

All About

# Blogging



# So How Do I Do IT?

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## **Simple!**

**Go to the blog site of your choice, follow the easy sign up steps and ‘bingo’ you have your blog.**

Don't be afraid to set up your blog page and know that nothing will go out over the internet until you tell it to. For instance, at Blogger.com you can get everything set up, write a few things and then hit save. No, you haven't published anything so all the world can see, you have simply started. Nothing goes to the internet until you hit '**PUBLISH.**'

Go back as many times as you wish until it is just the way you like it...then hit Publish. Now it goes to the internet to be viewed by others.

Most of the other sites are very similar. I recommend you start with one of these three programs to, well you know, 'get your feet wet!' Depending on your internet and computer skills I recommend you use them in the order listed (just a suggestion).

1. <http://www.blogger.com>
2. <http://www.wordpress.com>
3. <http://www.livejournal.com>

The main thing is to get started today. You will love it!

Have a further question? Simply go to Iowa Ghost Towns **Contact Us** page and send your question. Go to <http://www.iowaghosttowns.com> and click on the **Contact Us** link at the top of the page.

Something to consider, I am not the world's foremost expert on blogging. However, I can steer you in the right direction.

What are you waiting for? Get going and start your own blog.

Best of luck and 'great success' on creating your very own web presence.

Webmaster  
*Iowa Ghost Towns*

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# BLOGGING BEGINNERS GUIDE

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 allows 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 are 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.

## **(Beginners Guide to Blogging)**

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 current 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 everyday, 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 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 gives 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.

**Bloggging is really for everyone.**

**It is fun, simple and easy.**

# Bloggging? Again?

Bloggging may be something you have heard so much about but have not paid much attention to. Some people are even afraid of showing their ignorance and do not want to ask what a blog is.

## What are blogs?

Blogs are web logs that are regularly updated, some even daily. They consist of information that is related to a certain topic. In some cases, blogs are used as daily diaries about people's personal lives, political views and commentaries.

Simply put, blogs can be made into whatever the author want them to be.

## What is the origin of bloggging?

Blogs can be traced back in the 1990's. Who started them is not known. Although it started during that time, it was in 1999 that people got into bloggging.

The first blogs were just personal commentaries and mostly web tours. It is ironic that these blogs were initially thought of as diaries or journals online. But now, they have already turned into the latest web content that is being done by just about anyone.

## What is the importance of bloggging?

For the individuals, bloggging is a trendy and classy thing to do. You get to write what you want, add some pictures into it and put links that are related and useful to the message you are writing about.

But for businesses, they found blogs to be the answer to getting back the customers that they used to have by presenting them with new and fresh contents not seen anywhere else.

It is a fact that content is very important for an online business.

Not only because they are the ones being found by search engines for site optimization, but also they give visitors a reason to come back to get more information.

# **Blogs**

## **What are some types of blogs?**

### **1. The professional blogs.**

These kinds of blogs allow businesses to tell their customers or potential customers about the latest news or updates in their industry. This is also where they can catch up on the development being done in their business.

These blogs are updated daily to be able to increase the chance of search engines to spider them. This also increases the page rank of a certain site because they are submitted to blogging directories.

### **2. Personal blogs.**

Just about anyone can write this kind of blog. This is where people get to share their ideas, thoughts and everything else they want other people to read about. Some of these blogs are not into page ranks and search engine optimization. They may be just for fun or informational purposes.

## **What is the most widely used type of blogging?**

The most widely used blogs are the business blogs. It seems that companies and businesses have already realized the benefits they can get from blogging and is making them a substantial part of their growth.

To use blogs for business purposes, you first have to know how it can benefit you.

It would be best if you have a schedule made and stick with it. Let your readers know what your blogs are all about and when to expect them.

Blogs can give valuable supplemental content and attention to areas of businesses that you want to highlight. You get to direct and guide your readers on your blogs.

## **What are the things needed in creating a blog?**

Nowadays, there are a variety of tools that can be used in creating blogs. It is advisable to use the standard html version because of security reasons.

Making blogs are as easy as typing an email. All you need is to put in the content and send it to the web server. Once done, it is directly printed on your page and displayed there for an amount of time.

