



A Beginner's Guide To Blogging.

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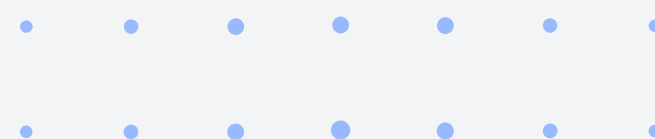


What blogging is all about?

What is a blog?

To start with, what is a blog. Blogging started way back in 1994. It was first called a weblog and it was more of a personal diary, the space wasn't crowded. But now, there are blogs about everything, sharing information and educational content. Only a few, personal blogs still exist

A blog is a regularly updated website where new content is frequently published, typically written in an informal or conversational style—often with the goal of attracting readers and achieving some sort of blogging goal, whether community-building or growing a business.



What is the difference between a blog and a website?

A blog is a website, technically. But a website is not a blog. Blogs are always updated with posts, weekly, daily, and monthly, but a website is static. It is rarely updated. It just contains pages with information about a company or brand. It even links out to a blog.

Is it better to have a website or a blog?

It will run at the same cost. A blog is updated regularly. It will bring in more traffic. So a blog. You don't have to publish every day. Choose a frequency and flow with it. A blog can still house everything a website carries.



Why do you need to start a blog?

- To build authority
- Grow your business
- Become a thought leader
- Develop your skills
- Build community
- To network and build connections

How Do You Start A Blog?

When creating a blog, you should start by conducting your research and then make a decision on all of this:

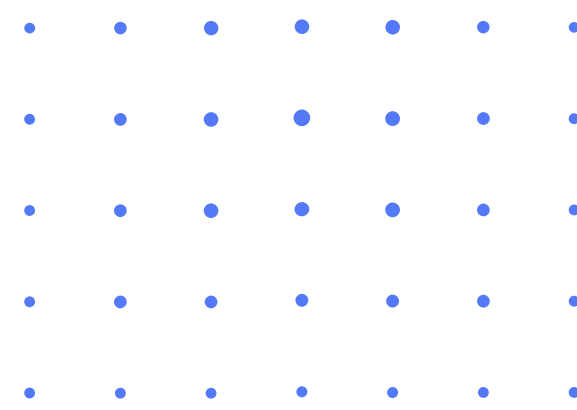
1. Know why you are starting a blog
2. Do you want a niche or not?
3. Choose a platform
4. Decide on whether you want a paid or free hosted blog
5. Decide on your domain name
6. Set up social media accounts
7. Stop daydreaming. The best time to start a blog is now



What's the difference between self-hosting and free-hosting?

A web host allows your blog to be seen on the internet. Hosting is what makes your blog accessible to internet users. The best way to host your blog is when you have a WordPress hosting blog. Hosting companies include GoDaddy, Whogohost, Bluehost, Namecheap. You can source your domain names from them as well.

It is different from your blogging platforms. You either pay for your hosting or choose not to pay. What blogging platforms do is allow you to create your blog on their own systems. They handle your hosting and every other thing you need.



When choosing any blogging platform

- Make sure it is easy to use.
- Ensure the blogging platform is flexible, easy to manage and cost-effective
- It should be easy to set up as well.
- Also, make sure it suits your type of blog.

For example, if you want to focus a lot on pictures, Instagram and Pinterest would do you a lot of good.

A lot of intellectual content on any topic and if you want to share your content easily and very fast, Twitter and LinkedIn are the best bet for you. This applies to microblogging.

If want your content to have a touch of social media, you have Tumblr.

Having a site on google or other search engines, WordPress and Blogger are the way to go.

There are content management systems that allow you to host your publications freely on their platforms. We have WordPress, Bloggr, Tumblr, Substack, and Medium. Also, link aggregators offer free hosting, Linktree, Disha, Milkshake, Mainstack. And you can blog for free on social media platforms like Twitter, Instagram, and LinkedIn.

But in truth, nothing on these platforms really belongs to you. How? Let's take a look at the disadvantages of these platforms.

Disadvantages of Free-hosting

- The platform can shut down at any time. 2021 shutdown of Instagram, Twitter ban,
- It is only housing you, it doesn't belong to you. Instagram.com belongs to Mark Zuckerberg. The way honeydropsblog.com belongs to Doyinsola Olawuyi.
- Your account can be closed off at any point, gistloverblog. The highest with self-hosting is that you are penalized.
- You don't set the rules.
- You are likely to lose your audience unless you have a backup plan
- Whatever happens to the platform happens to your brand
- The day you decide to move, you may lose some of your data
- Moving is stressful

Advantages of free-hosting

- You get to learn before you commit
- You can still build good reach and community
- You don't have to do all the technical work

Advantage of Self-hosting

- The platform belongs to you
- You can do anything you want with it
- You can compete with already established platforms
- Anything 100 free blog sites offer you, you can do all on your blog

Disadvantages of Self-hosting

- You are basically on your own
- You have to have hands own technical skills
- Nothing is free
- Your host is like the house where your blog is contained and you can move anytime you want from one company to the other.
- Seth Godin uses his email list
- There are no limitations to how you run your blog. It all depends on you.



Monetizing your blog

- Advertisements
- Sponsored opportunities
- Selling services
- Affiliate programs
- Physical and digital products

Pages you need on your blog

- Contact page
- About page
- Disclaimer page
- Cookies page
- Privacy policy page
- Terms and services page.

If your blog is freely hosted, your cms will make provision for some of these pages already.



Tips and Platforms to grow your blog

- Pinterest
- Substack
- Medium
- Quora
- WordPress

Useful tips

- Give value always
 - Start monetizing from the day you start
 - Network and collaborate
 - Share your blog shamelessly
 - Collect an email list
 - Join forums
- 





Types of blogs you can start

1. Lifestyle
2. Travel
3. Tech
4. Food
5. Personal blog
6. news/media blogs
7. Niche blog – personal developments, business blogs
8. Combination blog

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