BLOGGING FOR FUN AND PROFIT
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Blogging 101

Blogging 101 is mostly about the blogging vocabulary. To understand blogs, you need to know the terms blog, platform, domain, and web host. Once you have mastered these key elements of blogging, you can enter any conversation about blogging with confidence. After you know what exactly a blog is, you will be on your way to passing the final exam of blogging 101.

Blog is short for weblog, which simply means a series of online posts presented in reverse chronological order. That's all! Most blogs are text, but there are also photo blogs and video blogs. The rest of blogging 101 has to do with the technical side of things. If you are setting up a blog, you will need a platform, a web host, and a domain. A blogging platform is a computer software program

that allows you to write posts and to update your blog. Your platform is also what you use to design the look of your blog, from color scheme to font size. The web host is sort of like the virtual file cabinet where your blog is stored. Your computer communicates with the host when you upload or edit a post. The domain is the online address of your blog, and usually ends in 'dot com'. Now that you know what a blog is, what a platform is, and what domains and hosts are, congratulate yourself! You have passed [blogging 101](#).

The Definition of Blogging

The definition of blogging is something that is very much in flux, as the new technologies that appear every day redefine what a blog is, what a blog can be, and what a blog should do. For many years, blogs were defined as text-based websites that kept records of days, similar to a captain's log on a sailing ship. However, this started to change as the group of people who kept blogs became more diverse. The more bloggers began to explore the limits of the medium and of the technology that made it possible, the more the boundaries of what could be called a "blog" expanded.

Today, there are an abundance of photo blogs, and there are even video blogs as well. Mobile blogging devices may well change the definition of blogging entirely by making it possible for bloggers to create new kinds of posts. Another element of the blogosphere that is starting to redefine blogging is the corporate blog. As more companies hire writers to keep blogs with the sole purpose of creating positive buzz about their brand, bloggers across the globe are arguing about whether these manufactured blogs are really worthy of the name. Between all of these different forces that are constantly expanding and reshaping the blogosphere, it is difficult to imagine that the definition of what is and is not a blog will ever remain fixed for very long.

What Is a Blogging?

The term Blogging Tory refers to any one of the many authors affiliated with the conservative Canadian community known as The Blogging Tories. Today, there are over a hundred and fifty text-based blogs associated with the group, and there are new Blogging Tories every day. The Tories stand as an inspiring example of a successful online community where the ever-increasing numbers of affiliated members enjoy a fertile environment for discussion and debate about the ideas that shape the face of Canada.

The majority of Tory bloggers do make political events and topics the focus of their blogs, but not all of the content that a Blogging Tory creates and publishes is overtly related to the movements of the Canadian parliament or the prime minister. Although the community members were brought together by a shared conservative viewpoint, the fact that not all of the postings on all of the member's blogs focus on political topics is one of the most exciting things about the Blogging Tories. On any given day, the main website's blogroll may feature postings about Olympic medalists, a James Bond film festival in Quebec, or a comical personal experience with a telemarketer. The idea that having a political affiliation in common makes it possible to have a fruitful discussion about other kinds of topics has interesting implications for how online communities are established and how they grow.

A Great Idea For a Blogging Web Site is No Longer Enough

 Because there are so many blogs and web sites about blogs on the internet, it can be tough to distinguish your blogging web site from all of the others. Whether you are starting up a new web site aimed at bloggers or whether you are looking to make your existing blogging site more distinctive, the key to building and maintaining a site that will capture the interest and attention of the blogging community is finding your niche. If you can fill a unique need in a way that no other web site does, you'll be able to build a lasting readership among web surfers. Once you have discovered a niche, you will still have a lot to do, but finding your place in the blogosphere is the place to

begin.

Every great blogging web site starts with a great idea, and you can't build a successful site that will last without one. There are many great sites aimed at today's bloggers, and competition for the attention of this growing demographic is fierce. To make your [blogging](#) web site stand out from the pack, you will need to offer something that no other site is currently offering, or you will need to do the same thing that an already popular site does but in a more impressive or valuable way.

One way to discover an ideal model for your blogging web site is to look at the sites that have successfully captured a blogging audience already to determine if you can appropriate some of their strategies to help realize your vision. Of course, you will also need to add a unique flair to your project in order to stand apart from your competition. Many people agree that the web sites that do the best in today's market are the sites that have the most personality. The fiercely individual surfers who are bloggers are a demographic that responds especially strongly to personality, so consider how you can give your site a unique and attractive feeling by lending your own voice and sensibility to your site's design and content.

