



How to Create a Blog

Blogs

If writing is an art, then, blogging is one way of using words to come up with an art. This is because people who are into blogging are the ones who are artistic on their own sense, carefully choosing words that would best describe their feelings, sentiments, wishes, desires, and everything.

Basically, blogs were first introduced as weblogs that refer to a “server’s log file.” It was created when web logging hit the virtual market. Since its inception in the mid-1990s, web logging gradually saturated the virtual community making the Internet a viable source of greater information.

However, with web logging, you still need a web site and domain names, but with blogging, you do not need anything just an account with blog providers. In most cases, these kinds of blogs are free of charge.

With the onset of blogging in the industry, personal journaling had been a common ground for people who wish to be known all over the world. However, not literally famous as this is not a case on being popular or well-known personality.

Generally, blogs are created for personal use. Like a journal, people can write their daily adventures, sentiments, and whatever ideas they want to express online.

Nevertheless, with the advent of the online businesses, blogs had gradually taken the limelight in providing businesses a chance to boost their productivity online. This is where the business blogs have taken the limelight.

Business blogs are, basically, created to advertise the services or products of a certain web site or online business in order to increase online sales.

Moreover, business blogs are also one way of promoting the company so that the other readers will know that a certain company exists online. With blogs, entrepreneurs are able to establish a name in the virtual market through articles that can be very useful in the reader’s life.

From there, you can make money out of blogs by simply syndicating it to your business’ web site. This can be done through the RSS technology.

So, if you are thinking to create a blog, whether for business or for pleasure, you need to know some tips that could help you get through and make your blog one of the interesting blogs online.

Here’s how:

1. Consider your audience

Even if your blog is generally personal, still, it would be better to consider the minds of your readers. You have to think of something that would interest them.

After all, most of the reasons of people who write blogs are not at all confined to their own personal motives. Most of them would love to be “heard” (or read) and would love to be known, in some way or another, even for just a minute. Hence, it is very important to come with a write up that everybody can understand, not necessarily that these people can relate to it but they can understand it.

2. Pictures speaks a thousand words

To make your blogging worth the browsing effort of your readers, it would be extremely nice if you will put some pictures in it. It does not necessarily mean you have to place a picture of yourself. Any photographs will do as long as it does not pose danger or insult to anyone who will be reading your blog.

3. Make constructive and beneficial blogs

Even if you are free to write anything you want to say to the world, still, it would be better to create some write-ups that would be beneficial to your readers.

After all, its information technology that you have there so better be inclined to provide information rather than sheer quirky entertainment.

4. Avoid making multifaceted and complicated blogs

In order to have an interesting blogs, try not to use some highly technical and highfalutin words. After all, it is not a science discourse or a debate that you are making, so better stick to simple facts and short blogs.

Bear in mind that most people who use the Internet usually do more scanning than scrutinizing each site word for word. Therefore, it would be better to come with blogs that will not bore your readers just because you have these lengthy articles.

5. Make it interactive

As much as possible and if your capacity will allow it, make your blog interactive. You can do this by placing some video or audio clips in your blog.

You can even place an area for comments or for some feedbacks. In this way, you can get some impressions or reactions of other people. Who knows, you might even gain some friends just by making them feel at home in your blog site.

Indeed, blogs are not created just for the mere fun of it. It also has its own purpose in the world of the Internet.

Therefore, for people who wish to harness their craft, as far as writing is concerned, blogs are the best way to do it.

As they say, blogging is the contemporary term of creative and commercial writing.

Beginners Guide to Blogging

A blog is basically an online journal wherein you can digitally pen down your thoughts, ideas, opinions and practically anything that you want people to read. Blogs come in different styles, formats, and settings, depending on the preference of the user. Many blogging sites, offer built in features such as hyperlink, straight texts, pictures etc. Some blogging sites, even allow you to put video and mp3's on your blogs.

Instead of writing texts, some bloggers choose to make their blogs more audio friendly, by using spoken word entries. This is called audio blogging.

Basically a blog contains these features:

1. title- which allows you to label your post
2. body- this is the content of your post
3. trackback- other sites can be linked back to your blog
4. permanent link- every article that you write has a URL
5. comments- this allow readers to post comments on your blog.

