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Blogging For Fun Or Profit

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What Is a Blog and Why Have One?

What is a Blog and Why Have One?

A blog is a short-cut name for a web log. It used to be known only as an online journal where angst-ridden teens vent out their daily rants and raves. Voyeurism became the fad. No one started to become "someone" through blogging. No talent scout needed, no silver spoon in one's mouth upon birth required. All you need is a trusty computer, some typing skills, the urge to write just about anything, and voila! You can create your own blog!

In the beginning it was just students and youngsters that got bitten by the blogging bug. Now, almost anyone of any age and status can participate in the blogosphere - the community of bloggers.

But before one decides to jump into the bandwagon of blogging, it is important to note what one's purpose is for blogging. Choose from these varieties of functions that a blog can deliver:

Political Blogging

Putting up a blog for the purpose of getting in touch with people who have critical information to either share or contend with is one of the trendiest functions of blogging nowadays.

Not many have been involved with blogging about their daily agenda yet while lip servicing, or doing community service or any government-related events compared to the next blog purpose.

Opinionated Blogging

Just like political blogging, these kinds of blogs teeming with the author/s' comments backed with hyperlinks is what keep opinionated blogging thrive. However, opinionated blogging can be sometimes just become an outlet for personal frustrations or just any personal blog that does not necessarily delve into pure politics. It can talk about products or services that one finds either good or bad. An opinionated blog can also be just the generic blog that details one's daily life.

Niche Blogging

These blogs could either be personal or group blogs that target a certain market. Hobbyists often create these blogs. So, if you are into badminton or other racket sports, your niche blog will only or usually only be composed of posts that are related to rackets sports. Niche blogs are often monetized either through including advertisements or selling text links. They become feasible as source of income due to the well-targeted readers that often subscribe to them.

Splogs or spam blogs are the frowned upon versions of niche blogs. This

is when a blog becomes a whole big bunch of uninformative and keyword-stuffed entries that aim to just trick search engines to throw traffic their way. This traffic is then tricked to click to advertisements or buy products from other sites that the blog owner is affiliated with.

Educational Blogging

This type of blogging has been gaining more and more popularity as instructors become more and more learned of the benefits of blogging to their teaching endeavors. Educators who focus on writing skills as their forte in teaching are fast becoming obsessed with the user-friendliness of blogs in communicating information to students while accessing technology. Other teachers make use of blogs to impart lessons of the day or readings for the day or even schedules of quizzes and other school-related events. Blogs can be of great help, too if one prefer to learn through online education.

Blogging for Online Promotion of a Business

Business blogging or corporate blogging is also one of the most popular functions of putting up a blog. More and more large companies (those with sales of more than \$50 million per year) are starting to see the importance of blogging for their businesses. Aside from updating their partners, customers and potential clients about the important events and evolution of the company, corporate blogging can also aid promote further a business.

With business blogging, other individual bloggers, who may take interest in whatever announcements or updates or changes that the company is undergoing, echo what the corporate blog states. The coveted informal dialog that any kind of blog accomplishes is what makes corporate blogging an ideal tool for grassroots online marketing.

There you go! Whether you want a blog to just talk about your day or to endorse your business, remember to always offer useful or enlightening content. This is what usually makes any kind of blog successful. Happy blogging!

Website or Blog

Website Vs. Blog: Pros and Cons Unveiled

You've been dying to get some solid online presence, yeah? But you're faced with the dilemma of going for a blog or a website. How do you solve your problem? Let's differentiate a website from a blog and see where it will get you.

A website is known as an Internet application that houses a combination of texts, images and flash messages or animation. A web log or a blog is a part of a website that is usually known as online journal.

Here is a simple dissection of the various points that will show the pros and cons of a website compared to a blog:

1. A website versus a blog in terms of navigation.

A website's navigation is often likened to that of a book. Its main index is the homepage where the key topics are referenced. A web log or a blog is usually navigated through links to previous or next entries shown either at the start or end of each blog post.

If those links can't be found, a blog's sidebar/s aid in navigating it. A common web log's sidebar has a segment entitled "Pages", which usually contains the "About" portion of the blog and other non-time-sensitive information. Other segments of a blog's sidebar include the "Archives" which are sets of posts in regards to the dates they were posted. A "Categories" segment is also a mainstay of the sidebar. Also, a blog roll or a list of external links may be included in the sidebar. The reverse chronological order of blog posts is the norm.

2. A website versus a blog in terms of update-ability.

A website presents static content. It could link to a news page if it wants to offer fresh info every now and then or even regularly. But with the advent of blog, the popularity of news pages has turned into being surmounted by blogs. Blogs are the more updated chronicles. This feature of blog is attributed to the content management system that blog applications come with.

With websites, nerve-wracking HTML tweaking with the use of a web

editing application is required before you can update them. As with blogs, platforms that concentrate more on content get rid of the rigors of working out HTML codes before you can publish.

3. A website versus a blog in terms of web usability.

Web usability refers to how to increase the conversion rate with the user-friendliness of an application.

Usability-wise, a blog may not differ that much from a website. However, due to the ease of use of a blog and since it's also relatively easier to customize with all the ready templates, altering stuff to make it more helpful to visitors is also a lot less-taxing compared to a website that requires design skills and copywriting skills.

However, there are still some usability issues that bloggers need to address to be more effective in the field of blogging such as: hyper linking without the proper or identifying anchor links, not including an author's biography page or a well-stated "About Us/Me" page, not-so-great posts and post titles, no author photo, great posts buried, etc. If one wishes to become a well known or as a credible figure in the field he or she is blogging about, those aspects of an excellent blog need to be given proper attention.

4. A website versus a blog in terms of author-reader interaction.

Blogs have this commentary feature where readers can leave a comment to any post they want to react to. The author of the blog can easily interact by also leaving a comment that's directed the commenter. With that feature, a blog offers more for the author-reader dialog compared to a website. However, a website usually has a "Contact Us" page where an electronic mail can be sent to the webmaster or department concerned.

In conclusion, if you will be offering information that does not require regular updating, a website may just serve you well. But if you want more interaction going on and frequent updates without going over the fuss of HTML mess, a blog will work it out for you. But did you know that these two could also go hand in hand? Just do your homework and it will be an easy feat to work with either of these two applications.

