

The Evolution of Blogging

Check out this blogging evolution and learn how it started and where it's going, as accounted by experts.

BLOGGING

1994

- Swarthmore College student Justin Hall published the first blog. In fact, he studied HTML and launched Links.net, a personal diary made up of informative links to other pages and notes on his daily life.



1997

- Self-described computer geek John Barger launched a website called Robot Wisdom and coined the term “weblog” or “web logging.”



1998

- Jonathan Dube wrote the first traditional blog on Hurricane Bonnie for the Charlotte Observer newspaper.

1999

- Peter Merholz shortened “weblog” into “blog.”
- Evan Williams and Meg Hourihan at Pyra Labs launched a free blog-creation service called Blogger. This web-based software allowed anyone (with an Internet connection) to create and populate a blog on his or her own terms.



2000s

- Different blogging platforms rose, including WordPress and TypePad.
- As time went on, blogs became tools for pros and businesses. They helped firms connect with their audiences and draw more traffic. Likewise, they served as marketing tools for creative mavens.
- By this time, blogging platforms introduced the multi-author blogs. Here, they let several people post on a single blog using a variety of usernames, passwords, photos, and biographies.
- Political blogs were a few of the most common early accounts, too. Further, a few partisan candidates used blogs during this time, including Wesley Clark and Howard Dean.



Today

- Most businesses now own a blog. In fact, they use it to reach people and give helpful content.

“Podcasts” and “video blogs” (or “vlogs”) have taken on a bigger role in the blogosphere, with many bloggers choosing multimedia content.



Sources:

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