One of the advantages of blogging, is that it is made of only a few templates. Unlike, other websites that is made up of numerous individual pages. This make it easier for blog users to create new pages, because it already has a fix setting that include: slots for title, body of the post, category, etc.

This is especially useful for first time users, since they can start blogging right away. They can chose from a number of templates that blogging websites provide.

Anyone who wants to start a blog can do so by becoming a member of a blogging website of their choice. Once they've become members, they automatically become a part of that particular blogging community. They can browse through other bloggers pages, and link them back to their own blogs. They can also make comments on other members' blogs.

Blogging is not just limited to personal usage. There are a lot of blogs that follow a theme such as: sports, politics, philosophy, social commentary, etc. These blogs espouse on their specific themes. This way blogging becomes a medium in which people can share their knowledge and opinions about a variety of themes and topics.

Some bloggers even use their blogs as a means to advertise. Some authors advertise their books on their blogs. While other bloggers, use their blogs to shed light to currents issues, events, news and catastrophes.

Nowadays in education, blogs also play an important part. Professors use blogging to document the lessons that they have discussed and taught. This way, students who have missed classes, can easily catch up with their assignments.

A lot of entrepreneurs benefit from blogging by promoting their businesses on their blogs, with millions and millions of people logging onto the net everyday, blogging has become a lucrative move. Some bloggers who run online businesses promote their merchandise online. While others profit through advertisement.

But by far, the most popular blog type is the one that takes the form of a personal journal. This is the kind that is usually used by first time bloggers. Individuals who want to document the daily struggle of their everyday lives, poems, rants, opinions, find that blogging offers them a medium in which to express themselves.

Bloggers usually communicate within themselves. This is one of the appeals of blogging. It creates a community of people sharing their ideas, thoughts, and comments with each other.

Blogs varying in topics, themes, and set-ups, can be found in blog directories. First time users who want to get an idea of what the blogging world is all about can browse through a number of blogs using these directories. This way they'd get an idea of what these blogging communities are like.

Blogging is popular all over the world. Blog is short for the term weblog. There are no rules when it comes to blogging. Bloggers have the freedom to express themselves however way they want, and the best thing about blogging, is that most blogging sites are free.

There are numerous blogging websites to choose from in the net. This give first time users the option of joining a blogging community that appeals to their interests.

Just search any blogging directory and you'd get a listing of a lot of blogging sites that are available on the net. It's easy to search a blogging directory, because it is organized according to category. This way you would get exactly what you are after. Blogging is really for everyone. It is fun, simple and easy.

Reasons Why Blogging is the New Internet Marketing Tool

Blogging is a concept that started in late 90s. It used to be a way to comment an existing webpage, an opportunity for visitors and readers to react or voice out one's opinion on the said page. What started as a single-sentence commentary has evolved into pages of personal take on just about anything and everything under the sun. As it continues to move forward, online advertising has tapped into the blog's potential. Here are 5 reasons why you should use blogging as an Internet marketing tool.

1. Blogging is simple.

The simplest way to get your piece on the net is through blogging. No skills are necessary... an average adult can read and type, or at least click a mouse. It's like having a virtual piece of paper and you just write your ideas, experiences, new products, and hope that the truth behind your articles comes out and entice your reader to also try your product. If you have a PC and an Internet connection (who doesn't?) then you can blog and advertise.

2. Blogging is authentic.

In this day and age where advertising saturate our lives, we question the credibility of promoters' claims. However, in blogs, real people share their real-life experiences, unscathed by paid advertising. Reading blogs about first-hand product use is like talking to people about their first-hand experience. You definitely want to buy a tried and tested product.

3. Blogging is free.

Because blogging is yet to be proven as a mainstream online advertising media, most sites see it as something to augment current marketing tools and thus offer it for free. Any opportunity for free webtime is definitely a bonus especially to businesses that are starting up. Needless to say, paid blog pages can generate more income for your seriously growing business.

