

# Advanced Blogging Platform

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**Abstract:** In this paper we will focus on Blogging platform for the member of organization. In this we can also implement the discussion forum. This platform can be used for any organization which will provide facility to configure personal website or Blog to each member. In today's scenario we are having various options of the blogging platforms like WordPress, blogger few to say. But they are having various drawbacks like we can't customize this software as per our need and also these website is not feasible to give special blogging environment for any organization.

**Keywords:** Blog, Organization, Web Syndication, WordPress, Drupal, Serendipity

## I. INTRODUCTION

### A. Aim & Objective

Blog is a Web site on which an individual or group of users record opinions, information, etc. on a regular basis. Blog software is also known as weblog software. Blogging software or Blog ware is software designed to simplify creating and maintaining weblogs. This software is designed for any kind of organization or institute. The member who is the part organization or institute can access this software easily. Blogging software also works as a daily diary.

Blogging is a powerful semantic publishing platform, and it comes with a great set of features designed to make your experience as a publisher on the Internet as easy, pleasant and appealing as possible. We are proud to offer you a freely distributed, standards-compliant, fast, light and free content management system, with Sensible default settings and features, and an extremely customizable core.

Blogging is often seen as a good way to get in touch with students. This blog is a type of website that is comprised of entries either made by the students or other members. A blog is a great way for a person to learn how to create their own website.

As specialized content management systems, weblog applications support the authoring, editing, and publishing of blog posts and comments, with special functions for image management, web syndication, and post and comment moderation.

The main aim of developing this platform is to create a team blog, allowing multiple bloggers to contribute to a single blog. We select which team members have administrative authority and which are authors only. We can also choose to make our blog private and restrict who can view it.

### B. Motivation

There are many options available for blog like WordPress, web blog etc. In this we can create only individual blogs on which we can post or share anything that we want which is publicly available. There is no way to create team blogs for any organization, company or institute. Blogging

offers an inexpensive method to get our organization name on the Internet. So we think that we need to create team blog for our college which is available for authorized team members. We create this website for security purpose.

Blogs are a hot topic on the Internet, as just about everyone knows. A recent search on Overture showed over 60,000 searches for "blogging" in just one month..

Why is blogging so popular? First of all, blogs are easy to use. A blog is most user-friendly form of website. Within just minutes a blogger can have a professional looking website, for free. Blogs are also easy to update. If you can type in a word processor or write e-mail, blogging will be no problem at all.

### C. Need of Blogging

"Blogs provide a multi-genre, multimedia writing space that can engage visually minded students and draw them into a different interaction with print text. Students at all levels learn to write by writing."

As a daily blogger, we will not feel that every post we write is inspired or great. But we need to write something, so we go with an idea everyone to share knowledge. Sometimes time is short and we're not able to write as much as we like or really embellish. Sometimes we think we have explained our point in a clear way, but questions in the comment section show that you didn't make our argument clear.

There is always a learning curve. Practice makes us better. Ideally, from month to month and week to week our posts should become better arranged and more effective. Sometimes blog post can't and doesn't have to be perfect, especially when we are aiming to publish often. As specialized content management systems, weblog applications support the authoring, editing, and publishing of blog posts and comments.

It is used for sharing organizational things. It's an opportunity to let members in. We all want to feel like we're a part of something and by inviting customers in to the day-to-day life of our business. We make them feel

like part of the gang. And parts of the gang tend to be very loyal indeed. It's a place to share expertise.

A blog is the perfect place to give customers a little taste of what you have to offer. It's a place to share timely information and try out new ideas. It is available to any organization easily.

## II. LITERATURE SURVEY

### A. Existing System

The other existing software are publicly accessible to anyone, there is no security for confidential data. In the past, students have generally written exclusively for their teachers. It's hard for them to get excited about writing something that they know no one else will see, on a subject that seems to serve no real purpose outside the classroom.

The platform also has its darker side with some limitations on the enjoyment of its features and functionality. One of the major downsides of Blogger is that you cannot monetize it with ads other than Google's. Google frowns over the competition thus it exercises exclusive ad service only for Google ads in Blogger.

Google owns the site as it exercises control on what ads you are allowed to post on your blog site. With this ownership issue, a blogger should realize that whatever content that they post on Blogger could disappear if Google decides to close down the platform. Therefore, anyone who is using Blogger should backup their content because their blog site could be deleted by Google even without notice to the blog site user.

Another disappointing feature from the Blogger template is that it lacks plugins that are so numerous available in its competitive blogging platform, WordPress. Although professional bloggers could tweak the template a bit, they are not at the full liberty to customize their blog sites. It is because of these limited features and designs available in the Blogger templates that lead us to another downside of using blogger – duplicate or similar blog site design. Because there are only quite a few available template designs to choose from it is a challenge to create a professional-looking blog site. Most often than not, you will feel extremely disappointed to find another site using the same design as your blog site.

Following are some available existing systems for blog:

#### 1) WordPress:

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day. WordPress started as just a blogging system, but has evolved to be used as full content management system and so much more through the thousands of plugins and widgets and themes, WordPress is limited only by your imagination.

#### 2) Drupal:

Drupal isn't your typical blogging software. While it has an incredible community behind the code and many blogs

use it for blogging software, it's not just blogging software. Drupal is community software. Drupal really shines as blog software for a blogging community. Drupal also comes with a large community of developers and modules. With these modules, one could build any type of site or add nearly any sort of functionality to their Drupal installation.

#### 3) Serendipity:

Serendipity takes pride in the fact that it is a beginner-friendly blogging platform. Serendipity keeps your plugins up-to-date by automatically checking the plugins repository online and downloading the updated version if needed from a fairly extensive library of user-contributed plugins.