Once you have a great idea for your site, have pinpointed a special niche that you are well equipped to fill, and have infused the site with personality, the next step is figuring out how to get the word out to bloggers. In the long run, a great idea just isn't enough to propel your blogging web site to success. You will need to draft a smart and realistic marketing plan in order to draw readers to your site. Once you hook a blogger, your great content will keep them coming back, but it is vital to get that first glance or your site won't have a chance to shine.

Blogging: Consolidation, Debt, and New Information Technology

If you are interested in blogging, consolidation, debt, and other financial topics are sure to appear in many of the

[blogs](#) that you regularly read. Techniques to make and manage money are some of the most popular topics for bloggers to explore on the web, so it is little wonder that so many bloggers turn their attention to dealing with debt. Falling into debt is all too easy, and getting out of debt can be very difficult for people who do not have a lot of financial expertise. For people who have a knack for dealing with finances, blogging about their insights and knowledge can be a great way to literally and figuratively share the wealth.

If you are considering getting into blogging, consolidation, debt, savings, and investment topics can prove to be very fruitful things to write about. Many professional bloggers who make a living off of their blogs spend their days writing about money. If you know how to court advertisers and build a blog fan base, you can make money just by talking about money. If you are familiar with loan consolidation, negotiating settlements with credit card companies, or any other financial topics, consider using your knowledge to create a successful blog. By sharing your expertise, you may be able to help your readers get out of debt while you reap sizable monetary rewards for your time and knowledge.

Blogging News Stories as They Happen

Blogging news stories as they unfold is one of the most exciting and controversial applications of technology that bloggers have discovered. One thing that makes the blogosphere so active is the fact that it is possible to update a blog instantaneously, so the news on blogs tends to be more current than the news in the paper, or on television. Unlike news delivered by these other media, news that appears on blogs does not have to travel through a series of editors and administrators before it reaches the public eye. This has some advantages, and some distinct disadvantages.

One of the most notable cases of news hitting a blog before appearing in other media took place in July 2005 when terrorism struck London. As passengers were evacuated from a subway car near an explosion, one man took several photographs of the scene with his cellular phone, and within an hour these images were

posted online. First-person accounts of the catastrophe began appearing on blogs soon after these photos appeared, and people all over the world learned about the events in London by reading the words and seeing the photos posted by bloggers.

The fact that these stories and images were being spread directly by individuals operating without the added filter of a reporter helped to make the crisis feel very immediate to people across the globe. When it comes to blogging, news often appears in a very personal context. This has the potential to be the beginning of an exciting new era of reporting, one that takes "New Journalism" to it's logical next step by putting the power to shape how the news is written and read directly into the hands of the public.

Many bloggers and cultural commentators who are champions of the weblog movement feel that this growing trend of individuals who getting their news from blogs is a good thing, because it makes the flow of information more democratic. By decentralizing the control of news, blogs allow more voices to enter the field of debate about important current events. However, many people are adamantly opposed to the use of blogs as news outlets, and there are plenty of good arguments on this side of the debate. Unlike newspapers or television stations, few blogs have fact-checkers, and there is little attention paid to journalistic accountability on many blogs. This can lead to the rapid spread of misinformation, and more than one falsehood has taken the blogosphere by storm. The questions about whether blogging news as it happens is ethical or not are very complicated, but no matter where you stand on the topic of current events blogs you are almost sure to agree that this movement has the potential to revolutionize how modern people get their news.

How to Learn Blogging Software

A lot of [blogging](#) software is specifically designed to be simple to use, but even the least intimidating blogging program can feel very overwhelming to somebody who has not spent a lot of time learning the ins and outs of different kinds of software. Particularly for newer bloggers, learning how to use the interface of blogging

software is the most difficult part of blogging. If you are somebody who feels comfortable expressing themselves in another medium, it may prove to be well worth your time and effort to learn blogging software, but that doesn't mean that the task will be easy.

The main thing that will help you find success as you learn how to use a new kind of blogging software is to try and take things slowly. Many people get so excited about learning to blog that they try to rush into the thick of it and start exploring the most complicated features of a program right away. This can lead to getting confused and feeling frustrated, and all too many potential bloggers burn out during this stage of the process. If you take your time learning the basics of your blog software program before you move on to more advanced techniques, you will be more likely to retain what you have learned, and to keep feeling positive about your ability to understand the world of blogging.