4. Blogging builds credibility.

As you get more and more into writing your experiences on a particular product or industry, your readers come to realize that they can depend on your posts for their own information needs. As such, you become an expert on it; as a consequence, more readers visit your site and more bloggers link to your blogs. As companies and professional organizations notice the growth of your readership base, they may soon get in touch with you for advertising on your blog page, or make you an affiliate, which pays for every referral generated from your blog site.

5. Blogging builds your market.

Unless you are a Hollywood star, chances are, only your Mom reads your posts. Mom has a lot of friends, so she lets her friends know how interesting your blog site is. But you need not depend on Mom to increase your readership base. Look into the following ways to build your market through blogging:

1. By using your e-mail.

Today, blogging is overcoming the e-mail's popularity in quickly and effectively reaching and expanding a market. In this age of speed and quick access, logging in and downloading e-mail is simply taking longer than clicking into a blog site. Let them explore your site by using a short e-mail message as teaser to your blog site. If your e-mail is on an entirely different subject, use your e-mail signature to give a link to the site.

2. By using subscription.

An easy way to get your readers e-mail is to give them an opportunity to subscribe to your blogsite. Keep some exclusive information for your subscribers to entice readers to subscribe and give their e-mail address. Just be responsible in using their e-mail address, as the last thing you want is a comment on your blog that you are a spammer.

3. By understanding your readers.

Conduct a simple survey for your readers to understand their profile and advertising preferences. Ask consumers to give you feedback on a post, an ad link, or a trial that you shared. In this way, it is like interviewing your readers without the commitment and intrusion of a face-to-face interview.

4. By joining a blog network –

A network of blogs maybe a collection of blog sites that share the same industry, interest, readership base, payment mode, etc. Consumers find credibility and convenience in clicking one link to several real bloggers about a single subject. Clearly, more bloggers are better than one.

5. By using RSS.

RSS is the fastest growing technology on the Internet today. As such, having RSS feeds to your blog is definitely another means of generating awareness for your readership base. Having a variety of feeds can add interest to your blog site.

Give your business a boost by effectively using blogging as an Internet marketing tool.

All You Need To Know About Blog Hosts

Apart from the chat rooms, instant messengers and electronic mails created for communication and dialogue beyond turf are the emerging innovations that help man build opportunities for interaction. The need for a personalized and human face aspect of building online communities is slowly changing the technological landscape of the Internet.

Blogs / “weblogs” or blogging are the newest gift of Internet technology to people all over the world. These are updated posts, crop up entries or personalized life snippets, of mundane or bizarre in nature. For most, a “blog” is a personal, unedited, and authentic journal meant to be shared in an online community. Blog site is a place where bloggers can publish anything; his thoughts, feelings, photos, special events, experiences, comments on issues and so on. It is more of an online diary with videos, links, documents, newsletters and opinions on just about any topics you are interested.

Blogs are made to welcome the insights and opinions of all and therefore, should not be written to sound intimidating and too formal. This kind of blog is a sure way to put off the readers. In the basics of blogging, conversational tone would be more appropriate to reach the desired audience.

Blogging is all about individuals reaching out to other individuals. Having a blog has its own set of advantages:

1. Freedom of Expression.

If you want people to hear you out and give their own opinion, this is the best way to create a line of communication;

2. Networking is at its best.

Having a blog is a good platform for exchanging genuine ideas from consumers to you as marketer of a certain product. Sound opinion and point of view is better than just showing the price quote;

3. Excellent advertising platform.

Blogging is a new way to advertise products, a refreshing change from the traditional advertising outlets and it is cost-effective.

4. Gauging public opinion on products and services.

The key is nice and catchy titles with new ideas presented in your content. This is an assurance of quick and repeated responses from your readers. Blogs is an excellent spot for the exchange of ideas between the seller and the consumer. Good for measuring public opinion regarding services and products, even political and business matters alike.

5. Useful tool for internal communication.

This will help your company to build a knowledge-based community of employees. Also good for harnessing employee relations and identifying human resource issues in advance.

Other benefits like search engine optimization (SEO)

Will help your blogs to be seen often by as many people as you wish. This is very good exposure for your products and services.

