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What's the Difference?

*This guide will help you decide
which is the better option for
Your Online Endeavours*

Blog vs. Website



This morning I visited the [Work at Home Forum](#). One of the questions asked was: "What is the difference between Blogging and having a Website". The biggest difference between the two is one is Dynamic and the other is Static. I think you can guess which is which.

Blogging is the Dynamic choice for someone who has something to say, sell or portray. Once you start a Blog it is best to try to update it every day. That way you can build a readership and potential customers since that should be your objective. You want to keep to the subject matter as much as possible. Put a link to anything you find that is pertinent to your content (just don't over do it). If you DO have a Website, make sure to put a link to it in an accessible spot on the Blog so that people can see your main products and services.

A Website is Static. This is where you actually describe your products and/or services. You can update a website as often as you like, but this is usually only done if your products change, you have a Sale, or something of that nature. You should have a link to your Blog on this site to allow customers to get updates as often as you post them.

If you have both Blog and Website, use them in conjunction with each other. Make sure people can find both as easily as possible. If you use RSS and Blog Feeds, list each in the appropriate category, the more exposure the better.

Remember, BOTH could have a place in your plan for Working at Home. Optimize your use of the Internet for your Business.

Blogs



Since I have both Blogs and Websites, I thought I would share what I have found to be some of the advantages and disadvantages of both. I will provide some links at the end for further reference.

Advantages:

~~ Dynamic... You can keep all your information up to date on a daily basis.

~~ Newest First... All new information is shown at the top of the page.

~~ Archives... All your previous pages are listed here for easy access.

~~ Links... Linking to other Blogs in the same genre helps drive traffic to your site.

~~ Blog Services... Using various types of feed services will give exposure to your Blog.

~~ Community... You can have conversations and feedback from your readers using comments.

~~ Sidebar... Add any link, service you provide or advertisements.

~~ RSS... It is easy for your readers to keep current with your headlines through RSS feeds.

~~ SEO... Search engines thrive on current information, the more often you publish the better.

Disadvantages:

~~ Selling Products... It is difficult to sell your own products without being labeled a Splog (spam blog).

~~ Outside Advertising... More often than not you need to depend on other advertisers for revenue.

~~ Old Posts... Readers rarely go past the first page or the newest post, they must be enticed to go further.

~~ New Visitors... You need a constant influx of new visitors to be profitable with any advertising you use.

~~ Familiarity... Some people only stop by once a week or longer once they know how you present your information.

~~ Templates... Although there are a lot of templates to choose from, changing after you are established may be difficult.

These are by no means the only possibilities, so feel free to add your thoughts.

Websites



Websites are better suited to Commercial ventures than Blogs. If you have products and/or services for public consumption a website may be your better alternative.

Advantages:

~~ Static... No need to change everyday, only update as necessary.

~~ Products... You can advertise, sell and promote your own products and services.

~~ Navigation... Set up navigation by product types and various categories.

~~ Expandable... As you add additional products, add pages to cover descriptions and features.

~~ Links... By category to various products and related wares.

~~ Customers... Sales are only a few steps away, customers are looking for something to buy.

~~ Files... Easy Upload and Download of new files and backups.

Disadvantages:

~~ Static... Also a disadvantage because SEO likes updates.

~~ Visitors... Must continually get new visitors, rarely get returns.

~~ Community... Webpages are all onesided, no interaction with customers.

~~ SEO... People have to be able to find you, updating for SEO more difficult than Blogs.

As I said about Blogs, these are not the only possibilities, so feel free to add your thoughts.

Blog AND Website



Although this little series started as a two parter, Blog versus Website, things have changed a bit since the original posts were published. There is a Third alternative now (well, it's been around for a little while) and that is a Combination of Both using a single CMS (Content Management System).

WordPress has an option for using either a Static "Home Page" as you would expect from a normal static Website or having your Most Recent Post as your landing page. Either option is chosen with a single click and remains dynamic with frequent updates to the Blog portion of the site.

In my opinion, this is the best of both worlds for either a Business Site or a personal Blog.

Advantages:

~~ Static Landing Page for a Business to utilize as a main launch in any direction for various products and services you offer.

~~ No limit to pages you can use for showing off your wares, including using pictures, captions and new fangled things like video/pod casts to enhance your presentation.

~~ Using various Tags and Categories to enhance SEO for search engines, as well as frequently updated content that SE's thrive on.

~~ You can allow feedback through comments to get immediate thoughts from your (potential) customers to see if something is working or if you need to make some changes before you invest too deeply in the product.

~~ You have a Blog. A way to talk about what is going on in the company, test the waters for something you are thinking about doing in the business, Communicate with your customers.

Disadvantages:

~~ None. As far as I can tell this is, as I mentioned earlier, the best of both worlds. You can change directions almost seamlessly if you so desire.

~~ Don't make the same mistake I did and Start a Blog separately from the main Website. Once that is done, it is extremely difficult to merge them into one site.

When a client asks me whether they should start a Website or a Blog, I suggest they start Both at the same time, test the waters and see what works best for them and the vision they have for their business. I point them in the direction of an adaptable CMS like WordPress where the options are only limited by their imagination and they make the final decision on what best serves them.

Do you have any other suggestions for a good CMS? Other Advantages/Disadvantages you can think of? Please share.