### B. New System

This blogging platform has formed an impressive Organization that resides in the online environment. What keeps this organization alive is the continuing interaction that is happening by regular postings, commenting, marketing, or just reading. This has been made livelier by the presence of businesses maintaining company blogs, although personal blogs still continue to lead in numbers. Blogs are already a mainstream media platform. It's interesting that the true growth of blogging is not coming from individuals using this empowered publishing platform to share their insights with the world. The credibility and growth from blogs moving forward seems to be coming from the mainstream media's desire to have a cheaper, faster and near-real-time platform to distribute their content.

Blogging platform has so much earning and many other advantages many more people may start blogging and after it there will be more competition in the field of blogging too. Many companies are also looking forward to promote their products through blogs which get lot of visitors and this may help to increase the earning of bloggers. The scope of blogging is going to increase a lot and it may be the right time for you to start blogging.

Blogging is often seen as a good way to get in touch with customers. Many businesses have found that using a forum or support ticket system for customer relations issues is a much smoother process. Unlike other websites, blogs need to be updated constantly. The consensus is a once a week update is the absolute minimum, and three times a week is even better. This means coming up with fresh topics and articles throughout the week, and finding the time to write them. For the casual blog user, this might be too big of a commitment. For Internet marketers, there are other easier solutions for getting the word out about your product or service.

Another appealing feature is the simple process of posting content which is straightforward, simple and quick. The Blogger platform can be highly customized in its themes without needing the technical experience and skills to design a blog site. A blogger can do a trial and error designs for their website, allowing them to finally find the best feel and the look that they want. Another appealing

feature of Blogger is that you can manage multiple blogs in a single dashboard. This feature offers more convenience for a blogger to manage all their blog sites in one place.

Blogger comes with an easy but intuitive interface to use. It takes a few simple steps to create a blog account and one need not go through the tedious process of installing software to start blogging. If you are new in blogging, it is best to start building your experience in managing a blog site from this site because it is optimized to help non-technical savvy bloggers manage their own blog site without any special technical skills required.

### III. RELATED WORK

#### A. Introduction

##### 1) Purpose:

This platform provides an environment for posting or sharing knowledge throughout the organization. This gives detailed information about functional and non-functional requirements of users or students i.e. whatever they want to share then they can easily write on their blog and it can be viewed by the member in the organization. The purpose meets the goal of sharing the information in formal or in secure way.

##### 2) Scope:

This platform allows teachers and students to create their blog. By using this blogging platform teachers can easily forward important notice related to organization to their students. Students can post their suggestions and feedback for the organization. If someone is not able to express her/his view in front of people those also share the things through this blogging system.

##### 3) Overview:

This system provides an easy way for teachers and student to get connected to each other after leaving the particular organization.

#### B. Interface Requirement

- GUI 1: Main menu should provide options such as Home, Registration, About Us and Contact Us etc.
- GUI 2: On Home page blog details should be provided with some instruction for the user of blog.
- GUI 3: In registration, there is one registration form for the member of organization. They fill this form and wait until approved by the admin.
- GUI 4: The Login form is placed on Home page. The admin and valid user can login through this.
- GUI 5: In About us, the organization details and developer details are mentioned.
- GUI 6: In Contact us, the contact details of college is provided for member who using this system.

#### C. Security

The administrator is having authority to allow member for creating their blogs. All the members should have their own user name and password for accessing blog. The password can be changed by the member when they want by providing existing password.

Other technologies also implemented which is as follow:

1. Recaptcha for character identification.
2. E-mail linking.
3. Admin approval.
4. Http protocol for access.

#### D. Architecture Diagram

The architecture diagram shows the detail flow of advanced blogging platform system.

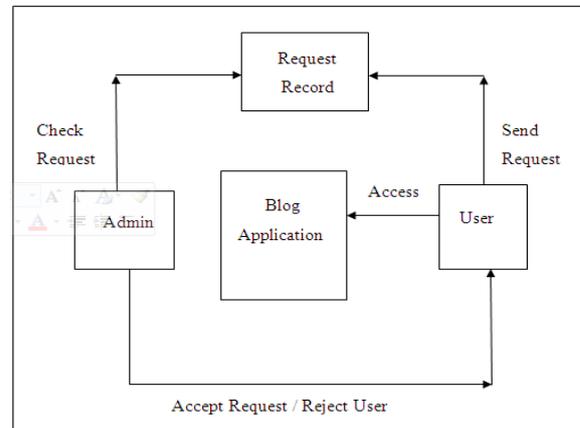


Fig. 1 Architecture Diagram of Advanced Blogging Platform

### IV. APPLICATION

It work as a daily diary- As specialized content management systems, weblog applications support the authoring, editing, and publishing of blog posts and comments.

This system also provides special functions for image management, web syndication, and post and comment moderation.

This platform help to the members of organization to communicate with each other.

E-mail sending- It helps admin to send approval email to the member and members can also recover their password through e-mail sending.

### V. CONCLUSION

The aim of this paper is to discuss the need Advanced blogging which is a type of website that allows lot of entries either made by the members of the organization. A blog is a great way for a person to learn how to create their own blog. Blogger enjoys the fame of being one of the most popular blogging platforms especially for the organization. This advanced blogging has made the site popular because it is free and offers anyone the ability to manage their own blog without the burden of technicalities in hosting the same.

### ACKNOWLEDGEMENT

I sincerely wish to thank our principal **Dr. G. S. Sable** for his valuable guidance from time to time and our Head of Department **Prof. S. K. Kulkarni** for the approval of this project report and his much needed guidance and encouragement.

I am also thankful to my respected guide **Prof. M .A. Khan** without whom I ever think to complete my seminar

work. Finally, I thank to all my colleagues and staff member of Computer Science & Engineering department for their support and helped directly or indirectly.

Thank you!

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