

What is a blog?

A **blog** is a type of **website** that is updated regularly with new content. Most blogs contain short, informal articles called **blog posts**. These posts usually contain some combination of **text**, **photos**, **videos**, and other media. At its core, a blog is just a space on the Web that you can create to record and express your **opinions**, **experiences**, and **interests**.

If you spend much time browsing the Web, you've probably read a blog post before, even if you didn't realize it at the time. Some of the most-read blogs are a bit like online magazines because they're written by a team of people who are paid to update the blog with new posts several times a day.

However, a **majority** of blogs are written by one person. As a result, the average blog is fairly **personal**, reflecting the **interests** and **personality** of the person who writes it.

Who blogs?

The people who write blogs are called **bloggers**. From what you hear on the news, you might think bloggers are all a certain type of people—young, politically inclined, and tech-savvy. Or maybe you've heard about bloggers who've written about amazing experiences or ambitious projects, then turned their blogs into bestselling books.

Why blog?

As you saw in the infographic on the last page, most bloggers consider blogging a **hobby**. It can be a fairly time-consuming hobby, as many bloggers spend several hours each week writing blog posts, replying to comments, and more. So why do they do it?

There are many reasons why people blog, but here are some of the most common reasons:

- To share your experiences and expertise
- To speak up about an issue you care about
- To become more involved with hobbies and passions
- To be part of a community
- To advance your career or start a career in writing
- To keep family and friends updated about your life

No matter what their **main reason** for blogging is, most bloggers have at least one thing in common: They're **passionate** enough about a topic to **write** about it over and over again, usually for free. If there's a subject you care deeply about, you might enjoy blogging about it. When you

have your own blog, you have **unlimited space and freedom** to **express your opinions** and discuss the things you care about with others.

Blogging for money

Another reason some people blog is to **earn money**. People earn money from their blogs by hosting **advertisements**, **selling products**, or **publishing** their blog posts in the form of a book or printed articles.

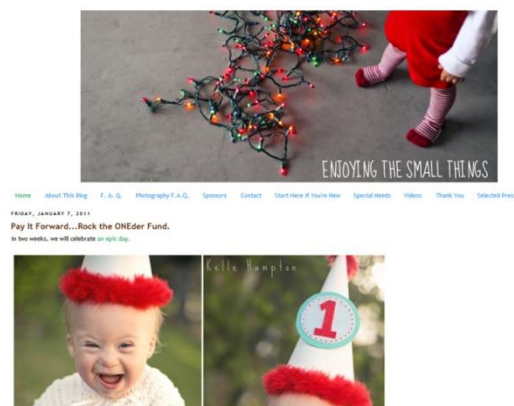
The media often reports on bloggers who have done this successfully, turning their blogs into careers and even a book and movie deals. While it's fine to try to earn money from blogging, you should be aware that these success stories are **very rare**.

You may see advertisements for services that promise to help you make your blog profitable with little effort. However, making money this way is **not as easy as it may seem**. Many bloggers write for years without ever earning a cent from their blogs. Keep this in mind as you begin blogging.

What do people blog about?

A blog can be about literally **anything**. There are people blogging about every topic imaginable, from their political views to their pets. Think of **any interest or hobby**, no matter how unusual or specialized—there's bound to be an entire community of blogs devoted to discussing it. Although it's impossible to list all of the subject's people blog about, there are certain types of blogs as follows:

1)



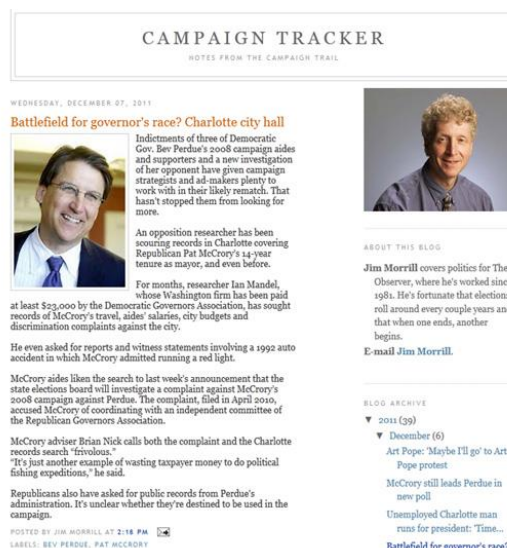
Enjoying the Small Things is an example of a **personal blog**, a type of blog that discusses a blogger's life. Here, Kelle Hampton posts stories and photos of her two daughters, one of whom has Down Syndrome. Blogs about parenting are sometimes called **mommyblogs**.

