

Blogging 101

What is a "Blog"?

The screenshot shows the Merriam-Webster website interface. At the top, there is a navigation bar with links for 'JOIN MWU', 'GAMES', 'BROWSE THESAURUS', 'WORD OF THE DAY', 'VIDEO', and 'WORDS AT PLAY'. The Merriam-Webster logo and 'SINCE 1828' are on the left. A search bar contains the word 'blog'. Below the search bar, there are tabs for 'DICTIONARY' and 'THESAURUS'. The main content area displays the word 'blog' in a large font, with a small icon of a speech bubble. Below the word, it says 'noun | \ 'blɒg, 'blæg\'. A popularity note states 'Popularity: Top 40% of words | Updated on: 28 Dec 2017'. A 'TRENDING NOW' section lists 'net neutrality', 'surrogacy', 'gentrification', 'gentrify', and 'referendum'. The 'Definition of BLOG' section contains two numbered definitions. Definition 1: 'computers : a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer; also : the contents of such a site'. Definition 2: ': a regular feature appearing as part of an online publication that typically relates to a particular topic and consists of articles and personal commentary by one or more authors • a technology blog'. Below the definitions are related terms: '—blogger noun', '—blogging noun', and '—bloggy \ 'blɒ-gē, 'blā-\ adjective, bloggier; bloggiest'. A quote follows: '... traditional media are trying to adapt to a bloggier, more opinionated age ... —James Poniewozik'. At the bottom, there is a 'NEW! Time Traveler' section with 'First Known Use: 1999' and a link 'SEE WORDS FROM THE SAME YEAR >'. The Skokie Public Library logo is partially visible in the bottom right corner of the screenshot.

History of Blogging:

- Justin Hall is often credited as one of the [first bloggers](#)
- Justin's blog dates back to January 1994 and is still active
- Check it out: <http://links.net> or follow him via Twitter <http://twitter.com/jah>
- Justin's inspiration was [Ranjit Bhatnagar](#), a programmer who blogged about his lunch menu every day
- John Barger, a fellow blogger, on December 1999 coined the term "weblog" and "weblogging" https://en.wikipedia.org/wiki/Jorn_Barger
- Peter Merholz, a programmer, shortened the "weblog" to "blog."
- Peter's blog archive: <https://web.archive.org/web/19991008162407/http://robotwisdom.com:80/>

Blog criteria:

- Information with dated entries
- Updated regularly

More on Early Blogs:

- Link driven websites
- Contained commentary, essays, personal thoughts
- Created by people who knew HTML coding
- Coders who were self-taught or people who worked in the field and had a blog for fun

How did people discover blogs?

- o Not *Google* (because it did not exist yet :(
- o Blog Search engines like *Technorati*
- o Blog Directory Listings on *Yahoo*, *AltaVista* or link exchanges found on other blogs and websites

First Blog building tools:

- o *Open Diary* in 1998
- o *Pitas.com* in 1999
- o *Pyra's Blogger* in August 1999 alongside 2 other blog building providers.

Blogs and Online Diaries:

<https://www.lifewire.com/they-dont-come-more-personal-2654240>

Timeline:

<http://nymag.com/news/media/15971>

Blogs Today:

- [Forbes.com](http://forbes.com) 1 billion websites - September of 2014
- 1000 websites created every single minute
- Low quality content websites – not interesting enough
- Bill Gates - “Content is king!”
- Websites + blogs
- Bloggers not committed to the task

Blogging Platforms:

- Blogger.com
- Tumblr.com
- Medium.com
- TypePad.com
- LiveJournal.com
- WordPress.com
- Weebly.com
- Yola.com
- Wix.com
- Bravenet.com/blogs

Self-hosted & others:

- WordPress.org
- Joomla.com
- Jekyllrb.com
- Posthaven.com
- Postagon.com
- Ghost.org
- Silvrback.com
- Bolt.cm
- Wardrobecms.com
- Contentful.com
- Anchorcms.com

Popular Blogs on the Web:

Huffington Post

Founded: 2005

Topics: world news, entertainment, politics, business, style among others

Buzzfeed

Founded: 2006

Topics: technology, business, politics and more

Target market: Millennials

Mashable

Founded: 2005

Topics: video entertainment, culture, tech, science, business, social good and more

TechCrunch

Founded: 2005

Topics: technology, computers, internet culture, social media, products, websites and startup companies

The Next Web

Founded: 2008

Topics: news, apps, gear, tech, creativity and so much more

Engadget

Founded: 2004

Topics: videos, reviews and features about technology

Gizmodo

Founded: 2002

Topics: tech and digital culture (delivering information and news about consumer electronics)

How Do You Start a Blog?

- Read other blogs
- Research things first – find your niche
- Check out blogging tips
 - o <https://windycitybloggers.com/bloggng-101>
 - o <https://www.bloggingbasics101.com>

Ideas, ideas, ideas:

<http://pintester.com> - Testing Pinterest pins... (Recipes, DIYs, etc.)