Blog Services

What's Hot and What's Not on Blog Services

Although podcasting has definitely surpassed the popularity and usefulness of blogging nowadays, that certainly doesn't mean blogging is a dying art. Not at all! If you take the time to browse around the Internet, you'll see the members of popular blog hosting communities are still rapidly growing. If you're not yet part of this crowd, you better jump on the bandwagon soon to

experience the same fun and excitement.

Pressing the Keys at WordPress – <http://www.wordpress.com>

There are a lot of things to look forward to at WordPress besides the wonderful fact that it's free to use whether for business or personal purposes. Newbies and advanced users alike will enjoy blogging at WordPress with the many features available for use such as entry previews, blog categories, and blog rolls.

Thumbs-Ups: You can add plug-ins and customize your blog layout. WordPress also provides constant updates for their users.

Thumbs-Down: A bit of software knowledge is, however, required for users to properly install WordPress. If you have enabled commenting in your site, don't be surprised to find that more than a few spammers are developing a habit of dropping by your site.

Fire up at FeedBurner – <http://www.feedburner.com>

Do you think your blog is worth broadcasting? If so, you should consider moving from your old blog community to FeedBurner. In this website, they won't just help you create content, they'll spread around the word about your blog as well.

Thumbs-Ups: With the standard free package, FeedBurner allows you to set up the configuration for your blog for easy posting and even use an RSS

subscription button to automatically update the readers of your blog. The website also lets you know the average number of visits your blog has per day with the FeedBurner hit counter and other traffic statistics. You can earn money on the sideline from blogging at FeedBurner because the website permits you to use Google Ads in your blog.

Thumbs-Down: Unfortunately, the template editing section of FeedBurner is not that easy to master.

Everything in One at Multiply – <http://multiply.com>

If you wish to blog, upload photos, videos, music files, write reviews, and post your social calendar online in just one website, all you have to do is sign up for an account at Multiply.

Thumbs-Ups: Photo uploading is virtually unlimited, and images can be classified by albums, and given captions. Skin choices are provided to give your blogs more color and life. The URL is pretty easy to memorize – username.multiply.com. Lastly, RSS feeds are allowed.

Thumbs-Down: On writing reviews, Multiply doesn't give users much freedom on customizing content by font type or color. Layouts can be edited... but only if you have CSS knowledge and even with that, customizing is still somewhat limited. Smiley list is pitifully inadequate.

Live and Write Freely at LiveJournal – <http://www.livejournal.com>

With a hip nickname such as "LJ", LiveJournal is a website that's especially suitable for the fun-loving crowd that's always on the go.

Thumbs-Ups: Bonds forged online are strengthened by LJ's email notifications for commenting. Thus, if someone comments in your blog, an email will be sent to inform you about it. Likewise, an email will be sent to you if your comment on someone else's LJ receives a reply – whether it's from the blog owner or another blogger doesn't matter.

Thumbs-Down: LJ however is less easy to customize than other blogs. Some features that are already offered free by other blog hosting sites are on the other hand available only for LJ members with paid accounts.

Be In Vogue at Xanga – <http://www.xanga.com>

Teenagers seem to be absolutely enamored with Xanga. If you desire a blogging process that's easy and stylish at the same time, Xanga is definitely the blog hosting site you're looking for.

Thumbs-Ups: Besides having community-based blogging to look forward to, each post you make will allow you to inform your readers what you're presently reading, watching, or playing. You can also upload photos, music, and write categorized reviews. A guest book is automatically offered to users.

Thumbs-Downs: Although Xanga allows users to make use of RSS feeds; it would take them some time to properly integrate it in their blogs. The

customize layout options is sadly limited, the URL provided for members is a mouthful, and commenting is exclusive for Xanga members only.

So, what do you think? Which blog hosting site do you plan to choose? Wherever you end up blogging, we wish you well! Blog on!

Designing and Installing a Blog

Designing and Installing Blogs is as easy as one... two... three!

The Internet has rooms for informative websites, and advertising campaigns. It even has room for online communities. Yes, the Internet is big enough, that it can still accommodate thought of individuals just like a diary can through blogging (short for web logging).

But it offers more than just space for expressions. It allows the blog owner to update friends, post messages, and earn money by placing advertisements. Some people even use blogs as avenues for exchanging thoughts and opinion regarding a certain topic. That is if you know how to design and install your own blog.

For a lot of people out there who has not tried blogging, there is nothing to worry about in setting up your own blog and making it extravagant. The steps are as easy as one... two... three!

Step one: Get your own blog account.

It all starts in getting a blog account. For your blog to get out there, you need software to create your blog entries, and a host that will place your blog in the World Wide Web.

There are a lot of options regarding this matter because of the availability of a lot of blogging companies that offer services for free or at a fixed rate. The choice is yours. The thing with paid blog hosts are the premium features that it offers. But if you do not need many features, a free blog service will do the trick.

Here is a list of commendable free blogging services and blogging software:

Services:

- Blogger
- Live journal
- Livelogcity
- Blogdrive
- Squarespace

Software:

- Movabletype Free
- WordPress

- Geeklog
- Greymatter
- Pmachine Free
- Nucleus

A lot of online sites like online communities and online albums started to integrate blogs as part of their services.

Step two: Personalize your website by installing cool free resources.

It is possible to make your blog site as beautiful as possible by adding free features. Aside from that, there are free resources that add practicality and function to your blog.

Here are some examples:

Templates

Templates are generally html codes, but when executed, they add personality and style to your blog sites. And you do not necessarily have to stick to the preset templates offered by the blogging companies. The Internet provides a lot of resources for acquiring templates. Here are some free template and skin resources:

- BlogSkins

Templates from BlogSkins are compatible with Blogger and MovableType software. They also have a featured skin of the day that you may want to try out.

- Blog Fashions

The company allows the site visitors to copy or alter their featured templates. The templates, however, are compatible only to Movable Type software.

- Blogmaker

Blogmaker offers tools that will make blogging easy. The only thing that users have to do is to provide contents, and use these tools to publish blog sites. They also offer a vast number of templates to choose from.