Many blog hosting services are available on the Internet. But the basic question is which one of the services will be the best to start off your business blog program? Business people are usually clueless to recent technological innovations which would help them maximize their marketing potentials. For these beginners, it is best to study first the services offered by blog hosts. An ineffective business blogging program may damage marketing opportunities instead of enriching them.

A company may decide to do the following depending on its capacity and needs: 1) Host their own blog service, 2) Pay someone else to host the service, or 3) Setup a "blog aggregator page" and ask the employees to select their blog hosting services individually. There are paid and free services available for individuals.

For business blogs, they are required to have the latest blogging features; if not, this will prevent them from maximizing their marketing, public relations and SEO potentials.

Keep in mind that blogs should have the following basic essentials:

1. COMMENTS.

Welcoming comments provide opportunity for dialogue. In business blogs, they are a good customer feedback mechanism. This helps develop better customer relations based from loyalty and trust. Blogging is an innovative way to converse with your customers.

2. TRACKBACK.

This helps in maximizing company and product exposure. Through this service, consumers can get back to you for more posts and updates without the difficulty of locating you. If your blog is popular in a specific online community chances are links going back to your blog site are everywhere online, other blog sites or even websites.

3. CATEGORIES AND TAGS.

These both help in classifying blog searches for ease of navigation and on site search. Categories act as libraries because it classifies posts by subject matter such as business, distance learning, e-commerce, Online auctions, etc. Tags, help in the classification, especially in the blog search engine Technorati. Possible customers and new clients locate blogs about certain topics of interest by just clicking the tags.

4. RSS FEED.

Really Simple Syndication is the feed from your blog that is sent out over the internet, and collected through the various newsreaders and aggregators.

If your company is to establish a business blogging program, considerable options should be made available by the hosting companies shortlisted for the services. Free blog hosting services are popular but they are much appropriate for individual online journals. Paid blog hosting services offer unlimited packages best for your company's needs. You may want to suggest checking out some blogs that use the host first, read and examine their layout and design. Another important thing to consider is a reliable technical support the host has.

After, choosing the blog host, a team should be ready to plan the design and structure of the blog: The team should:

1. Create a style that meets the needs of the audience;
2. establish an open, credible tone;
3. schedule weekly updating of blog - ideally, a few times a week;
4. include weblinks of other website and blogs;
5. blog post should be in the "first person;"

6. focus on the business blog objective; and,
7. maintain an honest, engaging conversational quality.

Remember, whatever the look, style and content found on your blog is a reflection of you and your company.

Boost Your Business With Blogging!

Business blog is an incredible online marketing tool that saves you thousands of dollars but provides great business opportunities in just one click. Blogs are user-friendly, customized and flexible medium for disseminating useful information for effective positioning of your products in the market.

Companies engaging in business blogging have a definite edge over its competitors. Here are some advantages:

1. **Word-of-Mouth.** In a survey, there are currently 14 million blogs with 80,000 more being added each day and about 30 percent of the 50 million users are blog readers. Imagine how much gain your company will have, if your products are advertised through blogs. With Internet, information spreads so quickly especially if an impressive write-up goes with your product. Soon your blogs will be passed on to hundreds of possible customers.
2. **Awareness and loyalty.** Open communication with your customers creates trust and loyalty among them. Being there to respond to their questions and comments make them all the more willing to try your products and services.
3. **Feedback.** Blogs is good for product research and reviews. It would be easier to improve on your products if you observe your customers' thinking and behavioral patterns. You can also take immediate action to your customers' concerns.
4. **Community halo-effect.** Bloggers are reasonable, friendly and helpful. They are more than willing to create blogosphere of comments regarding your product. The only thing you have to do is embrace and take active part in the culture and your product will surely be considered in their next stop to the supermarket.

For better marketing results, actively promote your business blogs by submitting your blogs to blog search sites and directories. Do not forget to paste in with your blogs, your URL. Be sure that your blogs contain exclusive information with value and are always updated to keep readers popping in, read up your blog, move on to the next and click on again for updates.

Blog is like a setup booth in the biggest trade show on earth everyday. Marketing possibilities are just around the corner waiting to strike your sale scales up.

