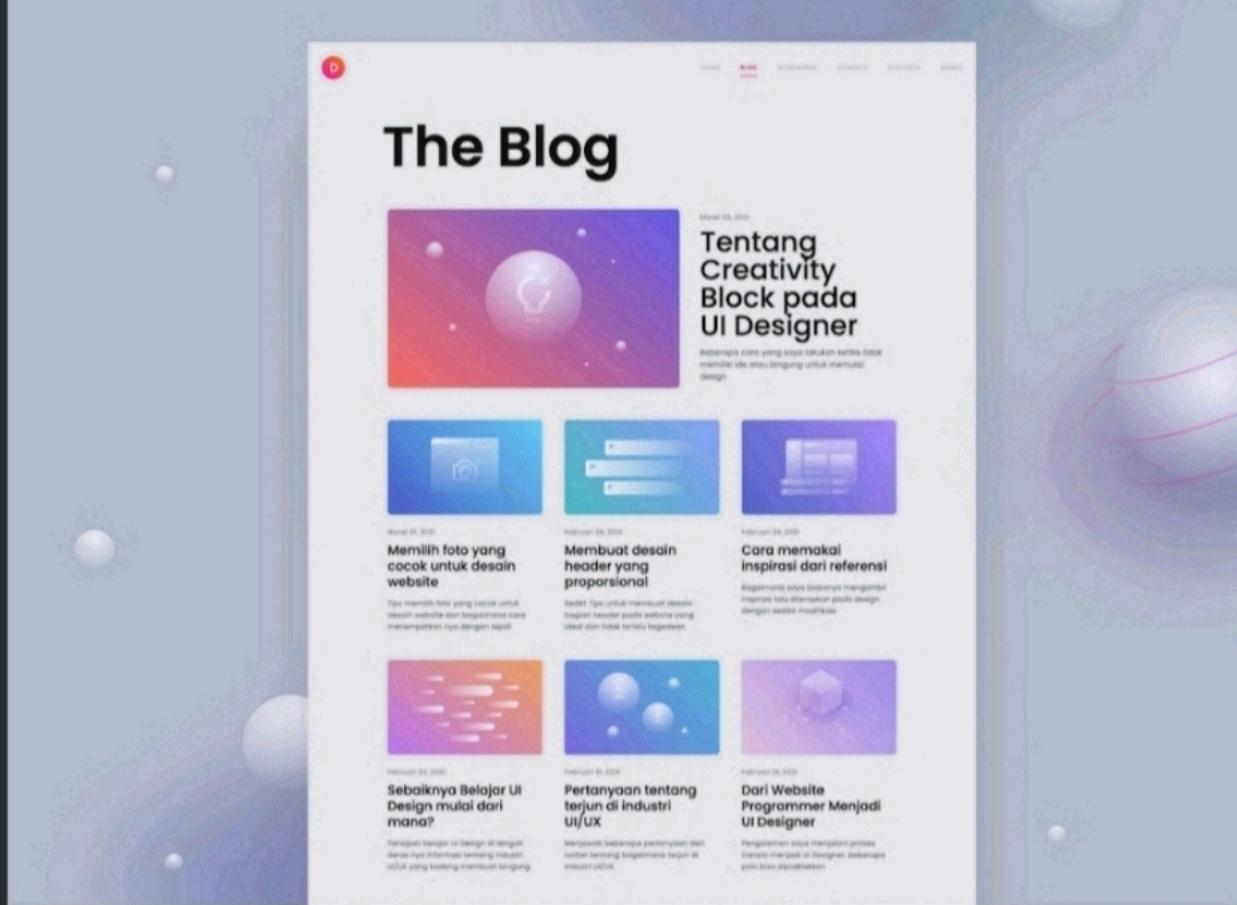


PERSONAL BLOG ON IBM CLOUD STATIC WEB APPS

DEVELOPMENT PART-2

PERSONAL BLOG

A personal blog is an online platform where individuals share their thoughts, experiences, interests, and hobbies. It serves as a personal diary or commentary in a digital format, often written in a conversational and informal tone. The following quote is from Andrew Sullivan, explaining why he blogs.



It will help you build a narrative around your life that readers can relate to and get inspired from. Your honest content will also help the readers learn from your mistakes and allow them to make better and wise choices in life.

A personal blog can make money through sponsored content, paid promotions, advertising, affiliate marketing, consulting, and



While it's true that blogging can be used to earn

an income, it's not something that will help you "get rich quick." You need to build an audience that wants to purchase items from you before you can start earning any money.

Blog Manager

- Over 20 templates
- Drag & drop content re-arranging
- Over 15 hover effects
- Variety of media types
- Shortcodes and Widgets
- Pagination, load more, infinite scroll
- Custom styling

WORDPRESS plugin by OTWthemes

Finding the Best Blogging Platform for SEO

Another important factor is how a blogging platform's capabilities align with your goals and needs. For example, if you need to boost your visibility in SERPs, you'll need a platform with built-in SEO tools.

Optimizing your content for search is essential to driving traffic to your blog. According to a Backlinko study, sites listed on the first SERP in Google get **27%** of all clicks for a keyword or phrase.

It's well-established that **blogging can improve SEO** if it's a useful resource for your customers. But SEO takes time to learn, so you may just be signing up now.

It's well-established that blogging can improve SEO if it's a useful resource for your customers. But SEO takes time to learn if you're just beginning your content marketing journey.

