



# Blogging 101

AM  
02/19/18



What is a “Blog”?





<sup>1</sup> **blog**   
*noun* | \ 'blɒg, 'blɑːg \

Popularity: Top 40% of words | Updated on: 28 Dec 2017

 TRENDING NOW: [net neutrality](#) [surrogacy](#) [gentrification](#) [gentrify](#) [referendum](#) [SEE ALL >](#)

### Definition of BLOG

- 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
  - 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*
- blogger *noun*
- blogging *noun*
- bloggy  \ 'blɒ-ɡē, 'blā-\ *adjective*, **bloggier**; **bloggiest**
- ... traditional media are trying to adapt to a *bloggier*, more opinionated age ... —James Poniewozik

### NEW! Time Traveler

First Known Use: 1999  
[SEE WORDS FROM THE SAME YEAR >](#)



# History of Blogging

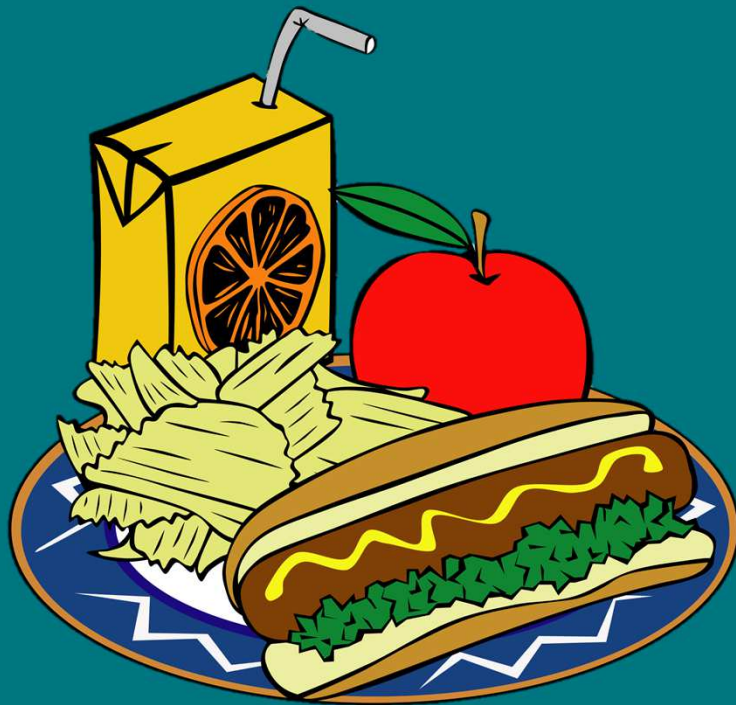




- Justin Hall is often credited as one of the first bloggers
- Justin's blog dates back to January 1994 and is still active



- Justin's inspiration was Ranjit Bhatnagar, a programmer who blogged about his lunch menu every day



- Jorn Barger, a fellow blogger, on December 1999 coined the term “weblog” and “weblogging”  
[https://en.wikipedia.org/wiki/Jorn\\_Barger](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



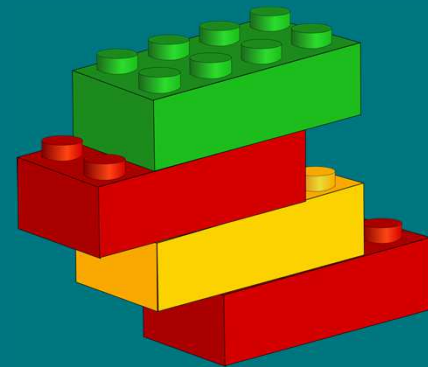
# How did people discover blogs?

- Blog Search engines like Technorati
- Blog Directory Listings on Yahoo, AltaVista or link exchanges found on other blogs and websites



# First Blog building tools:

- Open Diary in 1998
- Pitas.com in 1999
- Pyra's Blogger in August 1999



# Blogs Today:

- Forbes.com: 1 billion websites (September of 2014)
- 1,000 websites created every single minute
  - Websites + blogs
- Bill Gates - “Content is king!”



# Blogging Platforms:



- [Blogger.com](https://www.blogger.com)
- [Tumblr.com](https://www.tumblr.com)
- [Medium.com](https://www.medium.com)
- [TypePad.com](https://www.typepad.com)
- [LiveJournal.com](https://www.livejournal.com)
- [WordPress.com](https://www.wordpress.com)
- [Weebly.com](https://www.weebly.com)
- [Yola.com](https://www.yola.com)
- [Wix.com](https://www.wix.com)
- [Bravenet.com/blogs](https://www.bravenet.com/blogs)



Self-hosted & others:



- [WordPress.org](https://WordPress.org)
- [Joomla.com](https://Joomla.com)
- [Jekyllrb.com](https://Jekyllrb.com)
- [Posthaven.com](https://Posthaven.com)
- [Postagon.com](https://Postagon.com)
- [Ghost.org](https://Ghost.org)
- [Silvrback.com](https://Silvrback.com)
- [Bolt.cm](https://Bolt.cm)
- [Wardrobecms.com](https://Wardrobecms.com)
- [Contentful.com](https://Contentful.com)
- [Anchorcms.com](https://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



# Explore Different Blogging Platforms:





- BLOGGER
- WORDPRESS
- WEEBLY
- WIX
- DREAMWIDTH



# Earn While You Blog:



- Patreon.com - Build around fan base
- Google AdSense
- Amazon affiliate program



# Market Yourself:



- Free:
  - Google Search
  - Bing Search
  - BlogLovin
- Paid (by the user):
  - Google AdWords
  - Bing Ads
  - Facebook Ads
  - Twitter Ads



# Thank You

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