layout is very boring or conventional to some. Many bloggers do not want their blog site look similar to other blog sites. The need for uniqueness in blog layout is always there especially if the blog is made primarily to attract more readers. Good thing, almost all of the blog hosting sites provide free blog layouts for people to choose from.

Blog layouts are available in different colors, different arrangements, and different designs. These various blog layouts are already enough for the satisfaction of every blogger's taste. However, some bloggers may not be contented of just having what is given to them by the blog hosting site. Therefore, they make ways on how to improve their blog layouts to make it more appealing and more personalized.

Downloading various themes can be done to have a more appealing blog layout. There are technology bloggers who specialize in creating different blog layouts. The themes can be downloaded for free and be used for a certain blog site. The selected theme can still be improved through tweaking. It will also be helpful for the blogger if he knows how to use and edit the HTML, PHP, and CSS.

Creating unique graphics will also help for the better blog layout. The blogger can have his own image editor where he can conveniently enhance images to be included in the blog layout. Editing the site's code will also help in improving the layout of the blog site. This can be done using the Microsoft Word Pad or other text editing software. Using widgets and plugins will also help in making the blog site more interesting.



## Examples of a Group Blog

Usually, a blog site is only maintained by one individual called a blogger. But there are blogs that were made and maintained by a group of individuals. These are called the group blogs. A group blog is commonly maintained by two or more people. Unlike the usual blog, a group blog may have entries coming from different writers. Sometimes, there are group blogs having their own editors too, which provides for better maintenance of the blog site's quality.

Examples of group blogs are the Digital Chalkie, Infinite Thinking Machine, Polar Science 2006, Teachers Teaching Teachers, and The Fisch Bowl.

The Digital Chalkie is composed of a group of educators who are in lined with the ICT's power in the development of educational system. This group is based in Australia and is open to all Australians interested to join the group. This group also provides technical aid to other educators, discuss issues on education, share information, and present new ideas for better education in Australia.

Meanwhile, the Infinite Thinking Machine is a group blog specializing in promoting podcasts that will be helpful in learning. The Polar Science 2006 is not only a group blog for teachers but for students too. The aim of this group blog is to have better communication between the teachers and students.

The Teachers Teaching Teachers is a group blog started by only three teachers. Their group expanded in the aim to help teachers learn more on how to teach more effectively. Lastly, the Fisch Bowl is a group blog aiming to support the development of

the staffs' skills so that better education will be given to the students.

With the many group blogs, better collaboration can be maintained to reach meaningful and specific goals.

## Sports Blog: Subgenres and the Top on the Rank

Blog is now a common term in the Internet about sharing of one's ideas to the world using the technology. There are many kinds of blogs. The common of these is the personal blog that, as the word implies, talks about the person's personal activities, experiences, and opinions. Other types of blogs are travel blogs, political blogs, fashion blogs, house blogs, education blogs, legal blogs, and a lot more. Actually, any group of topics can be created with a certain blog. For sports fanatics, there is also what they call as the sports blog.

Sports blog is, obviously, accounts about sports. Sports blog can also be categorized in subgenres like those talking about certain sports like basketball, volleyball, hockey, baseball, and soccer. There may also be sports blog with subgenres depending on topics like sports stars, coaches, events, and news. There may even be sports blog about sports shirts, shoes, balls, videos, or funny sports pictures. As long as the blog is generally about sports or related to sports, then that will be considered as a sports blog.

Since there are a lot of sports fanatics in the world, there are also a lot of sports blogs invading the Internet. But there are sports blog that truly stands out from the crowd. These are the so-called top sports blogs.

There are sites compiling the names of blogsites that ranked highest depending on the unique visitors they had. These are tagged as the top sports blogs. There may also be sports blogs ranked through the content, layout, and comments from the visitors. So far, among the top sports blogs depending on unique

visitors include Deadspin, Sports by Brooks, With Leather, Barstool Sports, The Big Lead, Awful Announcing, and The 700 Level. These sports blogs cover almost all sports.

## Why Should Someone Start Blog?

Every blogger has his own reason why he decided to start blog. Blogging is a new craze that replaced the conventional journal making. But bloggers do not just start blog to make his online journal. There are many reasons why people would want to start his own blog.

One of the most common reasons to start blog is to have an online journal. Just like the conventional journal, blog can provide for something to release the person's emotional tension. In fact, according to a certain study, blogging is a great way people use to reduce stress and depression. With blogging, people can express what he feels. But unlike the journal, blogs can also be read by some people like close friends or relatives. They can help the person in need of emotional support through commenting on his blogs. Other people in similar situation may also read the blog and know that he is not alone in his struggles.

Another reason to start a blog is the want to express an opinion. Not everyone can be a good columnist or editor of a publication and express his opinion on a certain matter. But everyone can start blog and be his own editor and columnist. Blogging does not require the good communication skills or a finished degree. It just needs the person's willingness to communicate his opinion with other people. So even a simple citizen can now create a detailed opinion about a specific hot political issue with blogging.

Lastly, some people may also get interested to start blog in order to earn income online. Blogging is not just a good habit now but also a great way to earn extra income online. There are also a lot of ways on how a person can earn through blogging.



## Top Blogs According to Three Different Groups

With over thousands of blog sites all over the Internet, it is sometimes hard to figure out which among these is the best among the rest. Fortunately, there are groups who specialize in ranking the different blogs and therefore know which belong to the top blogs. Among the many groups that can determine the top blogs are the Performancing Metrics, Blogger Central, and M20.

For the Performancing Metrics, the top blogs consist of the [allaboutsymbian.com](http://allaboutsymbian.com), [metsblog.com](http://metsblog.com), [mythong.textamerica.com](http://mythong.textamerica.com), [oneredpaperclip.com](http://oneredpaperclip.com), [gamersliving.com](http://gamersliving.com), [macchianera.net](http://macchianera.net), and [htcwizardweb.net](http://htcwizardweb.net). This group also qualifies the [performancing.com](http://performancing.com), [conservativethinking.com](http://conservativethinking.com), [brothersudd.com](http://brothersudd.com), [badastronomy.com](http://badastronomy.com), and [sol.blogomundo.com](http://sol.blogomundo.com) as among the top blogs. It also has the [tradermike.net](http://tradermike.net), [dylangreene.com](http://dylangreene.com), [veekun.com](http://veekun.com), [urbanvancouver.com](http://urbanvancouver.com), [mediaprepys.com](http://mediaprepys.com), [barda.daa.jp](http://barda.daa.jp), [plod.popoever.com](http://plod.popoever.com), and [accidentalhedonist.com](http://accidentalhedonist.com) in the list.

Meanwhile, for the Blogger Central, the top blogs are [huffingtonspost.com](http://huffingtonspost.com), [techcrunch.com](http://techcrunch.com), [gizmodo.com](http://gizmodo.com), [engadget.com](http://engadget.com), [boingboing.net](http://boingboing.net), [lifehacker.com](http://lifehacker.com), [arstechnica.com](http://arstechnica.com), [readwriteweb.com](http://readwriteweb.com), [icanhascheezburger.com](http://icanhascheezburger.com), and [googleblog.blogspot.com](http://googleblog.blogspot.com).

The M20 has the following in the list of top blogs: Andy Lark's Blog, Bad Idea, Indeed, AttentionMax, BeRelevant, Brandopia, Biznology, Buzz Marketing for Technology, Churbuck.com, The Changing Face of Media, The Client Side, and the Community Group Therapy. It also has the Conversation Agent,

Cross the Breeze, El Blog de Enrique Burgos, Decker Marketing, Emerson Process Experts, and The Digital Mindset Blog as the list's top blogs.

The top blogs determined by the different groups may change from one timeframe to another. Various groups do regular ranking of top blogs usually depending on the unique visitors it had in the specific timeframe. With top blogs, business people can easily decide on which blog site they should invest when putting their advertisements. That is why many bloggers are also so eager to include their blogs in the top blogs list.

## What Is Blog and Its Origin?

Goodbye journals and hello blogging. This is now the common trend of expressing one's opinion about anything under the sun—blogging. But what is really a blog and where it came from?

Blog is actually coined from the word “weblog,” which was shortened to “blog.” A blog may refer to the entire website owned by a certain group or person where all the entries can be read and commented. The word “blog” can also be used as a verb, meaning, to add and maintain entries or contents to a blog site. The word may have many uses but it only requires one thing for a certain entry or website to qualify as a blog. That is, it should be shared, maintained, and used through the Internet. If not, a certain entry will never be a blog. People may write similar contents with blogs and save it in their computer. But that content will remain as a document or file and not a blog unless the content will be published online. That's the time that the content or the site can be considered as a blog.

The idea of blogging actually came in the late 80s when some people learned how to post contents using a certain network. The use of Internet was not wide then, so, the “blogging” of that time was never on the news. It was only in the late 90s when the word “weblog” was used and the word “blog” came into existence.

Due to the increasing demand for blog sites then, some groups decided to create blog hosting sites. This move is owed for the boost of blogging market that people have today.

