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ALL ABOUT BLOGS!

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**A Handy Guide To Understanding And
Using Blogs To Enhance Your
Business And Skyrocket Your Profit.**

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Contents

1)	<u>The Definition of Blogging</u>	Page 3
2)	<u>Mobile Blogging is on the Cutting Edge</u>	Page 4
3)	<u>How to Learn Blogging Software</u>	Page 5
4)	<u>ASP.NET Blogging Software</u>	Page 6
5)	<u>Blogging 101</u>	Page 7
6)	<u>Choosing The Right Free Blogging Tools</u>	Page 8
7)	<u>The Right Blogging Platform For Your Needs</u>	Page 9
8)	<u>To Join a Blogging Site or Not to Join</u>	Page 10
9)	<u>Using A Free Blogging Web Site</u>	Page 11
10)	<u>Picking The Best Free Blogging Site</u>	Page 12
11)	<u>A Great Idea For a Blogging Web Site is No Longer Enough.</u>	Page 13
12)	<u>ALL ABOUT BLOGS!</u>	Page 14

The Definition of Blogging

The definition of blogging is something that is very much in flux, as the new technologies that appear every day redefine what a blog is, what a blog can be, and what a blog should do. For many years, blogs were defined as text-based websites that kept records of days, similar to a captain's log on a sailing ship. However, this started to change as the group of people who kept blogs became more diverse. The more bloggers began to explore the limits of the medium and of the technology that made it possible, the more the boundaries of what could be called a "blog" expanded.

Today, there are an abundance of photo blogs, and there are even video blogs as well. Mobile blogging devices may well change the definition of blogging entirely by making it possible for bloggers to create new kinds of posts. Another element of the blogosphere that is starting to redefine blogging is the corporate blog. As more companies hire writers to keep blogs with the sole purpose of creating positive buzz about their brand, bloggers across the globe are arguing about whether these manufactured blogs are really worthy of the name. Between all of these different forces that are constantly expanding and reshaping the blogosphere, it is difficult to imagine that the definition of what is and is not a blog will ever remain fixed for very long.

Mobile Blogging is on the Cutting Edge

Mobile blogging is an exciting phenomenon that is sweeping the blogosphere. One of the reasons why a lot of bloggers are attracted to the medium of blogging in the first place is that they enjoy being able to make frequent updates and posts that keep all of their visitors up to speed with current situations. Mobile blogs, or "moblogs," take this to the extreme by allowing users to post things literally as they happen. This new wave of moblogs and mobloggers keep web surfers up to date with good and bad events of importance as they occur all over the world, helping to make international communication faster and more accurate.

Many people feel that the limitations of blogging have a lot to do with geography. After all, there is only so current that a blog can be when you need to run home and boot up in order to update it. However, mobile blogging marks the beginning of an thrilling new era when web-based communication can happen spontaneously from any location. Moblogging devices mean that there is almost nowhere on the planet that remains off-limits for bloggers.

Mobile blogging is still in its infancy because the technology that makes it possible has only recently hit the global market. The first moblog technology became available over a decade ago, but it is only the past two or three years that mobile web devices have become user-friendly enough to appeal to most consumers. As camera phones and other mobile technology become more popular, more and more bloggers are getting away from their desks and are hitting the streets.

Moblogging is becoming much more widespread that it was even a few months ago, and mobloggers are quickly attracting a lot of attention with the blogging community. It is not yet clear whether moblogs will become the dominant kinds of blogs in the years to come, but the current trend seems to imply that moblogs are here to stay. Mobile devices make it possible to blog from the sites where current events are unfolding, which is one of the reasons why mobile blogging has so much thrilling potential to revolutionize the blogosphere. A moblogger with a camera phone can post blog entries from, say, the foot of the podium at a presidential speech, or from the stands during the final moments of the world series. This enables bloggers to experience the same real time thrills that live television coverage provides, but in a more democratic medium. The combination of mobility and individual control that moblogging provides certainly places mobloggers on the cutting edge of today's communications technology, and it is hard to imagine that the number and prestige of moblogs will not continue to grow in the coming years.

How to Learn Blogging Software

A lot of blogging software is specifically designed to be simple to use, but even the least intimidating blogging program can feel very overwhelming to somebody who has not spent a lot of time learning the ins and outs of different kinds of software. Particularly for newer bloggers, learning how to use the interface of blogging software is the most difficult part of blogging. If you are somebody who feels comfortable expressing themselves in another medium, it may prove to be well worth your time and effort to learn blogging software, but that doesn't mean that the task will be easy.

The main thing that will help you find success as you learn how to use a new kind of blogging software is to try and take things slowly. Many people get so excited about learning to blog that they try to rush into the thick of it and start exploring the most complicated features of a program right away. This can lead to getting confused and feeling frustrated, and all too many potential bloggers burn out during this stage of the process. If you take your time learning the basics of your blog software program before you move on to more advanced techniques, you will be more likely to retain what you have learned, and to keep feeling positive about your ability to understand the world of blogging.

