

# **BLOGGING BASICS FOR BEGINNERS**

Catch Up on the Blogosphere in the 21st Century!



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# **BLOGGING FOR BEGINNERS**

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# **Blogging in 21st Century: Introduction to Online Journaling**

Blogging and social networking are inextricably linked in the sense that both share certain features and properties. Both are aimed at a wide audience as far as multimedia interaction is concerned. Though it's true that blogs can be regulated and kept very private, the main purpose of them is to reach out to a number of people, to have an opportunity to share your opinion.

Another similarity is that both of these concepts have existed in cyber space for over a decade, but in the initial stages both were rather exclusive of one another. Only in recent times have they become merged and their similarity in motives truly recognized. Blogging is essentially a way to channel your thoughts out onto a public space online. Where blogs can be very general in nature, the old fashioned journal was much more personal, though both blogs and journals are created online to reach out to a certain type of reader.

So, whether you choose a blog style, or a journal, your main intention is to get in touch with people from all over the world who you would not have otherwise been able to reach. Basically, this is the function of social networking. Your blog becomes a hub, or meeting place, where interested parties can gather online.

The origin of the term 'blog' is interesting. It was initially called a 'weblog' meaning a log or a diary or a journal that helps you to record your thoughts on a day to day basis. In its original form it was rather primitive and did not turn into a powerful instrument for public personal expression until fairly recently. The term "weblog" was later shortened to blog and this is when free blogging services like Blogger became extremely popular.

As mentioned earlier, blogging today is not restricted to only maintaining a personal journal. It has truly become a platform where various kinds of people from all classes of society, whether they have the same ideologies or not, come together and discuss the matters they consider to be important.

Blogging in the twenty first century has become an important tool for advertising, for people who wish to market their products online, or for politicians who wish to sell their ideologies, and reach out, to the masses.

Moreover, creating a blog and maintaining it does not require a fortune. Everybody now has a personal blog and it is all free of cost, unless you choose a self hosted version such as Wordpress. Also, one does not need to be a computer engineer or a graphic web designer in order to create their blog.

Unlike a website which operates on a different domain, and for which every single template and tab needs to be designed and created from scratch, blog sites do not. The blogging service providers have their own inbuilt templates and fonts which have to be chosen by the bloggers as per their own tastes and preferences. Though such point and click templates are now widely available for website design, making the whole process super easy and very fast.

Blogging is an ideal way to make new friends and communicate with more people than would be possible in your normal day to day life, in fact it is now possible to communicate with people from all corners of the world. Such diverse people will obviously have differing viewpoints. Therefore, this gives scope for a good deal of discussion and debate with all points of view being taken on board.

Blogs can also be for the sole purpose of making new friends and socializing. That is why social networking sites, such as Facebook, have become the preferred method of communication for large groups of people.

It is also a fact that blogging, in some sense; helps reduce the hassles of publishing. Though your work will not come out in print, you know you can publish your work – your articles, pictures, videos, etc – yourself through your blog, or social networking sites.

Therefore, it may be your own personal journal that you wish to publish online, or your works of art, in terms of the stories or articles that you write, or the movies that you make. You can share almost any content with the world at large.

It must also be noted that you do not have to be a web designer to create your own blog; you need not be a professional writer, a film maker or a photographer to publish content on your blog. It is just a space for you to indulge in your own artistic pursuits and share those moments with others. Blogging has become so easy, literally point and click, that you can exploit it to its full potential.

# How Can Online Blogging Be Profitable to Ordinary Individuals?

Ranking of any website depends on a few factors. It would basically depend on the relevance of the article according to the key words used; the number of times that page has been linked and viewed, etc.

These are quite easy to follow and if these factors are carefully noted and looked into, the rankings of your website can increase considerably.

The first step is to get your website linked through various other pages and blogging sites. The more the pages there are that contain your links (backs links), the better ranking they will receive. The second aspect to be kept in mind is how often you update the content on your website.

Frequently edited and updated sites receive higher ranking in search engines than those that have not been updated by their owners for ages. Though editing the content of your website as a whole may not be an option.

In this case what you can do is add a Blog to your website. A Blog will function as a forum for people to come and discuss the themes of your website.

It will create a platform for updated discussion and you can also post updates about your operations and your business or interests. The advantage is that the blog content will not be restricted only to text, but pictures and videos can be instantly updated too.

