

Blogging Basics

What is a blog?

Blog is short for "weblog," a website that has entries listed in reverse chronological order and typically allows visitors to leave comments.

Where to blog?

Website	Cost	Custom Domain <i>e.g., yourdomain.com</i>
Wordpress.com	Free	
Wordpress.org	Free**	
Blogger.com	Free	
Tumblr.com	Free*	
Posterous.com	Free*	

*There is a small annual fee for registering a custom domain name.

**Wordpress.org requires separate Web hosting.

How then shall we blog?

- consider your audience
- update on a regular basis (at least once or twice per week)
- use words sparingly (300-500 words is a standard blog post length)
- find your niche: "Do what you do best and link to the rest." -Jeff Jarvis
- make sure you have RSS enabled (see Google's Feedburner service)
- make your blog the hub of your online activity (i.e., Facebook, Twitter, Flickr, etc. are "outposts"; your blog is your "home base")
- read blogs about blogging (e.g., ProBlogger.net, CopyBlogger.com, ChrisBrogan.com)
- read books about blogging and other social media (e.g., "Crush It" by Gary Vaynerchuk; "Engage" by Brian Solis and Ashton Kutcher; "Trust Agents" by Chris Brogan; "ProBlogger" by Darren Rowse and Chris Garrett)