ASP.NET Blogging Software

Of all of the different kinds of programs on the market today, many people feel that Microsoft's recently released ASP.NET blogging software is the most advanced. In many ways, this particular program is more adaptable and more versatile than any other blogging software on the market. Although most of the people who favor the program are accomplished coders who are familiar with programming languages like html and C++, this new program from Microsoft is much easier to use than a lot of other blog design software that incorporates hands-on coding.

One of the things that makes ASP.NET stand apart from its competitors is the fact that it allows designers to use a wide variety of programming languages when they build a blog. This means that a larger number of coders can realize their dreams by programming in the language with which they are most familiar and in which they are most accomplished.

A lot of people have welcomed ASP.NET blogging software with enthusiasm and with open arms. However, that doesn't mean that the ASP.NET program is right for everybody. If you are not familiar with computer languages like javascript or perl, you may find that the release of ASP.NET does not directly affect you at all. However, if you are an experienced web designer, you are likely to find much to celebrate in this exciting new program.

Blogging 101

Blogging 101 is mostly about the blogging vocabulary. To understand blogs, you need to know the terms blog, platform, domain, and web host. Once you have mastered these key elements of blogging, you can enter any conversation about blogging with confidence. After you know what exactly a blog is, you will be on your way to passing the final exam of blogging 101.

Blog is short for weblog, which simply means a series of online posts presented in reverse chronological order. That's all! Most blogs are text, but there are also photo blogs and video blogs. The rest of blogging 101 has to do with the technical side of things. If you are setting up a blog, you will need a platform, a web host, and a domain.

A blogging platform is a computer software program that allows you to write posts and to update your blog. Your platform is also what you use to design the look of your blog, from color scheme to font size. The web host is sort of like the virtual file cabinet where your blog is stored. Your computer communicates with the host when you upload or edit a post. The domain is the online address of your blog, and usually ends in 'dot com'. Now that you know what a blog is, what a platform is, and what domains and hosts are, congratulate yourself!

You have passed blogging 101.

Choosing The Right Free Blogging Tools

There are many free blogging tools on the market, but loading up your blog with all of the free accessories that you can find isn't necessarily a good idea. While it may be tempting to add a visitor counter, a flashy background, an exciting new font, and a cluster of quirky animated gifs to your blog, this kind of plan can easily backfire. The key to getting the most from free blog tools is being selective.

It is a great idea to learn about all of the kinds of free blogging tools that are available so that you can make an informed decision about what to add to your blog, but try to remember that just because you can have something doesn't mean that you need it.

Practice restraint and only choose the options that you think will really be useful. If you can find out how many visitors are reading your blog by checking your traffic statistics, a visitor counter is likely to add unnecessary clutter to your page.

If your blog is text-based, a flashy background can be more of a distraction than an benefit. Be realistic about assessing what kinds of blog accessories will help you realize your vision and improve your site. Remember that even a blog tool that doesn't cost you any cash may not be an asset in the long run.

The Right Blogging Platform For Your Needs

Choosing which blogging platform to use is one of the most important decisions that you can make as a blogger. The right platform can make blogging a breeze, and the wrong platform can make blogging a chore. Because the program that you use to blog with is such a powerful part of your blogging experience, it is well worth putting in the time to find a platform that provides your ideal balance between a user-friendly interface and a flexible framework that allows you to make your blog look and feel unique. Finding the right platform isn't always easy, but with a little bit of contemplation and a little bit of research, you will be on your way to finding the perfect blogging platform.

Deciding what your priorities are in terms of ease of use versus customization. Most highly customizable blogging platforms, like moveable type, are a bit more difficult to use than very automated platforms like wordpress. If you are new to blogs and to internet technology, you might want to sacrifice the ability to create a custom background design or to integrate a unique font into your template in order to find a program that will be easy for you to use. On the other hand, if you are a veteran web designer with knowledge of html or javascript, you will probably find the limitations of a user-friendly platform to be frustrating.

There is no such thing as a blogging platform that is objectively the best platform, because every blogger has unique needs. The blogging movement is very much about individuality, so it makes plenty of sense that there would be many different platforms available that are designed to meet the needs of different kinds of individuals undertaking different kinds of projects. This diversity is a good thing, because it means that you will almost certainly be able to find a program that suits your level of technical aptitude.

However, the fact that no two bloggers need the same thing from a blogging platform can make your search for the right platform a bit tricky. When you are reading reviews of different platforms, try to keep your priorities in mind and do your best to take into account the position that the reviewer is coming from. For example, a negative review written by an accomplished software designer who complains that a popular platform is too limited may tell you that the platform in question is ideal for a beginning blogger. There is no such thing as the perfect platform for everybody, so instead of looking for the "best" platform, look for the best platform for your specific criteria.

To Join a Blogging Site or Not to Join

Joining an established blogging site like live journal or blogger has plenty of advantages, especially for the blog novice. Sites that host a lot of different blogs often have very useful tutorials about building and updating your blog, and you are likely to encounter a very user-friendly software interface at an established blogging site. In addition, these sites provide a kind of instant community of fellow bloggers who can provide advice, insight, and feedback. These established sites often keep directories of their members, which can be great news for your traffic logs because it means that other bloggers on the site will find out about your pages.

