

## Blogging Simplified

So many yada yada about blogging? What's blogging all about anyway? Let's learn some basics....

### Brief History

- Swarthmore College student Justin Hall is said to have published the first blog, he taught himself HTML and launched Links.net, his personal diary consisting of links to other pages he found illuminating as well as observations on his daily life.
- In 1997 the term “weblog” was coined by Jorn Barger to reflect the process of logging on the web as he browsed. In 1999 Jonathan Dube blogged Hurricane Bonnie for The Charlotte Observer, this was the first known instance of a blog on a traditional news site. Also in 1999, “Weblog” was shortened to “blog” by programmer; Peter Merholz.
- Fast-forward to 2004, Merriam-Webster declares ‘blog’ their word of the year. The first blogs were hand-coded by their authors. However, the advent of blogging software took most of the heavy work away from bloggers and allowed them to focus on content creation.
- In 1999, Pyra Labs launched a free blog-creation service called Blogger. The web-based software allowed anyone with an internet connection to create and populate a blog on their own terms. Other platforms followed, such as WordPress and Typepad. Some, like WordPress, allowed users to download the software and upload it onto their own servers for use on a separate domain.
- Today, like most new innovations on the Internet, many entrepreneurs saw a marketing potential in having a blog, and blogging took off from there. Not only can a blog be used for marketing, but also, a blog can be a home business in and of itself.

## What do we know so far? Quick Re-cap!

1. Justin Hall is said to have published the first blog
2. Weblog” was coined by Jorn Barger in 1997
3. Weblog was shortened to “blog” by programmer; Peter Merholz
4. Merriam-Webster declares ‘blog’ their word of the year in 2004
5. Pyra Labs launched a free blog-creation service blogger in 1999.

## “Blog” - Some Definitions;

- BLOG is an acronym, abbreviation or slang word for weblog which means an online diary.
- To write about (an event, situation, topic, etc.) in a blog.
- A blog (a truncation of the expression weblog) is a discussion or informational site published on the World Wide Web consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). (Wikipedia)
- A blog is a frequently updated online personal journal or diary. It is a place to express you to the world. A place to share your thoughts and your passions. Really, it's anything you want it to be. (Blogbasics dot com)
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## Wait for it; my most preferred definition is this -

- “...the first journalistic model that actually harnesses rather than merely exploits the true democratic nature of the web. It's a new medium finally finding a unique voice.”—Andrew Sullivan

## “Blog” – Some Terminologies;

- Blog (noun) – a journal or diary that is on the Internet.
- Blogger (noun) – a person who keeps a blog – Bloggers are revolutionizing the way news is shared.
- Blog (verb) – to write a blog – I am going to blog before breakfast this morning.
- Blogging (verb) – the action of writing a blog – Blogging is my way of sharing my passions with the world.
- Blogosphere -the collective community of all blogs

## Types of Blogs;

- Personal blogs - The personal blog is an ongoing diary or commentary written by an individual.
- Collaborative blogs or group blogs - Posts are written and published by more than one author.
- Microblogging - Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Facebook and twitter are good examples.
- Corporate and organizational blogs - Blogs used internally to enhance the communication and culture in a corporation or used externally for marketing, branding, or public relation purposes.
- Aggregated blogs - Individuals or organization may aggregate selected feeds on specific topic or product and provide combined view for its readers. E.g. – [Blogging Ghana](#) & [Blogging Nigeria](#) Facebook Pages.

- By genre - Some blogs focus on a particular subject, such as political blogs, journalism blogs, fashion blogs, health blogs, Etc.
- By media type - A blog comprising videos is called a Vlog, one comprising links is called a Linklog, a site containing a portfolio of sketches is called a Sketchblog or one comprising photos is called a Photoblog. Blogs with shorter posts and mixed media types are called Tumblelogs. Blogs that are written on typewriters and then scanned are called Typecast or Typecast blogs, we also have Podcasts which is in audio format.