The few easy steps as described below will take you through how to create your own blog and the things you must look out for:

- Cost can never be a problem because free blogging services are quite popular all over the world. If you choose sites like Blogger or LiveJournal, you are sure to get exactly the kind of platform you are looking for. They are absolutely free.

- If you are not very comfortable with web designing techniques, you need not worry. Creating your blog is not as complicated as designing templates for a website. These blogging services provide a wide range of templates from which you can choose the one most suited to your tastes.
- You must also use your discretion while blogging. Especially if you are incorporating your blog within your website, or creating a blog to increase awareness of your product. You need to keep in mind that this is an open forum which is read by all. You do not want to say anything that may anger or upset your clients. Politics and religion are the two most controversial themes and therefore anything about those subjects should be carefully considered.
- Anything that is particularly reader friendly and does not upset too many people is considered 'safe'. If your aim is indeed to increase the ranking of your site, you will have to make sure many people read it. You can do this by making your content user friendly.
- Also keep an eye on what other people write or say on their blogs. This can give you a general idea of what kind of responses those articles receive, and you can get valuable tips from them.

Blogging has come to be considered a highly effective marketing tool. You can easily create awareness of your product and get clients and customers to interact with each other. Also those who are relatively new to your product get a chance to ask questions and this can become part of your customer service.

Moreover, it also increases your website rankings, because the blog is constantly being updated with comments and discussions, which as far as the search engines are concerned is valuable fresh content. Any new activity affects the rankings and helps improve visibility, creating more awareness of the product.

The following are pointers on which you can blog about your product:

- Never make the blog post too long. It must be well written. Long posts tend to get dreary and they are not 'catchy' enough for people to sit and go through them.
- Update regularly. Since you don't need to write long posts, it shouldn't require much effort. Ideally, blog 3-7 times a week.



- Be entertaining where required, everyone can do with some light hearted humor, without being derogatory.
- You need not stick only to text. Video and photo blogging are very popular and some people would rather watch a short video than read a short article.
- Be yourself. Do not to ape, imitate or copy someone else's content.

# How to Start Your Own Blog in Less than 15 Minutes

Creating a blog is nothing to be afraid of. There is no elaborate planning required either. However, there are a few things you would need to decide. Since these blogging service providers give you a lot of choice in terms of template and color themes, you would be required to take those decisions yourself.

The following is a quick guide of what to think over before creating your blog:

- **Theme:** Determine what you might be writing about, or the nature of the content that you would be sharing with your readers. This depends mainly on your interest. Topic blogging in the field of politics, poetry, arts, current affairs, or almost anything under the sun can be chosen. You can stick to one theme or you can choose to write about whatever concerns you on a day to day basis. Since it is your very own web journal, you can make it as flexible as possible in all aspects.
- **Blogging Provider:** Next you need to decide upon which blogging service provider you would like to use. This depends on the kind of reviews that you get about them from friends and acquaintances, or something about them that you may have read online. You can always try out several blogging platforms and find the one you feel most comfortable with. You could try out one of these popular sites: Blogger.com, WordPress.com, Typepad, Livejournal.com, JournalHome.com, Mindsay.com, Blog.com, Diaryland.com, Blogdrive.com, or Xanga.com. Of course, there are many other platforms to choose from and a quick search on Google will soon reveal them.
- **Templates:** A wide range of templates will be made available on any blogging service you decide to use. Select the one you most prefer.
- **Freebies:** The advantage with these blogging service providers is they make your blogging experience as dynamic and interactive as possible. They enable you to install add-on features that include buttons, pictures, blog chinks, imoods,

tagboards such as guest maps, guestbook's, comment boxes for readers' thoughts and views, etc.

- **Additional Features:** Some interesting ones may not be free.
- **Nature of Blog:** You must determine who should read your blog. Whether you want it to be read only by a select circle, or must it be open to all. This will depend upon the content.
- **Layout:** Again, there will be a wide range to choose from in terms of layout and color schemes.
- **Content:** You could pick up a specific theme and write about it consistently, or merely decide on any random topic as and when it interests you. You could try putting up content for a while and see the kind of response you get, and alter or modify it accordingly.
- **Blogging Circle:** Blogging is a great way to get in touch with people from across the globe. You can surf and visit other people's blogs. Do not spam in their comment section, but write a genuine comment if you have something to say about a particular post.
- **Skins:** You can customize and personalize your blog as much as you want. Using software like Photoshop you can create your own skins and make your blog attractive as well as make it reflect your own personality.
- **Publish:** Finally when you are done selecting the settings and preferences, selecting content to use, you need to publish the content. Do not, however, forget to send the link to your blog to your friends and acquaintances so they may come visit you.

