

## WordPress Tutorials Introduction to Blogging

What is a "blog"?

On most Wordpress websites produced by Equestrian Websites the News page is a "Blog". Blog is an abbreviated version of "weblog," which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Many blogs focus on a particular topic, such as news, events, sports, or technology. Some are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author's daily life and thoughts.

Generally speaking (although there are exceptions), blogs tend to have a few things in common:

- A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
- An archive of older articles.
- A way for people to leave comments about the articles.
- A list of links to other related sites, sometimes called a "blogroll".
- One or more "feeds" like RSS, Atom or RDF files.

What is a "blogger"?

A blogger is a person who owns or runs a blog or a person who maintains the blog. That is, posting articles or new posts, information, sharing the most up-to-date news, opinions and case studies to name but a few. Such entries are known as blog posts or, more usually, just Posts.

The Blog Content

Content is the raison d'être for any website. Retail sites feature a catalog of products. University sites contain information about their campuses, curriculum, and faculty. News sites show the latest news stories. For a personal blog, you might have a bunch of observations, or reviews. Without some sort of updated content, there is little reason to visit a website more than once.

On a blog, the content consists of articles (also sometimes called "posts" or "entries") that the author(s) writes. Yes, some blogs have multiple authors, each writing his/her own articles. Typically, blog authors compose their articles in a web-based interface, built into the blogging system itself. Some blogging systems also support the ability to use stand-alone "weblog client" software, which allows authors to write articles offline and upload them at a later time.

Comments

Want an interactive website? Wouldn't it be nice if the readers of a website could leave comments, tips or impressions about the site or a specific article? With blogs, they can! Posting comments is one of the most exciting features of blogs.

Most blogs have a method to allow visitors to leave comments. There are also nifty ways for authors of other blogs to leave comments without even visiting the blog! Called "pingbacks" or "trackbacks", they can inform other bloggers whenever they cite an article from another site in their own articles. All this ensures that online conversations can be maintained painlessly among various site users and websites.

### Comment Moderation

Comment Moderation is a feature which allows the website owner and author to monitor and control the comments on the different article posts, and can help in tackling comment spam. It lets you moderate comments, & you can delete unwanted comments, approve cool comments and make other decisions about the comments.

### Comment Spam

Comment Spam refers to useless comments (or trackbacks, or pingbacks) to posts on a blog. These are often irrelevant to the context value of the post. They can contain one or more links to other websites or domains. Spammers use Comment Spam as a medium to get higher page rank for their domains in Google, so that they can sell those domains at a higher price sometime in future or to obtain a high ranking in search results for an existing website.

Spammers are relentless; because there can be substantial money involved, they work hard at their "job." They even build automated tools (robots) to rapidly submit their spam to the same or multiple weblogs. Many webloggers, especially beginners, sometimes feel overwhelmed by Comment Spam.

There are solutions, though, to avoiding Comment Spam. WordPress includes many tools for combating Comment Spam. With a little up-front effort, Comment Spam can be manageable, and certainly no reason to give up weblogging.

### Blog by email

Some blogging tools offer the ability to email your posts directly to your blog, all without direct interaction through the blogging tool interface. WordPress offers this cool feature. Using email, you can now send in your post content to a pre-determined email address & voila! Your post is published!

### Post Slugs

If you're using Pretty Permalinks, the Post Slug is the title of your article post within the link. The blogging tool software may simplify or truncate your title into a more appropriate form for using as a link. A title such as "I'll Make A Wish" might be truncated to "ill-make-a-wish". In WordPress, you can change the Post Slug to something else, like "make-a-wish", which sounds better than a wish made when sick.

### Excerpt

Excerpts are condensed summaries of your blog posts, with blogging tools being able to handle these in various ways. In WordPress, Excerpts can be specifically written to summarize the post, or generated automatically by using the first few paragraphs of a post or using the post up to a specific point, assigned by you.

### Plugins

Plugins are cool bits of programming scripts that add additional functionality to your blog. These are often features which either enhance already available features or add them to your site.

### Basics - A Few Blogging Tips

Starting a new blog is difficult and this can put many people off. Some may get off to a good start only to become quickly discouraged because of the lack of comments or visits. You want to stand out from this crowd of millions of bloggers, you want to be one of the few hundred thousand blogs that are actually visited. Here are some simple tips to help you on your way to blogging mastery:

1. Post regularly, but don't post if you have nothing worth posting about.
2. Stick with only a few specific genres to talk about.
3. Don't put 'subscribe' and 'vote me' links all over the front page until you have people that like your blog enough to ignore them (they're usually just in the way).
4. Use a clean and simple theme if at all possible.
5. Enjoy, blog for fun, comment on other peoples' blogs (as they normally visit back).
6. Have fun blogging and remember, there are no rules to what you post on your blog!