

What Do I Blog About?

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You decided you want to blog but you're not quite sure what to put in your weblog. Here are some ideas.

{mosgoogle}Depending on whether you're keeping a personal or business/professional blog, there are different types of content that you can include in your weblog.

Personal blogs, as the term suggests, often include blog entries that are of personal interest to the blogger. These may be diary-like entries about the blog author's experiences, feelings, thoughts and relationships.

Some personal blogs may just focus on a particular theme. For example, a blogger who loves to write may just blog anything and everything about writing (e.g. books, authors, quotations about writing, freelance work, publishing, etc.). Other themes that various individuals may blog about are: art, photography, pregnancy, family life, health, weight loss, babies, computers, music, poetry, food, politics, and sports.

Other types of blog content that personal bloggers include in their blogs are memes, collaborations, and community projects, as well as fun stuff like quizzes, brain teasers, and games.

Business and professional blogs, on the other hand, tend to include content that are more focused and direct. Although they are primarily designed to promote and market products and services, successful business blogs must contain more than just press releases and advertisements.

Good business blogs have useful content that may come in the form of relevant news and events. For example, a business blog about computer gadgets may share about upcoming conventions or developments of particular products. Other blog content that will be welcomed in business blogs are: product and media reviews, letters and testimonials from customers, short articles, tutorials, tips, and photo essays.

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