Tag boards

Tag boards are like templates – an html code. But tag boards add the sense of interaction and instant communication to your blog site. With this feature, your blog fans will have a venue to instantly comment. You also get to read all their comments at once without going each of the comment section of your entries.

Here are some commendable sites that offer tagboards

- MyShoutBox
- Tag-Board
- TagboardSite

Games and animations

To make the blog site dynamic, there are animations and games that can be placed in blog sites too.

To put these animations in your site, check out the following online companies:

- Animations
- GIFAnimations
- AnimationFactory
- Aardman Animations Limited

Step Three: The rest is up to your imagination (and perseverance too!)

Since blogs are sets of html codes, the more that you know about html, the more that you will be free to make your own adjustments to your blog.

Knowing a lot of resources sites can also be handy, since the combination

of these resources will determine the overall functionality and look of your site.

It all starts with simple things and following simple steps and before you know it, you have become masters in the art of blog making!

What Is RSS, XML and Atom

RSS, XLM, and Atom: What's the difference?

You are browsing a blog site one day, and then you saw this orange button that says "RSS". You then checked a news site, and then saw an orange button that says "XML". Then you saw some more sites that have RSS links. Now, you wonder, what are these things all about?

These things never had to be a mystery. What follows are basic information regarding RSS, XML and Atom.

What is an XML?

- General Definition

XML stands for Extensive Markup Language. It is the standard markup language used to define various types of data. It is created to enable data sharing among various systems patched by the Internet. The language format is formalized, to allow modification and validation of files regardless of prior knowledge of the document form.

- XML Features

Before the birth of the XML files sharing files among different programs and platforms was difficult because of the use of binary system in encoding.

In an XML file, characters (the fundamental unit) are sequenced in an allowed serial pattern.

Word processors also made XML maintenance and authoring easier, since it will be dealing with characters, not bits.

- Uses of XML

1. XML is used to represent a lot of data, especially lists, records and trees- the basic forms of data structures.

2. It can also be used to communicate human languages that are written because of the Unicode support.

3. The XML format is also employed in data processing and storage.

- Pros and Cons

The XML format is a universally accepted format. It also does not depend

on a specific platform for it to execute. It also employs a hierarchical code structure that is compatible with most of the document formats.

However, XML is limited by bandwidth. In the case of PDA and cellular phone technology that uses XML, files are compressed.

Now, what then is RSS?

- General Definition

RSS, which stands for Really Simple Syndication, is a set of web feed formats that use XML to deliver information.

- What are the uses of RSS feeds?

RSS feeds are used to give updates to users regarding site contents without having to actually check the site. This can be done by delivering the full content of the update, or by sending a link, or by defining the metadata that composes the file.

A lot of sites like web logs, pod casts and news sites use RSS feeds.

- What are the benefits of RSS feeds?

The information that can be seen in RSS feeds is simpler than the source

web site. That is why it is easier for users to view the important items.

Other files can also be automatically be downloaded without human intervention. Programs called aggregators can scan web sites and publish lists of updates in behalf of their user.

- RSS formats

The standard RSS formats are:

1. RSS 1 or RDF which includes the following versions: RSS 0.90 and 1.0
2. RSS 2 which includes RSS 0.91, 0.92-0.94 and 2.0.1

How about Atom?

Issues were raised regarding the RSS 2.0 format and its incompatibility problems. That is why a third standard of syndication was born.

The atom format started in June of 2003. It was adopted by the Internet Engineering task Force or IETF. This format was made to solve the shortcomings of the RSS versions that were released.

RFC 4287 states the proposition of Atom's standardization.

- Strengths

Atom supporters claim that the strength of Atom relies on:

1. Use of standard features of XML;
2. The presence of a payload container capable of handling various content types.

With Atom, owners can actually monitor more sites in lesser time.

- Uses of Atom

Atom, like any other syndication formats, is used on sites that update periodically. These items include web logging, advertisement, marketing, news and bug reports.

- Atom and RSS: What's the deal?

Atom included features that are not present or mandatory in RSS such as:

- XML schema
- auto discovery
- XML name space
- unique global ID
- payload container

- separate content and summary entities
- openness to modification and standardization

Now that you know the definitions of XML, RSS and Atom, you will never have to wonder why these things are places in certain websites.

Collecting RSS Feeds

Collect RSS feeds, Update Easily!

The Internet is so dynamic that it calls for regular updates to bring the latest information to the net surfers. But that does not necessarily mean that you always have to update your sites, like your web logs manually. It only takes a practical move to keep the ball rolling without doing it yourself:

Collecting RSS feeds!

With the emergence of the RSS technology, you can patch up various websites in your blog. And when these sites get updated, it will all be reflected in your blog! A nice and easy way to add fresh information instantly!

How does this technology work? Here are some pieces of information regarding the collection of RSS feeds that are relevant to your web logs.

How do I start getting RSS feeds?

IN the same way that web browsers enable you to check web sites, an application will allow you to check updates on other's website via RSS feeds.

And that application happens to be an RSS Feed Reader.

What are the advantages of RSS feed readers?

RSS feed readers scan specified sites that you are subscribed to. When new articles or files are uploaded, the RSS feed reader will publish a list of new items.

Here is where the advantages set in. RSS feed users save time and effort in checking updates. Since new pieces of information are compiled, it takes smaller storage space. And you do not have to see the whole web site, or hop from site to site to get updated.

And in the field of blogging, one does not have to update blogs very often. If you know credible sites that offer wonderful information, you can just patch these sites to their blog. And voila! You now have instant contents.

All it takes is checking the list of updated information!

What are the commendable RSS readers to use?

- Pluck

Aside from being an RSS feed reader, it offers a lot of tools to make content searching, sharing, retrieving and organizing easier. But the nicest

thing about Pluck is it is absolutely free!

- FeedDemon

FeedDemon is an independent RSS feed reader that can be purchased for just \$29.95 dollars.

A trial version that can be used for 20 days can also be downloaded.

- Newsgator

Newsgator is an add-on feature to Microsoft Outlook. It enables users to organize news feeds like an email. This is available for \$29.00. You can also try it, free of charge, for 14 days.

How do I choose RSS feeds for my blog?

