

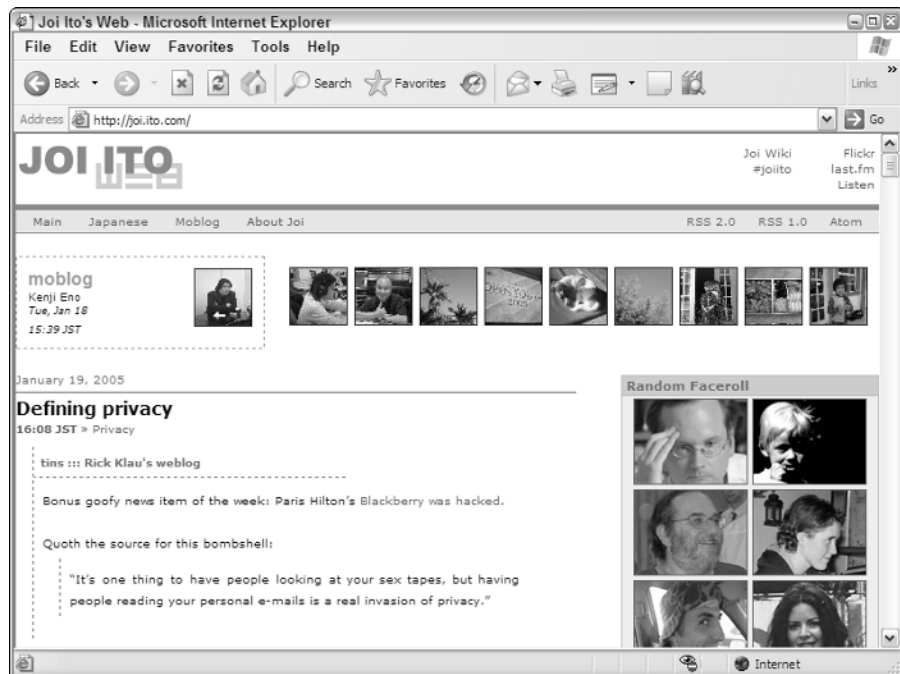
Also, don't confuse a photoblog with simply adding images to your text blog postings. Adding photos to text blogs is a great technique to make your postings more appealing to your readers, but the blogosphere thinks of photoblogs as a blog comprised primarily of images. Text, if any, plays a supporting role on a photoblog.

Although many primarily text blogs include a photoblog as a sideblog — an accompaniment to the main blog — a number of blogs on the Web today are solely photoblogs, many of them created by amateur photographers. Joi Ito includes photos in this fashion on his blog ([joi.ito.com](http://joi.ito.com)) shown in Figure 13-5.

Blogs that use a photoblog as a sideblog often display the photoblog postings as thumbnails in a column to the right or left of the main blog.

You can create your photos for a photoblog in a number of ways:

- ✓ A digital camera or camera phone.
- ✓ A standard point-and-shoot camera. Request that your photo lab provide you with a CD of digital images when they develop your file.
- ✓ A scanner. Although using this device can be time-consuming and require you to take extra pains, it turns your printed photographs into digital images.



**Figure 13-5:**  
Joi Ito supplements his blog with a photo blog.