

BLOGGING



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BLOGGING

The Professional
Way Of Branding
Secret

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Getting Setup

Blog Platforms: An Introduction

Setting up your blog will require a little research and review; you'll need to consider the factors of cost, the time and skills you currently have, and your readiness to learn some new software. Almost all blog software is straightforward to use and offers various plug-ins and other resources to make yours unique. You don't necessarily need to hire a professional or specialist to start publishing; most blogs can be set up with a few hours, and you can learn how to use them as you go.

We'll discuss how to make use of today's leading blog platforms. The three most widely used platforms include:

- WordPress
- Blogger
- TypePad

Choosing the Right Blog Platform for Your Business

You'll find several free and low-cost fee-based blog platforms available, and most of them use a simple text editor box for publishing. The cost differences vary depending on the type of blog you are running; if you host the blog on your domain, you will need to manage hosting fees.

Blogs run within the blog's area are usually free, but you will not have a single address to work with. If you want a unique URL, it's better to consider the different packages, even if you're starting with the very basic.

Most basic packages allow you to add your design elements and start making money with advertisements immediately. Most free hosts will not allow advertising, which limits your ability to start generating a separate stream of income from ad-clicks and sales. If you're just starting, it's best to pick the basic version so you can at least begin driving traffic to advertisements.

Next, you'll need to consider how much you know about blog design. If you're already proficient with web design and templates, this will be relatively easy, but if you do not know where to start, there are plenty of blog templates available. Blog templates can help you construct your primary site, and then change it later when you need to. These can be easily replaced with a more comprehensive design, but most blog platforms provide various options, colours, and primary attributes to make your blog stand out.

Blog platforms such as WordPress can help get you set up with a professional look, mainly if you have limited design skills and are not working with a web or graphic designer immediately. Blogger also offers customizable options, and you'll find a range of colours and