

Introduction to blogging

The Internet age that we now find ourselves in has brought with it a lot of changes. Much of the advancements made in the field of information and communication technology (ICT) have altered how we live our daily lives in a tremendous way: the way we think, the way we work, the way we communicate and even our recreational fares have been largely affected. It is perhaps the fastest means to reach out to friends that are geographically separated from us a great distance. More and more, people are relying on the Internet to find out any information that they seek. A quick search on any of the search engines is all it takes to arrive at relevant pages that will give them the information they are looking for.

These changes are not about to slow down but rather pick up a more rapid pace that will inevitably push us to a radically increasing new sense of global awareness and interconnectivity.

One major source of the deluge of information that has flooded the Internet on all sorts of topics and areas of interests is the phenomenon called blogging. As much as information has been made readily available by the Internet, posting information or uploading what someone knows to the Internet has also been facilitated to the point that expressing oneself via the Internet has become a daily exercise for a lot of people.

The word "blog" is a shortened form of the phrase "web log". As the name implies, a "web log" is a log or journal that is maintained on the web or online. It is very much akin to a personal diary but taken to a new electronic form. But what started as a simple desire to document one's daily musings and happenings has eventually been elevated to a new form of journalism. With the discovery that other people could possibly be reading one's writings, people have taken up this new form of expressing their feelings, thoughts, and opinions into a new level of communication.

A lot of bloggers still use their personal blog to share opinions, spread news or simply have fun by sharing what is happening in their lives through links, photos, videos and other documents. More and more, however, have taken this new journalism medium to be their personal editorial space or a place to post and grow their knowledge base. Because of the wide viewership that the Internet has spawned, it is possible now to reach out and share information on a specific area of knowledge and still find a huge number of targeted audience. Sometimes, it need not even be a specific area of information; people are drawn to anything that interests them, be it exciting bits of news, funny materials like jokes or cartoons. Some people even spend a lot of time looking for information being shared about a particular hobby and online communities have been created revolving around these types of niches. Blogs have been known to attract more views and readers than larger and more well-designed commercial websites.

The key to creating enough interest and generating a momentum of viewer hits and readership is to have a blog specialize on a particular niche or information area. This will allow the building up of rich informational content and open it up to links from other

sites or blogs sharing the same niche. Whenever you provide rich content to your readers, it gives them more reason to keep on coming back and to link to your site from their own websites.

By focusing on a particular area of knowledge and providing rich content on a specific niche, blogs also raise their potential for search engine rankings. Search engines are known to favor sites with rich informational content so that they can give their searchers highly relevant pages. Obviously, the business of search engines requires them to maintain quality and relevant links coming up on their search pages whenever searchers key in their search keywords.

Needless to say, a high search engine ranking will result in further boosting the traffic to one's blog site and this continues to spiral up by creating more and more loyal viewers and readers of your blog. At the end of the day, what started as a simple desire to have an outlet for one's personal expressions or as a way of sharing one's knowledge and interests may also become a viable ongoing business endeavor.