

Blog Terminology

Term	Definition
Aggregator	Site/tool to find and subscribe to blogs, facilitate syndication of your blog content to other sites (or bring outside content into your blog or website).
Artlog	Blog that focuses on images, art discussions, photography, etc.
Author	Someone who writes blog posts.
Blawg	Legal blog.
Bloghood	Collections of blogs somehow related or grouped into a “neighborhood,” such as those found on etsy.com, MyBlogLog.com, etc.
Blogosphere	The world of blogging, including all blogs, bloggers, and blog audiences around the world. Also called “Blogistan.”
Blogroll	Formally, this is a list of related blogs, or blogs you read yourself. Informally, it’s your list of favorite links.
Categories	Supertag that lets a post be stored and retrieved by subject. Makes it easy for readers to scan posts quickly.
Comment	A reader response to a blog post; generally can be reviewed and edited before posted (to prevent spam). Comments allow conversation between author & audience.
Conversational marketing	Connecting to a precise target audience through online conversations. Essentially defines the opportunity to reach small, niched market segments cost-effectively. The big deal is that it’s a dialogue, i.e., speak-listen-adjust, instead of one-way delivery.
Corporate blog (clog)	Also called a bizblog . Blog intended to market a company’s products or services, often used as an additional PR channel or CxO reach device.
Domain mapping	Cloaking or redirecting a blog or other webpage/site to make it appear to come from a different domain. Common service offered for a small yearly fee by most of the larger free blogsites.
Feed	A feed, generally through tools such as RSS and Atom, delivers blog content to subscribers, other blogs, websites, aggregators, etc.
Flog	Fake blog, a blog created to hype a product or issue, usually under a false name.
Journaling	Keeping an online diary using blog tools. Generally focused inward, “what I did today,” as opposed to “here’s what’s going on in the world.”
K-log	(NOT pronounced “klog”). A blog intended to journal and preserve group knowledge for a group collaboration of some kind, often research. (short for “knowledge blog.”)
Moblog	Mobile blog. Blog or blog software primarily created using mobile devices such as phones. Rarely, a utility that allows viewing of a blog over a mobile phone.
Nanoaudience	Niche audience targeted by most personal and specialty blogs. Generally very selective interests, or restricted to family and friends.
Permalink	A unique URL given to an individual blogposts, allowing others to include direct links to that post once the post moves off the main page.
Photoblog	Also called a gallery blog, a blog that’s images with very little text.
Podcast	An audio file broadcast online.
Post	A single article/entry in a blog.

Ping	Act of notifying a blog search engine of new posts. Examples: pingoat.com, pingomatic.com
RSS	A form of online content syndication, specifically describing an XML format that allows content to be identified and distributed across the Web. It must be read by an RSS-compatible utility (RSS reader).
Review blog	Also called a “filter blog.” Probably the closest to the original “weblogs,” these blogs find and review websites, other blogs, and online events.
Skins	Pre-designed templates that overlay your content, letting you change the look & feel of your blog with a mouseclick.
Slog	A blog that’s so completely integrated into a corporate website that it’s indistinguishable from normal web marketing content. Often practices “blogsplotation.”
Sock puppet	Also known as a “shill.” Someone who visits their own blog to make favorable comments, usually under a fake name.
Splog	Spam blog, a blog created to increase search engine standings and drive traffic, with no real (or useful) content. Usually autogenerated, operating on a pay-per-click model.
Tagcloud	Graphical keyword list that displays most frequently occurring tags in a blog as larger, bolder, different-colored fonts. Lets you see at a glance the primary subjects covered in a blog.
Tags	Keyword describing the post; enables more effective search
Trackback	Tool that lets you automatically link subject-related posts on other blogs. Less used today due to spam, but it can be a way to measure blogposts value, since it indicates how many blogs have linked to your posts.
Tumblelog	Minimalist, stream-of-consciousness blog that doesn’t have to make sense. Also called “extreme journaling.”
Twittering	Using the “what am I up to now” capabilities of Twitter to communicate with friends and replace blogposts.
vCast	Video broadcast online
Vlog	Video blog
Webcast	An audio, slide, or video show broadcast live on the Web, usually to registered viewers using a tool such as WebEx, often stored and replayed post-broadcast.
Widget	Blog add-on that you usually installs easily and provides additional functionality to your blog. Widgets can do everything from block spam to add e-commerce tools to displaying a webcam feed.