Mobile Blogging is on the Cutting Edge

Mobile blogging is an exciting phenomenon that is sweeping the blogosphere. One of the reasons why a lot of bloggers are attracted to the medium of blogging in the first place is that they enjoy being able to make frequent updates and posts that keep all of their visitors up to speed with current situations. Mobile blogs, or "moblogs," take this to the extreme by allowing users to post things literally as they happen. This new wave of moblogs and mobloggers keep web surfers up to date with good and bad events of importance as they occur all over the world, helping to make international communication faster and more accurate.

Many people feel that the limitations of blogging have a lot to do with geography. After all, there is only so current that a blog can be when you need to run home and boot up in order to update it. However, mobile blogging marks the beginning of an thrilling new era when web-based communication can happen

spontaneously from any location. Moblogging devices mean that there is almost nowhere on the planet that remains off-limits for bloggers.

Mobile blogging is still in its infancy because the technology that makes it possible has only recently hit the global market. The first moblog technology became available over a decade ago, but it is only the past two or three years that mobile web devices have become user-friendly enough to appeal to most consumers. As camera phones and other mobile technology become more popular, more and more bloggers are getting away from their desks and are hitting the streets. Moblogging is becoming much more widespread that it was even a few months ago, and mobloggers are quickly attracting a lot of attention with the blogging community. It is not yet clear whether moblogs will become the dominant kinds of blogs in the years to come, but the current trend seems to imply that moblogs are here to stay.

Mobile devices make it possible to blog from the sites where current events are unfolding, which is one of the reasons why mobile blogging has so much thrilling potential to revolutionize the blogosphere. A moblogger with a camera phone can post blog entries from, say, the foot of the podium at a presidential speech, or from the stands during the final moments of the world series. This enables bloggers to experience the same real time thrills that live television coverage provides, but in a more democratic medium. The combination of mobility and individual control that moblogging provides certainly places mobloggers on the cutting edge of today's communications technology, and it is hard to imagine that the number and prestige of moblogs will not continue to grow in the coming years.

Picking The Best Free Blogging Site

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, but there are also smaller sites. Whether you decide to join up with an established site like blogger or whether you choose to sign on with a relatively new venture depends on what your priorities

are.

Reliability is perhaps the best reason to opt for a large and well known free blogging site. When you choose to have an established brand host your blog, you can feel secure that your blog will not crash often and will not disappear in the middle of the night. A company that has been around for a while is likely to have the resources to make sure that its clients aren't unpleasantly surprised by any technical glitches. However, many bloggers decide that this isn't enough of a selling point. The bloggers who choose to go with smaller, newer blog hosting sites do so for a variety of reasons, but perhaps the number one advantage is a fairly abstract one. Bloggers tend to relish the fact that the internet is a place where the underdog has a strong chance of success, and by choosing to have a small company as a blog host, a blogger is casting his or her vote for David against Goliath.

The Exciting New Frontier Of Professional Blogging

Professional blogging is a very new idea with a lot of potential for entrepreneurs who have insight, drive, and a basic understanding of today's innovative web technology. The ranks of so-called pro bloggers are still quite small, and there are very few people who make their living entirely off of their blogs. However, every day there are more and more people who have managed to turn their weblogs into cash cows that supplement their income. The number of pro bloggers is growing by leaps and bounds, but it is difficult to say whether this trend will continue.

Many bloggers dream of entering the sphere of professional blogging. There are very few people who happily devote an hour or more each day to their blog without at least occasionally wishing that they could earn some kind of financial reward for all of their work. Several models exist for making money with a blog, the most popular being to sell advertising space through

Google's AdSense program or directly to a company that wishes to reach the demographic that your blog appeals to. However, there are very few people indeed who can make a comfortable living just by selling space on their blog sidebars.

A lot of the people who read weblogs are bloggers themselves, in part because of the fact that the people who use blogging technology on a daily basis are most likely to be interested in what other writers are doing with the medium. This fact begins to explain why the people who succeed in the world of professional blogging are mostly people who have devoted themselves almost entirely to learning about, talking about, and writing about blogging. More than any other topic, pro bloggers turn their attention to the phenomenon of blogging itself. A lot of pro bloggers make the topic of blogging the stunningly self-reflexive ongoing focus of their blogs.

