

## The Benefits of the Blog Types

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In blogging, you are not limited into one type of blogging type. In fact, there are several types of blogs. No matter what type bloggers use, they publish content around topics and issues that they feel passionate about. For instance, several bloggers write about politics, others for pet care and some for personal computers. However, blogs that are business oriented are often focused into a single topic for the fact that they need to emphasize their services or products.

Blogs can cover a wide range of topics. Because of this versatility, several people are starting to blog. Not only can they express what they feel or advertise their products or services, they can also earn cash. Blogs are new methods of earning income at the comfort of your own home. However, that is just the icing on the cake since blogging can bring lots of joy to several bloggers for that fact that they can share their opinions and thoughts to others and receive advise from them or vice versa.

### **Blogging for Business**

Several businesses are exploring the world of blogging. This is an excellent opportunity for them since blogging is a great medium of communication.

Additionally, business oriented blogs can benefit from the search engine optimization advantage, which is the biggest leverage of blogging.

If the business has a Web site that promotes a product or service, any type of content that the business use as the vehicle to drive the business or commerce to another level require a blog. Blogs are very useful because they are text-based and light weight, with regards to the code used, compared to traditional Web site content. This only means that blogs minimize the crawl time of search engine spiders and allow them to retrieve more information about the page to the search directories a lot faster.

More so, blogs are dynamic because they can be updated frequently. By frequently publishing contents for the blog, the search engine spiders visit more often. The result is that the blog can have more pages being sent over the search engines compared to the business's opponents. This is very good indeed if the competitor is the one who has a static Web site. This also provides the blogging business an opportunity to reach out to more potential customers, thus possibly increasing their revenue.

### **Blogging for Personal Use**

Normally, personal blogs have the characteristics of being exciting, interesting and enjoyable. Bloggers blogging for personal reasons have the purpose of keeping their friends and family updated about their lives and activities. Many bloggers find comfort in blogging personal contents. Additionally, if you create a personal blog, you are open to the idea of sharing your interest with other people who might visit your blog.

Like any other blogs, personal blogs can be incorporated with photos, videos and other multimedia elements. You can create a personal blog about anything that you feel passionate about. There are even personal blogs with contents regarding

products that the blogger is really interested in. This provides the businesses ideas about the preferences of their customers. This only proves that blogs also work in synergy.

Blogs are very easy to use content management systems, which allow you to publish articles right away and in real-time. These platforms for communication unravel new opportunities to connect with others both in a personal or professional manner.