**IT’S BLOGGING TIME**

Mark: “People got to know this! But I can’t run around telling everyone about this. What do I do?”

Joe: “How about you blog, my friend.”

Now-a-days, people are really getting captivated to blogs and always interested in reading the interesting ones or make a mind blowing one! We live in a blogging world. BLOG BLOG BLOG and REPEAT!

**What is BLOG?**

Its an online journal or we can call it an informational website, in which all the topics are printed in reverse chronological order, that is, the latest ones first! So, if you feel an itch to spread a news among tons of people, just make a blog and become a blogger!

One question definitely arises thinking about blog:

So, if we are saying that blog is an online journal, what’s so special about it to give it the name “blog” and not some another website?

The answer is in the description of the blog. There are many topics in a blog. I can update blog whenever I want. If I came to know about the new Huawei foldable phone and amazing Holo lens of Microsoft at the same time, I can post it on my blog at two hours apart! Yes, on the ‘same’ blog. Website doesn’t allow me updating it with new topics, does it? It does if it’s a blog.

**SURFING FEW BLOGS**

**1)**[**http://www.engadget.com**](http://www.engadget.com)

The blog name suggests how it may be about gadgets. However, only technological advancements aren’t the only topic talked in here. Looking carefully, we see how there are different field people can look into like Gear, Entertainment, Gaming and so on.

The gear section talks about the new Motorola foldable phone or about the Robo Pup!! That’s interesting, puppies are so cute and getting a robo one means no worries about cleaning it up. Of course, there are cons as well, clearly discussed in the blog. We see, the entire topic has been explained well. A blog can be trusted about the information it gives, we aren’t left out of few small details.

We do come to know about the blogger at the end of the blog and there is a little description about him too.

All those who are interested in blogging and also do some research in technology, or cray game enthusiasts are the sources in here.

**2)** [**https://davidsuzuki.org/category/science-matters/**](https://davidsuzuki.org/category/science-matters/)

While it has all information about the “David Suzuki foundation” as well, the bloggers have posted various blogs under different groups like Community Culture, Impact, People and Science Matters. Common sense, the articles under these topics are related to them.

For example, the science matters group includes “You may not like insects, but, you need them”, which talks about how insects are important for balance in nature and that them getting endangered means us getting extinct.

Another topic under Community and Culture includes, “Ontario government asks if wildlife willing to move to another province”. The industrial representative talks about how wildlife is coming between their industrial operations and they need to move away.

Similarly, other topics too include various articles which gives us information on what people are doing, what’s going around us, almost everything!

These are few knowledgeable volunteers, who have become a blogger, maybe?

**3)** [**https://perezhilton.com/**](https://perezhilton.com/)

Everyone s aware how stepping in the glamour world and becoming a celebrity means taking a step towards a life with almost no privacy. Entire world is interested in controversies, and juicy details going in their favorite artists’ life. How sweet of the fans, isn’t it?

So, this blog is for all of these sweet fans who wants to know about the feuds artists were involved in. Also, people come to know about the tour singers going on, the new album being launched, where the Kardashian are, what are the models up to and pictures of celebrities at the Red Carpet.

Giving up some personal information about our lovely role models on what they ere before celebrities, how they keep up with the spotlight and how they celebrated their birthday this year and what dramas occurred, everything is on this blog just a click away.

Interesting stuff with spice added will just make up your gossip for the day. This blog helps us all in that!

Sources for these blogs are media. None other than a media representative can get out all information about big celebrities. As they say, “ According to few inside sources….Sources say….”.

**I searched for more blogs on few particular topics. I wanted to see if we write just some particular words, will I get a blog on them too? If so, how different would that be from these broad blogs? And to my surprise, there are blogs and I must say I am impressed!**

**1)** [**http://iamafoodblog.com/**](http://iamafoodblog.com/)

I really like the name of this blog, it shouts out to all the foodies like, “Come on in here! I have heaven drops for your mouth”. I mean, honestly, I am surprised to find such a blog, where not only does it tell about various food, recipes but also, what to try if you are travelling any place in the world.

For instance, people living alone for studying or work, far from home, who have never really showed any interest in making food, and now, are suddenly forced to cook food for themselves, this blog is a life saver for them! (P.s. Yes, this group of people includes me. I am so happy right now finding this blog! Learning about blogs paid off.)

The blog has all recipes for chicken eaters to egg eaters to vegetarians and vegans as well! In fact, you can actually search recipes by tags like how much time you have for the kitchen and what are you craving for! This blog is such a blessing. I personally recommend everyone to try this. I guess I might make something as well today itself rom the blog.

FOODIE! CHEF! They seem to be the best option to be a source to this blog.