The Really Simple Syndication (RSS) feeds are important too in conjunction with your blogs to get the best benefits. Use effective keyword phrases to generate high ranking status in the search engine traffic. In this way you have better chances of people finding your website leading to your blogs. More traffic means more potential sales.

For this to be successful, you can use RSS for news update feeds which can be read through RSS reader application. This is a very useful tool for business and internet marketers as well.

If you are already convinced with the potentials of business blogs for marketing and targeting sales increase, your company is now ready to start blogging. But first, you have to be in tune with your company's business objectives and determine if blogging will really help you achieve your goal.

1. Several blogs are dedicated to teaching people the do's and don'ts of blogging, READ them! Include in your reading materials blogs that are consumer-based too to give you an idea.
2. Setup several test blogs right away.

If your initial try out with blogs worked well, you can now start setting up your blogs.

1. Study blog design. Blog hosting services provide pre-designed templates. But if you opt for paid blog service, you can ask your artist to design and layout your blog site to match the company's identity and needs.
2. Choose a topic. Its good to have a line-up of topics you want for your blogs but be sure they are in consonance with your business objectives. This would be a test of your flexibility and open-mindedness since results may be going against the set objectives.
3. Remember the following safety measures in blogging:

- legal issues are sometimes involved in blogging; it is safer to include disclaimers and limitations of liabilities;
- corporate communication and legal department are responsible in educating the senior management on how blogs might affect business;
- create blogging policies; set limits on who gets to blog and what information are allowed to be made public;
- avoid outright marketing blog or you will shy away your readers;
- make content updated, relevant and fresh;
- reinforce the company's core values; and,
- encourage employees to use it.
- Start blogging and complete 20 posts before going to marketing.
- Begin marketing.
- Regularly monitor the coming ins and outs of readers and get updates. Then, measure your results.
- Adjust if needed. You can always play with your designs in the blog site as long as it remains to match the company's identity.
- Strive to be consistent with your topic all the time.
- Try to have unrelated topics with general and broad appeal.
- Schedule updates regularly. Monday, Wednesday and Thursday would be best to update blogs.

Once you have done all these things, you can now ultimately enjoy the benefits of business blogging.

How to Increase Sales Through Streaming Audio

Many studies have proven that radio is a good medium for product advertisements. People listen to the radio for entertainment, usually to listen to the latest music or to their favorite radio program. In between the program, advertisements on products and services are being played.

For many years, this has been the trend in advertising. But now that the radio medium is almost behind the audio-visual medium, the TV, and the Internet, other marketing strategies have to be employed to continue the benefits of advertising through audio.

It is then that the benefits of using music on websites were discovered. Before, music on the Internet was just available in downloadable forms as mp3. Even through hosting downloadable music on their servers, companies were able to get much traffic on their sites. And everyone engaged in Internet marketing knows that website traffic plays a big role in boosting product and service sales.

However, there had been a problem with illegal music download in which artists, musicians and record companies have lost millions of revenues.

Then, came the popularity of Internet music streaming. Unlike the former, radio streaming does not allow download of the music files. Thus, the copyrights of the artists and record label owners are protected.

So, how can this be done?

There are several ways to stream audio from your site.

1. Is to stream a radio program from your site or blog. You can find free affiliate programs that allow you to stream their radio content from your site. What will this mean to you? This means that your site will have new audio content every time it is visited. What's even great is that the content is being updated even without much effort from you. In this case, what you needed to do is to sign up with an Internet radio station and have the link embedded on your blog or website.
2. Is to stream mp3s. To do this, you just need to upload your mp3 files on a server and add the files' links to the page. When the link is clicked, the browser opens a media player window and plays a file. However, since the file is in mp3 format, it may also be downloaded. Downloading music files without the authorization of the copyright owner is illegal. Therefore, if you will be using this type of streaming, make sure that you have the appropriate permit to do so.
3. Add audio to your blog or website is to stream music through organizing playlists. Playlists are m3u files, which if downloaded, will not play music if offline. Using this process, however, can be complex. Here is a short instruction on how to do it.

