

BLOG

A Blog is regularly updated website or web page, typically one run by an individual or small group. A blog or a weblog is a discussion or informational website published on the World Wide Web. It is written in an informal or conversational style and is a regular record of a persons' thoughts, opinions, or experiences that are posted on the internet for other people to read. It is written in a discrete, often informal diary-style text entries or posts. Most blogs are primarily textual in nature, although some focus on art (art blogs), photographs (photo blogs), videos (video blogs or "vlogs"), music (MP3 blogs), and audio (podcasts). In education, blogs can be used as instructional resources. These blogs are referred to as Edu blogs. Microblogging is another type of blogging, featuring very short posts.

Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. A person or a group puts out new information regularly, often every day.

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written. Blogs can deal with a multitude of topics. A food blog is a medium through which people shares recipes, tips, and restaurant reviews. People also express their views on different topics through blogs. As a result political dialogue has taken on a life of its own and become more democratic. People also share their experiences on a blog. It is a record of news, people's opinions, that includes sharing of photos, and videos about a particular topic ranging from fashion, travel, history, designing, politics, sports, journalism, health, gardening, beauty, lifestyle, party, wedding, classical music, quizzing, legal matters etc.

Some Blogs function as more of a personal online diary, while others are increasingly being used for brand advertising of a particular individual or company. A typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic.

The following points should be kept in mind while writing a Blog post:

1. Regular blogging to hold the interest of your readers.
2. Write on topics that are of interest for your readers
3. Respond to the comments of the readers and also offer advice if feasible when a request is made.
4. Write – Read – Refine: That is how you can write quality, error-free content.
5. Quality counts so whatever you write, make sure it is comprehensive, easy to understand and provides value to your readers.
6. Evaluate how the posts you write can help your audience: What matters most is the value your writings provide
7. Choose your topic smartly: More than how you write, what matters is what you write about.
8. Write unique content, Never copy: what your users need is fresh, unique and useful information. Take your time and create content that is different and provides a value to your users.
9. Title and keywords: The titles and subtitles of your blog are very important. Make sure that the titles and subtitles are intuitive and reflect exactly what the content following it explains.
10. Focus on readability: Make sure you write content that is easy to read and understand. You may be expert in your field but remember to go easy on your readers.
11. Internal Linking: Make sure that you provide your readers with enough resources for further reading.”

<https://templatic.com/wp/blogging-for-beginners/>

What is a Blog?



A blog is an online journal or informational website displaying information in the reverse chronological order

Blog structure



- Header with the menu or navigation bar
- Main content area with highlighted or latest blog posts
- Sidebar with social profiles, favorite content, or call-to-action
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.



Blog characteristics

- Archives
- Comments
- Blogs and websites
- What differentiates blogs from websites?



Did you know you could earn money through blogging?



A blogger is someone who runs and controls a blog. To be a blogger is an alternative career or job to many.