Pieces of information that can be considered list-oriented are good options for RSS feeds.

You actually determine what pieces of information would be relevant to your blog site. Once you have determined what sites must be included in your blog site, all you have to do is to subscribe to that web site's RSS feed.

One way to find RSS feeds would be checking out RSS directory sites:

- Sindic8

This has been acclaimed by SearchEngineWatch as a major RSS feeds directory. This has been made possible by thousands of volunteers and contributors that provide RSS links to the database.

- Daypop

If you are looking for fresh information, then this is the RSS feed directory site that you have to go to. All items featured in the site are assured to be current events.

How do I subscribe to an RSS feed?

You will determine what web sites you will be subscribing to. It all depends in your desired content for your blog.

You can use the RSS feed reader tools to locate content providers for your site. Or you may also locate these RSS feeds in the content provider website. Usually, the RSS feed link is defined by an orange button, with XML or RSS tag.

You can also locate the XML data in your web browser, copy it in a

clipboard, and add it in the RSS feed reader. (Just follow the instructions provided in your RSS feed reader on how to add RSS feed.) Once added, the RSS feed reader will check updates from that site regularly.

Now that you know the basics of collecting RSS feeds as well as some credible RSS feed resources and RSS feed reader, I am pretty sure that your web log will never be outdated!

All About Blogger

Blogger: The Ins and Outs

Blogging is all the rage nowadays. It is a fun and inexpensive way to make your voice heard on the Internet. Through blogging you can make your daily thoughts (intimate or not) publicly known – and with a greater audience. This makes the service great for diary keeping (if making a public diary is your cup of tea), marketing (blogging is a great way to perform marketing – more of that later), and information sharing and updating.

Why Blog?

Blogging is a way of life. It is probably one of the most enabling forces of technology to hit the Internet in the last few years. Curiously, it has allowed a greater involvement of people with technology and information. The great thing about blogging is that it is easy to learn and easy to get into – especially with a blogging service like Blogger.

Blogs are, in a technical sense, content management software that helps you effectively organize and catalog a chronological journal of information that is posted regularly. It is a lot more effective than static websites that, however well managed, cannot exude a sense of intimacy, and urgency as a blog. In some sense, a blog can be likened to a diary, which for many people, especially those in the online world, can be much more interesting than a regular newspaper.

Blogger Comes into the Picture

Blogger is a free service offered by Google. Pyra studios first developed it with a total workforce of about three people. It achieved great success during the dot com boom and subsequently had to manage a disappointing decline during the dot com bust.

After years of treading water, piece by piece Pyra studios was able to keep the members of the already formidable Blogger community happy. In time, Blogger boasted of a community of 100,000 members. In 2002, Google stepped in to the picture and purchased Blogger. Pyra continued to exist as an entity as a department within the Google family.

Why Blogger?

Why choose Blogger? There are hundreds of reasons. Here are a few that will at the same time, give us a better picture of Blogger as a blog service.

1. It is Free. You can sign up for Blogger for free. You can either sign up

as a new user or you can use your Gmail account to sign up for Blogger. There are no start up fees, and no recurring fees. It is pretty much like the free Google service Gmail. The ads are minimal and do not present themselves as a hindrance to enjoying the service. Also, just because it is free doesn't mean that it has fewer features – actually, it is quite the contrary.

2. Fully Featured. The great thing about Blogger is that it provides most of the features that even subscription blogging sites do not offer. The Blogger panel offers a very attractive interface with other attractive templates to choose from. You can avail of standard features like in most blogs. Post entries, insert pictures, modify your interface using HTML, insert useful utilities (like visitor counter, etc.), and generally enjoy a robust and complete blogging package.

3. Easy Indexing. The Blogger community is easily searchable. You can find blogs related to pretty much any hobby or interest you have. Your blog is also automatically submitted to this list and made available for searching. Also, the interface is easy to understand and modify. It also offers suggestions on other great blogs to visit. In effect, it does a little advertising on your behalf since it could very well recommend your blog to others browsing for blogs to subscribe to.

4. Business Advantages. The great thing about Blogger is that it is easy to insert AdSense ads and other advertisements on your page. You also get your own blogspot URL to make your site easily accessible by other people.

Blogs are a great way to market any product or service. This is because it is an intimate, information filled journal that allows for easy commenting and feedback.

This intimate approach to marketing is wildly successful and has led many large companies to employ blogs in their business strategies. Readers of blogs love the fact that the entries are regular and informative. Also they love the fact that they are intimate and give the impression of a friend talking about something. Readers truly respond to this type of marketing.

What Is WordPress

What is WordPress? – Blogging Made Fun, Fast, and Easy

There is absolutely no reason to deny the fact that blogging one of the most popular activities in the world today. Just a decade ago, posting your diary online was considered insane, but now it is clearly becoming the craze among today's overwhelming population of netizens. Not only have people discovered blogging to be a fun way of releasing and expressing oneself to the world, many enterprising individuals have also found it a way to earn some extra income.

With such great offerings from a simple activity, there is no wonder how blogging is rapidly becoming widespread. However, while some people find blabbing about their lives as easy as breathing, the greater majority still finds it quite difficult to create and maintain their blogs. Designing blogs can be a difficult endeavor, especially for the newbies. Luckily, blog making woes can

easily be resolved through the help of WordPress.

What WordPress Is

WordPress is basically a publishing program that is designed to enhance the jobs of bloggers. It speeds up the blog writing process by providing a wide array of tools that makes the creation of blogs easier than it usually is.

WordPress is a very powerful platform for personal publishing. Not only does it make the process of blog designing easy, it also helps one make blog quite appealing and attractive.

WordPress is software and not a blog hosting service per se. Thus, WordPress can be used on practically any web hosting service, making it very flexible for its many users. Indeed, WordPress does have its own hosting service, which is WordPress.com, but many bloggers use the platform with other hosts because it is found to be very reliable, compliant to most existing standards, quick, light, and best of all free.

What Else Makes WordPress So Great?

WordPress can be used practically anywhere, in terms of blog designing. It is designed to be locally installed in whatever location a user prefers, whether in one's own server, or in a hosting account. This allows one to have complete control with one's blog. This makes it quite different from services hosted by third parties. WordPress can even be installed in one's desktop or

even on a company Intranet. Thus, the benefit of blogging could be extended to many places.