### So Why Should You Blog?

- Blogging is your own voice - Your own perspective. It is your take on life. It is what you bring to the party.
- Blogging is citizen journalism - It is the new media of the 22<sup>nd</sup> century. It is online news. It is your news, and my news. Blogging is about what affects you and me personally on a daily basis.
- Blogging is indefinable - There are no rules really. You and I make up the rules as we go along. Strictly speaking there is no white paper on what a blog is.
- Blogging is sociable - It is all about connecting with others. Building a community. Your community. It's about asking questions and getting answers. It's about helping others, networking and building relationships.
- Here are some benefits listed too...[read up here.](#)

### Where Should I Blog?

- WordPress.org
- WordPress.com

- Blogger
- Tumblr
- SquareSpace
- Google+
- Wix
- Medium
- Hubpages
- Joomla
- Live Journal
- Quora
- Typepad
- Weebly
- Drupal
- Squidoo
- Postach.io
- Facebook Notes
- Svbtle
- Sett
- Ghost
- Posthaven
- Posterous
- Blog.com
- Zoomshare
- Xanga
- The End? Drum Rollsssssss, is it? Comment yours..

**Now hold up right here**, if you are the type that don't want to burn candles, read more or research more, the type that want solutions dropped in your lap without stressing, please take a walk....this write-up isn't for you.

Like right now it is imperative [you read this article](#) about where to blog, the blogger listed all the [above platform/software](#), their founders, pros, cons, cost, total users and his verdict which is by the way factual in its description. Not to mention it took months for him to put together this [write-up](#), so tell me why I should build another list for you; you know if this kind of collaboration existed a lot, we wouldn't have almost the same thing from various industry gurus. Plus i believe knowledge sharing is power & i am a huge fan of open education.

I mean there is Kentucky Fried Chicken and there is Chicken Republic, heck I know they are both unique, but it is still chicken, isn't it? Just kidding, hope you get the point though!

### [Setting up Your blog – Steps](#)

Before you take these steps, please click this [\(Link\)](#), perhaps you would get some inspiration on what platform to set up your blog.

- ▶ Know why you want to blog (You should know this by now)
- ▶ Know your publicizing strategy (Where do you want to share your contents?)
- ▶ Choose your audience and or niche (who do you want to share with?)
- ▶ Choose your platform (Decided which platform or you need [help?](#))

- ▶ Setup and design your blog (You can [join me here](#) and ask to be tagged in my WordPress basic essential training video.)
- ▶ Write your first blog post
- ▶ Spread the word, publicize your content
- ▶ Be consistent, creative, and interactive with your posts

## Dos and Don'ts of Blogging

Okay so you need to understand some basic rules to the game, should I call it rules? Heck nope, I don't like rules either, they sound strict, let's call them guidelines.

### Dos:

- ▶ Get right to the point and keep postings short except when it is importantly needed. Remember, the attention span of your audience is very short.
- ▶ In your post, answer questions, including who, what, where, when, why and how, related to whatever topic you're writing about.
- ▶ Use a conversational and friendly tone, but be professional, be full of poise if you need to be.
- ▶ Proofread your work carefully before publishing it. Your posts should never contain spelling, punctuation or grammar errors. But hey, no one is perfect, I know I am not, ensure you triple proofread though.
- ▶ Use short sentences that don't contain overly complicated words. Always keep your audience in mind, and write using language and vocabulary they'll understand. There are exceptions though (Your target audience being one).

- Keep paragraphs to two or three sentences each, and utilize plenty of white space on the screen to avoid clutter and make the content look more presentable.
- Choose an easy-to-read font, and make sure the text appears large enough so it's easy to view on any size screen. Avoid a font size that's smaller than 10 points.

Now isn't that so distracting, even I can't read that sentence without being pissed!

- **Make sure your colour scheme is consistent with your image or brand, and that it, too, is easy on the eyes and not distracting.**

But why oh why, too many colours, by the way is it okay if I don't have a favourite colour because I don't have one?

- Whenever possible, use photos and graphics to reduce the amount of text in a blog entry and help tell a story or demonstrate a key point. (I love to take my own photos), Let me share one with you...Haha.



- ▶ Put yourself in your target audience's shoes, and make sure the blog content you're creating is interesting, well-organized, entertaining, informative, unique and engaging.
- ▶ Maintain your branding and image. The content you publish as part of your blog should be consistent with everything else you're doing online and in the real world.
- ▶ Use bulleted or numbered lists within your posts to quickly convey information. Posts that focus on a Top X list tend to be popular.
- ▶ Be sure to properly brand your blog using a logo, tag line and other relevant content.

