

Monday, 12th April 2021

L.O: To understand what a blog is

What is a blog?

A blog is an online diary where someone can post on the Internet for others to read.



What style do you write a blog?

Blogs are usually conversational, chatty and informal.



*Lets look at some successful
blogs / bloggers*



<https://www.nomadicmatt.com/>

Nomadic Matt started as a personal blog about his own travels. Today, he's built up a HUGE resource with everything you need to know about travelling.

*Lets look at some successful
blogs / bloggers*



 <https://www.bustle.com/uk>

*It was founded by Bryan Goldberg after he
built and sold Bleacher Report (a sports blog)
for \$175M.*

*Lets look at some successful
blogs / bloggers*



<https://arstechnica.com/>

*A tech blog that people trust. It was
founded a long time ago, in 1998. Ten years
later, in 2008, it was sold to Conde Naste
for \$25M.*

Lets look at some successful
blogs / bloggers

The logo for Wellness Mama, featuring the words "Wellness Mama" in a green, cursive-style font.

 <https://wellnessmama.com/>

A health and wellness blog for mothers.

There are a ton of health and wellness
blogs out there. But Wellness Mama stood
out from the pack by being one of the first
ones in the space to cater their content
specifically to mothers.

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<https://www.apartmenttherapy.com/>

A blog about home design and decor.

Apartment Therapy is one of the leading
blogs about home design. It was started in
2004 by Maxwell and Oliver Ryan,
brothers.

Today, their blogs make roughly \$20M in
revenue.