WordPress also provides for an effective and reliable user management. This allows a blog owner to control the access levels of different users. A blog owner can control the ability of users to make changes in the blog. Users are also given the ability to define their profiles for them to post certain information they would want to post as users of a blog. This helps in establishing a good line of communication between blog owners and users.

WordPress is very much compliant to industry standards, particularly UTC (Universal Coordinated Time), which provides for optimal compatibility to and with other systems. The UTC compliance also allows accurate storage of time-related items for one's database, making it quite easy to track when things are posted, or how long they have been posted, whatever the time zones involved are. This is necessary for synchronization among users in various locations worldwide.

WordPress is also very easy to install of upgrade. Its 5-minute installation is quite a famous manifestation of the software's straightforwardness and user-friendliness. Upgrades are made regularly, and are just as easy, if not even easier, as the installation process.

What Makes WordPress a Useful Tool for Making Money Online?

The features of WordPress make it an indispensable tool for online moneymaking activities. When using a blog as a means of earning income, one needs a platform that makes designing and updating pages quick and easy. And this is exactly what WordPress does. The fast page creation it facilitates is very much needed in keeping those profitable pages easy to renew on a regular basis. WordPress' compliance to universal standards also makes it easier for online entrepreneurs to reach all target markets, allowing for maximum profitability of the site. Since WordPress can be installed practically anywhere, there would be no location-related problems for the Internet marketing site.

There are several other useful features that WordPress can offer. Bloggers can surely benefit from this remarkable instrument for any purpose that they would need for their blogs whether it be for profit or just for plain online enjoyment. WordPress can truly make blogging fun, fast, and easy.

How to Create a Typepad Blog

Starting Your First Blog with Typepad

Typepad is one of the most popular blogging services available on the Internet. It offers a comprehensive range of services and one of the most active and well-supported communities around. If you are looking for a blog service that has had years of experience behind it, and has a name that everyone trusts and looks forward to browsing with, then Typepad is your blogging service of choice.

The History of Typepad.

Typepad was started by programmers at Six Apart, Ltd. It was launched as a commercial online blogging service in 2003 and has from there exploded into the largest paid online blogging service around. While some people find Typepad intimidating because of the required payment, it makes up for this by offering services that other free or even paid blogs do not.

Also, Typepad boasts of a huge community, which even includes large corporations and companies. This is one other reason while people definitely love to stick with Typepad – they are in good company. Also, the fact that Typepad made it their mission to appeal to non-technical users has bolstered its reputation among those who are not Internet savvy.

Typepad offers three levels of subscription, each varying in services offered and features. This means that if you are keen on choosing Typepad for your blogging needs, you will first need to know which subscription matches your marketing or blogging needs. Also, Typepad offers a 30-day free membership trial for new subscribers. If you do not wish to continue your subscription, you may cancel within this 30-day trial period.

How to Set Up Your Typepad Blog.

Setting up your Typepad blog is as simple as 1 2 3. In fact, you will be able to set up your blog in as little as ten minutes. All you have to do is sign up for their services and you are good to go. First of all, upon sign up, you will be

asked common sign up questions such as name, address, user name and user password. You will also be asked to include your preferred URL to your blog.

From here, you will have to supply your credit card information. The credit account gets charged the subscription if you do not cancel it within the 30-day free trial period. You will also get to choose between the Basic, Plus, and Pro subscription rates. There are certain advanced features only available for the Plus, and Pro options. Among these is the ability to tweak the CSS and HTML codes of the resulting blog.

After this and a few preliminary verifications, you are off to creating your blog. With Typepad, creating and maintaining a blog is simple yet powerful.

Creating Your First Blog

You will notice from the onset that using the Typepad interface is intuitive and simple. Typepad implements a WYSIWIG interface that allows you to create a blog in the image of your desires. Creating an attractive using this interface is simple yet powerful. It is a bit like using Microsoft Word to create a layout and design that agrees to your creative juices.

Typepad also uses a drag and drop interface that makes modifying the styles used in a blog simple and intuitive. As mentioned earlier, Typepad is a simple yet powerful interface. This makes it ideal for even first-timers. For advanced users, Typepad offers tweaking options and the ability to delve into the blog code itself to customize the design.

Posting pictures is simple; you can even use images from popular online image banks such as Photobucket and others. The design interface makes dragging, dropping, and inserting images a snap. All you have to do is tend to your blog and watch it grow. And, while you get better at your blogging and HTML skills, you may want to learn a bit more HTML so that you can totally personalize your Typepad blog.

Typepad also allows for moblogging or blogging using your mobile devices. It even interfaces smoothly with the Nokia series blogging services.

In the end, if you are looking for an easy to use, yet powerful blogging service then Typepad is your choice. Not only does it offer service befitting its price, it also hosts some of the most powerful blogs around. This is the best blogging service for beginning blog users and even serious marketing specialists.

Blogging Tools

Blogging Tools Galore

Blogging is, in itself, a pretty fun way to get your information online, regularly and efficiently. It is also convenient in the sense that even beginners can jump into the fray without much training. You only have to look at the popularity of dozens of social networking sites such as MySpace and Friendster to realize that just about any Tom, Dick, and Jane can blog.

Good blogging services and good blogging tools facilitate this ease of use. If there were no content management tool for bloggers to use then blogging would be all but dead. The strength of blogging lies in the fact that it is easy to set up and use. Plus, it organizes itself and is easy to customize. If there were no blogging tools to facilitate this, then blogging would truly be a chore.

Thankfully, there are literally hundreds of blogging software packages and tools –both proprietary and open source. These tools all work on different levels and address different needs. While there isn't much space to write about all the available tools for blogging, here is a listing of some of the handier blogging tools around.

1. Autoblogger Pro. If you are trying to saturate your site with rich keywords from some of your favorite blog sites and incorporate these feeds into your blog, then Autoblogger Pro is your tool. Autoblogger Pro uses blog text culled from RSS/Atom feed sites you so specify. This content is then made readily available on your site or on your web log.

