

E-CONTENT

MMHAPU, MJMC, SEM-III

PAPER-XII (304)

1. CC-304/Unit-2 (USE OF INTERNET, WEBSITE AND BLOG.)
2. Topic of the Lecture : BLOG
3. Date of the Lecture : 29-09-2020, TIME : 11.10 A.M.-12.10 P.M.

BLOG

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first.

What is the purpose of a blog?

There are many reasons to start a blog for personal use and only a handful of strong ones for business blogging. Blogging for business, projects, or anything else that might bring you money has a very straightforward purpose – to rank your website higher in Google SERPs, a.k.a. increase your visibility.

As a business, you rely on consumers to keep buying your products and services. As a new business, you rely on blogging to help you get to potential consumers and grab their attention. Without blogging, your website would remain invisible, whereas running a blog makes you searchable and competitive.

So, the main purpose of a blog is to connect you to the relevant audience. Another one is to boost your traffic and send quality leads to your website.

The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target audience. This means that a blog is an effective lead generation tool. Add a great call to action (CTA) to your content, and it will convert your website traffic into high-quality leads. A blog also allows you to showcase your niche authority and build a brand.

When you use your niche knowledge for creating informative and engaging posts, it builds trust with your audience. Great blogging makes your business look more credible, which is especially important if your brand is still young and fairly unknown. It ensures presence online and niche authority at the same time.

Blog structure

The appearance of blogs has changed over time, and these days blogs include a wide variety of items and widgets. However, most blogs still include some standard features and structure.

Here are common features that a typical blog will include:

- Header with the menu or navigation bar.
- Main content area with highlighted or latest blog posts.
- Sidebar with social profiles, favorite content, or call-to-action.
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

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