Favorite blog tools

Blogware (blog environments)

Blogger (www.blogger.com). Probably the fastest and easiest to set up—you can have a blog literally in five minutes. Owned by Google, which is building a lot of neat tie-ins.

Community Server (<http://communityserver.org/>) Popular with Microsoft .NET shops, not my favorite, but also includes a community forum system, so it's a nice one-stop shop for organizations wanting social networking.

MosaicGlobe (www.mosaicglobe.com) Free blogging tool aimed at creatives who need a place to market themselves. Specializes in artistic displays of images, very easy to get started.

MovableType/TypePad (www.typepad.com). Making a name for itself as a corporate blogging tool; MovableType is the licensed version, TypePad the freesite.

WordPress (www.wordpress.com). My personal favorite. Free site is very easy to use, with many, many add-ons. Licensed blog software is relatively easy to install.

Blog utilities

Akismet (www.akismet.com). Monitors for comment spam.

Bloglines (www.bloglines.com). Aggregator tool that helps you build your own newsfeeds.

Blogrolling (www.blogrolling.com). Manages your blogrolls (linked lists of favorite blogs), and lets you distribute them among multiple blogs—cuts down on version control issues.

Copyscape (www.copyscape.com). Searches the Web for unauthorized copies of your content.

Creative Commons (www.creativecommons.com). Universal copyrighting service, tools, and agreements.

Del.icio.us (www.del.icio.us) and **Digg** (www.digg.com). Social bookmarking sites that, properly managed, can greatly increase your readership.

Ecto (infinite-sushi.com/software/ecto/). Lets you edit your blogposts offline.

Google Analytics (www.google.com/analytics). Tracks site traffic (your blog environment may also do this).

Feedburner (www.feedburner.com). Manages RSS feeds and syndications; helps you publicize your blog.

MeasureMap (www.measuremap.com). Really nice blog analytics package, free. (now owned by Google)

Pingoat (www.pingoat.com). Pings blog services and aggregators that you have a new post.

Pingomatic (www.pingomatic.com). Another blog aggregator notification service, not quite as extensive as pingoat, but also less prone to misconnects.

Squidoo (www.squidoo.com). Site that allows users to build special interest aggregations of content, blogs, etc., and share with people of similar interests.

Technorati (www.technorati.com). Blog rating and aggregation—use both for search and to increase readership of your blog. **Tiny URL** (www.tinyurl.com). Indispensable for anyone (including bloggers) who needs to turn a long URL into a much shorter one.

Places to go for more information

(Well, you can always read my personal blog, www.morganica.com/bloggery)

Annenberg's blog comparison (www.ojr.org/ojr/images/blog_software_comparison.cfm). Somewhat dated now, but a nice look at blogware, and some good articles on using blogs.

BlogBasics (<http://www.blogbasics.com/blog-tutorial-1-1.php>). It can be pretty dry reading, but you can learn about the history of blogging, how to get started with popular blogging tools and similar stuff here.

Bloggers and legal liability (<http://w2.eff.org/bloggers/>). The Electronic Frontier Foundation's very good collection of articles and advisories on legal risks for bloggers. Includes IP issues, defamation/libel discussions, censorship, etc.

Blogger Help (help.blogger.com). Besides being the "getting started" tutorials for Blogger, this is a really nice help section on blogging in general.

Easy WordPress (www.easywordpress.com). Focused on getting the most out of WordPress, it's an excellent collection of articles and demonstrations.

How to promote your business with a company blog (NY Times: <http://tinyurl.com/2mpdkh>) It's a bit elementary, and I don't necessarily agree with their conclusion on blogging tools, but the NY Times makes some interesting points about running an effective blog.

Wikipedia's blog entry (en.wikipedia.org/wiki/Blog). One of the nicest summations of the state of blogging I've seen in awhile.

WordPress Blogging Tutorials (<http://www.wordpressutorials.com/>) Excellent series of demonstrations and videos discussing the hows and whys of blogging.