This is a great tool to use if you are trying to get your blog's search engine ranking higher. It also helps provide your blog with more information.

2. B2evolution. B2evolution is a LAMP (Linux, Apache, MySQL, PHP) compatible software package that helps you host your own blog server. It

supports multi-lingual and multi-blog environments that are easy to install, yet are rich and fully featured to boot. The great thing about this software is that it is free and feature rich. It is also easy to modify and extend to increase functionality to the hilt. It also installs easily and can be good to go in a few minutes.

3. BlogAmp. BlogAmp allows blog masters to set up a blog audio player in just about any environment. All the client needs to have is a web browser. They do not need to have pre-installed media players to have the audio play. The player is also easy to place within a blog page and can be positioned in a pop-up window instead. All that you will need afterwards is a secure media server to host the audio files you need to broadcast.

4. BlogChat. This handy tool made with PHP and MySQL allows your blog site to host a chat box you can position within the page. The central server for this chat box will be with the originators of the utility. They offer this service for free anyway. However, there are paid services that offer greater functionality and more features. The free version will need manual maintenance but is a good choice anyway.

5. Chronicle Lite. Chronicle Lite is the perfect companion to every Blogger user. This utility serves as an interface or a file and blog manager that lies between your blog and your personal computer. With Chronicle Lite, you can publish documents on your personal computer, and easily manage your posts and your files in regards to your blog.

6. Movable Type. This is the engine that has made Typepad famous.

Movable Type is a package that can be installed on most blog servers. It allows for a powerful and intuitive word processing interface especially for blogs. This strips away the technicality from the production of blogs and helps your focus instead on the design of your blogs.

7. Particle Blogger. Another blogging script that installs on pretty much any PHP, MySQL server. It gives you a blog server and the related interface that allows you to host your own blog site painlessly and effectively. It is fully featured and easy to install.

8. The Posting Station. The Posting Station is another blog server script that allows for text, and rich multimedia blogging. It is easy to install and has an excellent interface that makes it a favorite among many bloggers.

What Is A Movable Type Blog

What is a Movable Type Blog – Blog Made Easy with a Great Authoring Tool?

Blogging is one of the fastest growing activities in the world of the Internet today. More and more people have joined the blog bandwagon because it is fun, exciting, and potentially profitable. However many people are having a hard time with their blogging experience. Not all people have the skill to convert their creative juices on an Internet page. Luckily, people who are

not yet so adept with blog writing are not left without help thanks to amazing tools that are now available. Among such tools is Movable Type. Now, there are hundreds of Movable Type Blogs out there, and if you have no idea what a Movable Type Blog is, here are some information that may be useful to you.

What is Movable Type?

Movable Type, or MT for short, is basically an online publishing program that helps people create blogs using a flexible and powerful platform. One great thing about Movable Type is that it is free for personal users, although commercial users would have to pay \$150. But whether free or not, Movable type is a very handy tool that provides most of your blog publishing needs. Movable type provides an interface that is quite user friendly. It allows you to fully customize the appearance of your site without the necessary bulk like in other publishing software.

The system used of Movable Type is decentralized and web-based, which allows the ease of updating content regularly. However, to use the tool, you should know how to configure Perl/CGI scripts, have a working knowledge about File Transfer Protocol, and be able to set up a domain name with a web server or host. But setting aside the required skills for installing and operating Movable Type, you are left with a very powerful tool that would help you to set up your blog easily. Anyway, the user guide is comprehensive enough for you be able to know all you need in using Movable Type, plus, its strong network of support could provide you with just about anything to resolve the problems

you might encounter.

How does Movable Type Work?

To create a Movable Type blog, you would first have to subscribe to a web host that allows running CGI scripts, the use of Perl (version 5.004_04 and up), and supports DB_File Perl or MySQL database. You then have to sign up for a domain or a sub-domain name, it does not matter whether it comes from a free or a paid service, so long as you would have your own URL. Afterwards you need to download the newest version of Movable Type or have it installed for a minimal fee (you would need to make use of an FTP client for this

When Movable Type is already installed, you would then log in using a default username and password to be given by Movable Type (for your protection, it is advised for you to change your login profile immediately). Once you get in, you would already have a pre-existing blog that you can access through the Main Menu. You can already add entries to this pre-created blog, and doing so is just as easy as adding comments or posts to a web forum. You have the option to remove this pre-existing blog and replace it with another one, or can just edit it to your taste, adding the necessary elements you would want your blog to have. You would soon notice, how easy it is to update and modify your blog. You should find this useful when you proceed about your blogging, as you regularly post and update entries for your site. Everything is done in a user-friendly, point-and-click interface.

Movable Type and Making Money Online

The capabilities that Movable Type blogs have make them ideal venues for earning money online. To make your site profitable, you would need to have it readily updateable. The most lucrative sites are those that are regularly renewed, and those that attract hoards of visitor everyday. This can be made possible by using Movable Type.

There is no telling how far blogging would go, but looking at how fast it is becoming popular nowadays, the possibilities are bound to be endless. If you are still having difficulty making blogs, then you might benefit from Movable Type. With this great tool, your blogging experience can be fun, quick, and easy.

Making Money With a Blog

No More Poverty for Writers – Making Money with a Blog

Writing is one of those careers where you would either make it big or end up in poverty. The difficulties of finding a publisher to print and sell your novel or a magazine to take in your column cannot simply be described. Luckily, this image of a writer may already be a thing of the past, thanks to the recent technological advancements.

While in the old days, individuals in the writing profession had to rely on other people to earn; today's writers can now generate an income out of their

craft by turning their passion into business. Hard as it may sound, this endeavor can indeed be an easy-to-achieve possibility with the use of blogs. Surprising, as it may seem, you can indeed be making money with a blog by just whipping up your hidden writing talent.

Whether you are new to the world of blogging, or you have been typing your entire life on the Internet for years, making money with a blog is a possibility that you can accomplish. Here are some few tips that could help you do so:

1. Earn using Google - What was once just a search engine is now among the most powerful enterprises throughout the world, not only in terms of its reach, but also in terms of its income generating possibilities. You can earn from Google by using their free service known as AdSense. All you need to do is have a blog and sell space within your page for ads to be posted by AdSense. The service would then allow you to display ad units – ad boxes – that would display advertisements related to the topics you write about in your blog.