## The Importance of Blog Layout to the Content

Many writers still believe that content is king. However, without proper presentation of the content, the prospect readers might not care to read the content at all. Style in arranging content is still important. That is called as layout or how the different contents are arranged. In blogging, layout is also important. Blog layouts comprise of not just the arrangement of contents in a blog site but also the colors, images, and videos used. That is the overall layout of a blog. So what makes a blog layout very important?

At a first glance, what people will notice is actually the blog's layout and not the content. Although the content drives people to go to a certain blog, but layout provides better impression of the entire blog site. The layout also provides the emotion of a certain blog site—is it dark, sad, happy, light, or just neutral? The blogger can communicate the feelings or emotions of a blog through the dominating color in his site as well as the images used.

The prioritizing of blog contents can also be seen on how their layout comes across. There are portions in a certain website that are more noticeable to readers. Usually, on these areas are the most important contents posted. Most of all, the blog layout dictates the over-all impression for the blog site. How the blog site looks will remain in the reader's memory depending on how the layout was done.

A blog layout can actually say a lot of messages that cannot be conveyed on the content. It is always a helpful tool to

decorate and add something to the blog site that words can never express.

## Common Mistakes on a Blog Website

Blog website is considered as the home of all the blog entries. Being that, the layout of it should be well-planned to attract more readers. Not only that, it should be informative enough to gain the trust of the readers. However, due to the popularity of blogs as a way to earn income, anyone just want to create their own blog websites without knowing anything what should and should not be done, leading them to do one of the common mistakes in making a blog website.

One of the usual mistakes that blogger do when creating a blog website is not putting enough information about the author. If company websites have their “about us” page, then the blogger should have his “about me” page. This should discuss who is the owner of the blog website and what makes him credible in all the opinions he has written. Another mistake most people do is not putting the author’s photo. Some say that photos are not that important. But if the goal is to have personal impression and to connect more effectively with readers, then having photos is important.

Some bloggers also create non-descriptive titles on their posts. The title should say about the gist of the blog and not just to make a sense of surprise for the reader. Also, the links provided by some bloggers are sometimes anonymous. They do not label where the links will lead the reader. Another mistake is that some bloggers only use the calendars as their navigation. This should not be the case since the blog entries themselves can be used to navigate to other related articles. This can be done through linking or suggesting to readers.

By avoiding these common mistakes, bloggers can certainly create better blog websites that readers will appreciate more.

## Real Meaning of Political Blogs

Democracy provides people the right to free speech. This can be done through various mediums like the Internet. Due to this freedom of expression, the political blog was born. Political blogs are formally defined as a common blog type created to comment on politics.

Political bloggers know that the Internet can provide a countless number of audiences, unlike the conventional media like televisions, radios, and newspapers. This also provides a more free way to express their comments and opinions on political matters. In fact, there are still countries without proper jurisdiction and law on how the Internet should be used making it an uncontrolled and uncensored way in expressing ideas. This is believed to be one of the edges of political blogging compared to the mainstream media.

The conventional or mainstream media are usually censored before they are read by the audience. In short, they often present opinion in a modified manner. This is due to the hidden agenda that mainstream media have like protecting the media's business interests. Also, political bias is lesser in political blogging making the bloggers more trustworthy than the mainstream commentators.

However, some commented that political blogging is often presented with insufficient data unlike the mainstream media where reporters really gather their information thoroughly. But still, political blogging can serve as a way to make opinions that can never be represented in other media.

So far, political blogs are among the most common type of blog being created today. Some of these have even played as an



eye opener not only to the common people but to the government as well. The political blogs can do this through providing information that the mainstream media can never tell.

## How to Start a Blog?

There may be thousands of blog sites already existing in the Internet today. Perhaps, there are now millions of blog entries all over the world. This big number only proves the popularity of blogging around the world making everyone want to start their own blog site. However, not everyone has the idea on how to start a blog.

Starting a blog is now easier compared to starting a blog a few years back. Blogging is made easier and cheaper now with the free sites and free tools that a prospect blogger can use. To start a blog, it is important to first set up a blog website. Making a blog website does not need to buy a new domain name. There are now blog hosting sites like blogger and Wordpress providing free website for the person. These also have their own tools like text editing tools, CSS and HTML editors, and capabilities to insert videos, images, and links.

Blog hosting sites also offer numerous layout styles and themes that can be used for free. If any of the available themes do not suit the taste of the person, he can download free themes from other blog websites. Editing the HTML is also possible with other blog hosting sites making the layout and theme of the blog site more personalized.

There are also tools and widgets that can be added on the blog site like calendar, visitor counter, word counter, and other fun stuffs. Some blog sites can also subscribe to other blogs for better link building and better blog content.

The Internet offers more options for the person. He just needs to explore all of these and be more creative.

## Determining the Best Technology Blog

Different types of blogs are available nowadays from the most conventional personal blog to the most advanced sports blog. One of the best types of blog that not only computer users want to read about are technology blogs. A technology blog is a weblog with contents specialized on the latest in technology. There are now many technology blogs. Some of these deal on general news about the technology while some deal with specific topics like iPhones, computer games, mobile phones, gadgets, gizmos, Internet, and a lot more.

With the many technology blogs available, people want to know which of these is the best. Usually, some groups create a poll where people can nominate and vote for a specific technology blog they want to. The voting may last for a period of time. After the time frame, the votes will be totaled. The results are usually published in the same site. Some technology bloggers also publish the results in their respective sites. Meanwhile, there are also groups that determine the best technology blogs through the number of unique visitors that the blogs had in a certain period of time. The more unique visitors a technology blog has, the more popular it is. Most of the time, this may also translate to better value of the technology blog.

Many technology bloggers aim to be one of the best since being in the respected list will generate more advertisers in the site. This is very ideal especially that the advertisements are about technology products too.

Included to the best technology blogs today are iPhone Hacks, ITech News Net, Phone Reviews, MethodShop.com, TechnoSpot.Net, DailyMobile, Skatter Tech, Design Log, Gad-getGrid, and Tecnomodo.



## What Is a Blog and Its Different Types?

Blogging is not a new term anymore. Almost everyone knows what a blog is. However, there are still those who get confused of what is really a blog.

Weblog or more commonly known as a blog is a website that is maintained by a single group or person having regular entries of opinions, events, and updates of happenings. A blog can also be defined as a verb which means to add as well as maintain the content to a blog website. There are still other terms associated with a blog like blogging, blogger, and blog site. The blog site is similar to the blog used as a noun. Blogging means the action of creating a blog, while a blogger is the person who creates blogs.

A blog is mainly composed of text only but today's blogs may incorporate other media like images, music, audio, and video. These are all shared to the world through the Internet.

Then, a blog was only used as a means of doing a journal online. That still exists today as another type of a blog—the personal blog. This is the most common type of blog which is used by a person in talking about his personal experiences and sharing it to others. There is also the corporate blog which is made primarily for business reasons like marketing, public relations, and branding. Question blogging can also be found. This is a type of blog which basically answers the questions submitted to the maintainer of the site.

Other types of a blog may include political blogs, house blogs, travel bogs, fashion blogs, education blogs, project blogs, classical music blogs, legal blogs, quizzing blogs, dreamlogs, and niche blogs.



## Audio Blog: Bringing Music and Voice to the Blogosphere

An audio blog primarily publishes audio files, podcasts, or webcasts. Audio blogs are relatively new on the Internet as the blogosphere is mainly composed of and dominated by text and photo blogs. Audio blogs however are becoming very popular among the younger crowds and increasing number of blog hosts are creating separate niche sites for them.

There are two types of audio blogs and the most popular is the music sharing blog. Bloggers normally upload their favorite music or their own composition and share it with blog visitors or subscribers. They can also provide links or streaming audio media for their subscribers to sites that are musically interesting. Audio bloggers can also document their moods or thoughts through songs and music that they post on blogs. Normally, they complement these with text description so that readers can understand their blog creation.

Audio bloggers and audio blog hosts are hounded by allegations of intellectual property rights infringement. Most audio files especially those produced commercially are copyrighted and distribution of these media is restricted. Many audio blogs faced issues on copyright and some were actually taken down from the Internet.

The other type and probably the newest player in the audio blog niche are the voice blogs or voice journals. This type of audio blog features the actual voice of the blog owner in a Podcast-type broadcast. It is actually an inexpensive way to host a prototype Internet talk radio. Some service providers or hosts allow their audio bloggers to broadcast using telephone services.





## Different Blog Awards: Do Accolades Really Matter for Bloggers?

Blog awards are accolades given to exceptional blogs. However, there is no single authority that hands out awards for the best blog. Each blogger community, whether theme-based, regional, or country-based, has different sets of blog awards. That is why the significance of blog award is debatable.

Blog awards however can be a good indicator of popularity. In some inter-blog contests, selection of the best blog is based on an online poll. A blogger community will choose who among themselves should be voted as the most popular or best blogger. Those who will get the most votes will naturally be declared the winner of a blog award. This is probably the most subjective type of blog award.