However, there are also some downsides to linking up with a large blogging site. By posting within the established templates of a site like blogger, you run the risk of having your blog look and feel like everybody else's. The blogging movement is very much about the creation of distinctive sites and the development of individual voices, so it makes plenty of sense that many bloggers would shy away from the cookie-cutter look and feel that these blogging sites often promote. Many bloggers feel that the content of a blog is what makes it distinctive, not the look of the blog, but many members of the blogging community feel that the visual impact of a blog should match the originality of the writing.

Using A Free Blogging Web Site

For first time bloggers, a free blogging web site is a great way to get started in the blogosphere. Popular blogging web sites like blogger and eponym allow users to set up and host a blog without paying any fees at all. This encourages people to start blogging, because the fact that one of these sites can provide you with all of the tools that you need to get your blog up and running without spending any money means that you have nothing to lose by starting a blog. The fact that it is so easy to find a way to blog for free is one of the reasons why so many people who have never had any other kind of web presence before find themselves drawn to blogging.

By signing up with a free blogging web site, you may find it easier to get listed in search engines that you would if you were starting your own blog from scratch. For example, google runs the free blog hosting site blogspot and crawls its pages very often looking for updates, so if you have your site hosted by blogspot you are almost guaranteed to be listed on google's blog search engine. This easy access to search engines can take some of the work out of promoting your blog, and can help you gain a following with a minimum of marketing effort.

If your blog attracts a large readership, you may want to consider moving your site. Many people feel that being hosted by a free blogging web site gives a blog a kind of amateur flavor that is fine for a new member of the blogosphere, but is not appropriate for a high-profile blog. Having your own domain can help you make your blog feel professional, and finding a company that will host your domain is not difficult or expensive. Once your blog takes off, you will probably be able to sell enough advertising space to be able to afford to buy a domain and pay for a hosting package, and still have money left over. However, it does not make sense in most cases to invest in these glossy luxuries before you have a sizable readership.

Starting your blog on a free blogging web site is a great way to build a following before you spend any money on your blog. If and when your blog becomes popular and you are ready to take the next step and purchase your own domain, your readers will follow you to your new home. The fact that it is possible to use a free blog host like blogspot, blogger, or eponym as a kind of incubator for your blog is great news for bloggers everywhere.

Picking The Best Free Blogging Site

Choosing a free blogging site can feel overwhelming because there are so many options. There are several large free blog-hosting sites that dominate the blogosphere, but there are also smaller sites. Whether you decide to join up with an established site like blogger or whether you choose to sign on with a relatively new venture depends on what your priorities are.

Reliability is perhaps the best reason to opt for a large and well known free blogging site. When you choose to have an established brand host your blog, you can feel secure that your blog will not crash often and will not disappear in the middle of the night. A company that has been around for a while is likely to have the resources to make sure that its clients aren't unpleasantly surprised by any technical glitches.

However, many bloggers decide that this isn't enough of a selling point. The bloggers who choose to go with smaller, newer blog hosting sites do so for a variety of reasons, but perhaps the number one advantage is a fairly abstract one. Bloggers tend to relish the fact that the internet is a place where the underdog has a strong chance of success, and by choosing to have a small company as a blog host, a blogger is casting his or her vote for David against Goliath.

A Great Idea For a Blogging Web Site is No Longer Enough.

Because there are so many blogs and web sites about blogs on the internet, it can be tough to distinguish your blogging web site from all of the others. Whether you are starting up a new web site aimed at bloggers or whether you are looking to make your existing blogging site more distinctive, the key to building and maintaining a site that will capture the interest and attention of the blogging community is finding your niche. If you can fill a unique need in a way that no other web site does, you'll be able to build a lasting readership among web surfers. Once you have discovered a niche, you will still have a lot to do, but finding your place in the blogosphere is the place to begin.

Every great blogging web site starts with a great idea, and you can't build a successful site that will last without one. There are many great sites aimed at today's bloggers, and competition for the attention of this growing demographic is fierce. To make your blogging web site stand out from the pack, you will need to offer something that no other site is currently offering, or you will need to do the same thing that an already popular site does but in a more impressive or valuable way.

One way to discover an ideal model for your blogging web site is to look at the sites that have successfully captured a blogging audience already to determine if you can appropriate some of their strategies to help realize your vision. Of course, you will also need to add a unique flair to your project in order to stand apart from your competition. Many people agree that the web sites that do the best in today's market are the sites that have the most personality. The fiercely individual surfers who are bloggers are a demographic that responds especially strongly to personality, so consider how you can give your site a unique and attractive feeling by lending your own voice and sensibility to your site's design and content.

Once you have a great idea for your site, have pinpointed a special niche that you are well equipped to fill, and have infused the site with personality, the next step is figuring out how to get the word out to bloggers.

In the long run, a great idea just isn't enough to propel your blogging web site to success. You will need to draft a smart and realistic marketing plan in order to draw readers to your site. Once you hook a blogger, your great content will keep them coming back, but it is vital to get that first glance or your site won't have a chance to shine.

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