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What is Blogging and How It Works by [Christina Xio](#)

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Today most people are familiar with web blogs as they have become an effective medium for representing your thoughts. It is a sort of online journal that has provided millions of people all over the world an opportunity to make use of their creative writing abilities. If you are still wondering what is blogging then you can understand it from the fact it is such a revolution that has changed the present world's literary habits completely. People with writing abilities are always fond of making memoirs and journals that would contain their life experiences, their aspirations, or their thoughts.

A writer had to possess exemplary command over English language and words before, with the ability to impress people with their lengthy narrative style. But the internet world has changed everything and has made it necessary for people to know what is blogging? Now the new writing trend requires your language to be as shorter and simpler as possible. That is why blog enables an average literary writer to get his work published over the internet easily which is viewed by millions of people all over the world too.

Creating a web blog is not such a big task as well; it consists of a very simple process and is absolutely free to create too. You can begin by finding a blog service provider that you feel easier to use. WordPress, Blogger, Xanga and LiveJournal are among the most popular ones for creating a blog. You just need to register yourself like you do while creating an email account. Once it is created successfully then you can include as many details in it as you wish like adding themes, images, templates, guest books, maps, and comment boxes. Hence if you are seeking an answer to the question what is blogging, then the above information will make you realize how simple it is to create a blog on your own. After you create your blog and include all other features in it too then you need to drive traffic to it as well which is not an easy task. It requires a lot of time, work and patience. All you need to do is to include unique and highly informative content in your blog and keep it updated.

The first and foremost function of a blog is to give out information. Hence you can create a blog for promoting your business too. It is an ideal way to provide information about your services or products to the web surfer. If you are looking for a cost effective marketing tool then you can create a blog on your own and do your desired publicity through it. It acts just like an ordinary website. Another useful feature of blogging is that it allows you to connect with your targeted customers gradually. It does not only provide them information instantly but they can also get immediate answers to their queries. The feedback box at every blog makes it easier for the customer to understand your service or product. Hence you must have understood completely by now what is blogging and how effective it can be for expressing your thoughts and promoting your business online.

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