2)



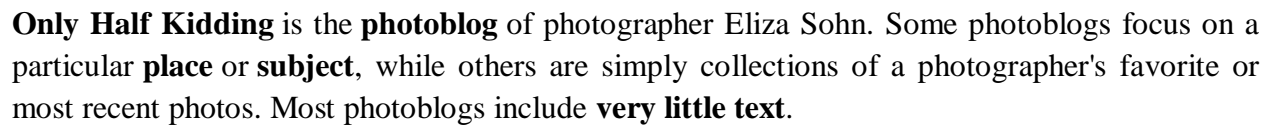
Smitten Kitchen is an example of a **hobby blog**, a blog that documents a particular **hobby** the blogger enjoys—in this case, cooking. Blogger Deb Perelman posts her own recipes complete with photos.

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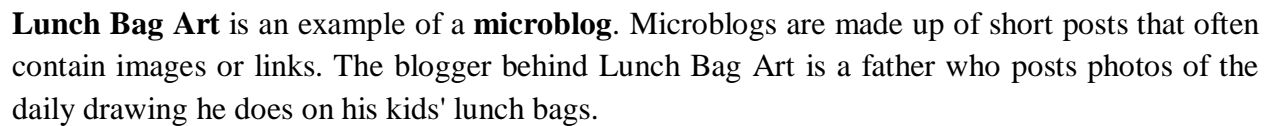


Campaign Tracker is an example of a political blog. Journalist Jim Morrill posts short, timely reports about news in North Carolina politics. Most political blogs have a **strong point of view**. Political bloggers write to **express their opinions** and **influence policy**.

5)



5)



The History of Blogging: How Blogging Has Evolved (1993 to 2021)

- 1993: Blogging Officially Begins
- 1994: Justin Hall Begins Personal Blogging
- 1997: The Term “Weblog” is Coined
- 1998: The First Blogging Platform (Open Diary) Launches
- 1999: Blogger and LiveJournal Launch (with Xanga Soon Following)
- 2003: WordPress and TypePad are Created
- 2003: Google Buys Blogger and Launches AdSense
- 2004: “Blog” Becomes the Dictionary Word of the Year
- 2005: Vlogging (Video Blogging) Emerges as YouTube Launches
- 2006: HuffPo and BuzzFeed Combine News and Blogging
- 2007: Microblogging Becomes a Trend
- 2012: Medium is Founded (as a Free Blogging Platform)
- 2016: WordPress Launches the .blog Domain Extension
- 2021: There are Over 31.7 Million Bloggers in the U.S.

Top Indian Bloggers

Link for details: [TOP 10 Indian Bloggers of 2021 + Their Earnings \[RANKED\] \(wp-me.com\)](https://wp-me.com/top-10-indian-bloggers-of-2021-their-earnings-ranked/)

| Blogger | Blog | Earnings/month |
|-------------------------|-----------------|----------------|
| Amit Agrawal | labnol.org | \$60,000 |
| Harsh Agrawal | shoutmeloud.com | \$52,434 |
| Faisal Farooqui | mouthshut.com | \$50,000 |
| Shradha Sharma | yourstory.com | \$30,000 |
| Varun Krishnan | FoneArena.com | \$22,000 |
| Srinivas Tamada | 9lessons.info | \$20,000 |
| Ashish Sinha | nextbigwhat.com | \$18,000 |
| Arun Prabhudesai | trak.in | \$15,000 |
| Jaspal Singh | savedelete.com | \$8,000 |
| Amit Bhawani | amitbhawani.com | \$14,115 |