Web 2.0 – The Web's Edge

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Blogs

A New Way of Publishing and Distributing Information

Many early Web pages were static, with no way for users to add to or interact with the information. Blogs are an easy way for anyone to publish content. They are the successor to bulletin boards, news groups and forums. Blogs allow "freedom of expression". Because they automatically generate an RSS or Atom feed, it is easy to share this information. Blogs also allow "comments", which sometimes generate more information that the Blog post itself.

Blogs are probably the most prominent application that allows for the socialization and democratization of the Web, characteristic of Web 2.0.

Blogs are a good way to get information out to readers fast. People read blogs, see things that interest them and write about it in their own blogs. Information begins to spread from one blogger to another. Marketing firms call this method of transmitting information viral marketing. Companies are using viral marketing to their advantage -- it's both powerful advertising and inexpensive because the targeted audience does most of the work for you.

- New way of publishing / writing to the Web / can publish with your phone also

- New way of distributing information (syndication)

- New way of facilitating communication / socialization

- New way to conduct business: marketing / advertising / customer support

- Available to anyone: free and easy to use

- Can publish any type of content (photos, video, audio, documents)

Blogs

The word "**blog**" is a shortened form of "**weblog**" which came from "**Web Log**".

A blog is commonly referred to as an online diary or journal. It resembles the logs kept by the captain of a ship as a written record of daily activities and documentation describing the ship's journey (pg 50 in the text).

A blog is a format for publishing content on the web. It is a special kind of website or content management system (CMS), and uses a special type of software.

People who write blogs are known as bloggers. The word can be used as a verb: blog, blogging.

Anyone can start a blog. Blogs range from all kinds of topics: news, politics, technology, education, special interest etc.

➡ **For interesting blog statistics:** http://technorati.com/blogging/state-of-the-blogosphere/

Blogosphere

The collection of blogs on the Internet and the associations between the bloggers is referred to as the blogosphere.

Some free blogging platforms

- www.blogger.com

- www.wordpress.com

- www.typepad.com

- http://edublogs.org/

Blogs have the following features in common:

- the main unit of information is called a "**post**" – blogs are centered around the posts

- the posts are organized in reverse chronological order, with the most recent entry appearing at the top

- each post has a date and timestamp to indicate when the post was published to the blog

- each post has a "permalink" or unique URL

- each post has a title or header which identifies it

- tags can be associated with each post

- some blogs allow categories to be created as an additional means of organizing the posts

- archives are automatically generated by the blog software

- information can be accessed chronologically, by tag, by category or by search

- people can comment on the posts

- both the posts and the comments can be syndicated in a feed reader or via email

- other bloggers can link to a post and be notified of the link using a trackback or backlink

- can "ping" a directory service to notify them that there has been an update and to index the newest entry

- can contain links to websites and other blog of related interests – called "blogroll"

Blogs Consist of "POSTS"

http://web20rodeo.com – a Wordpress blog - shows categories (blogger does not categorize)

Every Post has its own page, its own URL and can be accessed in various ways

BLOG ARCHIVE

▼ 2008 (26)

▼ September (3)   **Posts can be archived**

   Tips for Keeping Your Pet
   Safe on Halloween

   Close the Door

   Puppy Classes for
   Socialization

► August (1)

► July (1)

POSTED BY CATHERINE LEIGH AT 8:00 AM   0 COMMENTS
LABELS: CAT, DOG, HALLOWEEN, PET, SAFETY

MONDAY, SEPTEMBER 22, 2008

Close the Door   **Post title is a link (URL)**

*Sometimes Complex behavior problems have simpler
solutions.*

I don't know how many times I've heard someone, both clients
and personal acquaintances say something like, "I can't keep Fido
off my bed no matter what I do! I've tried everything."

http://critterinfo.blogspot.com – a Blogger blog

Blogs can also include many extras known as widgets or gadgets in the side bar

Dog Training for Newbies

📅 Mar 01, 2009 in 📁 Dogs

by Jenash Muldavi

The day you bring your brand new puppy into your home for the first time is a joyous one; but it
can also cause a lot of stress, especially if this is the first time that you?ve had a dog. You?ll
need to learn many things in order to

Read the rest of this entry   **Some blogs allow post to
be displayed as an excerpt**

🗨 Leave your comment

Basic Tips To Get You Started On Training Your Dog

📅 Mar 01, 2009 in 📁 Dogs

by Rice Amire

We all want the best for our pets, especially when it c
have a dog for a pet, you just might be considering ge
well behaved.

