

BLOG	WEBSITE
Community oriented; often quite casual/social	More formal and professional pages
Readers visit often for the community and updates	Readers visit occasionally when they need specific information such as author bio or specific book information
Community can be extended through newsletters, links to social networking sites and other blogs etc.	Less likely to have interactive “community building” aspects
More oriented to the reader’s interests and desires	More oriented to the group (or individual) owning the site
Conversation and frequently updated information	Information that doesn’t change frequently, basic FAQs, services and product info
Reflects the writer’s face and voice	More emphasis on authority, brand, and products
Content is dynamic, developing, seeking community	Content is more static; straightforward information
Frequent, regular posting	Occasional updates as required
Variety of purposes related to the owner’s interests	Purpose more often to communicate products and services
Interactive: commenting, discussion, relational	Not very interactive. May have guest book or sales page(s)
Usually hosted on a “blog platform” like WordPress, and usually easily updated with minimal technical skills	Nowadays is usually on the same platform as the blog, but authors often hire a designer to do special coding to reflect the author’s brand, such as colors, logos, etc.
Inexpensive (often free) way to start your online presence	Also inexpensive or free when using platforms like WordPress
“Fill-in-the-blank” format is easy for even a total beginner to operate	May require a tech/webmaster to help with technical details, if desired—but the basics are pretty simple
Use (often free) pre-made widgets and plugins to provide special design options	Same
Posts are usually short, frequent, fresh, friendly	Information presented in a more formal and/or table/graphic style
Frequent posts on specific details of a topic/niche	Page(s) set up to present fuller amount of information at one time
Each new post is at the top of the blog; earlier posts below	Separate pages for each aspect of the topic of the site
New designs available with a click of a button	Same
Search engines love fresh, frequent content	Require more focus on SEO (search engine optimization) which requires technical knowledge