Of course, professional blogging is destined to become much more complicated in the future than it is today. In the current moment, pro bloggers who attract the largest audiences and make the most money are mostly concerned with investigating the blogging movement and with offering advice to amateur bloggers. However, as the kinds of people who regularly read blogs changes, and the demographics of bloggers expand and diversify as blogging software becomes more user friendly, it is very likely indeed that the world of pro blogging will begin to reflect these changes. Indeed, it is very difficult to predict exactly what kinds of blogs will be reaping the greatest financial rewards five or ten years down the road. The world of pro blogging is one of constant change and flux, which is part of what makes it so exciting.

To Join a Blogging Site or Not to Join

 Joining an established blogging site like live journal or blogger has plenty of advantages, especially for the blog novice. Sites that host a lot of different blogs often have very useful tutorials about building and updating your blog, and you are likely to encounter a very user-

friendly software interface at an established blogging site. In addition, these sites provide a kind of instant community of fellow bloggers who can provide advice, insight, and feedback. These established sites often keep directories of their members, which can be great news for your traffic logs because it means that other bloggers on the site will find out about your pages.

However, there are also some downsides to linking up with a large blogging site. By posting within the established templates of a site like blogger, you run the risk of having your blog look and feel like everybody else's. The blogging movement is very much about the creation of distinctive sites and the development of individual voices, so it makes plenty of sense that many bloggers would shy away from the cookie-cutter look and feel that these blogging sites often promote. Many bloggers feel that the content of a blog is what makes it distinctive, not the look of the blog, but many members of the blogging community feel that the visual impact of a blog should match the originality of the writing.

Your New Baby, Blogging, and Modern Motherhood

For the mother of a new baby, blogging is likely to be the last thing on her mind. Taking care of an infant is an almost incredible amount of work, and between changing diapers and putting the final touches on the nursery, it seems unrealistic to imagine that there would be time left over for any mother to blog. However, a growing number of new moms are joining the blogosphere to share their experiences during this exciting time of life. There is a whole range of benefits that new mothers can reap from blogging, and the spectrum covers everything from getting through the night to helping distant relatives feel closer.

Among the reasons why, for a mom dealing with the hassles and triumphs of a baby, blogging is a great idea, is that having a blog about motherhood is a great way to blow off some steam. Babies often have very erratic sleep patterns that leave parents up at odd hours of the night, and sometimes the best way to fill those hours is

on the internet. Many new moms turn to television to help them weather these dawn vigils, but by blogging through the night moms can turn what feels like a somewhat depressing situation into an actively positive and productive one.

Another reason why new moms often find [blogging](#) very satisfying is that it helps them to be a part of a community. For moms who are not able to successfully juggle a full social life with the very tough demands of taking care of a new baby, blogging can be a great way to stave off the isolation that sometimes comes with this stage of life. A baby requires constant attention, and it can be difficult to attend social gatherings or events when you are responsible for an infant. Luckily, the blogosphere is full of other moms in the same situation, and by chatting with them it is possible to overcome some of the loneliness that many new mothers are surprised to encounter.

Of course, for a mom with an adorable new baby, blogging can be as much about celebration as it is about necessity. Having a blog about living with a new child can give mothers the chance to reflect on how powerful and warm the sensation of motherhood is, and sometimes sharing the triumphs of this unique time can make them even sweeter. A blog is a great way to keep friends and family updated with news about your baby's first words or first steps, and with new technology it is easier than ever to make photos and video clips a part of your blog, so you can give far-away relatives the chance to feel much more involved in your child's life.

ASP.NET Blogging Software

Of all of the different kinds of programs on the market today, many people feel that Microsoft's recently released ASP.NET blogging software is the most advanced. In many ways, this particular program is more adaptable and more versatile than any other blogging software on the market. Although most of the people who favor the program are accomplished coders who are familiar with programming languages like html and C++, this new program from Microsoft is much

easier to use than a lot of other blog design software that incorporates hands-on coding. One of the things that makes ASP.NET stand apart from its competitors is the fact that it allows designers to use a wide variety of programming languages when they build a blog. This means that a larger number of coders can realize their dreams by programming in the language with which they are most familiar and in which they are most accomplished.

A lot of people have welcomed ASP.NET blogging software with enthusiasm and with open arms. However, that doesn't mean that the ASP.NET program is right for everybody. If you are not familiar with computer languages like javascript or perl, you may find that the release of ASP.NET does not directly affect you at all. However, if you are an experienced web designer, you are likely to find much to celebrate in this exciting new program.

