



# **Blogging Basics for Beginners**

Discussing the Benefits of Blogging over a  
Static Website.

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## Chapter 1 – What on Earth is Blogging?

I've not yet mentioned how much blogging can help your business grow *and* has the potential to help non-business owners earn money, but I haven't really explained what blogging is either. Don't forget my earning potential is still potential, built on the research I'm sharing with you...but we're getting there!

**Blogging is contributing content to a web log (blog) that is usually published online and made accessible to millions of internet surfers worldwide.**

These blogs can be anything from simple online diaries to major, interactive, resource providers. Most blogs provide news and opinions on specific subjects that range from current events to celebrity gossip.

As of December 2007 over 112 million blogs with readers could be found online with new ones being created each and every day.

No longer is the world of blogging dominated by opinionated individuals with web knowledge. Many publications, entertainment companies, and miscellaneous businesses operate their own blogs.

Current major corporations that publish blogs on their business websites include, but aren't limited to:

Amazon

Ford

Marriott

McDonalds

Nike

Southwest Airlines

Time Warner

Wells Fargo

Wal-Mart

Blogging has helped these companies to establish more client/corporate interaction since many customers, and random surfers, will happily utilize a blogs comment features to share feedback on their experiences or ask questions. Blogs have often

helped some major corporations with damage control. Blogs can let companies quickly, and publicly, make statements that will be read by millions.

These days almost every company with a web presence has some sort of blog available for surfers to read and comment on. A few companies that were late in jumping on the blog bandwagon have publicly acknowledged their regret at hesitating.

**A variety of blogging platforms exist to help individuals and businesses establish, and run, their own blogs for FREE!**

Some of these blogging platforms are on sites totally dedicated to blogging and others are part of social networking and content management programs. The most well known blogging platforms are:

B2evolution: <http://www.b2evolution.net>

Blogger: <https://www.blogger.com>

Blogharbor: <http://www.blogharbor.com>

Boast Machine: <http://www.boastology.com>

Blog Drive: <http://www.blogdrive.com>

DasBlog: <http://www.dasblog.info>

Drupal: <http://www.drupal.org>

Expression Engine: <http://expressionengine.com>

Geeklog: <http://www.geeklog.net>

Joomla: <http://www.joomla.org>

Livejournal: <http://www.livejournal.com>

Mambo: <http://www.mamboserver.com>

Movable Type: <http://www.movabletype.com>

Pmachine: <http://www.pmachine.com>

Serendipity: <http://s9y.org>

Type Pad: <http://www.typepad.com>

Wordpress: <http://wordpress.org>



The first blogging platform I ever tried was Blogger (<http://www.blogger.com>). I chose Blogger because it was easy to set up and many people I knew had active, highly trafficked, bloggers accounts. A few businesses I knew of had even set up Blogger accounts, registered domain names, and then redirected their domain traffic to their Blogger accounts.

The pros of using Blogger for me were that it was extremely easy to set up, affiliated with Google, and had an extremely user friendly dashboard. There were literally hundreds of free Blogger templates available that didn't require that much html knowledge to use. Also (though I didn't appreciate it at the time) Blogger allows users to earn revenue through Google AdSense. A bit fiddly, but they pay a few pennies!

The cons for me were that other than Google AdSense, Blogger doesn't offer many revenue generating opportunities. Also it was a little bit too common. It seemed as though everyone with an interest in blogging had a Blogger account and chances were they were using the same, or similar, template as I was.

The bad points of the Blogger platform apply to almost all of the blogging platforms that allow users to sign up for free and then provide a free sub domain on their site. A lot of the available templates are so heavily used that is nearly impossible for you to distinguish your message, business, or product from other bloggers on the same platform. Also there are only so many revenue sharing options.

Many free blog hosts will not allow users to import JavaScript at all. This means that you will not be able to use Google AdSense or any of the other popular ad revenue programs. Others, mainly Wordpress (<http://www.wordpress.com>) will not allow users to participate in paid review programs. Already two potential revenue sources have been cut out for you and your business if you use the free option.

There is also a matter of competition. Most free blog hosts and platforms encourage visitors to browse blogs that contain similar content as your own. The host will also include links to their own affiliates and sponsors on your blog. This means that you could easily loose most of the traffic that you have generated for your own business or site to a competitor.

**With that said, if you are truly interested in earning a profit with your blog you are going to have to invest some money.**

Having your own domain name (this is assuming that you don't already have one) will increase your credibility and make your blog eligible for more revenue earning opportunities that are not offered to those hosting their blogs on free sites.

You will also have more control over your blog designs, content, and availability. No more fear of losing traffic or business because the free blog host has gone down or is undergoing maintenance for several hours.

If you are a new blog owner and apprehensive about investing in a domain name and hosting, set your mind at ease. Once your blog is up, running, and established you will be able to easily earn back the money spent on a domain name on hosting.

## You Can Get Trapped...



Most domain name registrations range from \$1.99 to \$10.99 a year and hosting is often between \$4.95 and \$10.95 monthly for a basic hosting account. Don't fall into the trap that newbies often do because they don't know any differently. I found one the other day that was \$27 a month! Be careful.

There are many web hosting companies that offer one **free domain name registration** when new people establish an account. That's a nice little saving. Two companies that do this are Dream Host and Blue Host.

These companies give new sign ups a free domain registration when their account is set up and also offer easy, one click, solutions to help get your blog up and running quickly.

Both of these services offer one click installs for the **Wordpress** blog platform which is the only one that a lot of gurus use for professional and personal sites. These one click installs are exactly what they are described as.