# Advantages

## What are other advantages of blogging?

While you may originally create a blog for your existing customers, you may find that you are able to attract more and new customers by writing about your expertise in a specific field.

There are many websites that act as "blog search engines".

Be sure to submit your sites to these websites to boost your exposure. This will also help with your page rank and possibly increase the possibility of you getting a respectable ranking with Google.

## BLOGGING AS AN ARTFORM

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.

With web sites, 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.

**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.

### **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, its information technology that you have there so better be inclined to provide information rather than sheer quirky entertainment.

**YOU BE THE JUDGE....**  
**MAKE YOUR BLOG A REFLECTION OF WHAT YOU WANT**

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

In order to have an interesting blogs, 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.



## TheFreeSite.com: Free Blog Resources

Would you like to publish on the Web, but don't want the hassle of having to set up

Web site? Then you should explore using a blog service. A "blog" (short for "Web log") lets you easily post content on the Web instantly. Below, TheFreeSite.com offers a roundup of free services that let you easily set up your own blog. Most of these services will also host your blog and many of them offer free enhancements to help you develop and promote your blog.



### BlogText.org

<http://www.blogtext.org/>

Here's an easy-to-use free blog and photo album service that offers many handy features, including a WYSIWYG entry editor, spell checker, multiple photo albums, blog search, stats, customized colors, personal profile, comment notify, RSS/XML feeds, and more.



### Eblogus.com

<http://www.eblogus.com/>

This free service lets you easily create your own blog. Eblogus.com gives you 900 megs of storage space, unlimited traffic, and up to five blogs per account.



### MicroBlogHost

<http://www.microbloghost.com/>

This free service lets you easily set up your own Twitter-like "microblog." It's a good way to build a community with your friends, colleagues, and site visitors. MicroBlogHost is powered by the WordPress blog publishing system.



### Pink 4 Free

Do you have a blog? This free ping service lets you announce your blog updates to over 130 tested and functioning blog directories. You must register to use this service (but registering is free).



### WebLogReview.net

Are you looking for more traffic for your blog? This free service lets you list your blog in an online directory. You can also rate and review other blog submissions here.



### My BlogTunes

Here's a free music player that lets you create your own "radio station" from a library of songs featured at the site. You can then easily post your customized music player to your own blog (as well as your MySpace page, or Web site).



### Blogger.com

Would you like to publish on the Web, but don't want the hassle of having to set up a Web site? Then you should explore Blogger, a free online tool that lets you post content on the Web instantly. Blogger, a popular service owned by the search engine Google, lets you quickly and easily set up a custom "blog".



### OkayBlog.net

At this site, you can easily set up your own blog, for free. OkayBlog.net's service is powered by the popular WordPress blog publishing system.



### There are other free Blog Services

**Blogspot.com**  
**Livejournal.com**  
**Wordpress.com**

**These three Blogging Service are probably the most used and the largest.**  
You can check out my blog at: <http://www.bannercruise.blogspot.com>  
There are thousands (if not millions) of blogs on the net, check some out.



This site has so much that it would take too much to put it all here. And why should we? Just go to **TheFreeSite.com** and check it out!

**Note! I am not affiliated in anyway with this site. I simply have taken advantage of the links posted. I recommend you go to their site and see for yourself.**

This is not all this site has to offer, however it is enough to start with and will take you a long time to visit every link.

Note! Below are a list of links available. Sorry! You'll have to go to TheFreeSite.Com for active links

|   |   |   |
|---|---|---|
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| <a href="#"><u>Free Chat Services</u></a>     | <a href="#"><u>Email Freebies</u></a>             | <a href="#"><u>Family Freebies</u></a>        |
| <a href="#"><u>Freebies FAQ</u></a>           | <a href="#"><u>Freebie Features</u></a>           | <a href="#"><u>Free Fonts</u></a>             |
| <a href="#"><u>Fun Freebies</u></a>           | <a href="#"><u>Free Games</u></a>                 | <a href="#"><u>Free Graphics</u></a>          |
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| <a href="#"><u>Free Newsletter</u></a>        | <a href="#"><u>Newest Freebies</u></a>            | <a href="#"><u>Other Free Stuff Sites</u></a> |
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