There are also web portals or web-based institutions that host blog awards. Administrators of the award will open their doors for nomination. Internet users therefore can nominate their favorite blogs to the contest. Independent judges will be selected by the contest administrators. These judges will be responsible for choosing the best blog based on the criteria set by the sponsors of the award. This type of blog award is more scientific and could be an accurate measure of the quality of blogs.

There are also offline traditional institutions that select the best blog based on their own database. Usually, mass media institutions sponsor these awards to encourage journalists to venture in another medium. Some of the most prestigious international media associations are already sponsoring their

own blog awards. Among the different blog awards, this type is probably the most prestigious of them all.

## How to Choose a Blog Host that Provides the Best Service?

A blog host is an online service provider. It provides the web space for bloggers as well as the authoring tools and utilities needed for blogging. There are literally hundreds of blog hosts it would be a little difficult to find one that can provide the best service.

To find the best blog host, bloggers should decide whether they want a paid blog host or a free service. Of course, paid blog hosting would be better as it would entitle bloggers to have a dedicated domain name. Paid hosting services can also offer lots of add-on tools as well as dedicated support features.

Free blog hosting on the other hand will not be too far behind the paid services. Because of increasing competition between blog hosts, new and powerful tools and utilities for blogging are constantly added to free hosting. Some content management applications are now supporting free blog services that bloggers can now post entries without going to the web interface. In the past, this capability is only supported in paid blog hosting services.

A paid blog host is ideal for business bloggers. As a platform to promote a business and make an online income, business bloggers need all the necessary services and tools that can be provided by paid blog hosting. In fact, some of the best paid blogging services can also perform SEO service which could certainly help promote an online business.

For hobby bloggers and other publishers, a free blog host could be their best option. Although free services provide a sub-

domain only, its tools would be enough to publish a respectable and excellent blog. With good content and proper SEO techniques, a free blog can also rank higher in any search engine.

## A Blogger's Guide to Find the Best Blog Service

Bloggers need to carefully plan their online publishing venture to get the benefits offered by blogs. For one, they should select a blog service that will be suitable for the theme and purpose of their blogs. Essentially, there are four areas that bloggers need to find out before they sign up on any blog hosting provider.

First, a blog service provider should be able to deliver different tools and utilities for bloggers. This means the service must include provision for customizable page templates and header design. The service must also have available widgets, navigation bar tools, and HTML or script embed facilities. All these tools and utilities must be user-friendly and can be tweaked even by beginners.

Second, the blog service should offer different publishing platforms and methods. This means a text editor must be included especially for those that have no skills in coding HTML. A WYSIWYG editor should also be a main component for the publishing utilities. For advanced bloggers, they can choose a service that provides HTML editor on their platforms.

Third, a blog service should have an excellent support system. This could be in any form such as email support services, forum discussions, tutorial and help pages, and a community blog that announces important updates.

Lastly, if a blogger will use the service as a promotion and traffic generation site, then the blog host should have different tracking tools that can analyze blog traffic. It should also have

free service that will allow bloggers to easily list their blogs to different search engines.

## Business Blogging 101: Applying the Basic Blog Principles to Business Sites

Although frowned upon by hardcore bloggers, business blogging has become an accepted practice today. Essentially, business blogging is blogging for profit. Individuals can start their own web business through blogs. Start-up and big companies are also using blogs for their corporate needs.

To maximize the benefits of business blogging, companies and entrepreneurs should not forget the inherent nature of blogs. Blogs were originally created to provide useful and entertaining content. Deviating from this premise can result to utter failure of the business blog.

For example, a business blogger should not fill their blog pages with advertising materials. Their posts or the content of the blog should not be too self-serving or consist of purely commercial materials.

Blog services will surely ban or delete the site if the business blog is hosted free. Paid hosting allows the practice but it would not sit well with readers of the blog. The business blog will not become popular on the web thus defeating its intended purpose.

Business bloggers therefore need to maintain the integrity of their blogs. This means living up to the basic premise of why blogs are created. They should provide useful content for their readers. They must also ensure that the content of their blogs will always be updated. A business blogging site with several static pages full of banners and adverts will become a dead site on the net. It will not be able to convert visitors into real buyers.

Business blogging is a common practice today. However, blogs for profit should always maintain good blogging practices by providing useful content to readers.



## Free Blogging: Choosing an Enjoyable and Useful Free Host

There are lots of free blogging services available today that it would be a bit difficult for new bloggers to choose which one could provide an excellent service. A free blogging service is ideal for non-power user of blog service. Power users such as business bloggers and political bloggers will need plenty of web space and large bandwidth which might not be available on free services.

Free blogging services however are generally good for any type of standard blog publishing. A free service includes all the necessary tools and templates for a complete blogging experience. Top blog service providers even offer free tracking and promotion tools to help bloggers monitor the traffic on their site.

A rule of thumb to follow is to choose a high traffic free blogging service. The host should rank high on search engine which could mean it must be popular to lots of bloggers. Getting a blog from a search engine favored hosting service could provide advantages to bloggers. Their blogs could be indexed by the search engine much faster. If a blog service is popular, then networking with other bloggers of the service could be very productive.

Most importantly, the blogging service should be easy to use. Ease of use could make blogging enjoyable. Choose services that have tons of readymade complete web pages. It is also good to look for a blog host that allows posting from email or from third party content management software. In this way, free blogging would be more convenient and fun.

## No-Brainer Steps on How to Create a Blog

Are you one of those people who want to maintain a web blog but do not how to start it up? If you are really not a techie savvy, tendency is that you might get intimidated at first on how would you go along with creating a blog. But did you know that creating one is really a no-brainer stuff? Let us show you how.

First, you can start with creating a blog for free. There are so many platforms that you can choose from. You can opt to use Wordpress, Blogger, Xanga, Vox, Live Journal or Weblog. You need to sign up first from any of these blogging sites, which actually would not take you so long. You can actually sign up in less than 15 minutes. And the online instructions are really easy to follow, no need to get confuse at all.

Then once you have created your blog, you can then change your settings or blog layout. These stuffs are easy as well since each blog platform will give you the options to choose from those ready to use templates. Just choose the one that you like and you would have a great blog design in no time.

Now you can start with your content. Decide on what topics you would be discussing on your blog and what other elements are you willing to put in. It is also in this stage that some are getting confuse. How would I be able to post pictures? How do you add those links? How do they add additional pages to the blog? So don't get rattled now. Remember, starting up a blog is intimidating at first but it could be so easy once you take the initiative to create one. So as you start blogging, you can do experiments as you try to discover what you can and you can't do with your blog.

## Latest Blog Entry: Blogging Steps from Sign-up to Publishing

Getting acquainted with the basic tools and systems of a blog could make blogging easier and fun. It is very inconvenient and could be frustrating to do trial and error publishing. So before writing and publishing the first blog post, which is usually called the latest blog entry, it is best to understand the structure and tools of a blog.

Upon sign-up to a blog service, new bloggers need to choose or create a domain or sub-domain for the blog. Be very careful when creating the URL of the blog because this cannot be changed. The blog will be stuck with this domain for the rest of its life on the web. A good URL should have few characters, does not contain special characters, and should be related to the theme of the blog.

After creating the URL, a blog name will be required. This is customizable and can be changed anytime. A page template must be selected also; this is the design of the blog. A good rule is to choose a clean looking template and avoiding pages that have screaming colors. Of course, bloggers can choose whatever designs they want.

After these preliminary steps, bloggers are now ready to make their latest blog entry. A post title should be created, preferably capturing the essence and main keyword of the content. Blog entries can be typed directly on the blog's write utility. It can also be copied from a text file and pasted on the blog.

After checking the text for errors, just hit the publish button and the latest blog entry will become live on the Internet.



## Personal Blogs: The Grandfather of All Modern Blogs

Personal blogs are the grandfather of all modern blogs. Blogs started in the early 1990's as sharing sites for useful resources on the web. It was not called Blogs back then as the term was coined only in 1997 to mean web logs.

The first blog-type sites were online bulletin boards where users post a topic, comment, links, or about anything they fancy on the Internet. Discussions follow threads which are categorized in specific topics. The online bulletin board was a lively community of online journalers and diarists sharing thoughts on similar interests.

As the technology for creating web based authoring tools advanced, more and more online diarists started to create their own dedicated space on the web. They created independent sites hosted by a blog service which became their platform for publishing their thoughts and everyday activities.

Because of the technological innovation, personal blogs came into being. Early personal blogs were simple daily chronicles of the author's activities, personal experiences, and thoughts on any subject. It was a slow start for personal blogs as the technology for it was continually being refined. In the latter part of the 1990's though, blogging gripped the Internet and it became an instant hit to individual publishers. They found a new channel to express their writing skills in an inexpensive medium.

Personal blogs also became more sophisticated both in content and design. The purely diary-type blogs attracted few

readers and visitors. Those that wrote on universal and profound subject matters were more successful in gaining wide following in the blogosphere.

