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**What Is This Blogging Thing Then?**

**By Martin Andrew**

Everybody is raving on about blogs, it seems everyone has one, and it seems that everyone is telling you that if you want to get on in Internet Marketing you need one too!!

But what exactly is this Blogging Thing??

OK well like everything else, theres the Long answer, the short answer, and Martins Answer(often quite similar to the long answer, only, well, better:-) )

Bloggng, Like MOST of the other New Trends, isnt actually new at all. Blogging has actually been around for quite some years now, I would probably say its Infancy was pre-2000 if I really wanted to push it back.

A Blog, or Weblog, is quite simply an Online Journal or diary.

BUT, Thats not what people Nowadays mean, when people talk to you about Blog and Blogging, they are \*Really\* talking about using this Blogging software to run your sites.

The Simplicity and Design of the software enables even the most technically challenged to add updated fresh content to their webpages, basically if you can type and use Word, you can run a Blog, this in turn is why it is becoming ever so popular, and also why most people do use it for, or at least most people \*Were\* using Blog and Blog software to run little Personal Diary Blogs.

However, what it really is, is a way to have a Regularly updated website related to your Business or Theme at the push of a button.

Here are the three most popular "blogs" at the time of printing this, they probably will remain like this for a long time, but although these are "Blogs" they are more along the lines of an actual real content website, rather than a Personal Diary type blog

# 1

Boing Boing: A Directory of Wonderful Things

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67,001 links from 19,265 sites.

# 2

Engadget

65,581 links from 14,884 sites.

# 3

PostSecret

PostSecret is an ongoing community art project where people mail in their secrets anonymously on one side of a homemade postcard.

By frank warren

21,503 links from 12,892 sites.

The MAIN Difference between a blog and a standard website, is the fact that Bloggers tend to be more

Personal, tend to leave more of a Personal Stamp on their work. Thats why those first two sites above are WAY more popular than if they had just been a standard Impersonal Website.

DONT Let this Blogging Craze Confuse you, its really not that complex, or infact that different to things you may already be used to, dont worry about this whole "Blog Revolution" thing, it is more of an Evolution than a Revolution, and the evolution involves Websites and Online Business in general, not Blogging on its own, Blogging has simply become a tool to enable the following things –

Through Free services such as Blogger, anyone anywhere anytime can start a website, without having any technical knowledge.

Through Blogging software, it has become easier and easier to add fresh orginal content to your website on a regular basis,

Bloggers Share information, ideas and thoughts with eachother through reading eachothers blogs and talking about them on their own blogs,

Those are the Simple Elements of what Blogging is.

When you start looking at the Software running the Blogs, and the Functions it has, you can see even more benefits, and why it is Much Much More than just "a Weblog" I am talking about, I want you to understand that Blogging is an ESSENTIAL Part of your Entire Marketing Campaign, along with Article Marketing, Search Engine Optimization, and all the other aspects I cover, blogging is essential.

BECAUSE, Not only does your average Blogging software enable Push Button Content Updates, BUT it also has the ability to do a MULTITUDE of the Mundane tasks we have to undertake to build our traffic up to our websites.

Your Blogging Software can pretty much take care of all your On Page Search Engine Optimization AUTOMATICALLY!! All you need to do is post new content!!

Blog Softwares can automatically reformat your content into different Code Types readable by

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Different types of technology, with a little help, your blog could kick out pages viewable in Web Browsers, Palm Pilots, Mobile Phones, and perhaps the best one at the moment is RSS!!

Yes, your blog will easily produce a Reformatted version of your webpage that can be Syndicated by other sites, read by people directly on their desktops, and much more!!

I do cover a Wide Range of Advanced Blogging Tactics which I wont go into here as I would be here for TOO Long!!

Quite Simply, a Blog, is a Software to Power your websites, how you decide to use it is up to you, but one thing I WILL STRESS here at the end is that The Whole Idea behind the fact that blogs are easy to use is to use them Well, and update them regularly, to see the full benefit. Its because of this fact, that a \*Good\* Blog should be updated Regularly to get the most benefits, that Most Blogs are really qute a Personal Type Weblog but DONT let that start to limit your thinking about what you can do with a blog, look again at the Top 3 blogs, go to Technorati.com and look at the biggest blogs,

Dont you think, actually, that Most of the Big blogs look more like a Magazine now, rather than a

Journal or Diary?

Remember what I said about Evolution and not Revolution?

You can use a blog for whatever you want, all I stress, is MAKE SURE you use it, and use it every day(or as often as you possibly can regularly)

Thats it for that, more will come soon, thanks for reading!

After being involved with Internet Marketing for some time, Martin has decided to share his Ideas and Experiences on Succesful Online Marketing.

[Read More Marketing Tactics Here](#)

Be sure to check out Martins tips and Tricks, and follow his experiences in Success @

[More Traffic](#)

Please

## **How To Find The Right Blogging Platform For Your Needs**

**By Susan Wellington**

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

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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 moveable 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.

Did you know that a few elite blogs are actually profitable companies that bring products and customers together for the benefit of the author? To find out more just visit:

<http://www.blogonline24.com>

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