

# Blogging 101

Blogging and the resources to help you get started.

[www.jibarra.com](http://www.jibarra.com)



# History

- Blogging has been around since the beginning of the web, early 1990's
  - Early pioneer's were HTML-savvy who likely worked in some sort of web programming field, Programmers by day blogger by night.
  - Blogging began to boom with the arrival of first Hosted Web Tools
  - Open Diary October 1998, innovated the reader comments, becoming the first blog community where readers could add comments to other writers' blog entries.
  - LiveJournal started by Brad Fitzpatrick, a well known blogger, started in March 1999.
  - A website called Blogger launched in August 1999, automated way of publishing.
  - Blogger made a huge impact with simple user interface, making creating and posting to a blog easy. Bloggers started to link to others, building the foundation to a strong community.
  - Social Media and Networking was thought to be the Blog Killer, but only added greater enhancement to the Blogging Community.
    - Twitter
    - FaceBook
    - MySpace
  - Web Publishing has arrived for the Masses!
- [http://en.wikipedia.org/wiki/History\\_of\\_blogging\\_timeline](http://en.wikipedia.org/wiki/History_of_blogging_timeline)

# Getting Started

- Get a domain name
  - Godaddy.com
  - register.com
  - networksolutions.com
  - Dreamhost.com – offers register domain and web host.
- Find A Web Host - <http://www.thetop10bestwebhosting.com/>  
Besure the Web Host supports your CMS of choice (WordPress requires PHP/MySql)
  - DreamHost.com – my fav
  - Bluehost.com
  - Hostgator.com
- Owning vs. Hosted Web Service
  - Owning DIY (you have full control)
  - Have someone else do it. (You are no longer the lord of your castle)
- Learn Blog Jargon - [http://codex.wordpress.org/Introduction\\_to\\_Blogging](http://codex.wordpress.org/Introduction_to_Blogging)
  - Tag – keyword relevant to each post
  - Tag Cloud – a collection of all your tags applied to your blogs posts
  - Trackback – lets a blog author know you posted something related to their post.
  - Feed (RSS) – keeps readers up-to-date
  - Post – individual articles that your blog forms
  - Comments – lets reader add their thoughts, invites discussion
  - Permalink – individual web address that is permanently stored

# Platforms

These are just a few Blogging/ CMS (Content Management Systems) platforms available.

- WordPress - <http://wordpress.com/>
- Download and Install your self - <http://wordpress.org/>
  - Launched in 2003, the most popular hosted blog, first to evolve into a fully fledged CMS, used widely for more than a blog.
  - Pro: Huge community, Templates, Support, free
  - Cons: Vulnerable to hacks & not easy to customize
- Joomla - <http://www.joomla.org/>
  - Spinoff of Mambo, appearance in 2005, highly Modular Approach.
  - Pro: great number of add-ons, excellent interface.
  - Con: native code & Templates can be tricky.
- Movable Type - <http://www.movabletype.org/>
  - Arrived in 2001, a year after release introduced trackbacks
  - Pro: Significant improvements with updates
  - Con: Updates tend to break plug-ins
- Drupal - <http://drupal.org/>
  - Started as a bulletin board system in 2001
  - Pro: Highly scalable
  - Con: Poor documentation, interface not user friendly in the beginning
- Blogger - <https://www.blogger.com/>
  - Google took over in 2002
  - Pro: free, easy to use, & reliable host

# Blogging Basic's

So Now that you got a domain, web host, and your blogging platform setup time to get your first post published to the masses!

Before you begin take a look at this blog post for 16 essential PC applications to help you on your way.

<http://www.problogger.net/archives/2008/11/15/16-essential-pc-applications-for-bloggers/>

Personal and Business Blogs – (These basics are interchangeable and can apply to both.)

- Keep it Simple
  - You're not writing for a Pulitzer, unless you're a professional of course.
  - Be transparent, use a conversational tone and inject some personality into your posts.
  - Make your content easy to scan by your users
    - Lists
    - Headings and Sub Headings
    - Pictures
    - Short paragraphs
- Define goals
  - What's your target audience?
  - What's your message?
- Blog what you know, pick a niche topic.
- Research
  - Tools available

# Resources/Plug-ins/Templates/Web Services/Tools

- Theme Templates
  - Free vs. Premium Themes
    - Free is nice, but be sure its from a good designer/developer.
    - Premium is great also packed with extra features, and has support.
  - StudioPress – WP
  - Woothemes – WP
  - Joomlashack.com – Joomla
  - Rockettheme.com - Joomla
- Plug-in (Zeus Fav's for WordPress) - <http://wordpress.org/extend/plugins/>
  - HeadSpace 2
  - Robot Meta
  - Google XML Sitemaps
  - Reveal IDs for WP Admin
  - Tweet Blender
  - Cforms II
  - Better tag Cloud
- Web Services & Tools
  - Google web services - Free tools
    - Analytics, Web Master Tools, Adsense, Feedburner, Keyword Tool
  - Server Monitoring
    - Aremysitesup.com

# Web Analytics

Use web analytics to measure, collect, and report of site data to understand and optimize your website.

- Google Analytics
  - track your site traffic
- Yahoo! Web Analytics
  - <http://web.analytics.yahoo.com/index.php>
- Clicky
  - Real time web analytics
- Bit.ly
  - track how many times someone clicks a link from your site, twitter, and facebook.

# Web Advertising

Its not Evil

- Google Adsense
- Amazon
- BuySellAds
- Sponsors
- Affiliates

Successful Strategies For Selling Ad Space On Low-Traffic Websites

<http://www.smashingmagazine.com/2010/02/12/successful-strategies-for-selling-ad-space-on-low-traffic-websites/>