Blogging For Business Owners

If you run a small company, you may find that the world of [blogging](#) for business owners is a world that you want to be a part of. Blogging is a great way to get the word out to consumers about your product or service, and it can even be useful for inspiring employee loyalty and helping you keep your workers at peak morale. If you are looking for a way to take your business to the next level, consider what starting a blog might be able to do for you.

Blogging for business owners has a lot in common with all other types of blogging, but it has its own unique pitfalls and strengths. The key to having a successful blog as a business owner is keeping your goals clear and concrete at every step of your blogging adventure. It can be all to easy to get sidetracked, especially if you are just learning about the exciting possibilities of blogging technology, but if you want your blog to succeed you need to stay focused. Write up a plan for how often you will update, how you will promote your blog and retain readers, whether you will feature photographs or video, and other aspects of your blog,

and then stick to it with the same kind of determination that you used when you built your company.

Blogging Teens

Every day, blogs are created by people of all ages and from all walks of life, but when it comes to blogging, teen writers are truly on the cutting edge of the movement. Because today's teenagers are the first generation of people to have grown up using the internet at every stage of their development, many adolescents have a seemingly innate sense of how to use web technology to express their innermost thoughts and ideas. Older writers often experience a kind of learning curve when they begin to blog, but many young people find that using a word processor and blogging software feels more natural and direct a mode of communication than writing in a diary ever could.

One of the reasons why blogs have undergone a kind of explosion in the teen community and are growing by leaps and bounds is the fact that they provide a unique mixture of visibility and anonymity. A teenager can invite friends and peers to read his or her blog with a simple email, thereby winning attention or possibly even praise. Of course, with visibility usually comes the possibility of embarrassment, but the fact that it is possible to blog anonymously with an invented handle or nickname negates a lot of the potential for humiliation. Many a blogging teen lives in fear that a parent or guardian will discover his or her blog, but by publishing under an alias a teenager can spill his or her secrets without fear of being traced.

Outside the world of blogging, teen writers often have very limited opportunities to be published. Magazines and journals are often reticent to publish young writers who may not have as much credibility as older writers with a lot of experience and extensive credits to their names. This can discourage adolescents from writing or from seeking chances to publish their work. By blogging, young people can begin to gain a following of readers without first having to win the attention and support of an editor or publisher who may not be very

interested in teenaged authors.

Between the fact that blogs provide young people with a chance to exercise their impressive technical aptitude, to gain visibility without compromising privacy, and to build a readership for their writing without having to jump through the traditional hoops of the publishing industry, it is little wonder that are so many teenagers with blogs. For some teenagers, blogging is even a very social endeavor that allows them to meet people with similar interests from all over the world. Many a blogging teen has discovered that having a weblog on the internet is a great way to explore self-expression and, often, to win positive feedback from new friends.

If You are Already Blogging, Money May be Just a Click Away

If you already spend a fair amount of time [blogging](), money may come to you literally as soon as you ask for it. Once you have an established blog with a regular readership, it is easy to turn a profit through advertising. By hosting sponsored links or banners, you can see income from your hobby almost overnight. Even if you did not start your blog intending to turn a profit, making supplementary income from your blog may be easier than you think.

Of course, even for people who have spent months or years blogging, money from advertising revenue may not add up to a large sum. The amount of money that you can make as a blogger depends on a lot of different factors, but perhaps the most important element of the equation is the topic of your blog. If your blog is on a subject that appeals to a demographic that advertisers have a strong desire to reach, you will be more likely to be able to turn a large profit on your blog than if your blog is on a fairly obscure subject that does not draw the kind of audience that advertisers need to appeal to. Of course, the only way to find out where you fall on this spectrum is to try hosting some ads. If you are already blogging, you have nothing to lose.

Personal Blogging, Documentary, and History

When it comes to personal blogging, documentary is the default genre. There are plenty of blogs that serve other functions, but many blogs are primarily catalogues of the life experiences of their author. Although there are quite a few blogs that focus on collecting poetry and other forms of creative writing, the vast majority of personal blogs are in some sense documentaries.

For many years, the act of making a documentary was meant to be an objective act of reporting the sights and sounds that the filmmaker, writer, or photographer encountered. However, in contemporary times there has been a movement towards embracing the subjectivity inherent in the documentary form. This means that modern documentaries often reflect the distinctive voice and sensibility of their creator, and the fact that todays documentaries often revolve around personality blurs the lines between documentary and memoir. Blogs rest somewhere between these two genres, muddying the distinctions even further. Personal blogging, documentary, and memoir are now irrevocably intertwined, for better or for worse.

