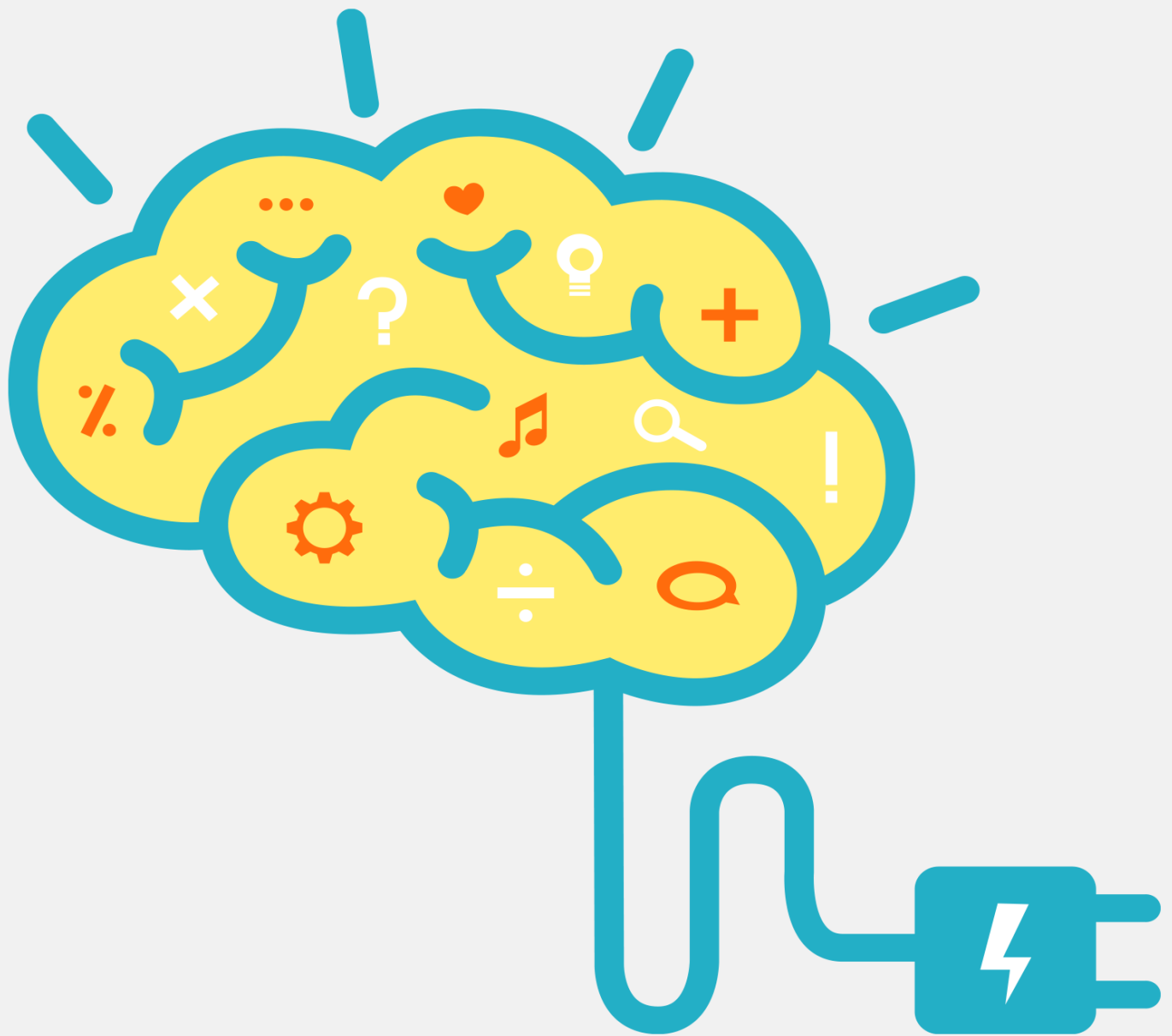


# BLOGGING — BRAIN —



A STEP-BY-STEP GUIDE ALL ABOUT BLOGGING  
AND THE ALL THE BEST TIPS

# **Blogging Brain**

# Introduction

If writing is an art, then, blogging is one way of using words to come up with an art. This is because people who are into blogging are the ones who are artistic on their own sense, carefully choosing words that would best describe their feelings, sentiments, wishes, desires, and everything.

Basically, blogs were first introduced as weblogs that refer to a "server's log file." It was created when web logging hit the virtual market. Since its inception in the mid-1990s, web logging gradually saturated the virtual community making the Internet a viable source of greater information.