## Strategies to Make a Popular Blog

There are more than a hundred million blogs on the Internet it would be a big challenge to have the most popular blog on the blogosphere. This is indeed a daunting task but not entirely impossible. Even free bloggers who do not spend on SEO and site promotion could make their blogs the most popular on the net.

There are two key aspects that bloggers need to grasp to make their blogs the most popular. The first and most important is to post quality content with the right keywords. The second key aspect is to establish an extensive social media network to induce link popularity for the blog.

Blogs were invented and designed to provide good content for web readers. Before the advent of blogging for profit and black hat blogs, a web log was published by its author specifically to share ideas, emotions, and web resources with fellow bloggers. This should still be the basic premise of blogs to gain popularity.

A blog with lots of useful, entertaining, and fresh content could attract millions of readers. Although content is important, it would be useless if it cannot be found on the Internet. So, bloggers should make sure that their posts should contain relevant search terms.

Next to quality content is link popularity. Bloggers should exert extra effort to network with their fellows on the blogosphere. They can use different social media for this purpose. In this way, bloggers can get links from other authors. This will make the blog easily accessible on the web thus making it very popular.

## The Goldmine of Blog Ads

Do you want to earn extra money while writing? This might sound like a tempting scam offer in the Internet, isn't? But before you even think that this is scam, you need to know that this really happens. If you are found of writing down your experiences, writing about anything and everything that interests you, then you are one step close to getting extra bucks with your writing.

So what is the next step? Create your blog! You can actually choose if you want to create a blog for free or you can buy your own domain. You need not even worry of the monthly fee for buying your own domain since you can pay it from the income you would be getting from your blog. So where would that goldmine come from now? It would come from your blog advertisements. One of the most popular goldmines for blog ads is Google AdSense. This one is a no-sweat way of earning. Imagine posting in advertisements that are related to your blog contents and then just let your visitors click on these and you would just be waiting as the balance on your AdSense increase day by day.

And if you get to know other companies that are offering advertisements to monetize your blog, you can have so much sources of income just for one blog. Should you get to have more visitors to your site, you would just be amazed to know that your earnings have accumulated and you are much ready to make blogging as your main business.



## Blog Definition: The Evolving Meaning of Blogs

Blog is a contraction for web log. The term became popular in the mid-1990s when blogging exploded as a new social media. The rise in popularity of blogs was due to its unique feature that allows people to self-publish without the traditional restrictions set by an editor or publisher.

As a log published on the Internet, blogs became synonymous with online diaries or journals. It expressed the personal thoughts, reflections, and experiences of bloggers through a popular channel.

As blogs developed, its definition also evolved from being a simple web log of personal thoughts into a more comprehensive and highly democratic social communication channel. The creation of business blogs also paved the way for such concepts as blog for profit and commercial blogs.

Because of its popularity, blogs became the favorite media of numerous groups, organizations, or individuals that advocate a political agenda. Blogs became catalysts of change and achieved the power to influence public opinions. It can now be used to challenge the power structure of society.

Blogs also influenced new thinking and practices. The emergence of blog journalism and blog advertising affected the norms of traditional tri-media. Information delivery became more interactive and readers became active participants in the communication process. Blogs also leveled the playing field between big advertisers and startup companies. It certainly democratized the market and the flow of information.

Indeed, blog definition has changed overtime. As technology advances, blogs will also continue to take on new forms and characteristics. New meanings will be attributed to blogs as long as people continue to use it as a major social media.

## Blog Search Engine: Helping Bloggers Deliver Content to the Public

A blog search engine is a special web directory that lists blog-only sites. It was created so that bloggers with similar interests can find each other. This is to enhance the blogging experience of bloggers and to establish their own networks on the web.

Blog search engines are usually provided by the blog hosts as a free service. Normally, there is an option available on the dashboards or control panel of a blog that allows search engine crawlers to index it. If this option is selected, then the blog would be in the public domain, can be listed on every blog directories, and can be viewed by other Internet users. Those who create private blogs can choose not to be indexed and they can hide their blogs from the public.

There are no big difference between a blog search engine and standard web search engine. They both serve as online listings of sites on the Internet and they use similar ranking techniques. Optimization strategies therefore would be fairly similar that web authors can apply the same techniques whether they are publishing a full website or a blog.

Blog search engine optimization techniques however have some unique methods. For instance, a blog should only focus on a single or similar niche to rank higher in search engines. Focused content composition is important so that search engines will view the blog as an authority on the subject. Bloggers must also limit the number of entries on their main page. 2 or 3 entries on the main page would be enough to ensure that the blog can achieve tight keyword density for SEO purposes.



## Understanding the Importance of Blog Websites

It is not uncommon today to see blogs taking the form of a full website. These are called blog websites and are used by individuals, companies, or interest groups to establish a presence on the web.

Blogs offer the convenience of easier web designing and publication. Blog services offer readymade web pages and are configured for instant publication on the Internet. Webmasters and authors need not possess deep knowledge of markup language or coding and scripting schemes.

The tasks left for webmasters are the creation of content, arranging the elements of their web pages, and promoting their websites. Blogs simplified the process of web building giving webmasters enough time to promote websites.

Blog websites are also favored by search engines. This can increase the chance of blog websites in getting huge amount of traffic or visitors. Attracting web visitors is critical especially for blog websites created for business purposes.

Another tactic employed by webmasters is to complement their main website with that of multiple blogs. This is a simplified form of building a web real estate. Webmasters usually create numerous blogs that cater to different market niche. The blogs then will link directly to the main website thus funneling traffic. It is a proven approach to increase the customer base of an online business.

Blog websites are becoming very popular. Whether utilized for profit or non-profit purposes, blogs can surely increase the popularity of established websites. It can also stand alone as a full website to reduce the time and resources needed for web building.

## Take a Peak of a Conservative Blog

Today, if you want to engage yourself with the blogging business, you need to know your target market. Most blogs right now are actually focusing on finances, home, lifestyle, travel, religion, entertainment, self development and gadgets or technology. But right now, one of the common interests that come into the blogging world is conservatism. So let's take a look what's within a conservative blog.

Conservative blogs are actually focused on the philosophy of conservatism. They actually tackle issues that favor traditional beliefs and customs that are something to do with the nation, religion or the culture. Usually conservative blogs post a lot of debatable issues that would really trigger more discussions for differing opinions. And since these blogs are actually posing a rather sensitive issue for discussions, many people are likely to visit them to give their own say on each issue.

Some may say that a conservative blog may be boring as compared to entertainment blog. But guess what? If you have captured the right audience for your blog, most likely people and visitors would keep on returning to your blog as you post another hot issue for discussion. You are also likely to receive a lot of comments from your readers whether they agree or disagree with your opinions. And this would help you get the traffic you wanted. The controversial the issues you have, the more chances that people will keep on visiting your blog.

Now, don't you think you might also try getting yourself a conservative blog? It would be your chance to shine as you give your strong opinions on social stuffs, cultural or even current events.

## Get Artistic with Free Blog Templates

Are you one of those many blog writers that love to write but don't know how to lay out good templates for their blogs? It is a fact that if you are a blogger, at least you know a little or you are an expert with writing. But definitely not all bloggers are so technical that they know how to create a unique layout for their blog. So do you think this will post a great problem to all those bloggers? Of course, not!

The solution is to get free blog templates so that you can also get decorative with your blog. Sometimes, no matter how fresh and great the content you have, the blog appearance also matters. If your blog elements are appropriately laid out then you can be sure that the followers of your blog won't get confuse with all the contents of your site. A very nice blog template can sometimes help attract those curious visitors to stop for awhile and check what your blog offers.

And if you are maintaining a blog that is dedicated to selling products or services, a template that is professionally designed would help in bringing in more customers. A good overall appearance of your blog is a clear indication that you mean business. So since the template of your blog plays an important role, don't lose the chance to make a big impression just because you do not know how to do the layout of your site. You too can be artistic, for no cost at all. You just have to check out those free blog templates so that you can create a blog that has good content as well as an appropriate layout.



## How to Start a Blog: Establishing the Theme of the Blog is More Important

Starting a blog is easy. The difficult part is how to attract blog readers and visitors. Before generating massive traffic however, it is important for bloggers to know how to start a blog.

The first step in starting a blog is to choose a good blog host or service. It could be free or, if the blogger wish to get more advanced tools, a paid hosting service could also be a good option.

Before tweaking the blog dashboard, bloggers should carefully decide what should be the main theme of their site. If the blog is a personal site, then maybe it could be about family, pets, travels, or any topic as long as it follows a single theme.

More visitors or readers are attracted to blogs that have a coherent theme. That's because they can follow the adventures or misfortunes of the blog author. Having a single theme for a blog is a good way to increase readership.

Most blog services are free so there is no problem if bloggers create multiple blogs for different theme. Actually, it is advantageous for blogger to have numerous sites to capture different interests of people.

For business bloggers, the same principle applies. The business blog should cater to a unique niche. The content of the blog should also be related to the product or service being promoted by the blog. In this way, blog authors can establish themselves as authorities on a specific market sector.

