The Basics of Blogging

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With the advent of internet marketing, Web publishing is continually gaining ground and popularity. Nowadays, technologically savvy corporate businessmen, or even business employees, use blogs to build and manage relationships with their consumers. They share their companyâ€™s expertise, culture and other information, which can help develop the customerâ€™s interest in their products and services.

On the other hand, not only do businessmen venture in the world of blogging but regular computer users too. Not only can they voice out their opinions and thoughts to others but also earn money in more ways than one; from selling ad space to offering expert services, which in turn builds their reputation as a professional.

If you are thinking of entering the blogsphere, you must be ready of the problems you might encounter in several areas of blogging, such as: choosing,
installing and configuring your blog software tools. Although the collection and assortment of configurations vary widely, a neophyte blogger can
still get confused. The tools are not the only obstacles you must overcome but also the terminologies used for blogging.

Tools for Blogging

Basically, the software tools for your blog greatly depend on your provider. For instance, the RSS functionality can be absent from one provider but present in another. Additionally, some blog software tool providers can cost as low as $4 each month depending on the extent of service you choose, while others can be used for free but with limited services.

Choosing the right software tool depends on you. If you have enough cash to spare for a blog or if you want to really get serious with a blog and hope to earn cash in the future, which is always a possibility, you have the option of choosing priced blog software tools. However, if you are a newbie blogger, it might be advisable to start with free blog software tool providers.

Fortunately, some providers that charge for their services also offer free trial periods, which range from 10 to 30 days. This is an excellent opportunity to try and test out the services they offer without paying any fee. Luckily, if you find a provider that you are comfortable with and offer the services you need, you can always use their free trial periods to the full extent before subscribing.

Blogging Terminologies

Blogging is like a secret society and like most secret societies; it has its own language that you must learn. Although, technologically savvy individuals an easily familiarize themselves with these terms, it might be hard for those who have limited or no background with Web publishing whatsoever.

Firstly, the most important term in blogging is Post. A post happens every time you place or publish an update to your blog; you also create a post this way. Secondly, since blogs are a means of communication, comments are also possible. If your audience leaves a message regarding your published content, this message is referred to as a comment. Normally, the comments are labeled and time-stamped to allow you and other

readers to see who posted the comment and when it was posted.

Comment spams, is also a term that happen when a single reader continuously repeats the same comment over and over again. This can be a headache for the blogger as the blog can be used by the reader to promote other blogs or Web site.

These are just some of the few terms that you can encounter in blogging. Only exploration and experience can help you understand the other terminologies involved in blogging.