

Blogs

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BY

SUMEET

Heard about these ?

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- [Blogger](#)
- [Wordpress](#)
- [b2Evolution](#)
- [MovableType](#) (U of S is heavy user)
- [Typepad](#) ([Kate Trovac](#) uses it 😊)

Differences ?

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- **Setup**
- **Data Security**
- **Usability**
- **Reliability**
- **Cost**

Requirements

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Requirements (contd...)

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Techie Stuff

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- Apache/IIS
- PHP/CGI/Perl
- Database



MySQL (Widely Used)

MSQL

- Webguru (webmaster will work too)

Wordpress Requirements

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- Free !!!
- Apache
- PHP
- MySQL
- &



Wordpress Themes

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- Google the term “Free Wordpress Templates”
- By Wordpress:

<http://wordpress.org/extend/themes/>

<http://wordpresstemplates.name/>

Requirements for the Rest ?

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- **Typepad**



Domain &



Requirements for the Rest ? Contd..

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- **Blogger**



Why Blog ?

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- **Blog is Owned Space !!!**
- **Allows interaction with web users.**
- **Have nothing else to do ?**

Personal Vs Professional Blog!

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Personal	Professional
- Anything Goes (unless your boss is reading it).	- No Nonsense.
- Variety of Topics.	- Topics relate to products/services.
- No one pays you to blog.	- Someone gets paid eventually !
- No Marketing required.	- Requires Marketing !

Benefits ?

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- **Content is King !!**
- **Customer research and insight !**
- **Anyone can start publishing their thoughts.**
- **Increase your Reach ! (XML feeds)**
- **Fast and Inexpensive**

Cons

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Examples !

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<http://www.engr.usask.ca/aboutus/financialblog.php>

<http://www.phpproxyhost.com/>

<http://www.myblog.bloggybloggy.com/>

Want to know more about Business Blogging?

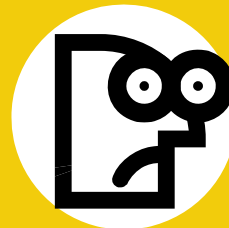
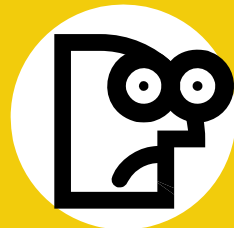
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Excellent site with lots of information :

<http://www.movabletype.org/documentation/business-blogging/>

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It's QUESTION TIME!!