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Should You Have A Website, A Blog, Or Both?

The huge popularity of blogging has clouded the issue on the importance of having a website. Just take a look at the question of whether you should have a website or a blog?

Blogging is certainly hot right now and does not appear to be letting up. Google makes it very easy to start a blog of your own with Blogger.com.

You can be online with your own blog in three easy steps. Plus with a blog if you can type, you can create web pages because your blogging platform does all of the hard work for you.

Also, you want to throw in the fact that search engines love blogs. At the very least, if you have a website you should add a blog and take advantage of some of the benefits that come from search engine optimization when you add articles to your website via your blog.

Some people are not sold on the fact that they have to constantly add content, and this is a downside to a blog (you have to keep adding content to a blog for it to work properly). One advantage to having a website is you can get it setup and if you want to, you can forget about it.

This is great for smaller websites or sites that do a lot of paid advertising. You are not really concerned about search engines, and you're not really concerned about adding content on a regular basis.

These are a few things that you should consider as to whether you want to have a website or a blog. You might even find it beneficial to have both. I have both and this is the path I would recommend. My blog is connected to my website (it is hosted by my website), so when I update my blog, both my blog and website benefit with respect to search engine popularity.

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