Once you have started your blog, you will have noticed that it hardly takes fifteen minutes to do. Maintaining the blog is even easier. Here are a few tips that would help you successfully keep your blog going:

- **Update:** Update frequently otherwise visitors may stop coming to your blog. It will also give you more confidence to churn out more well worded posts in the future.

- **Personalize:** Even though you might be discussing general and universal themes, add your own personal touch to make things lighter and interesting.
- **Theme:** If you have a theme blog you can Google for other blogs of a similar kind and build your network.
- **Spelling and Grammar:** Make sure you proof read your posts. Spelling and grammatical errors can be a major put-off for many readers, though this does happen despite our best efforts... no doubt I have made a few in this eBook, have you noticed any?
- **Advertisements:** You could play host to sites like Google AdSense and earn revenue by placing their links on your blog.

# Writing Content and Getting Constant Traffic to Your Blog

Blogging has truly revolutionized the way one experiences the digital age. There is, it seems, no limit to what one can do with the help of blogs. Even the smallest aspect of your daily personal life like recording journal entries has been given an entirely new dimension.

There is a lot of scope for picking up interesting debates and discussions through blogs. You can even start some of these discussions yourself.

Moreover, there is nothing more interesting and attractive to a blogger than the fact that you can even earn some money while blogging.

If you blog well, that is to say, if you blog well enough for people to come read it, you have a good chance of making quick money by just going about your daily activity of posting blogs!

Here are some of the things you can do to make sure that your blogging activities get rewarded by more than just comments and praises:

You could get yourself registered with a search engine. But keep in mind that getting a good rank on search engines can take many weeks or months! But if you want organic traffic, then it is something you must do. That way, the higher the ranking your blog achieves, the more you are likely to get paid.

While writing your blogs you also need to keep in mind a few things such as “keywords”. This is not only to ensure that you get steady traffic, but also, so your blog readership can increase, so that the ranking of your blog with search engines goes higher.

Here are a few tips that should see you through this:

- **Reader Friendly Content:** At all costs keep your content – articles, poems, photographs, videos – reader friendly, that is to say, it should keep your readers

interested. Your reader must be at the center of your post in such a way that your reader must feel that he is gaining something out of reading your post. This is the basic rule in marketing.

- **Worthwhile:** Never let the reader feel that he has been tricked into reading your post or clicking on your blog link. You are thwarting all of your long term chances of that reader coming back to your blog, in which case your blog rankings over the long term will decline.
- **Check for errors:** Making grammatical and spelling errors can be a major put off for many readers. They may not visit your blog again simply because the errors that you make are too high. Always proof read your blog. A small typo here and there can be understood, but make sure you don't make any major errors. Always try to use the spell-checker!
- **KISS:** Or, Keep It Short and Simple. This is the rule of thumb you must follow at all points. Long winded posts tend to get boring. And it may contain nothing that is interesting to the reader. Also no one has enough time these days to spend all day reading your blog, no matter how well you write. In fact, your blog will be much more appreciated if you put your thoughts simply and shortly.
- **Interesting:** Make sure that you hold your reader's attention by making your posts snazzy. They must not be written in a tone that is tiring to read. Write short sentences and keep them crisp and precise. Always hit the point immediately in the course of your article.
- **Link:** Keep linking the blogs you read to yours in order to build a network, those people will in turn, be encouraged to link to you. Remember, linking increases rankings.
- **Keywords:** Using the keywords in your posts frequently increases the search ability of that particular article, which in turn leads more people to visit your blog.
- **Clear Thoughts:** Make sure you express your thoughts clearly in your posts, so it does not become tedious for them to read.
- **Colloquialism:** You can write in a friendly tone. Avoid using too many slang words, but otherwise, if your post demands it, you can be colloquial, just

remember that not everyone speaks English as a first language, or they may be from a part of the world where such slang words have never been heard!

- **Post Title:** A catchy post title or headline is half your business solved. It can glue a reader to your post almost immediately. However, do not put misleading post titles, or you will lose credibility.

So, be consistent with your blog content and watch traffic flowing in to your blog!

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[More Blog content and tools...](#)

Go to: <http://ok2b1.com/links/>

# Recommended Resources



## [Viral Link Builder](#)

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