Read the rest of this entry

🗨 Leave your comment

San Diego Puppy Training
Private, In-Home, Dog Training. Get your Puppy
off to the right start!
www.expertdogtrainingsd.com/

Indoor/Outdoor PETaPOTTY
Ships assembled w/sod to 48 states As seen
on TV and News Worldwide.
PETaPOTTY.COM

Aussie Pet Mobile
Open 7 Days A Week $10 Coupon For New
Customers
yourlocal.aussiepetmobile.com

Λ V   Ads by Google

RECENT POSTS   LINKS

▪ Dog Training for Newbies   ▪ Yoga Ride
s To Get You   ▪ Link Bid Guide
n Training Your   ▪ Bid Junkies
raining   ▪ Epic Bids
ou Need
er Grooming of
Yorkies
▪ Bird House Kits can
Result in Great
Birdhouses
▪ Best Dog Training Tool
Deals

**You can have many widgets
in the side bar, such as ads,
links, calendar**

MARCH 2009

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

http://pethealthblog.com – a Wordpress blog

You can leave a comment for each posts – which generates a "conversation"

Leave a comment

     Name (required)

     Mail (will not be published) (required)

     Website

Some Blogging Terms

Audioblog
A blog where the posts consist mainly of voice recordings sent by mobile phone, sometimes with some short text message added for metadata purposes. (ie. podcasting)

Blog client
(weblog client) is software to manage (post, edit) blogs from operating system with no need to launch a web browser. A typical blog client has an editor, a spell-checker and a few more options that simplify content creation and editing.

Blogger
Person who runs a blog. Also blogger.com, a popular blog hosting web site.

Blog feed
The RSS or Atom file that can be "syndicated" for further distribution on the web.

Blogosphere
All blogs, or the blogging community. Also called blogistan or, more rarely, blogspace.

Blogroll
A list of blogs. A blogger features a list of their favorite blogs in the sidebar of their blog. May have other names.

Blog URL
The web location (URL) of a blog, which may be either a dedicated domain, a sub-domain.

Categories
This is a method of organizing blog entries by assigning each entry to a predetermined topic. Each topic (category) will link to a list of entries, all with related content. Blogger does not support categories.

Collaborative blog
A blog (usually focused on a single issue or political stripe) on which multiple users enjoy posting permission.

Moblog
A portmanteau of "mobile" and "blog". A blog featuring posts sent mainly by mobile phone, using SMS or MMS messages. They are often photoblogs.

Permalink
Permanent link. The unique URL of a single post. Use this when you want to link to a post somewhere.

Photoblog
A blog mostly containing photos, posted constantly and chronologically.

Ping
The alert in the TrackBack system that notifies the original poster of a blog post when someone else writes an entry concerning the original post.

TrackBack
A system that allows a blogger to see who has seen the original post and has written another entry concerning it. The system works by sending a 'ping' between the blogs, and therefore providing the alert.

Vlog
A video blog; a vlogger is a video blogger (ie podcasting).

More about blogging – <mark>see also http://weblogs.about.com/</mark>

Permalinks
Permalinks are the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings. A permalink is what another blogger will use to refer to your article (or section), or how you might send a link to your story in an e-mail message. Because others may link to your individual postings, the URL to that article shouldn't change.

Blogrolls
A blogroll is a list, sometimes categorized, of links to webpages the author of a blog finds worthwhile or interesting. The links in a blogroll are usually to other blogs with similar interests. The blogroll is often in a "sidebar" on the page or featured as a dedicated separate web page. BlogRolling and blo.gs are two websites that provide some interesting functions or help related to blogrolls. These sites provide methods for users to maintain these rolls effortlessly and integrate them into weblogs. WordPress has a built-in Link Manager so users do not have to depend on a third party for creating and managing their blogroll.

