

Professor Magee's Introduction to Blogging: Blog vs. Website and Types of Blogs

Website

- Not Social Media. Interactivity/engagement does not exist on some or all web pages. One-way communication.
- Content is largely static/fixed. The content on some or all pages doesn't change frequently or regularly.
- Purpose is ultimately transactional — to communicate about products, services or organization's/brand's mission and purpose.
- Is a "Must Have." Every business and brand has a website. Most established non-profits have websites.

Blog

- Social Media. Blogs are interactive and invite two-way engagement.
- Content is regularly updated and presented in reverse chronological order (new posts first).
- Feature content is not as formal as magazine or newspaper writing. Often written in first person voice and directly addresses the reader.
- May be monetized (designed to generate revenue (from ads, selling products or consulting), but monetization is not a requirement.
- Purpose is not strictly transactional but is also relational. Seeks to engage and/or inform, entertain, educate, inspire, problem solve...
- Not a *Must Have* for businesses though it's an increasingly popular content option.
- Is often a part of a website, but can also stand alone as its own web space.

Types of Blogs by Purpose

Personal - Not monetized

This type of blog would comprise your personal musings or diary format. Can be on a theme, but usually are not, though there are many vlogs and YouTubers and many are monetized via ads. You are writing to a small or very specific audience on a niche topic to share stories or to inspire. Over time, it may become influential and viewed as expert sources in a niche. [Chemistry Hall](#). Many college students who are English or communication majors use/create blogs to showcase class assignments, however, these are not always appropriate for portfolios if they are not properly formatted.

Personal - Consumer-Directed Blogs

Might be called “personal” if it’s a single blogger, but these are monetized (or heading that way) and aimed at consumers in niche topics, like travel, lifestyle. Can be headed by one person or multiple bloggers.

They can be aimed at general news/info consumers, like BuzzFeed, or specialized audiences for travel or tech news. Some are set up like online publications and magazines, except they have Latest content and will feature what has just been posted.

Examples:

[Nomadic Matt](#). [The Blonde Abroad](#). [Cup of Joe](#). [Pinch of Yum](#). [Buzzfeed](#).
[TechCrunch](#). [Minimalist Baker](#), [Go Into the Story](#)

Businesses Blogs Aimed at Other Businesses or Industries

Often features helpful, expert advice. Purpose is to drive sales and conversions, content marketing strategy. [Neil Patel](#) and [Ragan’s PR Daily](#) are known as business to business or B2B.

Brand Product or Brand Storytelling Blogs Aimed at Consumers

Designed to engage and convert. Especially for online retailers. Aimed at consumers. They may not be labeled as a blog, but presents material in a blog-like way, i.e. most recent content is highlighted first. This is a PR/marketing tactic and a venue for brand corporate social responsibility (CSR) program storytelling. Content marketing strategy to drive conversions. They may contain some product promotion, like Adidas but this is not their primary purpose. Examples of business/brand to consumer or B2C blogs are: [Adidas Stories](#). [Ben & Jerry’s](#) [Tesla](#). [Gucci](#). [Into the Gloss](#). [Dunkin Behind the Beans](#).

Non-profit, Activism Blogs

These blogs are non-profit and designed to educate, inform or to stimulate social action, like [Edutopia](#). [A Vision for Clean Water](#). These blogs are tactics and also media sources (you may be trying to get a blogger to write about your efforts). Non-profit blogs will always be appealing for donations/volunteers, like [United Way](#) and [Matt's Blog/ASPCA](#).

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