Article Side

Why Comments should be allowed on a Blog by IRFAN

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It was until the year 2002 that blogs caught the limelight and became main stream and since then have successfully managed to stay there. Business owners soon realized the potential and started to venture into the same. Contrary to popular belief, you can create a blog on many platforms already available in a few easy steps and you do not need any HTML coding etc for that purpose as well.

Blogging platforms such as WordPress, Blogger, and Ublog provide you with easy to use tools that can help you create your free blog within seconds. Blogs which earlier were used for sharing personal experiences and opinions have now transformed into an internet marketing tool and are being used for the mentioned purpose.

So, what is it in a blog that is not there in a news paper article? A news paper article can show you an opinion however there is nothing more to that as far as your involvement is concerned. People show more interest where they can also take part via giving their personal views and comments. Blogs on the contrary offers this option as well in the form of their comment section.

Now, why do business owners use blogs? Consider this example of a new phone released by a company and there is a blog written about it giving a review of that particular phone. Like the usual practice of people searching for products before purchasing them, if you search on the internet, you will come across the blog and you will get to know about the pros and cons of that particular product and will decide if you want to buy that. So, the business owner is marketing the product via free blog.

There is contradiction of views on whether blogs or rather free blogs should include a comment section or not. Some people are not comfortable with the idea of anyone posting comments on the blogs or stories however it is an integral part of any free blog especially for a business owner. This is because of a basic fact that if you want user feedback, you need comments. Without allowing comments on your free blog, you wonâ€™t ever be able to judge readersâ€™ view point on your free blog thus leaving no space for improvement as well.

Thus, every time you sit to create a blog, make sure you include a feedback section at the end. Besides, knowing the visitorâ€™s view point on your free blog, the comment section also helps in increasing their level of interest in your writing. They would turn back to visit your free blog time and time again to check what you have replied to their comments or what others have to say about their view. In this way, it increases their involvement and thus helps you build a loyal group of readers for your free blog.

Marketing companies carry surveys to get user feedback on particular products where as a blog with comments enabled can do that for you without any extra cost. This viewer feedback in the form of comments on any free blog can be as valuable as the feedback you gather via surveys etc... And this will help you know what users think of your product and what do you need to improve.

If you want to start a free blog then U blog is the best option for you.

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