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Wordpress.com

Wordpress Blogging For The Techno- Challenged

OK, so like Squidoo, you have most likely heard of Wordpress by now, even if you still are not quite sure what it is yet. No worries, it's pretty easy to understand for the most part, so listen up!

Wordpress.com, not to be confused with Wordpress.org, is basically a self hosted version of the second one. Wordpress.org is the wildly popular blogging platform just about everyone is coming to see the value of nowadays. However, Wordpress.org requires that you know a bit about FTP, Cpanel, and that you own your own domain name.

Wordpress.com however, doesn't require those things to use at all! Big sigh of relief right? Wordpress.com was created as an alternative to Wordpress.org to cater to all the folks who couldn't understand how to install WP on their own domain, or whatever the issue happened to be. Wordpress.com takes away all of that by hosting your blog themselves, and allowing you to create your blog with the minimum of fuss possible.

It is very similar in fact to Blogger.com or Hubpages.com in it's direction and features. However, being a Wordpress powered blog, it also gives you access to literally thousands of different themes to make your blog stand out from the crowd and really customize it to your preferences. Another great thing about Wordpress.com is that you are not locked into them if you want to start your blog on their free platform and eventually move to your own self hosted blog.

Wordpress.com will allow you to leave them with grace, and send you an XML file with all of your content and comments so that you can then export it to your new blog. And the nice thing is all you need to get started is your name and an email address. You can also have as many blogs as you want, as well as group blogs with multiple authors. This is great if you want to start a blog and drive it up in the search engines with a bit of free user generated content!

Blogs are a great way to build brand awareness, market products, and interact with both customers and community, especially when you use a community driven blogging platform like Wordpress.com. And when you feel comfortable navigating your free blog, you can eventually migrate it to a self hosted Wordpress site with your very own domain name. This will open up doors to a whole host of plugins you can use in conjunction with Wordpress to make your blog or site 10 times more spectacular!