

## Using A Free Blogging Web Site

For first time bloggers, a free blogging web site is a great way to get started in the blogosphere. Popular blogging web sites like blogger and eponym allow users to set up and host a blog without paying any fees at all. This encourages people to start blogging, because the fact that one of these sites can provide you with all of the tools that you need to get your blog up and running without spending any money means that you have nothing to lose by starting a blog. The fact that it is so easy to find a way to blog for free is one of the reasons why so many people who have never had any other kind of web presence before find themselves drawn to blogging.

By signing up with a free blogging web site, you may find it easier to get listed in search engines that you would if you were starting your own blog from scratch. For example, google runs the free blog hosting site blogspot and crawls its pages very often looking for updates, so if you have your site hosted by blogspot you are almost guaranteed to be listed on google's blog search engine. This easy access to search engines can take some of the work out of promoting your blog, and can help you gain a following with a minimum of marketing effort.

If your blog attracts a large readership, you may want to consider moving your site. Many people feel that being hosted by a free blogging web site gives a blog a kind of amateur flavor that is fine for a new member of the blogosphere, but is not appropriate for a high-profile blog. Having your own domain can help you make your blog feel professional, and finding a company that will host your domain is not difficult or expensive. Once your blog takes off, you will probably be able to sell enough advertising space to be able to afford to buy a domain and pay for a hosting package, and still have money left over. However, it does not make sense in most cases to invest in these glossy luxuries before you have a sizable readership.

Starting your blog on a free blogging web site is a great

way to build a following before you spend any money on your blog. If and when your blog becomes popular and you are ready to take the next step and purchase your own domain, your readers will follow you to your new home. The fact that it is possible to use a free blog host like blogspot, blogger, or eponym as a kind of incubator for your blog is great news for bloggers everywhere.

(Word count 459)

PPPPP