<http://craftfail.com> - Arts and crafts fails

<http://www.cakewrecks.com> - Cake fails blog

<https://www.cardamomandtea.com> - Cooking blog

<http://www.theuglyvolvo.com> - The woes of parenting

<https://sarahinstyle.com> - Showcasing fashion, design and travel

<https://cupofjo.com> - Lifestyle blog

<http://designformankind.com/blog> - Lifestyle blog

Tech Desk Staff Favorites:

Martha's Fav Blogs:

<http://secondcitycop.blogspot.com> - A Chicago Cop's view of the world. Discusses labor issues (contracts, hiring, promotions) and some politics related to Chicago police

<https://www.myonlinetraininghub.com/blog> - Great Excel help

Hannah's Fav Blogs:

<https://hacklibrarianschool.com> - Students taking about the future of librarianship

<http://lowereastsidelibrarian.info> - Book Reviews

<https://www.halfbakedharvest.com> - Foodie exploring Global Cuisine

<https://www.loveandlemons.com> - Healthy Recipes

Edwin's Fav Blog:

<https://engadget.com> – Tech Blog

Ben's Fav Blog:

<http://raforallhorror.blogspot.com> – Horror Books

My Fav Blogs:

<https://techcrunch.com> - Technology News

<https://design-milk.com> - Design News

<http://wilwheaton.net> - Actor Wil Wheaton's Blog

<http://theeverygirl.com> – Lifestyle blog for women

Explore Different Blogging Platforms:

BLOGGER

<https://www.blogger.com>

My practice blog: <https://techbloggergirl.blogspot.com>

Yes, you can do podcasts via Blogger too: <https://www.lifewire.com/make-podcast-feed-from-blogger-1616434>

WORDPRESS

<http://wordpress.com>

<http://wordpress.org>

My practice blog: <https://italiancookingwithmary.wordpress.com>

WEEBLY

<http://weebly.com>

My practice blog: <https://travelwithmia.weebly.com>

WIX

<http://wix.com>

My practice blog: <https://techbluee.wixsite.com/travelwithmia>

DREAMWIDTH

<https://www.dreamwidth.org/>

Example of a blog: <https://mizkit.dreamwidth.org/>

Hosted Site with DreamWidth Blog incorporated <http://mizkit.com>

Earn While You Blog:

- <https://www.patreon.com> - Build around fan base
 - https://www.patreon.com/ce_murphy - Sample fan base platform
- <https://www.google.com/adsense> - Google AdSense
- <https://affiliate-program.amazon.com> - Amazon affiliate program

Ads:

- CPC/PPC Ads: Cost per click (also called pay per click) ads are usually banners that you place in your content or sidebar. Each time a reader clicks on the ad, you are paid for that click.
- CPM Ads: CPM Ads, or "cost per 1,000 impressions," are ads that pay you a fixed amount of money based on how many people view your ad.

Market Yourself:

- Google Search (get Google search engine to index your blog manually):
<https://www.google.com/webmasters/tools/submit-url?pli=1>
- Bing Search (get Bing to index your site) <https://www.bing.com/toolbox/submit-site-url>
- Google AdWords (paid) <https://adwords.google.com>
- Bing Ads (paid) <https://www.bing.com/toolbox/webmaster>
- Facebook Ads (free/paid) <https://www.facebook.com/business/products/ads>
- Twitter (free/paid) <https://ads.twitter.com>
- BlogLovin (free service) <https://www.bloglovin.com>

Advertise your blog via Twitter and Facebook

- create an account on both and set up to push the new blog posts to both platforms automatically (or you might have to do it manually as it largely depends on your blogging platform)
- connect with your potential readers by being active on both Social Media platforms
- <https://rainmaker.fm/shows> - Podcasts about marketing your business

Stock Photos:

<http://www.stockvault.net>

<http://www.stockfreeimages.com>

<http://www.1millionfreepictures.com>

<http://www.freestockphotos.biz>

<http://freeimages.com>

<https://negativespace.co>

<http://www.freeimages.co.uk>

<http://www.morguefile.com>

<http://www.lifeofpix.com>

<http://www.openphoto.net>

<https://stocksnap.io>

<http://pixabay.com>

<http://skitterphoto.com>

<https://burst.shopify.com>

<http://kaboompics.com>

<http://www.everystockphoto.com>

Copyright and other legal stuff to know:

<http://creativecommons.org/licenses>
<http://www.publicdomainsherpa.com>
<https://www.flickr.com/commons>
<http://copyright.gov>

Photo Editors:

<https://www.fotor.com>
<https://pixlr.com/editor>
<https://photoeditor.polarr.co>
<https://www.canva.com/features>
<https://www.befunky.com/features/photo-editor>
<https://www.picmonkey.com/photo-editor>
<https://ipiccy.com>

Good luck on your blogging journey!