- Save your mp3 or wma file on the server. You may skip this step if you know that the file exists on another server and know the link to that file. Make sure that the link has a .mp3 or .wma extension.
- Open your text editor and type the path to the file. Include the http:// and the file extension. Repeat this step until you have included all the links to the files that you would like to be included in the playlist.
- Save the playlist with a .m3u extension.
- Upload the m3u file on the directory where the music files are hosted or to your server.
- Open your html editor and embed the link to the m3u file. Through this, you can also set if you want to have the playlist to autoplay if someone visits your site or if you want your visitor to control playing the music. You can also set the volume level.

After the code is embedded on the html file, and whenever your site is visited, the songs in the playlist will be buffered, streamed and played one after another. If your playlist has several songs, the user can skip forward or go back a song in the playlist using the media player controls.

Doing this setup works for many website owners. Through this you can customize the type of music being played on your site. You can even play recordings related to your product to boost product awareness.

It requires knowledge of html to be done. But if it will be the best way to increase traffic to your site, why not request assistance from programmers. After all, having audio on a website is a proven way to increase sales.

Video blogging

Video blogging is the next generation of posting ideas and products over the internet. Everybody knows about text blogging. Now they use videos for a better way of expression. This form of communication may entail a lot of resources, but it is all worth it. If pictures say a thousand words, video blogging exceeds that by far.

A video blog requires larger disk spaces on websites, a faster server, and a whole new set of programs to support it. Video blogs can be fed through RSS. This is technology of syndicating your website to other RSS aggregators.

Video blogging works with people on the internet expressing their selves. Now if you put this on a business prospective, you are up to a lot of benefits. Think of it as a powerful tool in showing your prospective customers your line of products or your services. It's just like showing a commercial all for free. And if you video blog through RSS, then most probably you are getting your target market.

People like to see what they are going to buy. Some would like to see proof and be sure that they are getting their money's worth before shelving their dimes on it. All of us know the influence of a thirty second commercial. The effect of video blogging is similar to that. You show your product, people watch

it. If they like it, they buy it. If you present it good enough, they'll buy the product even if they don't need it.

Now on the web, things are pretty much static, unlike in television in which all are moving. If you post something that is mobile, it would most likely catch attention. Now imaging your product parading in all it's royalty through video blog. You'll get phone call orders in no time.

If your business is just starting up, you can create a video blog right at your own home. All you need is your web camera, microphone, video software, and lights. For as long as you know how to use your camera, then you can create a video blog.

Invest in a good web camera. The higher its resolution is the better the output. And you like to present your goods in the optimum way so get the best one possible. Make a short story, or just capture your goods in one go. Just make sure you are getting the best profile for each. Get those creativity juices flowing.

Lights are important in a production. Make sure you illuminate entirely the area you are going to use to create video blog. The brighter the area, the crispier the images will be. You can also use lighting effects for added appeal to the presentation.

Should you require sounds for your video blog, you need a microphone. Record you voice as a voice over for promoting the product and its benefit to consumers. Sounds are as important as videos on a video blog. It is advisable to make your sound effects as enticing as the video.

Your video editing software can be any program. You need this to finalize your work. You can add sounds, delete some bad angles, or insert some still pictures in there too. Some programs are user-friendly and can be used even with zero knowledge on video editing. Even simple video editing programs should do the trick. Select your background carefully too. The light affects the presentation so make sure that the background and the light complements each other.

Video blogging is a great tool but it also has it downside. It may slow down the computer so other may steer clear of it. Download time may also be time consuming especially if customer is still on a dial-up connection.

But don't let those stop you. Let video blogging be an alternative for you, though it is best to still keep the text and pictures present in your presentation to accommodate all possible viewers of your site.

Nowadays, the more creative you are in presenting your product to the market, they more you are likely to succeed. Video blogging offers an interactive way of selling. You involve the customers. You instill in them the advantage of your goods. And at times, those are enough to make a sale.