The design and other technical aspects of blogs should be decided by their authors. They should squeeze their creativity for this purpose.

## Perhaps Blog Could Remedy Stress

Modern technologies have created a society that is always on the rush. These technologies gave birth to a shrinking global community that is always awake 24/7. That is why modern information workers have to catch up with these developments and set aside their personal time. Social stress therefore climbed to alarming levels.

Fortunately, modern communication technology also created a good channel to counteract stress. And one good channel is blogging. When blogging was introduced and became popular, most people wondered if it could help ease the increasing stress levels of modern information workers.

Perhaps blogs could remedy the tensions of daily life. Writing personal reflections and publishing it are good ways to relieve stress and tension. People will have a ready medium to write on their experiences and get satisfaction from it. This is especially rewarding if other people who use the Internet find the blog material useful for their own purposes. Authors therefore can have an increased sense of self-worth thus opening up a new horizon for them.

Blogging can provide new meaning to everyday activities. In the past, these stressful activities could be dreaded events that cause stress and tensions. Because of blogging, daily activities became a challenge because people will look forward to blog their work-related challenges.

Instead of brooding after a hard day's work, bloggers can write about their activities and express what they felt. In this way, blogging can become a therapeutic activity for most people.

Perhaps blog can really remedy the stress of daily living. If used correctly, blogs can encourage people to become more productive.

## Understanding the Politics of Politics Blog

The tremendous growth and popularity of blogs made this new form of social media a favorite platform for advocacies and political causes. These types of blogs came to be known as political blogs.

The categories of political blogs are limited only by the imagination of people creating a political cause. However, the most popular political blogs are those that are created for partisan advocacies. It could be about a party candidate, the environment, human rights, or crime prevention to name just a few. The blogging world has become a major arena of political propaganda for these advocacy blogs. A politics blog not just became an alternative medium but an entirely new realm of social communication channel that can effectively sway public opinion for or against an issue or cause.

Politics blogs also serve as avenues to attract members or adherents to a cause. The development of software or scripts that enable blog authors to create online registration forms have been used by politics blogs to encourage visitors to sign up for a cause. In this way, blogs became not just a communication tool but a virtual organizational headquarters that can gather members to generate a physical mass base.

There are real and present dangers however in creating a politics blog. This is especially true for blogs authored for rights advocacies or as anti-corruption platforms. There are cases of blog authors, if the blog has been independently created, being threatened by entities affected by their advocacies. In some totalitarian countries, sites of political bloggers are being blocked by state authorities and authors have been threatened with prosecution or persecution.



## Build More Traffic to your Web Blogs with Weblogs.com

Whenever you search the Internet for some information, you would be amazed to see searches coming from different blogs. As you see, web blogs are quite getting popular nowadays. And since every day, the number of blogs being created is increasing, some bloggers are taking more aggressive methods to make sure that they would still get a number of traffic on their site. Anyway, with such competition, you would really need to make sure that your blog stands out among the rest.

So how can you create more traffic to your site? Many bloggers would tell you that all you need is update your content regularly, visit and post your links in forums, learn back linking and join social networks. But just as mentioned, you still need to get an edge with your strategies. That is why right now, most bloggers are using the ping service of weblogs.com. So how does this work? When a blog is updated with a fresh content, weblogs would notify the servers about the update made on your blog. And as you know, if you are updating your blogs every now and then, you will most likely receive more visitors reading your hot-off-the-grill contents. It is a one way of getting the attention of those servers to check your site. It is actually a great tool to make sure that you would get a good page rank.

So the next time that you plan for a strategy on increasing the traffic to your site, consider using weblogs.com. Trying out another helpful blog tool won't hurt.

## Why Is Blog Marketing Effective?

Blog marketing is one of the most effective ways of marketing products and services because of a number of reasons. But first, what is blog marketing? Companies use blogs to inform and educate its market. They use blogs to present the features of their existing and upcoming products and services. One advantage of this is the company is able to connect with customers. They are able to get feedback directly from them through the comment feature. This makes the approach a bit personal and customers love it when they feel that companies are listening to them. Separate blogs are also a good way to direct customers to the actual website of the company.

What makes it effective is that blogs are quite popular to search engines. This is because they are usually updated quite often. In addition to this, the audience is usually well targeted since topics are usually focused. People who will read them usually are already interested on the topic. Furthermore, blogs are normally concise so they are easy to read.

Blogs easily get links as well so they get additional traffic for this reason. Blogs get more exposure to its targeted audience so they have greater chances of getting read. Because getting exposure is that easy, it's also quite the cheap and sometimes even free option to market products and services. This means that almost any individual can take advantage of the power blog marketing. One only has to provide fresh and interesting content always so the audience will keep coming back to read the blog. This way the products and the services being marketed by the blog will get as much exposure as well.



## Blog This! A Cool Way to Create Links

Blog writing has become a part of many people's daily activities. People update their blogs almost every day. Many even do it several times a day. They write blogs even when on mobile whether they are on vacations, on their way to a business trip or attending a conference.

Well, that's the beauty of blog writing. One can write blogs anywhere they go and whenever they want or need to. And with the latest telecommunications technology it's really possible using laptops, PDAs and smart phones.

Updating blogs has even been made easier through the Blog This! feature. One simply has to place the Blog This! link on the link bar of his browser and he will have a shortcut to the create entry page of his blog. In effect, one is able to add content in fewer steps.

Another Blog This! feature is that one which is seen below blog entries. If one wants to blog about a certain blog, he would click this button. And provided he is signed in his blog, he would be taken directly to the create entry page of his own blog. It will then serve as a shortcut to one's own blog. But in addition to that, a link to the original blog would also be found below the blog entry. There would also be a traceback on the original blog to inform the owner of the original blog about the blog that was written about his blog.

This is really quite a great feature. For blog writers and owners, it is a good way to create links to his blog. On the part of the readers, they will also be more informed about the related blogs.

## Free Blogs for All!

Almost everybody is writing blogs these days. People write blogs to express their feelings and tell people about their experiences. Some people write blogs to display their craft or their art. There are those who just want to share their knowledge. While it is a personal journal to some it is a source of income to others as well.

Writing blogs is a good way to market products and services nowadays. What's even better is that there are free blogs in the internet now. Free blogs have now been one of the best options for free marketing. And because blogs are also well read today, it has also been effective in attracting customers. What makes it even unique is it usually allows people to know more about the products and the services it is advertising. Free blogs also allows people to get to know a little more about the authors of the blogs. Most blogs also provide more information about the topic the author is serving.

Aside from blog sites, free blogs are also available in social networks. Free blogs have now become a standard feature in social networks and free websites. This is even better for marketers. It would even be easier to market products and services in a social network because people are going to the site already. By merely making more connections in a social network, more people will already get a chance to read the blogs. With more traffic, it would also be easier to market products and services.

## Mobile Blog: Making Exchange of Information, Ideas and News Faster and Easier

Writing and reading blogs has become a part of life. Everybody is writing blogs for personal use. They update their blogs to update their family and friends about their life. Experts share their knowledge through blogs. Many people even exchange ideas through blogs. And just like anything else that has many people using it, it has become a marketing tool for marketers.

There are very little rules in writing blogs. It can be as casual as one wants it to be. It can contain photos and even videos. It can also be a bit serious depending on the topic. Readers gather useful information from blogs. Sometimes blogs are even more helpful because they tend to be concise and direct to the point.

What even makes it more accessible these days is mobile blog. People can now write blogs using their cellular phones and their PDAs. So wherever people go, they are able to update their blogs and they get to share new things all the time. So really, information can be pushed as they happen. One can be watching a ballgame and report the events of the game every minute. In the case of marketing, blogging truly has made it possible to promote products that are made from the opposite side of the planet.

All of these, of course, are made possible by the new telecommunications technology of today. Information and news can now travel faster. In a way, it has made the world smaller as the distances are made narrower by the ease of communication. Somehow mobile blogging gave people more access to the world. And it does so more easily and more swiftly.



## Tips on Gaining Blog Money

Writing blogs is fun and it is quite easy. It provides a venue for people to share their everyday experiences with others. It can also be a form of sharing knowledge. But while some do it for enjoyment, there's no reason why they should not earn from it if they want to.

The easiest way to earn money from a blog is through Ad-sense. One simply has to sign up his blog to Google Adsense. Then he would have a choice of which types of ads would appear on the blog. The most obvious choice is those that are relevant to the theme of his blog. Then as readers and other visitors click on the ads he will start earning. What's good about this is that registering to Google Adsense is free. And if one is using free blogs, he does not have to spend anything to start earning. He only has to keep on maintaining and adding new content to his blog. He also has to make sure he drives enough traffic to his blog.

Alternatively one can also join affiliate programs. The same rules apply. One would have to register with the company. Then he would set up the links to the websites on his blog. He gets to earn very time someone clicks on the link. And when someone buys something while on the website, he also earns a percentage of the purchase price.

