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3 Things to Know Before You Blog

Blog is short for weblog, which simply means a series of online posts presented in reverse chronological order. That's all!

Blogs can be used in many different ways and for many reasons. A group of people working on a big project might use a blog to keep track of progress. Others use blogs for generating revenue, promoting a cause, keeping a vacation journal, or just staying in touch with family and friends.

A blogging platform is the software you use when you are keeping a blog. It also dictates the way your blog looks, although most blogging platforms are customizable to some extent. Unlike a web site, you don't need to know HTML or programming to start a blog.

Blogs require a domain and hosting. A domain is a web address, such as myblog.com. A host is the "place" (it is actually another computer, called a server) out on the internet where your files and software for blogging or web sites is kept. When someone wants to view a blog, they go to the proper domain, and the host shows them the files containing the posts that belong to that blog.

When you want to start a blog, you can either use one of the free blogging sites (such as Blogger or Wordpress), or you can get your own domain name and hosting and install a blogging platform to it. You'll learn more about this later in the report.

Whatever your reason for starting a blog, it is well worthwhile to spend a little time learning about blogging before you start. This will help make sure your blog achieves its intended purpose.

Researching successful blogs will help you learn about the various styles of blogs and the platforms on which they run. This will help give you ideas for your blog style, as well as determine which platform might be best for you.

It is also helpful to know some of the methods of promoting a blog before you create the blog. Whether you want or need to promote your blog depends on the reason you are creating the blog. You should find this information useful regardless of the level of blog promotion you plan on using.

Let's get started!

Studying Successful Blogs

If you are a new blogger, one of the simplest ways to learn about blogging is by studying successful blogs. Even those with established blogs can learn a great deal simply by studying other blogs. It is a good idea to look at both blogs with a similar subject to yours and blogs on others subjects.

Because there are so many blogs and web sites about blogs on the internet, it can be tough to make your blog stand out from all of the others. Building and maintaining a site that will interest the blogging community involves learning what is currently popular and combining that with your own personal tastes.

Many factors contribute to a successful blog such as writing style, blog design, font type and colors. Some blogging platforms are more customizable than others, so while you are researching be sure to note the platform of the blogs you like best along with the other features you find appealing.

As you look at other blogs, you will be able to construct an ideal model for your own blog. Look at the sites that have successfully captured a blogging audience. Can you use some of their strategies in creating your blog? Construct a unique design with some of the popular elements to stand out in the blogging community.

So how do you find blogs to study and research? There are a few ways, and each works well for different purposes.

Using Search Engines to Find Blogs

Search engines are one of the easiest methods to find blogs on particular subjects to examine. Be sure to include the word “blog” in your search phrase as well as the blog topic you want to search for.

This will help to filter the search results and may push blogs towards the front of search results. It may also return collections of blogs in the results, or web sites that offer blog links by topic. It may also be helpful to search within these results for blogs of interest.

Finding Blogs on Message Boards

Message boards, or forums, may be able to help you find interesting and informative blogs. This is because many message board participants who have a blog often use forums to make others aware of this blog.

This may either be through the process of incorporating a link to the blog in the message board user's signature or, when appropriate, supplying the link to the blog directly in the message body of a post on the message board.

Since many bloggers may take advantage of the opportunity to promote their own blog through message boards, it is helpful to be somewhat discriminating about the blogs you choose to visit. One way to do this is to visit only the blogs of regular forum posters who offer valuable information to the conversations on the message board.

You may also wish to avoid blogs which appear to be posted as spam. This is important because these blogs are not only likely poor quality but also visiting these blogs only encourages the blog owner to continue to spam message boards with his link.

Seeking Recommendations for Blogs

Another way to find blogs is to seek recommendations from friends or family members who share a particular interest. These folks may already regularly read blogs and point you toward some of the popular ones. This method of finding blogs can be particularly helpful because your friends and family members know your tastes and can share the blogs they think you will enjoy the most.

Choosing Your Blogging Platform

When you are choosing your blogging platform, it is a good idea to do a little research. A forum or message board might be a good place to learn more about the pros and cons of various blogging platforms before you start your blog.

Since all blogging platforms are fairly simple to use, determine which one would work best not only for your skill level but for the type of blog you are setting up. For example, you might find you like one platform for picture blogging and a different platform for text blogging.

This is also a good time to decide if you want to get your own domain and hosting for a blog, or if you want to use one of the free blogging services available.