However, with web logging, you still need a web site and domain names, but with blogging, you do not need anything just an account with blog providers. In most cases, these kinds of blogs are free of charge.

With the onset of blogging in the industry, personal journaling had been a common ground for people who wish to be known all over the world. However, not literally famous as this is not a case on being popular or well-known personality.

Generally, blogs are created for personal use. Like a journal, people can write their daily adventures,

sentiments, and whatever ideas they want to express online.

Nevertheless, with the advent of the online businesses, blogs had gradually taken the limelight in providing businesses a chance to boost their productivity online. This is where the business blogs have taken the limelight.

Business blogs are, basically, created to advertise the services or products of a certain web site or online business in order to increase online sales.

Moreover, business blogs are also one way of promoting the company so that the other readers will know that a certain company exists online. With blogs, entrepreneurs are able to establish a name in the virtual market through articles that can be very useful in the reader's life.

From there, you can make money out of blogs by simply syndicating it to your business' web site. This can be done through the RSS technology.

So, if you are thinking to create a blog, whether for business or for pleasure, you need to know some tips that could help you get through and make your blog one of the interesting blogs online.

## **Here's how:**

### **1. Consider your audience**

Even if your blog is generally personal, still, it would be better to consider the minds of your readers. You have to think of something that would interest them.

After all, most of the reasons of people who write blogs are not at all confined to their own personal motives. Most of them would love to be "heard" (or read) and would love to be known, in some way or another, even for just a minute. Hence, it is very important to come with a write up that everybody can understand, not necessarily that these people can relate to it but they can understand it.

### **2. Pictures speaks a thousand words**

To make your blogging worth the browsing effort of your readers, it would be extremely nice if you will put some pictures in it. It does not necessarily mean you have to place a picture of yourself. Any photographs will do as long as it does not pose danger or insult to anyone who will be reading your blog.

### **3. Make constructive and beneficial blogs**

Even if you are free to write anything you want to say to the world, still, it would be better to create some write-ups that would be beneficial to your readers.

After all, it's information technology that you have there so better be inclined to provide information rather than sheer quirky entertainment.

### **4. Avoid making multifaceted and complicated blogs**

In order to have an interesting blog, try not to use some highly technical and highfalutin words. After all, it is not a science discourse or a debate that you are making, so better stick to simple facts and short blogs.

Bear in mind that most people who use the Internet usually do more scanning than scrutinizing each site word for word. Therefore, it would be better to come with blogs that will not bore your readers just because you have these lengthy articles.

### **5. Make it interactive**

As much as possible and if your capacity will allow it, make your blog interactive. You can do this by placing some video or audio clips in your blog.

You can even place an area for comments or for some feedbacks. In this way, you can get some impressions or reactions of other people. Who knows, you might even gain some friends just by making them feel at home in your blog site.

Indeed, blogs are not created just for the mere fun of it. It also has its own purpose in the world of the Internet. Therefore, for people who wish to harness their craft, as far as writing is concerned, blogs are the best way to do it.

As they say, blogging is the contemporary term of creative and commercial writing.

## Chapter 2: Blogging Newbie

A blog is basically an online journal wherein you can digitally pen down your thoughts, ideas, opinions and practically anything that you want people to read. Blogs come in different styles, formats, and settings, depending on the preference of the user.

Many blogging sites, offer built in features such as hyperlink, straight texts, pictures etc. Some blogging sites, even allow you to put video and mp3's on your blogs.

Instead of writing texts, some bloggers choose to make their blogs more audio friendly, by using spoken word entries. This is called audio blogging.

### **Basically, a blog contains these features:**

title- which allows you to label your post  
body- this is the content of your post  
trackback- other sites can be linked back to your blog  
permanent link- every article that you write has a URL  
comments- this allow readers to post comments on your blog.

One of the advantages of blogging, is that it is made of only a few templates. Unlike, other websites that is made up of numerous individual pages. This make it easier for blog users to create new pages, because it already has a



fix setting that include: slots for title, body of the post, category, etc.

This is especially useful for first time users, since they can start blogging right away. They can choose from a number of templates that blogging websites provide.

Anyone who wants to start a blog can do so by becoming a member of a blogging website of their choice. Once they've become members, they automatically become a part of that particular blogging community.

They can browse through other bloggers pages, and link them back to their own blogs. They can also make comments on other members' blogs.

