Blogging is the Powerful Way to Increase Exposure by Heather Protz

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Blogs are a free medium through which you can reveal your thoughts, arguments, opinions and discussions to the world. The term blog was derived from the word â€œweb logâ€• and it means exactly that- a collection of your thoughts, memoirs etc., in a chronological order. Not only can you publish your thoughts, but you can also get opinions and comments from different people on your blog. Itâ€™s become the supreme medium for online publication to many. In recent times there are a lot of free and paid blogging platforms coming up. Itâ€™s become a way of advertising and making money. Anybody from housewives to business magnets can maintain blogs. If you want your privacy to be respected there are ways to make your blogs visible only to selective people. You just need a computer connected with high speed internet like the one offered by Charter Internet to get started as everything you need to own a blog is available for free these days.

Blogs can be written about any literal thing-books, electricity, water, fashion etc. They can be written on personal experiences and day to day events. It can focus on a narrowed down topic or a whole lot of topics. Many blogs focus only on a particular topic say cars, web design and the like. But it is necessary to choose the right topic. Choose a topic that you are passionate about. Thereâ€™s no need to follow the ongoing trend. Because of the wide range, blogs can be classified into many types. They can be personal or corporate. Personal blogs are more like open diaries. In fact, blogging gained popularity from the start of the website opendiary.com. This is a site where you can post what you would normally write in a diary online. Corporate or organizational blogs can either be private or open to public. The corporate blogs which are private are usually used to enhance communication, and promote an amicable ambience in the organization. The other type of blog is mainly used for branding, promotional and or advertising purposes. Organizational blogs also include blogs on various communities and clubs that share the same interest. There are also joint blogs where many users contribute to a single blog article and this is known as reverse blogging.

Blogs are also classified by genre-on the topic what it is written on. There are also media blogs, that solely concentrate on spreading news about the current affairs, latest gossip etc.

Although there were journals existing online previously, blogging was made popular right after the introduction of easy publishing tools. In the initial stages, bloggers were required to convert their blogs to HTML codes, for publication which was a tedious task. The popularity of blogs accounts to the fact that they are a knowledge base, engaging people in reflection, debate and sharing their thoughts with others having the same interests.

There are places like Blogosphere where all blogs are collected and catalogued. Blog search engines like Technorati enables to popularize your blog. Including multiple keywords that are attractive brings more traffic to the users.

Many people find it easy to start a blog, but on the long run get discouraged and give up blogging. Here are some useful tips for bloggers: When writing about a topic always stick to it. Donâ€™t jump from one topic to the other. It will confuse the reader. Donâ€™t use complexicated words, not everyoneâ€™s a walking dictionary. Adhere to a schedule about when you will publish your next schedule. Be informative, but not overly so. One mistake that bloggers make is that they provide inadequate or incorrect information. This is why most blogs are not reliable. They tend to fool the readers, and this leaves them disappointed. This is the one and only disadvantage of writing blogs. Another important thing that you shoul keep in mind is that the right platform for your blog should be chosen. There are many competitive blogging platforms and you should take care to choose the right one. Donâ€™t choose a platform that might exceed your budget.

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Being a freelance writer and active blogger, I like to share my thoughts with the rest of the world and to source out some great deals on home services like the one offered by a Charter Internet.

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