You are able to install the software on your site with one click of your mouse after answering a few questions about what **directory** you want the blog to be in and what user names/passwords you want for your databases. Even I did this one last year when I knew nothing!



## Chapter 2 – How Can You Benefit from Blogging?

If you are already maintaining a web site, having a blog can add to, or enhance, your existing web presence. The ability to provide your customers, and readers, with fresh content on a daily, or weekly basis can keep your business running even during lean months. Blogging is also a great way for small business owners, with little web design knowledge, and small budgets to establish a professional, attractive, web presence.



We can set you up a blog very quickly... Trudy does really nice work & is very reasonable. [www.mymilliondollaradayquest.com](http://www.mymilliondollaradayquest.com) & have a look at chat-back, which is a blog (the blog on my site) & email me here & I will get you a quote in a few days & she'll have you up & running in no time! [aussiewizz@gmail.com](mailto:aussiewizz@gmail.com) Many designers charge much less for a completely customized blog design and installation than they would charge for complete, traditional, html or flash website design.

Most I've seen charge from a few hundred dollars upward towards \$1,500 compared to a starting point of around \$2,000 to \$10,000 upwards +++ for a static brochure website!

When blogging first began becoming popular among businesses, I was slow to notice the change. It seemed to me as though more and more of my competitors were shutting down their traditional websites and replacing them with well designed blogs.

Other competitors kept their existing websites up, but added links to their websites that sent surfers to their newly created company blogs. I decided to start learning more about blogging, but I didn't want to set up my entire website format until I was sure blogging was right for me and my future internet marketing business.

I played around with a few different blogging platforms on a personal level trying to find out what all the fuss was about. I set up a small personal blog on Blogger and later a Green Power one on Blogger with a Domain...[www.GreenerPowerNow.com](http://www.GreenerPowerNow.com).

After trying out a few of the major blogging platforms I realized that using a blog platform to power my site rather than the current html design could do wonders for my business. In addition to being able to make my blogs look, and feel, professional with little design knowledge, I was also able to easily add photo and text content to these personal blogs with no assistance. This was something I would never have been able to manage on my traditional site.

While any of these discovers would have inspired anyone to turn an existing site into a blog, the deciding factor for me was a confrontation my friend had with their website designer. They needed their site updated to promote an upcoming concert his business was affiliated with but the designer would not be available to complete the update until *after* the concert was over.

I immediately began researching how to create my own blog on my own domain so that when I got going I would no longer be dependent on a web designer after that little episode! See [www.greenerpowernow.com](http://www.greenerpowernow.com) which was a practice blog site when I was going to sell Power Savers, but decided against getting side tracked. The site is pretty good if I may say so myself!

Being able to take charge of how, and when, information was posted on my new blog site immediately increased my interest. Businesses no longer felt that their site would always contain the same, stale information.



They knew that in order to catch the latest promotions they would have to subscribe to the blog or bookmark their favorite site to return to it often in order to avoid missing anything important.

I invested a great deal of time in setting up my initial blog posts. In many cases my posts for the entire week were prepared by Monday and published on the blog at set intervals throughout the week. Each and every time someone will comment on a blog post in future, after I begin promoting, I will my best to respond to, or acknowledge these comments. Even if it is just to say 'thank you for commenting'.

Allowing users to comment on your blog posts can increase your business and reputation tremendously. Many prospective clients make their decision to buy a product or use a service based solely on testimonials and reviews left by other customers. Since comments often offer feedback on your products and services, they can sometimes be more effective than the most expensive, well thought out, advertising campaigns.

**These comments can also serve as an unofficial Frequently Asked Questions section.** Often surfers are more likely to read the comments on posts that relate to a question or problem they may be experiencing than they are to visit your sites FAQ.

By making it possible for clients to post comments publicly, and answering comments publicly, you might keep someone else from asking the same question. This will cut down on the amount of emails you have to answer and phone calls you might otherwise receive.

Also, answering these comments and communicating with the comment makers (saying thank you) shows readers and clients how you and your company treat customers.

I cannot tell you how many times a client, or potential client, has posted a comment to one of the blogs I read, saying that they found an answer to a question they were planning to ask by reading comments left by other users.

On a few occasions, clients of competitors have left comments saying that they were searching on the internet for a resolution to their own issue with another site, and found the answer thanks to some blog. This is extremely gratifying and tells me that a blog is providing more information than just a plain old website.

Please keep in mind that if you are allowing readers to comment on blog posts you need to take steps to monitor the content of these posts. While there is software available to help prevent comment spam there are always times when some spam will slip through the cracks. Manually monitoring comments will avoid embarrassing situations of inappropriate comments being published on your blogs.



If you have an existing site, establishing and maintaining a blog is going to drastically increase your traffic to that site. Many blog readers are attracted to a blog site by one, or more, posts on a specific subject.

Once the reader is at that blog post they will more than likely explore other products and services they might not have otherwise shown an interest in. If there is a link to your previously established traditional site in your blog, chances are readers will visit that site as well which increases its traffic.

**This also creates an opportunity for free publicity and advertising.** Many blog readers are often trying to find news and content for their own blog site. Your existing traditional site might be just what they were looking for.

There have been many times I have been told that when blog owners check back-links they find out that the blog of one of their readers, or past clients, has a link to their blog promoting a certain interesting post or product.

Even if you do not have a specific product to sell, or message to spread, it doesn't mean that you can't earn revenue from blogging.

Many profitable blog owners are those who started their blogs to use as a personal diary and began doing little things to earn income. First adding ads to the blog and then doing other things to capitalize on traffic and make a profit.

Then along came **Video Blogging!**

More on that topic in the next Article which will complete this Report.

Kindest Regards,

*Poppie Dee*