On-page SEO, off-page SEO, and technical SEO are all important strategies that take time and effort to learn.

SEO Features and Tools

So, to get on that first page, you ideally want a platform with built-in tools to help you optimize your content.

Many blogging platforms offer plugins or add-ons to help with SEO. But the features that will be most useful to you will depend on your current know-how. For example, some platforms can help you build a site map or manage your blog URLs.

Many SEO techniques are repetitive processes full of details. So, it's also ideal to have a platform for your blog that can remind you to optimize for search as you build each blog. For example, HubSpot SEO software offers on-page tips like reminding you to add alt text to blog images.

FIVE COMMON TYPES OF BLOGS

To help you identify the best type of blog for you, here are five of the most common types of blogs.

Personal Blog

As the name implies, a personal blog is about the person who runs the blog.

A personal blog is very different from the other types of blogs because it contains opinions and beliefs of the blogger.

Some of the oldest blogs on the internet are personal blogs. Their owners started way before the internet became very popular.

Business Blog

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Business Blog

One of the best ways to demonstrate your knowledge and expertise is with a business blog. A business blog contains content focused on an area of specialty to attract the attention of potential clients.

The business or blog owner makes money through the products and services they offer to the readers.

For example, to attract more readers and therefore clients, a dentist could post blog content on all aspects of dentistry.

Affiliate Blogs

An affiliate blog is a blog that posts content promoting other products and services.

The blog owner typically writes product reviews or tutorials and includes a link for the reader to buy the product or service.

These links are called affiliate links and when clicked and a purchase is made the blogger receives a small commission.

Niche Blog

First off, a niche is a small section of a larger group.

Think about it this way: if you say you're a gymnast, you belong to a large group of athletes.

But when you say you specialize in floor

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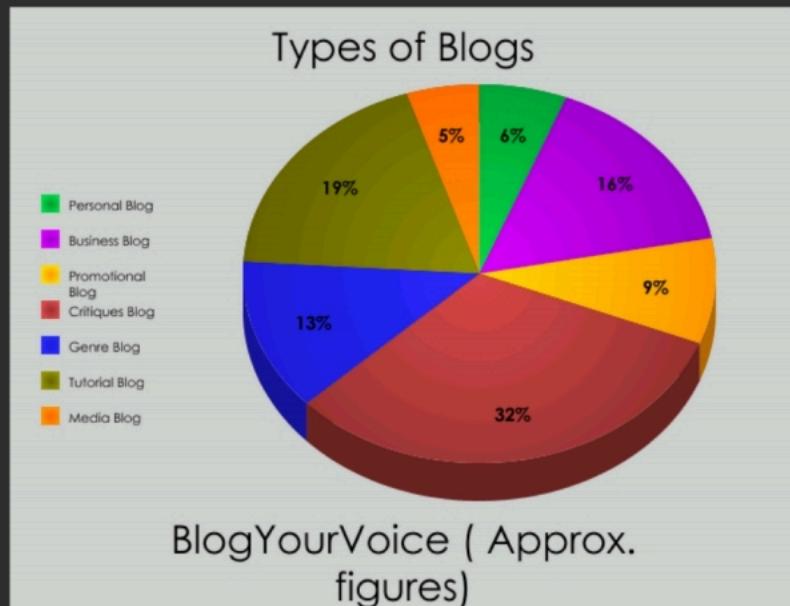
Think about it this way: if you say you're a gymnast, you belong to a large group of athletes.

But when you say you specialize in floor gymnastics, that's a much smaller group. It's the same with blogging!

News Blog

A news blog is the most intense and expensive

type of blog to create. Successful news blogs require a massive infusion of content and multiple posts per day.



Benefits of Blogging

1. Showcase Your Skills

Blogging is a great way to showcase your skills and share your knowledge with the world. By writing blog posts, you can

demonstrate your expertise in a particular topic and attract new readers and followers.

Additionally, blogging can help you improve your writing skills and learn new things. By practising regularly, you can become a better writer and gain valuable insights into your field of interest.

2. Get More Traffic To Your Website

One of the most significant benefits of blogging is that it can help you get more traffic to your website. By regularly writing blog posts, you can increase your website's visibility in search engine results pages (SERPs), leading to more traffic and higher website rankings.

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3. Build Customer Relationships

One of the most significant benefits of blogging is that it helps you build customer relationships. Regularly providing valuable content help create a bond of trust with your readers. They come to see you as an expert in your field and are more likely to buy from you when they need something you offer.

4. Build An Online Brand

Blogging can help you build an online brand. A blog gives you a platform to share your ideas, expertise, and insights with the world. People who know who you are and what you stand for are more likely to do business with you and may also refer you to their friends and colleagues.

5. Update Yourself On The Latest

Blogging is a great way to stay up-to-date on the latest trends, news, and information. It can also help you become more knowledgeable on various topics. Blogging lets you share your thoughts and opinions with others and learn from their feedback.

6. It Opens New Avenues

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Blogging opens up new communication avenues that weren't possible before the internet. A blog provides a personal connection with your readers that builds trust and credibility.





So, should you start your own personal blog? The answer is yes, if you're prepared to put yourself out there, then go for it! Having a personal blog and putting yourself out there can give you the edge over general blogs, as your readers grow to know, like, and trust you

THANK YOU

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