One other way is using the blog to sell his own products or services. By having his own blog, he will be able to explain what his products do or how they will benefit the customers. And by accepting comments, he will get a chance to get feedback. He can then improve the products and hopefully serve customers and earn better as well.

## Stay Connected through a Family Blog

Blogging has been embraced so warmly by most people today. People of all ages are writing blogs and people just love reading blog entries as well. It has become an outlet for some. It has become an income source to many. And it has definitely become a connecting point for families.

It's quite interesting to find that there are so many families who have their own blogs today. A family blog would typically contain the names of the members of the family. Most of the time, a family blog would have pictures of them as well. Then blog entries would typically be about the happenings in each of their lives. The blog could contain the birth of a new addition to the family. It could also tell the readers about weddings. Family members would inform the others about the trips they just had by telling stories and posting pictures.

Well, since family members would tend to live in different cities or even abroad this is really a good way to keep in touch and to be updated. Close friends also get to share family moments.

For some entrepreneurial people, they have creatively incorporated having a good family blog and a way to earn an extra income. Some families have found a way to promote their advocacies as well.

Having a family blog is a fun way to communicate and inform every member of the family about everybody. In some way, it would be helpful in bringing families closer together. Since everybody is on the internet nowadays, having such a venue is only quite appropriate.

## Tips on How to Make Money Blogging

Since almost everybody read blogs today, it has become one of the most effective ways of marketing. Knowing this, marketers are finding more and more ways to capitalize on the blogs.

Some blog owners and other marketers hire blog writers to write about a topic of their interest and expertise to drive traffic into the blogs. These blogs would in turn typically have links to websites which sell products and services. Blog writers earn money by sharing their knowledge. Marketers earn from the clicks on the links that are provided on the blog.

Blog writers who own their blogs, on the other hand, earn from it by joining Google AdSense, affiliate programs and even selling their own products on the blog itself. Having a blog will not earn them money right away though. In order to earn, their audience should start clicking on the links provided.

First, it is important to do search engine optimization to drive more traffic to the blog. And to do well in searches, the blog must be constantly updated and it should contain relevant content. Getting as many links to the blog is also imperative.

The content should also be relevant to the product one is promoting. In order to be effective, the blog should gain the trust of its readers. This way they will also trust the products being promoted. One must be creative in talking about the product. The audience should find it informative and even entertaining but definitely not repetitive and irritating.

Another thing is that ads and links should be placed within the blog entry. One should make the endorsement more

personal by talking about his experience with the product. This would entice more people to check out the product and buy it.



## Tips on Choosing a Topic For Blog

A blog or weblog has many definitions. Basically, it is a kind of journal that is updated every now and then in the website. The person who makes a blog is called a blogger and the activity is called blogging. Blogging is very popular nowadays because it is easy to write and very informal. It is basically another way to make chitchat and discussions on whatever topic can be conceived. A person who is interested to start a topic on blog has to keep in mind some tips.

### Some tips and tricks

1. A blogger might be tempted to start a blog based on other people's interest. But this is going the wrong way. A blogger must choose a topic that is related to his interests and passions. Why is this so? First, building a blog needs a lot of time and effort. If a blogger is not interested in his topic, he might not be able to sustain the interest to work on this for months. Second, the readers will know if a blogger is not enthusiastic about his topic. A topic that is written without passion and conviction will not interest the readers for a long time.

2. The second factor to consider when starting a blog is the popularity of the topic. Do people want to read about the topic? Is there much demand on the information that he is writing on? If the answer is yes to both questions, then the blogger chose a great topic.

There are many things and factors to consider when choosing a topic for a blog. Just keep in mind that as long as the topic is interesting for the blogger and those who will eventually read them, then the blogger is on the right track.

## Tricks on Getting Readers for Online Blog

It takes a lot of time and effort to start an online blog and even more so to get people to read about them and be interested. The success of an online blog usually depends on the number of target audience. It is not just about the contents of the blog. It is also about online blog readership. Here are a few strategies to broaden online readership for blog.

### How to build large readership?

A blogger needs to develop a core group of supporters. This group would consist of other bloggers, loyal readers and target audience. They are the ones who have the capability to send links and traffic and values the opinions and contents of the site. If a blogger publishes an article, these people shall be the one talking about it and sharing it with others. What strategies can then be used to develop a supportive core group?

1. A blogger must offer some topic that is of real value for the target audience without asking for anything in return immediately.

2. A blogger must be visible which means that the readers are always thinking of the blog. This is done by leaving relevant comments and even making conversations that are not related to the blog.

3. A blogger must have alternative ways to communicate. Instead of just talking in the website, he can also communicate with his readers through emails, telephone or Internet messengers. This will make the relationship with the reader less informal but more firm.

Online blogging can be fun especially if the blogger is writing about his passions and interest. However, developing a loyal group of readers takes time and patience.

## Understanding Video Blog

Video blog is gaining popularity because of its advantage over text-based blogs. Naturally, video blogs are effective tools to attract attention. People prefer to see videos than written blogs.

Of course, there are also disadvantages. Video blogs need a lot of server space, which makes it difficult to start. It also takes a lot of time to process and upload video files. Moreover, people can become impatient when loading some video blogs. These are the disadvantages that a video blogger should think about before starting video blogging. But if a blogger thinks that he needs video blogging, here are a few information that could be of help.

First, video blogs are useful for business for personal branding. Video blogs can be moved from one site to another. This makes it ideal for businesses that want to make some commercials for their products.

Second, video blogs can be used to advertise something like a television show. A blogger can use some celebrities to do this or he might want to make some tips on certain topics.

Third, video blog is a very strong marketing tool for a blogger. All he needs is a video camera, which is affordable. If he can't afford a video camera, he can always use the cheaper webcam and start video blogging.

Fourth, video blog has zero maintenance cost on the hosting side because streaming bandwidth can be outsourced for free with other video-sharing websites.

Video blogging is more interesting and fun. The good news is that everybody can be a video blogger with just a simple video camera or webcam.

## How to Create a Blog and Be Successful

A blogger can create a blog easily but to be successful on it is another thing. It takes a lot of time and effort to create a successful blog. Building wide readership means that a blogger must catch the interest of his target audience, sustain that interest and basically form a relationship among them. Here are a few tips to create a successful blog.

### Tips and tricks

1. Creating a successful blog means that a blogger must develop a core group of supporters. This group would be other bloggers, loyal readers and the target audience. They can help a blogger to send links and traffic.

2. A blogger must also participate in other blogs. This is the swiftest way to get others to know about his blog. The principle behind this is to put the blogger's website while commenting on other people's blogs. Writing some responses to other blogs could ensure that other people will come to the blogger's site for information.

3. A blogger must also be writing about a topic that has a value to his target audience. He must also be visible which means that he leaves relevant comments and continues with the conversation although it might be out of the topic.

4. A blogger could also think of other means to communicate with his readers. Instead of just talking in the website, he can also suggest contact with his readers through emails, telephone or messengers. This will create affinity between the blogger and the reader ensuring continuity in readership.

## What Make a Travel Blog Interesting?

A travel blog is a blog that is mainly concentrated on travelling. It might be on the places that a blogger has visited or about some bargains and deals on special tourist areas or any out-of-this-world sights.

A travel blog is very useful because it can give an overview to readers who are looking for new places to explore. It is also for those who already have some place to visit and just want to see pictures or a feel of the place before finally going there. Although there are many travel blogs on Internet, not all of them are interesting enough to see. What makes a travel blog interesting?

First, a travel blog must be readable. There are travel blogs that are too colorful to read and too many things going on in the page that a reader could have difficulty concentrating on the texts.

Second, a travel blog must try to minimize designs and keep it simple. The readers are interested to know about the places visited and not the designer ability of the blogger.

Third, the blogger must avoid talking about his itineraries and putting too many pictures of himself. Please remember that the reader is not interested in the blogger but on the places that he has visited.

Fourth, travel blogs need pictures but make sure that the readers can easily access them. There are some tools available that makes a photo album easily accessible for readers.

Fifth, bloggers should avoid too much introspection about something that is running through his mind. The readers are interested about what is happening in the area and not what the blogger's feelings are.

Travel blogging is fun because it is about the places that a blogger has visited. However, the blogger must not be too carried away with so much information about himself and other factors. The readers are always important.

## Basic Knowledge About Blog

The word blog is the short term for Web log. It is journal that is available on the web and is usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. The entries to the blogs are displayed in chronological order showing the most recent additions.

Blogs provide commentary or news on a specific subject, others use blog as a personal online diaries. A blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Blog readers have the ability to post comments in an interactive format. Most blogs are in textual presentation, but there are some blogs that are focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), audio (podcasting), all of which are part of a wider network of social media.

Common features of a blog are:

1. It has a main content area, wherein articles are listed chronologically, with the latest article on top. Most often, articles are arranged by categories.
2. It has an archive section to keep older articles.
3. It allows people to leave comments about the articles.
4. It provides a blogroll, a list of links to other related sites. It often located at the sidebar on the page or featured as a separate web page.
5. It has one or more "feeds" like RSS, Atom or RDF files. It allows feedreaders to access a site automatically and look for new content and post updates.



