

All About Blogging

Blog is a website which is maintained by a person for a number of purposes. The complete activity of designing a blog and getting the comments of the readers is known as blogging. Expansion of ecommerce and internet has led to the increase of activities like blogging.

Businesses and the companies are also showing interests in blogging because of the expanding base of bloggers. The content of the blog consists of text, graphics and videos. The fame of blogging is also increasing because the reader is open to give any comment and this feature of blogging also makes it attractive and sometimes more informative. The artwork, videos and graphics are also promoted through blogging websites.

There are various types of blogs and the contents and objectives of the blog can also vary for different types of the blogs. On the basis of the nature of the blogs the types of blogs include personal, corporate, technology and questions blogs. A personal blog is an online diary of an individual in which he can share his personal experience and all personal stuff. These blog posts increase the confidence of the blogs creators and enhance their social interactions. In the corporate blogs, blog posts are related with businesses. Companies go for corporate blogging for branding, marketing and public relations. Advertisements through blogging can save huge marketing costs of the companies. In the question blogging answers to the questions are given. These questions can be related to various fields of life. In addition to that, the blogs which present videos are known vlog and these are short posts.

To make a blog is a very simple process and there are a number of websites which are offering free blogging services. Any individual can make his or her blog on such website, absolutely free of cost. There are many people who make blogs related to their field of interest like travelling blog, fashion blog, cooking blog etc.

Blogging is a common activity and there are a number of positive and negative aspects of blogging. According to the scientific research writing about the personal experiences in blogs can increase memory and sleep, enhances immune cell activity and reduces viral load in AIDS patients. At the same time blogging has also increased the political dangers, and threats against personal safety. The number of bloggers is increasing very rapidly and in future blogging can appear as the most preferred activity on the internet.

About the Author

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