**2)**[**https://ca.nba.com/?gr=www**](https://ca.nba.com/?gr=www)

BASKETBALL FANS, THIS ONE’S FOR YOU!

Yes, NBA, National Basketball Association, has its own blog!

Do you love basketball but have too many assignments or work load? Do you have a match but also a date at the same time? No worries! The blog has it all. This blog gives us all the details about what match was held today, where, how and an amazing game information. Just like you would know if you did watch the match. Also, we can know about what replays we might want to look at in the match and when and between whom is the next match. Interesting!

Thinking about the source of all the information, it is an NBA official only, who can have al proper information. Maybe it’s an official NBA blog. Possible, right?

**3)** [**https://www.expedia.com/Vacation-Packages**](https://www.expedia.com/Vacation-Packages)

This is like a treasure to a wanderlust. Who doesn’t want to get ideas and review about the next trip he/she would make? What to do there? What is the cuisine? Is there any adventure? Something new? This blog gives it all.

Hotel booking? Checked!

Plane tickets? Checked!

Train tickets? Checked!

Rent a car? Checked!

Any deals? Checked!

Okay, so basically everything is checked! Just go to this blog and plan you vacation. Everyone needs a break.

The information seems to be gathered from reviews of people and some travel agency might be in link with this.

**TRUST A BLOG?**

However, the big question is whether or not to trust a blog? A blog can be made by any person who wants to share some experience with others. How can we say if or not he is not lying?

* Blogs are updated regularly that means the information provided are relevant and latest. A reader can get effective information from here.
* They include information from few inside sources, so, we do have a few reasons to trust a blog. This means that a few blogs are written by few experts in some fields so that information can’t be wrong.
* Also, blogs aren’t proofread by many people and so the information isn’t cancelled so much and thus, there is less restrictions in here.
* However, a blog may provide inaccurate details, maybe the blogger is also referring where the data and statistics is old? So, a reader may get old data. Not trustworthy? (blog.neongoldfish.com)

We can’t trust anything blindly, even when we are searching for something n websites, we tend to go through at least two websites for an information. Similarly, we shouldn’t trust a blog blindly, we should do our own research again on the topic to be 100%sure about the information. A man with half knowledge is dangerous, so better yet have full or none knowledge about a topic.

**GOOD BLOG OR A BAD ONE?**

What makes a blog good or bad?

* Since, a blog also has information, an article, it also needs a catchy headline. If your headline isn’t standing out or grabbing the attention of the readers.
* Best or not at all! Whatever you include in a blog should make a reader grab his attention completely, he must not leave after reading half of it just because he wasn’t enjoying. Include photos, videos, different fonts, styles, anything, to make your blog interesting and not boring. Youngsters are quite interested in not so boring pages today.
* Proofread yourself! Grammatical mistake, one or two, can be ignored. But to many gramatical mistake is realy irritatinh, like in THis SEnteNc.
* Make people subscribe your blog. Make the subscription button visible at the top of your blog. Be confident about yourself and your blog.
* Make sure your readers when reading “ABOUT” you are assured and gain confidence on you as a good blogger. (cite: [www.copyblogger.com](http://www.copyblogger.com))

**BLOGGING IS IMPORTANT**

Yes, today blogging has found its way into marketing. A vlog can help you get customers and improve your business. While some people do business just for fun, you can always get a benefit out of it.

* Fun: Some people like to share their experience with others when they went for a vacation or just let others know about a recipe they thought of. A blog is a good way for them to do so. It generates a satisfaction among these people.
* Business: In business and marketing, blogging is really doing a lot of help to people. “Business blogging is a marketing tactic that uses blogging to get your business more online visibility” Business demands more visitors, which is accomplished by a blog. The traffic to the website increases! This traffic can then be converted into lead with a kind of barter system. Like free e-books, free webinars, or anything to exchange of which a person will share his information like name and e-mail and so you can slide in their inbox and attract them towards your business! (<https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht>)
* Education: Also, blogging is a way to connection to a next personal level. For instance, teachers and students can get linked by placing the articles of lectures in a blog by teachers since students are well affiliated with internet these days.
* Everyday: Knowing about what’s best in today’s technology is very important for everyone and you need some reviews to trust on. Blogs help us there!

**NOT EVERYTHING IS PERFECT!**

Everything has a disadvantage to it. Nothing can be just perfect, there are always flaws.

* Books: Looking into education field, blogs do help them get all information but now the students are always on laptops which is too stressful for their eyes. Not a good thing for students.
* Outside world: People get so obsessed with internet and blogs that they don’t try to go out and find by themselves about things. Even adults are stuck on phones and tablets. Not good for them too.

All in all, Blog is a great way to share, connect and link, however, getting completely attached to it doesn’t serve anyone right.