PROBLOGGING: MAKING MONEY FROM BLOGS

A weblog (or simply blog) is a website that 'publishes' or features articles (which are called 'blog posts', 'posts', or 'entries'), written by an individual or a group that make use of any or a combination of the following:

- Straight texts
- Photographs or images (photoblog)
- Video (videoblog)
- Audio files (audioblog)
- Hyperlinks

Usually presented and arranged in reverse chronological order, blogs are essentially used for the following purposes:

- Online journal or a web diary
- Content management system
- Online publishing platform

A typical blog has the following components:

- Post date -the date and time of the blog entry
- Category - the category that the blog belongs to
- Title - the title of the blog
- Main body - the main content of the blog
- RSS and trackback - links the blog back from other sites
- Comments - commentaries that are added by readers
- Permalinks - the URL of the full article
- Other optional items - calendar, archives, blogrolls, and add-ons or plug-ins

A blog can also have a footer, usually found at the bottom of the blog, that shows the post date, the author, the category, and the 'stats' (the number of comments or trackbacks).

There are numerous types of blogs. Some of them are the following:

1. Political blog - on news, politics, activism, and other issue based blogs (such as campaigning).
2. Personal blog - also known as online diary that may include an individual's day-to-day experience, complaints, poems, and illicit thoughts, and communications between friends.
3. Topical blog - with focus either on a particular niche (function or position) that is usually technical in nature or a local information.
4. Health blog - on specific health issues. Medical blog is a major category of health blog that features medical news from health care professionals and/or actual patient cases.

5. Literary blog - also known as litblog.
6. Travel blog - with focus on a traveler's stories on a particular journey.
7. Research blog - on academic issues such as research notes.
8. Legal blog - on law (technical areas) and legal affairs; also known as 'blawgs'.
9. Media blog - focus on falsehoods or inconsistencies in mass media; usually exclusive for a newspaper or a television network.
10. Religious blog - on religious topics
11. Educational blog - on educational applications, usually written by students and teachers.
12. Collaborative or collective blog - a specific topic written by a group of people.
13. Directory blog - contains a collection of numerous web sites.
14. Business blog - used by entrepreneurs and corporate employees to promote their businesses or talk about their work.
15. Personification blog - focus on non-human being or objects (such as dogs).
16. Spam blogs - used for promoting affiliated websites; also known as 'splogs'.

Blogging is typically done on a regular (almost daily) basis. The term "blogging" refers to the act of authoring, maintaining, or adding an article to an existing blog, while the term "blogger" refers to a person or a group who keeps a blog.

Today, more than 3 million blogs can be found in the Internet. This figure is continuously growing, as the availability of various blog software, tools, and other applications make it easier for just about anyone to update or maintain the blog (even those with little or no technical background). Because of this trend, bloggers can now be categorized into 4 main types:

1. Personal bloggers - people who focus on a diary or on any topic that an individual feels strongly about.
2. Business bloggers - people who focus on promoting products and services.
3. Organizational bloggers - people who focus on internal or external communication in an organization or a community.
4. Professional bloggers - people who are hired or paid to do blogging.

Problogging (professional blogging) refers to blogging for a profit. Probloggers (professional bloggers) are people who make money from blogging (as an individual blog publisher or a hired blogger).

Below are just some of the many money-making opportunities for probloggers:

- Advertising programs

- RSS advertising
- Sponsorship
- Affiliate Programs
- Digital assets
- Blog network writing gigs
- Business blog writing gigs
- Non blogging writing gigs
- Donations
- Flipping blogs
- Merchandising
- Consulting and speaking

The following are a few things that you need to consider if you want to be successful in problogging:

1. Be patient. Problogging requires a lot of time and effort, not to mention a long-term vision.
2. Know your audience. Targeting a specific audience or group is a key to building a readership.
3. Be an 'expert'. Focus on a specific niche topic and strive to be the "go-to" blogger on that topic.
4. Diversify. Experiment with various add and affiliate programs that enable you to make money online (aside from blogging).
5. Do not bore your readers. Focus on the layout. White spaces, line spacings, and bigger fonts make a blog welcoming to read.

Certainly, it is possible to earn money from blogs. One just needs to take risks, the passion, and the right attitude in order to be a successful problogger.

DISCLAIMER AND/OR LEGAL NOTICES:

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