Trackbacks – <mark>from http://weblogs.about.com/od/marketingablog/qt/WhatIsTrackback.htm</mark>
A trackback is a way to notify a blog that you've linked to them from your blog and automatically leave a link as a comment on that blog which tracks back to the original link on your blog.

Imagine you are reading your friend Bob's blog about the New York Knicks. Bob published a great post about a recent game between the Knicks and the Orlando Magic called *The Knicks Rule*.

Now, imagine you write a blog about the Orlando Magic, and you decide to write a post that talks about Bob's *The Knicks Rule* post. As a courtesy, you could send Bob an email to let him know you wrote about his post on your blog, or you could give him a call. Luckily, the blogosphere makes that courtesy call a lot easier and gives you an opportunity for some self promotion, too.

To let Bob know you wrote about his post on your blog, you can link directly to his *The Knicks Rule* post from your own post and follow the steps in your blogging software to create a trackback link on Bob's post.

A trackback creates a comment on Bob's post with a link directly back to your new post! Not only have you completed your courtesy call with your trackback, but you've also put your link in front of all of Bob's blog readers who just might click on it to see what you have to say about the topic. It's simple and effective!

How to create a trackback

If your blog and the blog you want to link to using a trackback are both hosted through Wordpress, you can simply include your link as you normally would in your post, and a trackback will automatically be sent to the other blog. If you and the other blogger use different blogging platforms, you'll need to obtain the trackback URL (or permalink) from the other blog post. Typically, this can be found at the end of the post (possibly through a link called 'Trackback URL' or 'Permalink'). Keep in mind, not all blogs allow trackbacks, so it's possible you may not be able to find a trackback link on some blog posts.

Once you have the trackback URL from the blog post you want to send a trackback link to, copy that URL into the 'Trackbacks' section of your original blog post. When you publish your blog post, the trackback link will automatically be sent to the other blog. Some bloggers hold all comments (including trackbacks) for moderation, so it's possible your trackback link may not appear on the other blogger's post immediately.

That's all there is to it! Trackbacks provide a courtesy tap on the shoulder and self promotion all rolled into one.

Ping

A signal sent from one web server to another to verify its existence. Pings are useful to bloggers because they notify other sites when a blog is updated thereby driving traffic. Pings are also used when Blog A sends a trackback to Blog B notifying Blog B (via a ping and resulting trackback comment) that Blog A has linked to Blog B.

Blogs have their own set of search engines. You don't submit your blog to blog search engines or RSS Aggregators. You ping them. This is the same as submitting your site to the search engines. The difference is that blog search engines and aggregators do not go out and crawl the Internet. You should ping them whenever you update your blog. Some blog services, such as Wordpress, have an option to set ping services to automatically ping whenever your site is updated.

There are ping services available for bloggers that will ping a list of blog search engines. You ping the service and they ping the blog search engines they include in their service. You may be able to automate this with the blog service also.

Some Ping Directories to list your blog with:

• http://www technorati.com/ping • http://www ping.sg • http://www kingping.com • **http://www.feedburner.com**	• http://www.pingmyblog.com/ - submits to many directories • http://pingoat.com/ - submit to 50 services • http://blogsearch.google.com/ping - Google blog search

This is a great service to help publicize and manage your blog

we will use FeedBurner when we learn about podcasting

FeedBurner - **http://www.feedburner.com**

FeedBurner is a great service to use. Rather than use the RSS or Atom feed URL of your blog, they can assign you a URL that is easier to read and remember. **They also have a ping service called PingShot,** statistics to track your blog and widgets that you can use on your blog for others to subscribe.