Although few bloggers think of themselves as making documentaries in any formal sense, every time somebody sits down in front of a computer and types up a record of their day, they are documenting their own historical moment. The things that we take for granted about our daily lives, like the way that we use specific modes of transportation, or the kinds of products that we buy, often seem quite fascinating to people who live in circumstances different from ours, and it is this kind of fascination that is at the heart of many documentary projects. When people think about blogging, documentary is not very likely to be the first adjective that crosses their minds, but a few decades down the road it is very likely that todays blogs will be seen primarily as very subjective documentaries of our era. The people of tomorrow will almost certainly look to the blogs of today for insight into our historical moment.

When it comes to blogging, documentary may not be the aim of most people who spend their time posting

their thoughts and ideas on the internet. In some ways, the documentary aspect of blogging is more of a side effect than a primary goal. However, the fact that so many people are interested in publishing these public online diaries shows that personal blogs are about more than just rumination. The fact that bloggers are so stimulated by and interested in sharing their ideas with each other reinforces the idea that personal blogs are, in some ways, documentaries meant for public consumption. Documentaries appeal to people who are curious about other ways of life, and many people who regularly read others personal blogs are looking for this same kind of new perspective.

The Controversy Around Corporate Blogging

Corporate blogging is a relatively new idea, and the jury is still out on whether it will succeed. This controversial marketing tool may be the beginning of a new kind of advertising strategy, or it may fizzle out in a matter of months. Many companies are looking for ways to capitalize on the blogging trend, and many of these corporations have determined that a great way to ride the blogging wave is to keep a blog on their corporate website. These blogs are often created to appeal to the demographic that the company needs to court, and the content may have quite a lot to do with the activities of the corporation, or it may have very little to do with the company itself. Often, a corporate blog will focus on the kinds of content likely to attract the desired surfers, even if that content is not related to the product or service that the company provides.

Some bloggers feel that corporate blogging is a kind of validation for the blogging movement, and shows that this exciting new medium has really infiltrated the mainstream. Other bloggers consider the kind of viral marketing that corporate blogs practice to be unethical or distasteful. In any case, watching the evolution of corporate blogs and whether they survive and proliferate or fail and disappear promises to provide some interesting insight into today's consumers.

The Pros and Cons of Video Blogging

Video blogging has a lot of advantages over text-based [blogging](#), and it is little wonder that this new technology is catching on all over the globe. Video blogs very effectively grab the attention of web surfers, and people are much more likely to become excited about the dynamic content of a video blog than they are likely to find a written posting very thrilling. The more enthusiastic viewers are about a site, the quicker the word of mouth spreads, and the more traffic the site will get.

Of course, there are plenty of disadvantages to video blogging as well. Hosting a v-blog requires quite a bit of server space, which can make it difficult to get started. It takes more time to process and upload a video file than it does to dash off a quick bit of text, which means that running and updating a video blog can be quite a bit of work. In addition, web surfers sometimes grow frustrated with the slow loading times of the files on many video blogs. Whether you opt for a video blog or not depends on what kind of subject matter you want to cover, and how much time you can devote to video blogging. Before you decide to pursue a video blog, consider if there is an easier way for you to get your message across.

Using A Free Blogging Web Site

For first time bloggers, a free [blogging](#) web site is a great way to get started in the blogosphere. Popular blogging web sites like blogger and eponym allow users to set up and host a blog without paying any fees at all. This encourages people to start blogging, because the fact that one of these sites can provide you with all of the tools that you need to get your blog up and running without spending any money means that you have nothing to lose by starting a blog. The fact that it is so easy to find a way to blog for free is one of the reasons why so many people who have never had any other kind of web presence before find themselves drawn to blogging.

By signing up with a free blogging web site, you may find it easier to get listed in search engines that you would if you were starting your own blog from scratch. For example, google runs the free blog hosting site blogspot and crawls its pages very often looking for updates, so if you have your site hosted by blogspot you are almost guaranteed to be listed on google's blog search engine. This easy access to search engines can take some of the work out of promoting your blog, and can help you gain a following with a minimum of marketing effort.