For instance, you wrote about the sweater you just knit, and then the ad unit might display ads about sweaters or knitting. Every time your visitors click on any of these ads, you would get a certain amount. When your earnings reach at least a hundred dollars, Google would then send you a check.

2. Promote Other Profitable Sites- a lot of online businesses offer affiliate programs. These work by you having their ads posted on your blog. When a

visitor clicks the ad and then purchases something from that company, you would then receive a commission or a referral fee. A lot of the bigwigs of Internet shopping run such programs including Amazon.com, LinkShare, and Lands' End, among many others. The percentages you can earn from their sales vary depending on the company's policies.

3. Be an Ad Salesman – The downside of Google ads and affiliate programs is you do not really have much control on your earnings and the ads that are displayed on your blog. If you want to play more seriously in the ad selling game, then you can use BlogAds' free databases where you can set prices for advertisers to post your blog. Some companies look for blogs that match their products and services and rent ad space the way they do with those traditional billboards you find along the freeway. Your ad space can then be leased for a certain period of time. You would just need to pay 20 percent of your earnings to BlogAd.

4. Pass the Hat – While begging may not be so attractive as a means of getting many, doing it in style – online, that is – could be quite appealing, and not to mention profitable. There is nothing wrong about asking for money, and you could indeed make money if you ask nicely or if people like you (and your blog).

Many blogs have donation buttons on them. And true enough, many avid fans and visitors may be willing to share some of their wealth to you as a sign of appreciation for your well-written, compelling, and riveting blog. Donation

buttons may be availed from PayPal, the famous escrow service, who would get a little out of your earnings when people do decide to spare some change. Similar options are offered by Amazon (Honor System) and BitPass

5. Start a Gift Shop – if your blog becomes popular enough that hoards of people all over the world visit it everyday. Then you may then profit from selling souvenirs. And the good news is you would not have to press your logo on those T-shirts or coffee mugs, CafePress would do it for you. CafePress offers to sell for you anything from those cute buttons to daring thongs. The selling price is up to you; you just need to pay them the base price of the products.

Making money out of a blog is not as hard as it seems. But of course like in any other moneymaking venture, you have to do your job and do it well. Soon enough your days as a poverty-stricken bard would be over.

What Is Feedburner

What is FeedBurner? – Managing Feeds to Glamorize Your Content

Being known throughout the world was once a dream that only few people could achieve. However, through the great advancements that communications and technology has reached, especially with the emergence of the Internet, ordinary people can now easily make themselves known to practically anyone on the planet. The blog craze, which started just a few years ago, is now a normal part of daily life.

News feeds that deliver content from blogs and other websites to people have made information retrieval just so convenient. And now, things are getting even better, in terms of information dissemination, with the help of remarkable tools that have been just made available. One of such great devices for enhancing people's means of publicizing is FeedBurner.

What Exactly is FeedBurner?

It is amazing to imagine how something could grow big in less than two years. FeedBurner is basically news feed management provider that has just been launched in the year 2004. Now it is the largest service provider of its kind serving over 20 million subscribers all over the world. FeedBurner helps commercial publishers, bloggers, and podcasters deliver and promote the content of their sites, and even make money out of it using invaluable web-based services.

The service also provides the greatest network of advertising for feeds, bringing together an unmatched level of content fed from the leading bloggers, blogging networks, publishers, and media companies all over the world. This makes FeedBurner an indispensable tool for those who are looking for imaginative methods of attracting viewers and listeners as well as those who need to know how far one's content reaches in the competitive world of information technology.

What is a Feed?

Feed has become a buzzword in the online community. More formally known as a news feed, a feed is any content whether text, sound, or video, which users may subscribe to so that they can read, listen and watch it through a feed reader. They are basically delivery packets for publishers to be able to reach their audience easily, and conversely, for audience to be able to get updates from their favorite publisher, blogger, or podcaster regularly.

Feeds are very useful to the great number of people who like keeping track of their favorite blogs or websites. Feeds are aggregated to feed readers so that subscriber would not have to manually visit the source websites or get their inbox filled with subscription email just to see if something new comes up with their favorite pages.

Feeds are very beneficial to consumers, publishers, and advertisers alike. Consumers are now able to view a great amount of information in a very short time by subscribing to feeds, while at the same time, eliminating other things they do not necessarily want to see. It is like having just a particular column delivered instead of the entire newspaper. Publishers, meanwhile, can distribute their content instantly because it is fed automatically to their subscribers. Advertisers also benefit by being able to reach their target market more directly, since they can advertise to particular groups of interest.

What is so good about FeedBurner and how does it work?

Most blog users and podcasters publish feeds automatically as they post their content online since most blogging platforms and publishing tools already have automatic feed options. Others may also use certain tools that convert their web content into a format that is easy for distribution or feed. FeedBurner then helps the publishers to enhance their feeds and make it more easily distributable to their audience. FeedBurner then publicizes the content, making it easier to be subscribed to by viewers. The service also optimizes the distribution of content, making it easy to share, link, and tag by subscribers.

FeedBurner also helps publishers analyze their traffic, informing them not only how many have subscribed to their feeds, but also where the subscribers come from and what subscribers like the most about one's web content. FeedBurner also helps publishers make their content profitable by accessing the lucrative and wide-reaching FeedBurner Ad Network.

FeedBurner adds value to one's blog, podcast or commercial publications by processing it and providing a valuable boost that could make it attractive to the hoards of potential subscribers online. Making one's self to the world is made easy with FeedBurner.

What Are Newsreaders

What are Newsreaders? – Bringing the News Directly to You

People need to be in the know. That is why the news was probably

invented. Human being need to be updated of what is happening around them, at least, or what is going on around the world. It is remarkable to see how news has developed throughout the history of human civilization. Back in the ancient times, people would only hear pages announce the latest goings-on with the king or the emperor's realm.

In the modern times, the newspaper emerged as a more powerful and widespread medium for information dissemination. The 20th century gave way to the invention of the radio and television as yet other potent channels for spreading the latest tidbits. The 90s gave way to the boom of the Internet, which is not continuing to be fastest growing means of getting updated. One of the offshoots of the wonder that is the Internet are newsreaders, bring the news directly to people.