Blogging is not just limited to personal usage. There are a lot of blogs that follow a theme such as: sports, politics, philosophy, social commentary, etc. These blogs espouse on their specific themes.

This way blogging becomes a medium in which people can share their knowledge and opinions about a variety of themes and topics.

Some bloggers even use their blogs as a means to advertise. Some authors advertise their books on their blogs. While other bloggers, use their blogs to shed light to currents issues, events, news and catastrophes.

Nowadays in education, blogs also play an important part. Professors use blogging to document the lessons that they have discussed and taught. This way, students who have missed classes, can easily catch up with their assignments.

A lot of entrepreneurs benefit from blogging by promoting their businesses on their blogs, with millions and millions of people logging onto the net every day, blogging has become a lucrative move. Some bloggers who run online businesses promote their merchandise online. While others profit through advertisement.

But by far, the most popular blog type is the one that takes the form of a personal journal. This is the kind that is usually used by first time bloggers. Individuals who want to document the daily struggle of their everyday lives, poems, rants, opinions, find that blogging offers them a medium in which to express themselves.

Bloggers usually communicate within themselves. This is one of the appeals of blogging. It creates a community of people sharing their ideas, thoughts, and comments with each other.

Blogs varying in topics, themes, and set-ups, can be found in blog directories. First time users who want to get an idea of what the blogging world is all about can browse through a number of blogs using these

directories. This way they'd get an idea of what these blogging communities are like.

Blogging is popular all over the world. Blog is short for the term weblog. There are no rules when it comes to blogging. Bloggers have the freedom to express themselves however way they want, and the best thing about blogging, is that most blogging sites are free.

There are numerous blogging websites to choose from in the net. This give first time users the option of joining a blogging community that appeals to their interests.

Just search any blogging directory and you'd get a listing of a lot of blogging sites that are available on the net. It's easy to search a blogging directory, because it is organized according to category. This way you would get exactly what you are after. Blogging is really for everyone. It is fun, simple and easy.

## Chapter 3: Use Blogging for Internet Marketing

Blogging is a concept that started in late 90s. It used to be a way to comment an existing webpage, an opportunity for visitors and readers to react or voice out one's opinion on the said page.

What started as a single-sentence commentary has evolved into pages of personal take on just about anything and everything under the sun. As it continues to move forward, online advertising has tapped into the blog's potential. Here are 5 reasons why you should use blogging as an Internet marketing tool.

**1. Blogging is simple.** The simplest way to get your piece on the net is through blogging. No skills are necessary... an average adult can read and type, or at least click a mouse.

It's like having a virtual piece of paper and you just write your ideas, experiences, new products, and hope that the truth behind your articles comes out and entice your reader to also try your product. If you have a PC and an Internet connection (who doesn't?) then you can blog and advertise.

**2. Blogging is authentic.** In this day and age where advertising saturate our lives, we question the credibility

of promoters' claims. However, in blogs, real people share their real-life experiences, unscathed by paid advertising. Reading blogs about first-hand product use is like talking to people about their first-hand experience. You definitely want to buy a tried and tested product.

**3. Blogging is free.** Because blogging is yet to be proven as a mainstream online advertising media, most sites see it as something to augment current marketing tools and thus offer it for free. Any opportunity for free web time is definitely a bonus especially to businesses that are starting up. Needless to say, paid blog pages can generate more income for your seriously growing business.

**4. Blogging builds credibility.** As you get more and more into writing your experiences on a particular product or industry, your readers come to realize that they can depend on your posts for their own information needs.

As such, you become an expert on it; as a consequence, more readers visit your site and more bloggers link to your blogs. As companies and professional organizations notice the growth of your readership base, they may soon get in touch with you for advertising on your blog page, or make you an affiliate, which pays for every referral generated from your blog site.

**5. Blogging builds your market.** Unless you are a Hollywood star, chances are, only your Mom reads your posts. Mom has a lot of friends, so she lets her friends know how interesting your blog site is. But you need not depend on Mom to increase your readership base.

**Look into the following ways to build your market through blogging:**

**By using your e-mail.** Today, blogging is overcoming the e-mail's popularity in quickly and effectively reaching and expanding a market. In this age of speed and quick access, logging in and downloading e-mail is simply taking longer than clicking into a blog site.

Let them explore your site by using a short e-mail message as teaser to your blog site. If your e-mail is on an entirely different subject, use your e-mail signature to give a link to the site.