The Right Blogging Platform for Your Needs

Choosing which blogging platform to use is one of the most important decisions that you can make when you create a blog. The right platform can make blogging fun and easy; the wrong platform can make blogging a chore.

It is worth putting in the time to find a platform that balances all your needs. You will want a blogging platform that is appropriate for your technical skill level. If you are new to blogging, you might choose a platform that is very simple to use. Remember that sometimes simple to use software is not as customizable as some of the more advanced software.

It is important to find your ideal balance between a user-friendly interface and a flexible framework that allows you to make your blog look and feel unique. If you are very new to blogging, you might choose a simpler platform to get started learning. As your skill level increases you might decide to switch to a more complex platform that allows you more customization.

If a highly customized blog is your goal, you might need to start with a more advanced blogging platform. You will just need to allow a little more time to learn all the features of your blogging software. In the long run, this is worthwhile so you can create exactly the blog you want.

The blogging movement is very much about individuality, so there are many different platforms available designed to meet the needs of different kinds of projects. This diversity is a good thing, because it means that you will almost certainly be able to find a program that suits your needs.

If you are reading reviews of different blogging platforms, take into account the position that the reviewer is coming from. An accomplished software designer might find a popular platform too limited for their skills, but the platform in question might be perfect for a beginning blogger.

There is no such thing as the perfect platform for everybody, so instead of looking for the "best" platform, look for the best platform for your specific criteria. Finding the right platform isn't always easy, but with a little bit of contemplation and a little bit of research, you will be on your way to finding the perfect blogging software for your needs.

Picking the Best Free Blogging Site

If you want to start blogging, but aren't ready for a domain name, hosting, software installation and the other chores of keeping a blog of your own, a free blogging site can provide a great alternative.

Choosing a free blogging site can feel overwhelming because there are so many options. There are several large free blog-hosting sites that dominate the blogosphere (world of blogging), but there are also plenty of smaller sites that may be better suited to your needs.

Reliability is one reason to opt for a large and well known free blogging site. When you choose an established host for your blog, you can feel secure that your blog will not disappear in the middle of the night. These sites also have the resources to make sure you aren't unpleasantly surprised by any technical glitches.

Smaller blog hosting sites may offer additional perks when you choose them for your blog. You might get a larger variety of templates to choose from, or web site space, or even better support and help.

If you are going to use a free blogging site, it is worth taking some time to look around and see what is available before you choose one.

Choosing the Right Free Blogging Tools

In addition to tools and widgets contained in the blogging platform you choose, there are many free blogging tools on the market. The key to getting the most from these free blog tools is to be selective about which ones you use.

Loading up your blog with all of the free accessories that you can find won't necessarily make it better. Too many things can be confusing or overwhelming to your readers. Large graphics can slow load times and frustrate visitors.

Choose the options that you think will really be useful. That animated background might look really cool, but when you put it behind a text based page it can make the post hard to read.

On the other hand, your readers might enjoy seeing how many visitors have been to your blog today, or providing their opinion in a quick poll. And many blogging topics are enhanced by a few well placed photos or illustrations.

The tools you choose to use on your blog can be an asset to your blog. Remember to keep your add-ons in keeping with the overall theme and style of your blog, and limit them to items your visitors will find interesting and fun.

Blogging with Wordpress

Wordpress is one of the many options available to bloggers who are looking for a free blogging option. The Wordpress site is well established, and the software is easy to use, provides a variety of templates, and offers excellent support to bloggers.

Wordpress has plenty of features that are appealing to beginning and advanced bloggers alike. There are a great variety of templates available, and the Wordpress community adds new templates all the time.

Other features include the ability to categorize and tag posts easily, a spell checker, post previews, and auto save to protect when you are creating a long post. Wordpress offers the ability to post text, audio files, and video files. There are a variety of privacy options, and you have the ability to track statistical data related to the blog.

Bloggers who opt to start a blog with Wordpress will certainly be pleased with the amount of time it takes to start a blog. A blogger can literally start a Wordpress blog in minutes.

The only requirements for starting a blog are a valid email address and a username. Enters this information into the signup page and it provides a password. Next, just check your email and follow the activation link provided. Use your new password, and you are now ready to start blogging.

Wordpress offers a great deal of support for bloggers of all skill levels. The support offered by Wordpress includes the ability to contact the support staff as well as the ability to receive support from other members through online forums.