What Newsreaders Are

Newsreaders are basically programs that let people gain access to the world of news. In a way, newsreaders retrieve the news that people prefer to read so that they would not have to manually retrieve them from their original sources. There are two kinds of newsreaders.

During the early times of the internet, which means just a decade ago, the term newsreader particularly referred to software that let users read newsgroups and UseNet – which are somewhat like online bulletins that keep people posted regarding what is happening with a particular area of interest

whether it is about the wars in the middle east or Madonna's latest album.

Nowadays, the term is also used to refer to news feed readers or aggregators, which in turn are programs that retrieve particular content called feeds. With news feed readers, people would just subscribe to a particular site or a particular section of the site, and the newsreader would automatically retrieve the updates.

What is the difference between the two?

The old newsreaders get news from a newsgroup. As said, newsgroups are like online bulletin boards where people send messages to be seen publicly. People subscribe to newsgroups to discuss a particular topic which could be either general – politics, science, music, business, or specific – Republicans, Mariah Carey, or Fortune 500 Companies. With newsgroups, the members themselves send the news to the server. When they learn of something new regarding the particular topic of interest, they can update the newsgroup members by posting a message.

On the other hand, news aggregators collect updates from any web content, be it a web site, a blog, or a podcast, that publishes web feeds. Users that like particular web content and would like to keep track of that content's updates may just subscribe to it using their newsreader. Whenever something new happens to that content, the newsreader is automatically updated, letting the subscriber gain immediate access to the update. The beauty of news

aggregators is that people may subscribe to just a particular part of the entire web content they like, thus they may choose to only get updates to that particular portion. This is like having a particular column delivered to them regularly, instead of receiving the whole newspaper all the time.

What Makes Newsreaders Great

Newsreaders are great tools for those who want to be in the know but find it tedious to keep on checking for information. Newsreaders reduce the need for people to manually go to separate websites and forums just to see if something new has happened. This allows people to know about all the things they are interested in using just one program, making news retrieval not only convenient, but easy and fast as well.

Where to Find Newsreaders

There are many newsreaders available throughout the Internet. To know which ones are available to gain access to newsgroups and Usenet, one may simply visit www.newsreaders.info, a website that provides information about newsreaders, giving recommendations as to which ones are good for getting updated using newsgroups.

For news aggregators, one may visit www.newsonfeeds.com/faq/aggregators to see which programs allow users to get feeds.

Newsreaders are definitely great tools to keep people in the know. The convenience and efficiency they provide make it appear as if news is delivered directly to you.

All About Podcasting

All About Podcasting – The Medium of the Future

Perhaps you have heard of it, or perhaps you are already an avid follower. Podcasting is one of newest buzzwords that has been catching the attention of hoards of people all over the world. But not everyone exactly know what it is. At a first glance, or at a first hearing, term podcast could evoke of images of the now legendary iPod, which has taken the world of audiophiles by storm. Now add the image of that great gadget to broadcasting and you would see a whole new world of possibilities that offers a new medium of distributing information. For those who have little idea of what podcasting is, here is a short overview as to what it is, and why it is good to engage in it.

What is Podcasting

As hinted earlier, the term podcasting is a fusion of the iPod and broadcasting. Well this is actually a misnomer because one does not really need an iPod to do podcasting, and the process does not really involve announcing on air. Nevertheless, the term is still quite the popular one used to refer to the process of disseminating multimedia files, may it be a music video or an audio program, via the internet through either an Atom syndication or an RSS format, to be played on personal computers or portable media-playing

devices. Like on TV or radio, podcasts usually features shows that have episodes that people release either regularly or intermittently.

How did Podcasting come about?

The idea of podcasting first emerged in the year 2000, and a year after, the technical requirements for podcasting were already available. However, it was only by the year 2003 that the method caught on the popular websites. It was also around this time when Adam Curry, a media entrepreneur who was once an MTV VJ, popularized the term. By 2004, podcasting experienced an exponential growth, extending to the general public and encompassing a wider-than-ever area of interests. Now, podcast is seen to be the new media of reaching people and distributing information to them.

How does it Podcasting work?

The method of podcasting is actually very simple. First, a podcaster (i.e. a podcast publisher) would create an audio content, usually in mp3 or mp4 format, and then have it uploaded to a server. The podcast is then published as a news feed in either RSS, XML or Atom format. The audience may then subscribe to a particular podcast they like using a news-feed aggregator, which in turn updates them whenever new episodes are released. The subscribers may then listen to or watch the podcast at their own convenience.

What's good about it and why should it be used?

A lot of people see great potential in podcasting. First of all, it is fun to do. Many find podcasting as a new way of being creative. Being a new medium, that uses different types of media, people can now use various ways of disseminating information. No longer are people limited to typed text, they can now use their voice, their face, animation, or just about anything to tell people something. Now, instead of just writing about facts, you can now tell people things they want to know in ways that would keep them engrossed. It is a great means of self expression.

The format in which podcasts are delivered also helps people increase their audience, and at the same time serve them. News feeds are becoming increasingly popular every day, and many people are now being able to get information about the things they are interested in. Likewise, podcasters can now reach the particular type of audience that they are targeting. This creates a more continual relationship between publishers and their audiences, helping each other flourish in their craft.

Podcasting also empowers the podcaster. Usually, someone who has to say something would need to find something or somebody else to help distribute the information. But now, with podcasting, you become your own media. If you want to inform people, you just say what you have to say, and bring your news directly to them.

Podcasting also has great potential in making money through media. If

you have something interesting to say that people are willing to pay just to hear about it, then you could sell the content of your podcasts. If you have services or products to sell, you can use podcasts to show people why they would want to avail of your services or buy your products. You can also use podcasts as a means of selling "space" for advertisers to pitch in their commercials. With this new type of media, there are numerous possibilities for gaining profits.

Podcasting may still be in its infancy, but who knows for sure how big it may grow. Right now what people can say is that it is indeed growing faster than they have imagined. Podcasting could be the medium of the future, and taking advantage of its development could be one of the best decisions you would make.

www.ask-the-experts.org