What Is a Blog?  
And How is It Different Than a Website?

by Christine L. Pilch

Most business people go online daily as part of their normal routine. And while most of them visit websites, useful information may also be found in abundance on blogs. Yes, blogs have the look of websites, and both live on the World Wide Web, but there are big differences between websites and blogs.

It is a rare individual these days who doesn't know what a website is. Most people use them daily as a resource for personal and business information. Since first hearing the term, website, about 10-12 years ago, most people have come to appreciate the immediacy of available information about anything they can possibly dream of, and most of us look to the web as our primary resource.

A blog is like a website, but it contains information that is often more current and relevant to a specific topic. That's the key; blogs are topic specific, while websites are usually company specific. For example, you can reasonably expect a law firm's website to contain information about individual lawyers, and the kind of law the firm practices. You may also find news about what the attorneys are doing and articles about topics of interest to their clients.

On the other hand, legal blogs typically focus on a particular area of the law. As an example, an employment law blog will likely contain information about an employer's responsibilities to his or her employees and actions that can get the employer into trouble. Everybody knows that you shouldn't condone harassment, but a legal blog will likely present specific situations to demonstrate how a different course of action could have resulted in another outcome.

An employment blog might also cover new court decisions that affect your role as an employer. For example, information about how your employee handbook may be construed as a legal contract can encourage you to take a closer look at your own in-house document. And wouldn't information about something as current as a recent decision about docking an employee's pay for bad-weather absences be helpful to you?

So how do you find a blog? Google has one of the best resources available at blogsearch.google.com. Simply type in your topic and you're on your way to some of the most current information available online. A recent search for "employment law" netted 207,596 blogs, but if you focus on what you're interested in, like "bad weather employment law," you will narrow the search results to more relevant information. Give it a try, and see what you've been missing online.

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