**By using subscription.** An easy way to get your readers e-mail is to give them an opportunity to subscribe to your blogsite. Keep some exclusive information for your subscribers to entice readers to subscribe and give their e-mail address. Just be responsible in using their e-mail address, as the last thing you want is a comment on your blog that you are a spammer.

**By understanding your readers.** Conduct a simple survey for your readers to understand their profile and

advertising preferences. Ask consumers to give you feedback on a post, an ad link, or a trial that you shared. In this way, it is like interviewing your readers without the commitment and intrusion of a face-to-face interview.

**By joining a blog network** – A network of blogs maybe a collection of blog sites that share the same industry, interest, readership base, payment mode, etc.

Consumers find credibility and convenience in clicking one link to several real bloggers about a single subject. Clearly, more bloggers are better than one.

**By using RSS.** RSS is the fastest growing technology on the Internet today. As such, having RSS feeds to your blog is definitely another means of generating awareness for your readership base. Having a variety of feeds can add interest to your blog site.

Give your business a boost by effectively using blogging as an Internet marketing tool.

## Chapter 4: Hosting Your Blog

Apart from the chat rooms, instant messengers and electronic mails created for communication and dialogue beyond turf are the emerging innovations that help man build opportunities for interaction. The need for a personalized and human face aspect of building online communities is slowly changing the technological landscape of the Internet.

Blogs / “weblogs” or blogging are the newest gift of Internet technology to people all over the world. These are updated posts, crop up entries or personalized life snippets, of mundane or bizarre in nature. For most, a “blog” is a personal, unedited, and authentic journal meant to be shared in an online community.

Blog site is a place where bloggers can publish anything; his thoughts, feelings, photos, special events, experiences, comments on issues and so on. It is more of an online diary with videos, links, documents, newsletters and opinions on just about any topics you are interested.

Blogs are made to welcome the insights and opinions of all and therefore, should not be written to sound intimidating and too formal. This kind of blog is a sure way to put off the readers. In the basics of blogging, conversational tone would be more appropriate to reach the desired audience.



Blogging is all about individuals reaching out to other individuals. Having a blog has its own set of advantages:

Freedom of Expression. If you want people to hear you out and give their own opinion, this is the best way to create a line of communication.

- Networking is at its best. Having a blog is a good platform for exchanging genuine ideas from consumers to you as marketer of a certain product. Sound opinion and point of view is better than just showing the price quote.
- Excellent advertising platform. Blogging is a new way to advertise products, a refreshing change from the traditional advertising outlets and it is cost-effective.
- Gauging public opinion on products and services. The key is nice and catchy titles with new ideas presented in your content. This is an assurance of quick and repeated responses from your readers.
- Blogs is an excellent spot for the exchange of ideas between the seller and the consumer. Good for measuring public opinion regarding services and products, even political and business matters alike.
- Useful tool for internal communication. This will help your company to build a knowledge-based

community of employees. Also, good for harnessing employee relations and identifying human resource issues in advance.

- Other benefits like search engine optimization (SEO) will help your blogs to be seen often by as many people as you wish. This is very good exposure for your products and services.

Many blog hosting services are available on the Internet. But the basic question is which one of the services will be the best to start off your business blog program?

Business people are usually clueless to recent technological innovations which would help them maximize their marketing potentials. For these beginners, it is best to study first the services offered by blog hosts. An ineffective business blogging program may damage marketing opportunities instead of enriching them.

A company may decide to do the following depending on its capacity and needs: 1) Host their own blog service, 2) Pay someone else to host the service, or 3) Setup a “blog aggregator page” and ask the employees to select their blog hosting services individually. There are paid and free services available for individuals.

For business blogs, they are required to have the latest blogging features; if not, this will prevent them from maximizing their marketing, public relations and SEO potentials.

**Keep in mind that blogs should have the following basic essentials:**

**COMMENTS.** Welcoming comments provide opportunity for dialogue. In business blogs, they are a good customer feedback mechanism. This helps develop better customer relations based from loyalty and trust. Blogging is an innovative way to converse with your customers.

**TRACKBACK.** This helps in maximizing company and product exposure. Through this service, consumers can get back to you for more posts and updates without the difficulty of locating you. If your blog is popular in a specific online community chances are links going back to your blog site are everywhere online, other blog sites or even websites.

**CATEGORIES AND TAGS.** These both help in classifying blog searches for ease of navigation and on-site search. Categories act as libraries because it classifies posts by subject matter such as business, distance learning, e-commerce, online auctions, etc. Tags, help in the classification, especially in the blog search engine Technorati.