 FeedBurner provides a service called PingShot that notifies aggregators, search engines, and directories about your content updates as quickly as possible. Using the PingShot service, they will ping a collection of services that you choose whenever they detect that your feed has new content. It's that simple. Select the new PingShot service for your feed from the "Publicize" tab, and you're done. See http://blogs.feedburner.com/feedburner/archives/001433.html

FeedBurner provides code for adding buttons on your blog AND the ability to subscribe to your blog via email:
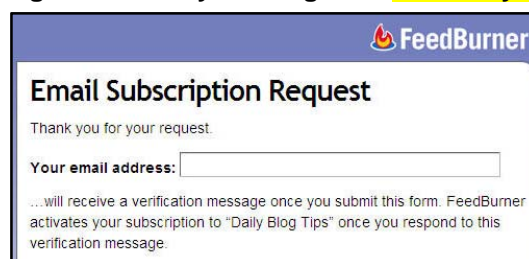
Add the code to a sidebar widget on your blog that allows html / JavaScript

Archives
A blog is also a good way to keep track of articles on a site. A lot of blogs feature an archive based on dates (like a monthly or yearly archive). The front page of a blog may feature a calendar of dates linked to daily archives. Archives can also be based on categories featuring all the articles related to a specific category.

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. Most blogs have a spam filter.

How to find out who has linked to your blog:

- **Google Link Checker Search:** Enter *link.yourblogDomain.com* into the Google search field. Google is known to return an incomprehensive list of pages that link to your blog, but with Google's popularity, this is a commonly used method for finding who has linked to your blog.
- **MSN Link Domain Search:** Enter *linkdomain:yourblogDomain.com* into the MSN search field. MSN's link domain search is considered to be more comprehensive than Google's link checker search.
- **Yahoo Link Checker Search:** Enter *link:http://yourblogDomain.com* into the Yahoo search field. Yahoo's link checker search is similar to MSN's link domain search.
- **Technorati:** Enter your domain into the search box at the top of the Technorati home page. Information about your blog, including sites that have linked to it, is returned. Note that this method only works if both your blog and the other blogs linking to your blog are included in Technorati's search system. Also, only blog link results are returned, not links from traditional websites, within blog comments, forums, and so on

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Blog Search Engine and Directory

www.technorati.com –

Technorati is a blog search engine that indexes blogs and also categorizes and helps you to find information on blogs. It also maintains a great deal of statistics on blog, blogging and the blogosphere.

You can set up an account on Technorati to list your blog, and receive other blog related services and widgets. see http://technorati.com/tools/blogwidgets.html

Technorati has a rating system called an "authority" number. Google uses this to assign a value to your blog.

Plugins / Gadgets / Widgets
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. May blog offer various gadgets to use in the side bar.

A web widget is a piece of code that can be used to enhance a personal web site, start page, blog or social networking profile. They are web-based, which means they can only be part of a website. You cannot put a web widget on your desktop without someone writing an application around that web widget.

GREAT BUTTONS to add to your blog or posts so people can automatically bookmark and add links!

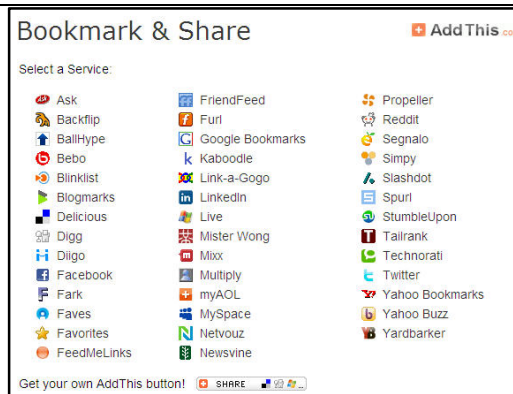These two services generates code for your website or blog which will display a group of buttons to:

- add to social bookmarking services
- add to feed readers
- send link via email
- get blog updates via email (Share This)

- allow you to pick and customize the interface

examples of widgets in blog side bar

http://www.sharethis.com

http://www.addthis.com
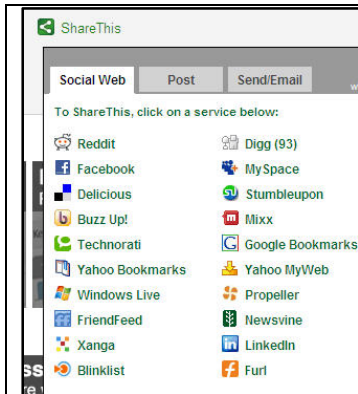
Add the code to a sidebar widget on your blog that allows html / JavaScript – as shown below using blogger