

A typical business blog

A good blog format contains a combination of these elements:

- ✔ **Name:** You almost always find the name of the blog at the top. It is usually short, catchy, and humorous.
- ✔ **The latest post:** The date, and occasionally the time, display so that you know which entry is the latest one. Unlike the front page of most business Web sites, a blog home page is usually quite long, because older entries also display on the home page.
- ✔ **Comment link:** After each entry, most bloggers invite the reader to add a comment.
- ✔ **A collection of related info:** On the right- or left-hand side of the browser window, this info may consist of e-mail subscription opportunities, explanatory or biographical information, archived entries, and links to other blogs that the blogger reads regularly and recommends.

The following figure is a good example of a standard blog format and layout. Blog Maverick (www.blogmaverick.com) is the blog of Dallas Mavericks owner Mark Cuban.

The figure shows a screenshot of the 'blog maverick' website with several annotations. At the top, three labels identify key sections: 'Latest post' (pointing to the main article), 'Blog name or logo' (pointing to the 'blog maverick' header), and 'E-mail signup opportunity' (pointing to the 'Sign Up' button). Below the main article, a 'Comment link' is annotated. On the right side, 'Archived entries' are listed under 'Recent Entries'. At the bottom right, 'Links to other Web sites and blogs' are listed under 'Sites To Visit' and 'Weblogs, Inc. Sites'.