Possible customers and new clients locate blogs about certain topics of interest by just clicking the tags.

**RSS FEED.** Really Simple Syndication is the feed from your blog that is sent out over the internet, and collected through the various newsreaders and aggregators.

If your company is to establish a business blogging program, considerable options should be made available by the hosting companies shortlisted for the services. Free blog hosting services are popular but they are much appropriate for individual online journals.

Paid blog hosting services offer unlimited packages best for your company's needs. You may want to suggest checking out some blogs that use the host first, read and examine their layout and design. Another important thing to consider is a reliable technical support the host has.

After, choosing the blog host, a team should be ready to plan the design and structure of the blog: The team should:

- Create a style that meets the needs of the audience.
- Establish an open, credible tone.
- Schedule weekly updating of blog - ideally, a few times a week.

- Include weblinks of other website and blogs.
- Blog post should be in the “first person.”
- Focus on the business blog objective.
- Maintain an honest, engaging conversational quality.

Remember, whatever the look, style and content found on your blog is a reflection of you and your company.

# Chapter 5: Using Blogging Software

Today anyone who has writing ability or is dreaming to be a writer has written a blog in the net. There are blog soft wares that are simple and easy to use and a technically inclined and challenged individuals can easily acquire a blog online.

For some individuals, blogs are their projects of everyday living, as they talk about their daily episodes as well as make tribute to friends and family.

Furthermore, blogs assume a profound meaning written to compose and assemble political statements, endorse a product, supply information on research, and even offer tutorials. Any subject that are of your interests, you can be sure that someone has written a blog about it.

Blogs are now being written by musicians, politicians, sports figures, novelists, newscasters as well as other known figures. It is this blog fever that has raised controversy.

The fact that anyone can compose and regarding any subject matter under the sun, complaints about certain write-ups are an issue. In a lot of blogs, names are being mentioned; do bear in mind that although you are entitled to write anything that interests you in a blog, you

have to be very careful and take in a lot of responsibility. Do not make any statements which can become controversial; or else, be very prepared.

## **Why a Blog?**

- 1.**For personal acquaintances, relationships and hobby. A person can write a blog about his daily activities, what's going on with his life as his way of telling his family and friends the things that goes on in his life. Likewise, one may also write a blog just so he can express what he feels about himself, or about a certain subject matter that is of interest to him.
- 2.**Topical. Some blogs are committed to a precise topic, like computer hardware or politics. These are frequently read like magazines.
- 3.**For marketing. Corporations are too, into blogging; when well written and implemented, this kind of blog can be a powerful instrument for business communications, forming eagerness and anticipation regarding their products and services offered, or used as tool within the company, keeping employees well informed about company issues and news.

## **Why someone else's software?**

A lot of Web designer and creators will laugh at the belief and idea of utilizing the software of someone else. This is can be correct especially when each software greatly differs from the particular requirements that a client may have.

Yet on the other hand, when it refers to a Weblog software, there is no reason for apprehension in the use of a package that is pre-written, as most packages were developed through years of study; not just knocked together over a couple of days.

In addition, one may study its feature set. For a developer, it would take a lot of time and effort to write and compose from “nothing at all” every single feature in the Weblog software packages of today.

For most people, a blog is there for the main reason that chooses to publish or make known your literature and texts on the Web, so you want to spend your time more on writing than coding.

## **Hosted Services**

If one wishes to start broadcasting on the Web, yet does not have web hosting, one can consider looking into a hosted service, which includes Blogger, TypePad, Live Journal, and more.



These services are operated or handled for an individual, so there is no need to concern one about technical upkeep of one's Weblog; instead, one can concentrate on his blog's appearance and content.

In just minutes, after signing for an account, one can readily start his own blog. Many such services are offered free, such as blogger. TypePad charges a minimal amount for monthly service fee.

## **Self-Hosted**

When one has Web hosting on hand, or is eager to buy hosting, in which one feels that the advantage will prevail over the problems of keeping up your own blog connection and installation, then you may want to take into account a package that is self-hosted, which includes Movable Type, Textpattern and WordPress.

Other hosting companies did construct the process of installation easier, permitting installation with just a click from a control panel that is browser-based.

It is important that you check with a hosting company so you can view if this function is offered. Similar to hosted services, some self-hosted packages are made available either for free or for a certain fee which is dependent on the type of package that you choose as well as the basis why you are using it.