

- Maintaining a blog can help improve your writing skills.
- A blogger can easily become a published author.
- You can get instant feedbacks in the form of comments, shares, etc.
- Bloggers can be sound learners, as they tend to read and engage more in such content.
- Get a long fan following list.
- Blogs can help you build a strong network.
- Maintaining a blog can help you improve your technical skills on Wordpress, SEO, etc.
- Sell Online – Blogs can be a great virtual store.
- Express yourself – Blogging is a great way to share your ideas through inspirational means.
- Blogging is an easy, yet a sure way to build trust online.

Setting a Blog using WordPress

You can create blogs on many platforms. They can be either free or paid. Here is how you can create a blog using WordPress –

- Create your account on WordPress.com. Enter your name and Email address and other required details.
- Select a web address; it can be either free or premium.
- Choose a suitable WordPress plan.
- Set up your profile and build your profile page.
- Configure site settings like Site Title and tagline.

Setting a Blog using Blogger

Blogger.com is a popular platform that is being used widely for creating ready-to-post blogs. Follow the steps given below to create a blog using blogger –

- Sign up and create an account on www.blogger.com.
- Enter display name and click 'create your blog now'.
- Choose your blog title and URL. Verify whether it is available.
- Choose a desirable template from the given options.
- You would come across the '**posting**' tab. Create post, edit posts, and page here.
- Enter the title of your post on the 'title' tab.
- The rest of your post goes in the '**Compose**' text editor. You can customize your post by editing its font, size, text color, etc. '**Edit HTML**' option is available to insert your content in HTML format.
- Select '**post option**' if you want to enable readers' comment.
- Save once you are done with it. You can preview the final page before publishing it. Click '**Publish**' to publish the post directly.

Blog Promotion

You can take the following measures to promote your blog –

- Connect your blog to Google+ to allow auto-sharing.

- Post quality content and post regularly.
- Write search engine friendly content.
- Have an Email button in order to receive feedback from your readers.
- Use your blog link in mail signatures.
- Enable site feed to let more and more people subscribe to your content.
- Add your blog to Blogger's listings. Submit your URL to blog directories.
- Actively comment on other's posts. This way, your profile gets more exposure.
- Participate in online forums.
- Use social media for branding.
- Hold a contest or a carnival.
- Write as a guest blogger. Write multiple pages and link them together.



Blog Commenting

Commenting on a blog is an art. You need to put some effort to post comments that catch users' attention.

- Add a few attractive phrases with exclamation mark to draw attention.
- Comment as early as possible, as the first few comments are the ones read by most.
- Refrain yourself from over-promoting.
- Don't be rude or use offensive language.
- Include questions in your comments. They seek more attention.
- Be influencing by updating an article.