## Search Your Blog and Ranking

If you wish to do serious business or promoting your products using blog, you need to maintain and update your blog. Many people found interesting ways to make money with their blogs. To add Google ads is one great way to make some money and at the same time having ads on your blog, which are relevant to the topic at hand. This works as Google places an ad or link on the pages of the blog, and if a reader clicks on the ad, the blogger is paid a set amount for each ad. A click will not make a blogger a millionaire, but if the blogger continues to provide great material on the blog, visitor will continue to read the blog and even click, thus earning blogger more money.

Competition is everywhere. You have to make your blog informative and a stand out. You will be buried with competition if you do not do anything to promote your site and let people aware of your blog. You will need web traffic to determine the ranking and the ratings of your blog. Search engines deliver Web traffic. They are necessary in terms of advertising. You would need to go for effective Blog Search Engine to get good quality web traffic.

Blog Search Engine provides the indexing of blogosphere. They give special focus on high quality blogs. Blogs under Blog Search Engine are categorized according to reader's interest. Blog authors or blogger, can add blog for free by submitting blog on the Blog Search Engine website. They have menus, which include new listings, hot listings, top rated, and editor pick blog. They also have add listing, update listing and get rated menus for bloggers who wish to get a free rating system of their blog.

## Uses of Blogging

The new craze today is Blogging. Blogging is an online journal. You can set your own blog at little or no cost at all. A person who writes a blog and maintains it by adding or removing entries that is called blogging. In blogging, the author is not called an author but a blogger. Each piece of what was written is not called as an article but a blog post or entry. It was in 1995 that blogging started, with the objective of sharing one's thoughts with people that had similar views. Some do blogging for fun while others use blogging for business reasons.

The following are some uses of blogging:

1. It is use to provide updates. Customers and clients needs to be updated on changes to your website. In blogging, you can make announcement on new upcoming product and new related websites.
2. It is used for reviews. Blogging allows readers to give opinions, advice and personal recommendations on specific products or services related to your field.
3. It is used for personal and business purpose. It is a great way to keep track of your goals and plans through open writing.
4. It is used as a stress reliever. Blogging allows you to list down vents, gripes, thoughts. Most people find writing therapeutic.
5. It is used as a Search Engine Optimization.
6. It is used by moneymakers. You make money with your blog as you provide readers with quality copy writing and a few affiliate links.

## Free Blog Service

There are hundreds of thousands of people around the world today, have their own free blogs. Blogs are designed for personal or business purposes. You may not be aware of this, but a an increased number of bloggers are making serious cash from blogs being hosted by known free blog sites like Blogger, Tripod, Yahoo, Google or America Online.

It only takes two minutes to create your own blog and it is not difficult to set it up. These free blog websites provide steps for interested blogger. These include creating an account, naming your blog and selecting your blog look or settings.

Free blog websites have their own set of terms and conditions for bloggers. Inasmuch as it offers free service, they enforce conditions to ensure that the website blog will be troubled free. Such violations may include posting of unfriendly comments, obscene photos or videos. Members of the free blog website who violates will have their blogs deleted without prior notice.

There is an account limit set on free blog website. Blog account comes with 100 MB of disk space and 3 GB of data transfer per month. Most often, free blog website do not require any software download or install but just a web browser. The address of your existing Blog site cannot be changed, thus you will need to create a new account should you want to have a new Blog site. They also have a support team to help members on questions they need answers.

So, why pay a blog site when there are blog sites that offer free service.

## Putting Music on Your Blog from Music Blog

Today, music ratings are shown on music blog. Music blog is known as MP3 blog, a type of blog in which the creator makes sound files, using music in MP3 format and are available for download. Music blogs are also known as audioblogs.

The MP3 blogs became popular in 2003. The music posted is range from hard to find rarities, which have not been issued in many years to more offerings that are contemporary. Selections are restricted to a particular musical genre or theme.

Blog Music is music on demand site. It offers free musical strain scoring from a diverse group of artists. Submitted music's are from well-known artist and some not so well known or indie composers who have submitted music waiting for the chance that their music will be used to enhance websites. Most Blog Music website aim is to provide a snap shot of what is happening in the music blogging. They make it easier for readers to search through recently posted MP3s. List of popular tracks and most blogged band and popular searches are listed down.

One branding strategy for product advertising is to choose a tune to feature in your business blog. You use music blog as an ironic counterpoint to emphasize what you have written in your blog. You can use music to increase drama or create a mood for your readers. However, it may not be a good idea to add a music blog on your blog if it will slow down the loading of information to your readers.

## Things to Know About Blog Comments

If you are using a blog as your personal online diary, blog comments will not be a good thing unless you think you could share them with people you are so close with. Yes, blog can be shared to a selected readers and sometimes can be posted and viewed by many.

Most blogs provide commentary or news on a particular subject. It wouldn't be an effective blog if it won't be interactive. Blog is supposed to be an interactive website where readers could leave comments, tips or impressions about the site or a specific article written. One of the most exciting blog features is posting comments. Blog used to provide limited source of information, however it has been found to be a great way to communicate and get information on business, education, politics, photos, and even your favorite celebrities.

It is important that blog comments are posted in a friendly manner. Not all blog comments are approved by the blog owner. Therefore, make sure that your blog comment will be read and be approved by the owner, thus you and the blog owner are both benefited. You surely would not want to waste your time posting and sharing your views, if your blog comments will not be posted.

Blogs have a method that allow visitors to leave comments. There also ways for authors of other blogs to leave comments even without visiting the blog. This is called the "pingbacks", linkbacks or "trackbacks". It is a method that authors used to request notification when somebody links to one of their documents. These kind of blog comments are considered as blog spam, where authors post useless comments to advertise and draw higher page rank in the search engine.



## Types of Blog Sites

Blog site could be referred to as a community site, where people share information and comments. You can write any topic on blog site. Your blog site should be organized according to categories in order to allow interested parties to join discussions on the blog text that draws them more interest. Blog is not difficult to setup. Bloggers may use their own software to create blog on their own, or may look into Tripod, Yahoo, Google or America Online, which offer blogging opportunities.

Blog sites differ in terms of type content and how content is delivered or written. The following types of blogs are:

1. **Personal Blogs** – is an ongoing diary or commentary written by an individual. It is considered as the most common blog. Personal Blogs are somewhat private and can be shared by the blogger to friends and family. It is used to share thoughts and feelings and is faster than e-mailing or writing.
2. **Corporate Blogs** – is created for business purposes. It is used by companies to enhance communication and culture internally and externally for marketing, branding or public relations purposes.
3. **Question Blogging** – a blog that answers questions.
4. **By Media Type** – blog which may consist of video blog, linklog, sketchblog, or photoblog. Blogs having shorter posts and mixed media types are called tumblelogs.
5. **By Device** – it is a blog composed or written using a mobile device like a mobile phone or PDA is called a moblog.
6. **By Genre** – a blog that discusses subjects such as political blogs, travel blogs, house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a blawgs) or dreamlogs.

## Know Your Favorite Celebrity through Blog

A blog is a means of advertising oneself. It is an effective medium to advertise oneself and express oneself. Even celebrities create their own blog. Today, you do not have to buy magazines and newspapers to know the latest about your favorite celebrities. Most celebrities have their own blogs.

They use blogs to reach out with their fans and curious readers.

Celebrities find the use of blog as a good way for increasing visibility. They use blogging to post their views and receive reactions and replies from readers directly. Some celebrities write their own blogs while others would ask a ghostwriter to write for them.

Just like in regular blogging, celebrity blogs have terms and conditions. There is a degree of monitoring done in terms of the blog content as well as comments made. An abusive comment is not tolerated. It should be remembered that the blogger has the right to delete a comment submitted if found to be rude and offending. Celebrity Blog should be maintain and updated regularly to keep readers' interest alive. Celebrities should see to it that questions posted by readers are given response.

Other than celebrity blog created by celebrity themselves, there are also celebrity gossip blogs that offers up to the minute celebrity news, images, including paparazzi candid, photo shoots, and rare pictorials. New images and editorials are added everyday and live feeds are provided for viewers to have a complete access to the latest posts. These celebrity gossip blog also provides the latest scoop on top athletes, entertainers, and musicians.



## Steps on How to Blog

Blogging is an online daily journal. Blogs are designed to have personal publishing platforms, thus you can use your blog to your own work, keep your friends updated about your life, share information about your organization or family or inform customers about products or services updates. There are many blogging services over the Internet that makes blogging easier.

The following are steps that you should know on how to blog:

1. Planning Your Blog.
  - a. Define the purpose or subject of your blog.
  - b. Choose name for your blog.
  - c. Sign up with a blogging service or install a blogging software on your own hosting account.
  - d. Fill out information as you would want people to know about yourself.
  - e. Select a theme or design for your blog. Different theme or designs are offered in most of the popular blogging packages.
  - f. Organize categories for your posts if there will be different topics to write.
2. Start Writing Blog.
  - a. Find the administration screen for your blog
  - b. Select Write a Post or its equivalent
  - c. Start writing your post in the text box.
  - d. Add pictures to attract more interest on your post.
  - e. Select post category.
  - f. Click the Publish button to publish the new post.
3. Publicizing Your Blog.

