



Canadian Association of Professional Speakers

The number one Internet resource for the Canadian speaking industry

[Member log-in](#)[About CAPS](#)[Members](#)[Become a Member](#)[Meeting Planners](#)[Media](#)[Chapters](#)

Blogging for Beginners by Yvonne Wu

Wikipedia reports that a blog is a web log. It is a website that is maintained by an individual with regular entries of commentary, descriptions of events, or other materials such as graphics or video. Entries are commonly displayed in reverse-chronological order.

Here are reasons for you to begin blogging:

- To be used as a website
- To be used as an online diary
- To provide the possibility for your followers to leave comments and interact with you
- To create podcasts
- To test products
- To advertise, display and sell your products and services
- To make your articles easily accessible
- To rank higher in search engines

One of the reasons blogs have become so popular is that they can be maintained by individuals with limited technical skills. You can log in and make changes to the pages yourself without a monthly fee. You are provided with free or paid templates. They can be hosted by the blog company or you can host them yourself on your server.

You are able to respond to comments and build relationships. Individuals' comments can provide insight and give feedback in regards to potential products or services. Blogs are a quick way for media to search for much needed content. As a writer, you can see if your idea generates interest.

Beginners may be interested in my training video, Blogging for Smarties Part 1 at <http://www.youtube.com/watch?v=VFqLQKPM4B4>

Yvonne Wu is a Virtual Author Assistant. She assists business professionals who find themselves working on too many details and are feeling overwhelmed with the tasks of being a business owner. Learn more at <http://theyppublishing.com>



1370 Don Mills Road, Suite 300 | Toronto, ON Canada | M3B 3N7
P: (416) 847-3355 | F: (416) 441-0591 | Toll Free: (877) 847-3350
| info@canadianspeakers.org | [privacy statement](#) [terms/conditions](#)