If your blog attracts a large readership, you may want to consider moving your site. Many people feel that being hosted by a free blogging web site gives a blog a kind of amateur flavor that is fine for a new member of the blogosphere, but is not appropriate for a high-profile blog. Having your own domain can help you make your blog feel professional, and finding a company that will host your domain is not difficult or expensive. Once your blog takes off, you will probably be able to sell enough advertising space to be able to afford to buy a domain and pay for a hosting package, and still have money left over. However, it does not make sense in most cases to invest in these glossy luxuries before you have a sizable readership.

Starting your blog on a free blogging web site is a great way to build a following before you spend any money on your blog. If and when your blog becomes popular and you are ready to take the next step and purchase your own domain, your readers will follow you to your new home. The fact that it is possible to use a free blog host like blogspost, blogger, or eponym as a kind of incubator for your blog is great news for bloggers everywhere.

Blogging for Profit Begins With a Long Term Plan

Many people dream of blogging for profit, and this goal is not far beyond the reach of someone with average intelligence, a willingness to work hard, and a basic

grasp of blogging technology. However, very few people manage to reap the profits they want from their blog. Most people who attempt to make money with their blogs do not succeed for two reasons. Often, bloggers have unrealistic expectations of how fast their readership will grow and how much money they will make, and when these expectations are not met the disappointment can crush the desire to continue blogging. The other trap that many bloggers fall into has to do with lack of planning. If you want to turn a profit as a blogger, the key to success is to make a realistic plan and stick with it.

To succeed at blogging for profit, the main thing that you will need is a large readership. The higher your traffic, the more advertisers will agree to pay you. However, cultivating the regular visitors that you will need in order to make a profit isn't easy. As more and more blogs appear each day, having a great idea or a wonderful writing style is no longer enough to get attention. You need to be able to market your blog effectively.

Too many bloggers spend all of their time writing posts and almost no time marketing their project. To be certain, updating as often as you can is a great way to keep your blog high on blogrolls and high in blog search engines like technorati, and once your readers know that you update frequently they will return to your site on a regular basis. However, it does not matter how often you update if nobody is reading your page, so don't skimp on the time that you spend drawing visitors to your site. To make your dreams of blogging for profit a reality, try decreasing your number of posts and using some of that time to draw new visitors by setting up link exchanges with other bloggers, making contacts in the blog community, and following other established modes of winning traffic.

Of course, even if you are a marketing genius or have a really great idea for a blog, success is not going to happen overnight. Building the kind of readership that blogging for profit requires takes time, and in all likelihood it will be at least several months before you are able to turn much of a profit. Try to stay committed to your blogging project during this initial rough period. To stay motivated, set goals for how often you will update and how many readers you want to attract, and then reward yourself for sticking with your plan.

Choosing The Right Free Blogging Tools

There are many free blogging tools on the market, but loading up your blog with all of the free accessories that you can find isn't necessarily a good idea. While it may be tempting to add a visitor counter, a flashy background, an exciting new font, and a cluster of quirky animated gifs to your blog, this kind of plan can easily backfire. The key to getting the most from free blog tools is being selective.

It is a great idea to learn about all of the kinds of free blogging tools that are available so that you can make an informed decision about what to add to your blog, but try to remember that just because you can have something doesn't mean that you need it. Practice restraint and only choose the options that you think will really be useful. If you can find out how many visitors are reading your blog by checking your traffic statistics, a visitor counter is likely to add unnecessary clutter to your page. If your blog is text-based, a flashy background can be more of a distraction than an benefit. Be realistic about assessing what kinds of blog accessories will help you realize your vision and improve your site. Remember that even a blog tool that doesn't cost you any cash may not be an asset in the long run.

Learning How to Make Money Blogging

There are two major types of business models that entrepreneurs use to make money blogging. The first and most common way to turn a blog into a profit making machine is to sell advertising to different companies and brands who want to reach that blog's readers. The second kind of money making blog is one that helps a single brand improve its image by creating positive associations between the blog and the product in the mind of consumers. Both kinds of blogs can make a lot of money, especially if the creator has a keen mind for marketing.

If you are blogging with the goal of selling advertising, there are two basic ways that you can go about recruiting sponsors who want to put ads on your site; you can let someone else do all of the legwork, or you can do the work yourself and keep all of the revenue. Within the first group, many people make money [blogging](#) by selling space through Google's AdSense program. The advantages of this program are numerous, as it requires very little effort on the part of the blogger or webmaster to begin raking in profits. However, most people discover that they make less money through this method than they had hoped that their blog would earn.

