

Blogging 101

Presented by Terry Geerdts

What is a blog?

- Part web site
- Part journal
- Part free-form writing spaces
- An effective medium for people who lack strong computer skills
- A Blog is about creating conversation

What is a Blog?

- • A **Blog** is a web site that often provides commentary or news on a particular subject, such as food, politics, or local news; some function as more personal online diaries.
- • A **Blog** is a web site that allows an author to publish instantly from any Internet connection.

From Wikipedia

A web site that contains dated entries in reverse chronological order about a particular topic. Functioning as an online newsletter, **blogs** can be written by one person (usually) or a group. Entries contain commentary and links to other web sites, images as well as search facilities.

Blog Search Engines

- Blogdigger: www.blogdigger.com
 - **GoogleBlogSearch**: blogsearch.google.com
 - BlogPulse: www.blogpulse.com
 - **Bloglines**: www.bloglines.com (one of the most popular RSS newsreaders that also includes a blog search engine)
 - Technorati: www.technorati.com (Grandfather of blog searching)
- *only two of them found information from a recent thread of mine.

Where to Blog

Places to Blog

- LiveJournal
- WordPress
- TypePad
- Blogger
- Moveable Type
- MySpace / Facebook
 - online communities

Reasons to Blog

- Start a public conversation
- Promote your business
- Improve your business's online visibility
- Advertise sales, new products, specials
- Increase search ranking
- Be linked to other businesses

RSS- from Wikipedia

RSS is a family of Web feed formats used to publish frequently updated content such as **blog** entries, news headlines, and podcasts in a standardized format. A RSS document (which is called a "feed" or "web feed" or "channel") contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with web sites in an automated manner that can be piped into special programs or filtered displays

The benefit of RSS is the aggregation of content from multiple Web sources in one place. RSS content can be read using software called an "RSS reader", "feed reader" or an "aggregator", which can be web-based or desktop-based. A standardized XML file format allows the information to be published once and viewed by many different programs. The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process. The RSS reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds and provides a user interface to monitor and read the feeds.

The initials "RSS" are used to refer to the following formats:

- * Really Simple Syndication (RSS 2.0)
- * RDF Site Summary (RSS 1.0 and RSS 0.90)
- * Rich Site Summary (RSS 0.91).

RSS formats are specified using XML, a generic specification for the creation of data formats. Although RSS formats have evolved since March 1999, the RSS icon  first gained widespread use in 2005/2006.

Stats and Counters



HiStats.com

WebSTAT.com

AmazingCounters.com

GoStats.com

Free-Counter.com

HitCounterOnline.com

SimpleCount.com

Counting4Free.com

EZWebStat.com