- a. Put links to your blog's link section. Try to use other blogs link, as this will often link back to your blog in return.
- b. Read blogs written by other people on the same subject as yours and leave comments with a link back to your blog.
- c. Write posts on your blog by commenting or adding to a discussion in other people's blogs and link back to the post you refer.

## Tips on Creating New Blog

Blogging is becoming a popular activity for businesses and for individuals. A blog is an online journal that discusses particular subjects. They are arranged in chronological format usually showing the most recent post on top with the older items below.

As you start to create a new blog for readers, you should remember that your objective is to attract many readers a day. Readers of your blog translate into dollars.

The following are blogging tips as you create your new blog:

1. Choose an article or topic for your blog. Think of topics that interest you and one, which you have knowledge talking. Your chosen topic should be helpful to others as well.
2. Write your blog as if you are doing a casual communication like writing email messages to your friend. Long words do not help. Make your new blog informal, even if you are writing a business blog.
3. Determine how often you will need to update your blog. An updated blog draws new readers. The more post on your blog the better. You need to schedule your update and stick with your date.
4. Your new blog should be reader friendly. Help readers by providing useful information. Stick to your blog's topic.
5. Make blog interactive. Encourage conversation by asking your readers to comment. Post questions to readers and ask them to respond using the blog item's comments.

Continue to think of more ideas to post on your blog. Try to create new, high value blog posts and earn more money on those topics.

## What Makes Up A Best Blog On The Internet?

Blogs are evidently the most effective and very popular way of obtaining or establishing a voice or presence on the Internet. Apart from eliminating various publishing requirements, any individual desiring to post his/her thoughts online can actually have a free account which includes a blog host already. Individuals don't have to be well-known or hotshot writers, columnists, or publishers to get their work read online.

So, while gifted with passion to write and post blogs on the Internet, finding a great blog to read can thus be difficult and tricky. Nevertheless, there are certain criteria that can be considered to determine whether a specified blog is either great, good, or poorly written/represented. Basically, a great blog would have an excellent combination of content and design.

Specifically, a good quality blog would have the following five main features. These qualities are as follows.

1. Visual qualities or aesthetics – both content and design of a blog are equally important. Apart from an interesting content, the blog should have its design elements perfectly combined and balanced (e.g., layout, color, fonts, image quality, and more).

2. User-friendly –blog is be easily read and comprehended. Specifically, user-friendliness of a blog is measured by its readability, usability, easy navigation, and how the blog site quickly loads up.

3. Reading pleasure – is essentially measured by having interesting information; a sound tone and voice; and ability to elicit feedback, reaction from or a discussion with online readers.

4. Relevant information – is essentially measured by originality and how information is smartly synthesized from various sources.

5. Inclusive experience – an excellent blog is determined by essential factors, such as visual qualities, reading pleasure, user-friendliness, and relevant information.

Generally, an excellent blog is simply an interesting, enjoyable, aesthetically presented, and note-worthy reading.

## Blog Software: Comparison Among Drupal, WordPress, and Expression Engine

Selecting the best and most suitable blog software mainly depends on the very purpose of an author's blog—his/her abilities and preference on whether to run and manage the blogs solely or collaboratively with other potential authors. There are actually various blogging software currently available but only three are most commonly used by many. The most popular blogging scripts include Drupal, WordPress, and Expression Engine.

Drupal is a free and flexible blogging tool. Though mostly used by many for blogging, Drupal is actually a full-fledged content management system (CMS). This means that the program can be used to running and maintaining an entire web site itself; setting up online forums, shopping carts, normal or static web pages, and more. Apparently, since Drupal is a complete content management system program, it is therefore effortful compared to WordPress, in particular.

WordPress, on the other hand, is also a free and possibly the most popular and well-used blogging software for various potential reasons. Aside from a very easy installation procedure (with newcomers even having no problem learning to operate the software), WordPress includes a lot of plugins that are readily available.

Similarly, the Expression Engine (EE) is also an effective and powerful CMS tool used in managing a blog or web site. However, unlike Drupal, this software does not require the need of a programmer for some set-up requirements. EE is offered

either free (limited version and for personal use only) or through license-benefit.

Generally, Dupral, WordPress, and Expression Engine are all potential and useful blogging software. They all can result to greater resource use. However, selecting the most suitable program requires for an author to compare their list of strengths and weaknesses vis-à-vis the purpose and specified extent ability of the author's blog site.



## How Blog And RSS Technologies Revolutionized Research Methods And Communication

Everyone knows how the Internet has become a powerful tool in research and communications since its initial launch to the public. It has thus become very popular and widely used by students, educators, librarians, researchers, and many other information users. While providing readable, searchable, and accessible information resource, the Internet also provided two acceptable and widely used technologies, which are blog and RSS (Real Simple Syndication).

Evidently, blog and RSS technologies have improved and simplified the process and method of information gathering online. As a result, most of the readers have become article writers themselves. Such substantial turn of events is noteworthy and is believed to continue and grow even, particularly among students and educators.

By definition, a blog or weblog is a web page that functions as an individual's accessible personal journal by the public; often reflects the author's personality and personal preferences. A blog is normally updated daily. RSS, on the other hand, is simply republishing online articles sourced out from other web sites. It is an effective way of popularizing new information resources and updates of particular web sites. Also, RSS is commonly used as links to web site sources.

To how blog and RSS technologies have transformed research and communication tools is basically not surprising. These Internet tools have simply offered easier filter and tracking of constantly growing pool of data and information online.

Hence, these enabled students and educators to obtain, process, use, and re-use valuable and relevant information into various ways and forms.

Easy accessibility to vast information online has significantly improved knowledge of both educators and students, therefore resulting for a better and effective communication; improved learning, archiving and publishing of work; creates various avenues for collaborative work; and improved management of information/knowledge.

## Business Blog: An Effective Way To Advancing Even The Smallest Business

Business blog is a corporate or business tool to communicating with customers of business products and services offered, and sharing expertise and knowledge among employers, including customers as well. It has the advantage of prompting individual business performance; eventually the entire business community. Business blog is an effective way of disseminating company profile and expertise; increasing web site traffic; and obtaining prospective customers.

There are several benefits a business blog can provide to even smallest business. These benefits are as follows.

1. Business blog software is easily installed and used. With a push of few button, a sole business owner or corporate can create multiple blogs, link to various resources, and publish the blogs online.
2. Business blog software serves as an economical alternative to holding an Internet presence. Blogging simply provides small business proprietors lacking with time and money to obtain a low-cost means of getting company profile and expertise throughout online—enabling searchability and accessibility.
3. Business blog updating provides much faster process. Hence, it eliminates the need for a web designer/developer to do site changes or adjustments. Coding modifications and uploading requirements can be done by business owners themselves or specifically assigned corporate employee/staff.
4. Business blog offers the small business limitless avenues to communicate its name and credibility—expertise, knowledge, including products and services of various forms—to a vast range of audience. This provides a positive benefit specifically for

the business' expertise and knowledge personnel and consultants.

Generally, business blog serves as an excellent communication and information connecting tool for any size and nature of business. It may have several disadvantages, such as limited functionality, e-commerce solutions, and requires laborious work. Nevertheless, it remains advantageous and sufficient enough to initiate blogging for business benefits.

## Creating Blog Effectively To Maximize Business Benefits On The Net

Blogging to attain business benefits is evidently the most effective way of enhancing connection with other Internet users. Currently, blogging proved its extent potential and value as alternative living and way to advancing one's expertise and career. Regardless of the need and/or purpose behind, blogging is simply succeeded and provides countless benefits to an individual, business, or web site.

Specifically, creating a blog for a particular business can be an effective method to establishing connection with other Internet users who may share the same interest with the current topic. Normally, bloggers or blog authors think of their blogs as niche on the Internet. In essence, a blog serves as an excellent avenue to sharing thoughts, opinions, knowledge, and expertise in various areas of interest, issues, and/or realms.

Following are some helpful ways to creating a blog that can readily catch potential clients' interest and attention for a current online business, which are as follows.

1. Selecting a blogging software that is easy to use (e.g., WordPress, Typepad). Both software provide blog ownership and other privileges for an overall blog management.

2. Regular posting of blog entries. Initial posting may have been done with numerous entries. This however, eventually runs to a twice-a-week posting. Blog writing requires creativity and resourcefulness—rewriting or rephrasing of originally written resources. Hence, keeping the articles intact is very important—keeping author credits and information box exactly as written.

3. Focusing a blog on a single topic only. Doing this helps in keeping blog readers' interest.

4. Try reading and commenting on other person's blogs. This provides avenues for sharing, learning, and exchanging of views, insights, knowledge, and expertise.

Generally, following the above steps mainly enhance a blog's readability, which eventually provides profitable business opportunities.