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Blogging is a platform for the internet savvy people to rant about any topic. It gives them the opportunity to open up without any inhibition, which they would have felt, if they had actually wanted to talk about the same topic. This is the major reason as to why many are having their own blogs running up successfully.

Dilemma over the topic for the blog

Very often, people are so excited and thrilled at starting their own blog that they rush over the entire process without any proper planning. You may wonder about the importance of planning, that too for a blog. A blog has to be planned out very thoughtfully as it is going to reflect the bloggerâ€™s personality, attitude and of course talent. The following are some of the common thoughts that come on the minds of novice bloggers.

What should I really blog about? - Say for example, they would have actually wanted to blog about building effective relationships at workplace and in personal life. Their first few posts may concentrate on that but in due course of time, they may find themselves running out of relevant topics.

How do I bring in more readers? â€“ Although the blogger may be very passionate about the blog and may not be doing it commercially, getting others to read what he/she has blogged about is very important.

How do I improvise my blog? - Just maintaining a blog and updating it with regular posts will not suffice. Bloggers need to keep in par with the latest technological developments and issues related to their blogs so as to have their stats on the increase.

Do I stick to the same topics? - Bloggers may get the urge to blog about some irrelevant topic that had caught their interest recently. This may affect the quality of the blog. So having a blog name that will have the flexibility to encompass any sudden posts is the solution. This again leads back to the aspect of choosing a good name for the blog.

Should blogging be done for fun or for money?

Many prolific writers use blogs as yet another tool to pen down their thoughts. They encourage discussions and debates over their posts which gives them a much wider perspective of their post. They get to know totally different yet valid points, they get to meet like-minded people and build long lasting relationships jus through their blog. This is one community of bloggers.

We have the business â€“ oriented bloggers on the other side of the community. Their blogs are mainly for the purpose of promoting their business and bringing an increase in their profits. When talking about business, blogs are definitely very helpful in marketing the products. The blogs are designed in such a way that they have all the information required by the customers in a user friendly manner. Even though websites are serving this purpose, blogs are more interactive and interesting. It all depends on the creativity and use of innovative techniques by the blogger that will help in bringing in more blog hits. This is a direct indication of the number of people who are going to help you in your business.

There are a number of sites like blogger, Wordpress, hub pages, tumblr that offer free blogs for all

purposes. Individuals can go in for any site of their choice based on their needs and their comfort levels of the technical issues of blogging. Whatever be the site, whatever be the topic and whatever be the purpose of the blog, it is the quality, which is the ultimate issue of concern. Make sure you have it of all the other requisites.

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