

# Blogging 101

## How Can Blogging Improve Your Business

If writing is an art form then blogging is one way of using words to share that art. People who are into blogging are artistic in their own sense. They carefully choose words that best describe their feelings, sentiments, wishes, desires, wants, needs and opinions.

Blogs were first introduced online as weblogs. In the beginning it referred to a "server's log file"; It was created when web logging hit the virtual market. Since its inception in the mid-1990s web logging gradually saturated the virtual community making the Internet a more viable source of greater information.

With web logging you still need a web site and domain name but with blogging you do not need anything just an account with a blog providers. In most cases these kinds of blogs are free of charge and have lots of optional features or plug ins.

With the onset of blogging in the industry personal journaling became a common vehicle for people wishing to be known all over the world.

Generally blogs are created for personal use similar to an offline journal. People can write their daily adventures, sentiments, and whatever ideas or point of view they want to express online.

With the advent of the online businesses blogs gradually became the focal point in providing businesses a chance to boost their productivity online. Business blogs are basically created to advertise the services or products of a certain web site or online business in order to increase online sales. Business blogs are also one way of promoting the company so that the online readers will know that a certain company has an Internet presence. By publishing blogs entrepreneurs are able to establish a name in the virtual market through articles that can be very useful in the reader's life.

It is also possible to make money from blogs by simply syndicating it to your business web site. This can be done through RSS technology.

If you are thinking of creating a blog either for business or pleasure you need to know some tips that could help you make your blog become interesting, interactive and engaging.

### 1. Consider your audience

Even if your blog is mostly personal in scope it is still a good idea to consider the thoughts of your readers. You have to think of things that would interest them and not just be a pedestal for your personal rants. Most people that publish blogs want to be heard (or read) and would like to be known in some way or another within their sphere of influence. For this reason it is very important to publish content that most people will understand. They don't necessarily have to relate to it on a personal level but they do have to understand it.

### 2. Pictures speaks a thousand words and more

Including pictures within your blog posts is a good way to break up the text and add another level of interest. It does not necessarily mean you have to place a picture of yourself although doing so will bring you closer to your readers. Photographs, drawings, cartoons and the like will work nicely especially if they are in some way related to the material you are publishing.

### 3. Avoid making multifaceted and complicated blogs

In order to have an interesting and easy to read blog try not to use language that will confuse your readers. Stay on the general topic and keep posts between 2-4 paragraphs in length. If you feel the need to take your posts in a completely different direction for an extended period of time it might be best to start a new blog for that topic and start fresh. Bear in mind that most people who use the Internet usually do more scanning than scrutinizing each site word for word. Therefore, it would be better to come with blogs that will not bore your readers just because you have lengthy posts.

### 4. Make it interactive

Make your blog as interactive as possible by allowing your reader to post comments and or feedback. You can also do this by placing some video or audio clips in your blog. Voting and polling can also be used to add an interactive flare and help bring your blog to life.