



Brought To You By:

Blogging To The Bank

*Discover the Most Powerful Blogging System
On The Internet*

Blogging For Fun Or Profit

Table of Contents

What Is a Blog and Why Have One

Website or Blog

Blog Services

Designing and Installing a Blog

What Is RSS, XML and Atom

Collecting RSS Feeds

All About Blogger

What Is WordPress

How to Create a Typepad Blog

Blogging Tools

What Is A Movable Type Blog

Making Money With a Blog

What Is Feedburner

What Are Newsreaders

All About Podcasting

DISCLAIMER: This information is provided "as is". The author, publishers and marketers of this information disclaim any loss or liability, either directly or indirectly as a consequence of applying the information presented herein, or in regard to the use and application of said information. No guarantee is given, either expressed or implied, in regard to the merchantability, accuracy, or acceptability of the information.



[CLICK HERE](#)

What Is a Blog and Why Have One?

What is a Blog and Why Have One?

A blog is a short-cut name for a web log. It used to be known only as an online journal where angst-ridden teens vent out their daily rants and raves. Voyeurism became the fad. No one started to become "someone" through blogging. No talent scout needed, no silver spoon in one's mouth upon birth required. All you need is a trusty computer, some typing skills, the urge to write just about anything, and voila! You can create your own blog!

In the beginning it was just students and youngsters that got bitten by the blogging bug. Now, almost anyone of any age and status can participate in the blogosphere - the community of bloggers.

But before one decides to jump into the bandwagon of blogging, it is important to note what one's purpose is for blogging. Choose from these varieties of functions that a blog can deliver:

Political Blogging

Putting up a blog for the purpose of getting in touch with people who have critical information to either share or contend with is one of the trendiest functions of blogging nowadays.

Not many have been involved with blogging about their daily agenda yet while lip servicing, or doing community service or any government-related events compared to the next blog purpose.

Opinionated Blogging

Just like political blogging, these kinds of blogs teeming with the author/s' comments backed with hyperlinks is what keep opinionated blogging thrive. However, opinionated blogging can be sometimes just become an outlet for personal frustrations or just any personal blog that does not necessarily delve into pure politics. It can talk about products or services that one finds either good or bad. An opinionated blog can also be just the generic blog that details one's daily life.

Niche Blogging

These blogs could either be personal or group blogs that target a certain market. Hobbyists often create these blogs. So, if you are into

badminton or other racket sports, your niche blog will only or usually only be composed of posts that are related to rackets sports. Niche blogs are often monetized either through including advertisements or selling text links. They become feasible as source of income due to the well-targeted readers that often subscribe to them.

Splogs or spam blogs are the frowned upon versions of niche blogs. This is when a blog becomes a whole big bunch of uninformative and keyword-stuffed entries that aim to just trick search engines to throw traffic their way. This traffic is then tricked to click to advertisements or buy products from other sites that the blog owner is affiliated with.

Educational Blogging

This type of blogging has been gaining more and more popularity as instructors become more and more learned of the benefits of blogging to their teaching endeavors. Educators who focus on writing skills as their forte in teaching are fast becoming obsessed with the user-friendliness of blogs in communicating information to students while accessing technology. Other teachers make use of blogs to impart lessons of the day or readings for the day or even schedules of

quizzes and other school-related events. Blogs can be of great help, too if one prefer to learn through online education.

Blogging for Online Promotion of a Business

Business blogging or corporate blogging is also one of the most popular functions of putting up a blog. More and more large companies (those with sales of more than \$50 million per year) are starting to see the importance of blogging for their businesses. Aside from updating their partners, customers and potential clients about the important events and evolution of the company, corporate blogging can also aid promote further a business.

With business blogging, other individual bloggers, who may take interest in whatever announcements or updates or changes that the company is undergoing, echo what the corporate blog states. The coveted informal dialog that any kind of blog accomplishes is what makes corporate blogging an ideal tool for grassroots online marketing.

There you go! Whether you want a blog to just talk about your day or to endorse your business, remember to always offer useful or

enlightening content. This is what usually makes any kind of blog successful. Happy blogging!

Website or Blog

Website Vs. Blog: Pros and Cons Unveiled

You've been dying to get some solid online presence, yeah? But you're faced with the dilemma of going for a blog or a website. How do you solve your problem? Let's differentiate a website from a blog and see where it will get you.

A website is known as an Internet application that houses a combination of texts, images and flash messages or animation. A web log or a blog is a part of a website that is usually known as online journal.

Here is a simple dissection of the various points that will show the pros and cons of a website compared to a blog:

1. A website versus a blog in terms of navigation.

A website's navigation is often likened to that of a book. Its main index is the homepage where the key topics are referenced. A web log

or a blog is usually navigated through links to previous or next entries shown either at the start or end of each blog post.

If those links can't be found, a blog's sidebar/s aid in navigating it. A common web log's sidebar has a segment entitled "Pages", which usually contains the "About" portion of the blog and other non-time-sensitive information. Other segments of a blog's sidebar include the "Archives" which are sets of posts in regards to the dates they were posted. A "Categories" segment is also a mainstay of the sidebar. Also, a blog roll or a list of external links may be included in the sidebar. The reverse chronological order of blog posts is the norm.

2. A website versus a blog in terms of update-ability.

A website presents static content. It could link to a news page if it wants to offer fresh info every now and then or even regularly. But with the advent of blog, the popularity of news pages has turned into being surmounted by blogs. Blogs are the more updated chronicles. This feature of blog is attributed to the content management system that blog applications come with.

Thank You For Reading the Blogging for Fun or Profit Preview

[CLICK HERE FOR MORE](#)