

Creating a blog

[Business](#)



Process of Creating a Blog Process of Creating a Blog Blogs are a great way to express yourself, connect with others who share your passions, and share information. This paper discusses the processes involved in creating a blog that can be used at work or at home.

i. Deciding what you are going to blog about

The first step is to pick a blog topic or niche. For instance, when one is interested in marketing designer bags, start a blog that specializes in bags.

ii. Decide which blogging platform to use, free or self-hosted

First of all, most blogs are made using the Word Press blogging platform.

This is because you can use many different layouts and free themes, write blog posts images and people can as well comment and share in your blog.

Other blogging platforms include Blogger and Type Pad (Nelson, 2011).

However, if you are on a budget and don't plan to blog for more than few months, then definitely start with a free blog. A self-hosted blog on your own domain is by far the better option. It will give you full control of your blog and an image of professionalism. It is also a great choice for people who want to blog long-term, share knowledge, become a blogger and earn some money from it.

iii. Choosing a Domain and hosting, and setting up a word press blog on your own domain.

Finding a great domain can take a while, but it's worth it. Besides, it's much better to choose something memorable, catchy and unique (Wallagher, 2013). One of the most reliable blog hosting is the Web Hosting Hub which has two options to install for example one with " one-click-installation or manually.

References

<https://assignbuster.com/creating-a-blog/>

Nelson, M. (2011) How do I start a Blog? Blogging Basics 101. Retrieved on 8 April 2014 from [http://www. bloggingbasics101. com/how-do-i-start-a-blog/](http://www.bloggingbasics101.com/how-do-i-start-a-blog/)

Wallagher, M. (2013) How to Start a Blog: Step by Step Guide. Retrieved on 8 April 2014 from [http://startbloggingonline. com/](http://startbloggingonline.com/)