### Don'ts:

- ▶ Don't ramble or include too much information within a single blog entry. If necessary, divide a topic into multiple parts.
- ▶ Don't overuse different timesteps, like bold, italic or underlined text. This can be distracting.
- ▶ Don't be afraid to hit publish
- ▶ Don't feel you have to publish something every day
- ▶ Don't publish when angry (or drunk)
- ▶ Don't become a comment spammer on other people's blogs posting your blog links all the time or commenting off topic.
- ▶ Don't publish just for the sake of publishing content
- ▶ Don't use other people's stuff without permission and credit

- Don't focus so much about the readers you don't have – have a big impact upon the ones you do have
- Don't stretch yourself too thin (too many posts) – do what you do really well
- Don't become too promotional (too many ads can be really distracting)
- Don't hit publish without one last proof read (I made this an habit)
- Don't write purely for search engines
- Don't sell out
- Don't engage in every type of social media – analyse where your readers are and do those mediums well
- Don't look for a 'blueprint' for successful blogging – forge your own path
- Don't publish large chunks of text – break it up and make it scannable
- Don't hide your mistakes – be transparent
- Don't let the hyped praise people give you sink in – it'll over-inflate your ego
- Don't expect to get rich quick if you are monetizing
- Don't compare yourself to others – compare yourself to you when you started (I can stress that point over and over again)
- Don't spend all your time 'learning' about blogging at the expense of actually blogging (enjoy the journey, just don't be stagnant)
- Don't think there's just one way to monetize your blog
- Don't feed the trolls – be polite, kind, and firm

- ▶ Don't let the negative things people say about you sink in – it'll pull you down
- ▶ Don't become so obsessed with blogging that you forget to have a real life
- ▶ Don't give up too quickly – building a blog takes time

Whew, some list eh. May I add one last thing here, the Follow button is not for everyone. [Click here](#) to understand why.

### The End Game...

- ❑ Knowledge is empty unless it leads to love. - Pope Francis.

[#Preach people please, what's the point of what you are blogging about if it isn't adding any form of value to the life of someone, anyone out there!](#)

- ❑ Learn to listen to understand, not to respond. – MariaJob

[Well I will admit, it is extremely tempting to always listen to respond without understanding what is being said, to this I would say, breathe in – breathe out – think about the words on your mind, ask yourself; will it add value? Is it constructive? Is it hurting under the guise of being blunt? Is it judgemental? Then go ahead and spit out those words sister or brother... “Don't be a Judgina” \(#FIN is teaching women that\).](#)

- ❑ Be ready to network and give attention to other bloggers within & outside your scope. – MariaJob

[Ask yourself, who will read your posts and comment if you don't read others, what's that saying – do unto others as you want it be done to you. If you keep reading a friends posts, commenting all the time, and they never read yours,](#)

much less respond to your comments, how would that make you feel?

- ❑ Monetize your blog – It may not be a full-time gig for you, but say 3 – 6 hours every day and you could build yourself an empire.

Aren't you feeling like a Blogger already? You want in don't you? Don't you have something to share with the world right now? Experiences? Events others can learn from? Business notes? Your business? Etc. Take the leap, be free!!!

\*\*\*\*\*THE END\*\*\*\*\*

New Media Technologies have taken over the world. Learn, explore, discover and share over at my Tech Insights [Facebook group](#). [Join in here](#). I also have tutorial videos and documents that will benefit your journey into New Media.

Thank you for Interacting!!!

Having said all that, I personally recommend having a WordPress.com and WordPress.org account. Why WordPress you may ask? Ask me [here](#).

Please take 30 seconds [to rate this article here](#). Your [feedback](#) is highly appreciated. Thank you. Xoxo!



For further reading, which you already know I would insist on, please visit these sites to learn more.

- <http://www.merriam-webster.com/press-release/2004-word-of-the-year>
- <https://theblogpress.com/blog/a-brief-history-of-blogging/>
- <http://www.webdesignerdepot.com/2011/03/a-brief-history-of-blogging/>
- <http://www.integralwebsolutions.co.za/Blog/EntryId/464/What-is-the-meaning-of-blogging.aspx>
- <http://homebusiness.about.com/od/homebusinessglossar1/g/blogging.htm>
- <http://startbloggingonline.com/blog-platform-comparison-chart/>
- <http://www.bloggingsbasics101.com/choosing-a-blogging-platform-quick-reference/>
- <http://www.catholicnewsagency.com/news/knowledge-is-empty-unless-it-leads-to-love-pope-francis-says-15811/>
- <https://www.entrepreneur.com/article/232490>
- <http://www.problogger.net/archives/2014/03/05/beginner-week-my-43-dos-and-25-donts-of-blogging/>