Blogging with Blogger

Blogger is another well established free blog site provider. Blogger offers plenty of templates you can use to create a blog. Blogger also makes it easy to place Google advertisements on their blogs, and coordinates an AdSense account for the users so they can potentially earn a profit from their blog.

You can post text, photos and videos to your blog. Blogger is also easy to sign up for, simple to use, and allows a variety of hosting options. These options allow you to easily move an existing blog to a new domain, which makes Blogger a good choice for the first-time blogger.

Members of Blogger are advised to carefully review the terms of service before becoming a member. Be sure you understand and comply with all of these terms. If you are unsure about the meaning of any of the terms, you should contact Blogger to seek clarification.

Pay particular attention to the section of the terms of service which specify causes for termination of a member's account. You will need to comply with this or it may result in your account being terminated or suspended. Blogger is not required to inform the member of the infractions before suspending an account.

Members of Blogger should also be aware that the Terms of Service may change and should review these terms periodically to ensure there have been no changes made which will adversely impact the member.

If you are a beginning blogger, check out the [Beginners Complete Blogging Package!](#)

This unique package has 20 private label rights blogging articles you can use for anything you like – even blog posts! The package also includes 5 additional PLR items you can use in various ways. To help you get the most from this PLR package, there is also an instruction guide that walks you through the items in your new package and gives tips on how to use the items and affiliate links to make money from your blog.

Rounding out the beginner's package are 5 Wordpress blogging themes as well as the actual Wordpress blogging platform software with SEO optimization package. You can easily install this software on your own domain and host when you are ready. (Just think... a blog without rules...)

Learn more about the Beginners Complete Blogging Package at:

<http://hotmarketers.com/moreinfoBCBP.htm>

The Importance of Promoting a Blog

Most blogs are created to be read by others. Unless you are creating a private blog, you will want to get traffic to your blog so that it gets seen by others. Traffic is critical to the success of most blogs.

One way to learn about how to successfully promote a blog by considering how you learned about the blogs you read frequently. Other blog readers may use similar methods of finding blogs.

Another way to promote your blog is through the use of forums, or message boards. This is a great way to learn more, get questions answered, and advertise your blog all at the same time.

Using Message Boards to Promote Your Blog

Message boards, or forums, have many benefits for a blogger. Find a few that are related to your blog subject and start participating. You are likely to learn all kinds of tips and tricks to improve your blog.

You can also ask specific questions in a forum if you need help. Often, you will get several responses, so if one suggestion doesn't work out you can try others. Likewise, when you can help someone with your expertise, do so!

Be sure to follow the rules of the message board. Some message boards have strict regulations regarding the use of links in posts and in your signature. Failure to follow these guidelines may result in your posts being deleted or your account being banned from the message board.

Building a reputation as a useful contributor to a message board can be beneficial to enticing other users of the message board to visit your blog.

Optimizing Your Blog

Search engine optimization for your blog may also help you get more traffic. It is easy to do, and while many people have made careers of studying SEO, there are some basic things everyone can do to improve their search engine ranking.

Depending on the popularity of the blog subject, reaching the top of the search engine rankings may be difficult. Blog owners who have a blog with a popular

subject may face stiff competition for search engine rankings from other blogs and websites, particularly those which have the means to hire SEO professionals.

However, there are some steps the blogger can take to attempt to boost rankings. Research relevant keywords, and use them naturally throughout your blog postings. Incorporating the most relevant keywords into the title, meta, and image tags can often produce favorable search engine results. Avoid black hat optimizing techniques which could result in the blog being penalized by search engines.

Keeping Your Blog Interesting

Since one of the best forms of promoting your blog is having other people talk about it, it is important that you keep your blog interesting to your current readers. There are some key things you can do to make sure your current visitors stay happy with your blog.

Update your blog regularly. Returning traffic will quickly lose interest if there is nothing new to read. Make sure that what you post is interesting or useful to your readers.

Readers who are interested in your blog are not only likely to keep returning, they are also likely to recommend your blog to other people interested in the subject. Once one blogger recommends a blog to one or more friends, these new visitors are also likely to recommend your blog to others.

There are many more techniques for promoting your blog. To get more free information on driving traffic to your blog, sign up for the email course "[Massive Blog Traffic.](#)" Every week you get new tips that you can start using to promote your blog right away. You'll also get the "7 Great Blog Marketing Techniques" report free just for signing up!

Learn more and get the sign up link for the info course and free report at:

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