Selling advertising directly to companies who want to put banner ads or sponsored links on your blog can take quite a bit of time, but it is often fairly lucrative. If you have a lot of contacts in industries that are related to the topic of your blog, you may want to try to go this route. People who have a strong background in sales and are experienced at pitching proposals can make quite a bit of money by renting blog space to interested companies. The most serious problem with this model is that you often have to build quite a sizable readership before you can attract advertisers, which can mean that you have to do several months of work before you start to make money blogging.

As [blogging](#) becomes a more and more lucrative business, a lot of established companies are considering how they can get into the action. One way that companies are capitalizing on the blog movement is by having blogs that provide a kind of friendly face for their corporation. Often, a company will employ an established blogger to create a weblog designed specifically to appeal to that company's customers and to create positive associations with the brand in consumers' minds. More than one writer who never even dreamed that he or she could make money blogging has been approached by a company and offered quite a pretty penny for this kind of gig.

Photo Blogging May be the Pinnacle of Modern Technology

Many people feel that photo blogging is the most exciting kind of blogging that exists. Building and maintaining a photo blog is no more difficult than creating and updating a text-based blog, and many people feel that the internet's high speed, full-color technology reaches the pinnacle of its appeal with the transmission of images. Posting photographs in a blog format on a daily, weekly, or occasional basis is a great way to express yourself while reaching viewers in an emotionally charged and aesthetically engaging way, and surfing photo blogs can help you to get a whole new perspective on the world in which we live.

Many people who run image blogs are photographers by trade, but photo blogging is also very popular among hobbyists and amateur shutterbugs. To be certain, a lot of the most popular photo blogs have gained attention because the pictures on them are of the highest artistic caliber, and a lot of the people who run these striking blogs are graduates of prestigious art schools and have impressive professional portfolios. However, some of the most well known and most often visited photo blogs are as notable for their concepts as for the pictures themselves. Certain photo blogs, like the popular "Cute Overload" which features picture after picture of adorable animals, are more about the thematic content of the pictures than they are about the style in which the snapshots are taken.

The fact that photo blogs range from forums to display the work of highly skilled artisans to playful collections of curiosities shows that photo blogging is a truly diverse form. The fact that photo blogs are so easy to build and to update makes this kind of visual communication very democratic, and enables people at all skill levels to become a part of the global conversation about the nature and value of photography today.

Whether you are an artist or hobbyist who wants to create a photo blog, or whether you are just somebody who enjoys learning about new places and things, spending some time looking at the most popular photography blogs on the internet can be a very rewarding endeavor. You can travel to another place or another time by seeing pictures of faraway locations and long-gone eras. You can see your own neighborhood with fresh eyes by discover how local artists have photographed the town or city in which you live. Photo

blogging allows people to communicate all of these things and more, which makes it a very exciting part of the modern blogosphere. If the best thing about web technology is that it allows people to reach each other in a very personal way from across great distances, then in many ways photo blogs are the most successful kind of web sites.

The Right Blogging Platform For Your Needs

Choosing which [blogging](#) platform to use is one of the most important decisions that you can make as a blogger. The right platform can make blogging a breeze, and the wrong platform can make blogging a chore. Because the program that you use to blog with is such a powerful part of your blogging experience, it is well worth putting in the time to find a platform that provides your ideal balance between a user-friendly interface and a flexible framework that allows you to make your blog look and feel unique. 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 platform.

Deciding what your priorities are in terms of ease of use versus customization. Most highly customizable blogging platforms, like movable type, are a bit more difficult to use than very automated platforms like wordpress. If you are new to blogs and to internet technology, you might want to sacrifice the ability to create a custom background design or to integrate a unique font into your template in order to find a program that will be easy for you to use. On the other hand, if you are a veteran web designer with knowledge of html or javascript, you will probably find the limitations of a user-friendly platform to be frustrating.

There is no such thing as a blogging platform that is objectively the best platform, because every blogger has unique needs. The blogging movement is very much about individuality, so it makes plenty of sense that there would be many different platforms available that are designed to meet the needs of different kinds of individuals undertaking 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 level of technical aptitude.

However, the fact that no two bloggers need the same thing from a blogging platform can make your search for the right platform a bit tricky. When you are reading reviews of different platforms, try to keep your priorities in mind and do your best to take into account the position that the reviewer is coming from. For example, a negative review written by an accomplished software designer who complains that a popular platform is too limited may tell you that the platform in question is ideal 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.