

# Acceptable Blogging Products for Innkeeper Use – Fact Sheet

This Fact Sheet deals with the use of Wordpress vs. Google Blogger as a  **Blogging Product** . If you are interested in learning more about the viability of using Wordpress to build your Web site, please read more at: <http://www.acorn-is.com/wordpress4website>

Wordpress  or Google Blogger  are BOTH acceptable Blog Product choices for the Innkeeping industry.



This Fact Sheet will go through the “Differences” between the two products so you may be better informed as to which product will be the BEST CHOICE for your skill level and budget.

When choosing a Blog Product, that Product **MUST ACCOMPLISH** the following items.

1. Increase your Page Count in Search Engines such as Google.
2. Increase your Inbound Links to your Web site, which increases your Web presence popularity.
3. Blog Post must be indexed and displayed in the Top Search Engines for that Post Topic.

**When installed PROPERLY**, Wordpress  or Google Blogger  will accomplish all three items.

**Note 1:** Once the Blog Product of your choice has been installed properly, your Blog Post placement (number 3 above) in the Search Engines is based on they way you write your Blog Post. **Content is King**. Content is controlled by the writer of the Post. Once you learn the basic skills on how to write your Posts to be SEO friendly, you will have a better chance for your Post to Show higher for their associated key Search Phrases.

**Note 2:** Neither Wordpress  nor Google Blogger  need to be customized to match your Web site in order for 1, 2 and 3 to work properly. The Search Engines **DO NOT CARE** what your Blog looks like. Customization is for your human readers.

See handout on Writing SEO Friendly Blog Posts at: <http://www.acorn-is.com/education-training-guides.htm>



**Wordpress**  
[www.wordpress.org](http://www.wordpress.org)  
 In Existence almost 7 years  
 Is an Open Source Project



**Google Blogger**  
[www.blogger.com](http://www.blogger.com)  
 In Existence 10+ years  
 Is Owned by Google

<p><b>Location of Blog Files:</b> Wordpress Posts will reside on the same server where your Web site code resides.</p>	<p><b>Location of Blog Files:</b> Google Blogger Posts are stored on the Google Cloud exactly the same way as your Google Analytics, Google Maps, Google Docs, etc.</p>
<p><b>Blog URL:</b> Wordpress may be installed either as a Sub-Directory or a Sub-Domain. Either way, the Wordpress software will be loaded on the server of your choice and your Blog posts will become a part of your Web site.</p> <p><b>Sub-Directory Example:</b> <a href="http://www.bedbreakfasturl.com/blog">www.bedbreakfasturl.com/blog</a>  <b>Sub-Domain Example:</b> <a href="http://blog.bedbreakfasturl.com">blog.bedbreakfasturl.com</a></p> <p><i>Sub-Domains are a widely accepted practice. Google uses this strategy for all of their products such as: <a href="http://maps.google.com">maps.google.com</a>, <a href="http://www.google.com">www.google.com</a>, <a href="http://images.google.com">images.google.com</a>, etc.</i></p>	<p><b>Blog URL:</b> Because Google Blogger is installed on the Google Cloud, the Blog URL must be set up correctly to connect the Blog Posts to your Web site. This is done by means of a <b>Sub-Domain</b>.</p> <p><b>Example:</b> <a href="http://blog.bedbreakfasturl.com">blog.bedbreakfasturl.com</a></p> <p><i>Sub-Domains are a widely accepted practice. Google uses this strategy for all of their products such as: <a href="http://maps.google.com">maps.google.com</a>, <a href="http://www.google.com">www.google.com</a>, <a href="http://images.google.com">images.google.com</a>, etc.</i></p>
<p><b>Effective Setup:</b> Your hosting company will need to install Wordpress <a href="http://www.wordpress.org">www.wordpress.org</a> on a Web server, which is typically the same server where your Web site code resides.</p>	<p><b>Effective Setup:</b> Google Blogger is simple for the average innkeeper to install themselves. Instructions may be found at: <a href="http://www.acorn-is.com/education-training-guides.htm">http://www.acorn-is.com/education-training-guides.htm</a></p>
<p><b>Ineffective Setup:</b> Some Innkeepers try to set up a Wordpress Blog, on their own, that is stored on the Wordpress Servers by going to <a href="http://www.wordpress.com">www.wordpress.com</a>. Blogs set up with <a href="http://www.wordpress.com">www.wordpress.com</a> are not associated with your Web site, nor do they add pages to your site.</p>	<p><b>Ineffective Setup:</b> Many Innkeepers use Google Blogger to set up a BLOGSPOT Blog. A BLOGSPOT Blog is not associated with your Web site, nor will it add pages to your site. <i>Note that it is extremely easy to convert a BLOGSPOT blog over to a Sub-Domain Blog that will fulfill all three criteria listed above.</i></p>
<p><b>Backups:</b> Your hosting company would be responsible for backing up your Blog Posts, Database, Layouts, etc. on a timely basis.</p>	<p><b>Backups:</b> Google Blogger backs up all Blog information stored on the Google Cloud, just as it backs up your information you have stored on Google Analytics Google Maps, Google Docs, etc. <i>Google also provides a simple 1-step back-up you may execute as often as you see fit should you wish to keep a back-up copy of your Blog on your hard-drive.</i></p>
<p><b>SEO Preparation:</b> Out of the box, Wordpress will not be SEO (Search Engine Optimization) friendly. Wordpress Plug-Ins are available to make sure your Blog Posts are configured properly for best SEO placement. Your hosting company will need to install these Plug-Ins at the same time they install Wordpress.</p>	<p><b>SEO Preparation:</b> Google Blogger, by default, is SEO (Search Engine Optimization) friendly, right out of the box.</p>



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 In Existence 10+ years  
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<b>Templates:</b> Wordpress provides a selection of Blog Templates if you choose not to spend the money on customizing your Blog to match your site.	<b>Templates:</b> Google Blogger also provides a selection of Blog Templates if you choose not to spend the money on customizing your Blog to match your site.
<b>Customization:</b> Wordpress may be customized to match the "Look and Feel" of your existing Web Site. Consult your Web Designer for Cost.	<b>Customization:</b> Google Blogger may also be customized to match the "Look and Feel" of your existing Web Site. Consult your Web Designer for Cost.
<b>Tracking:</b> Wordpress Blog Posts may be configured to be tracked by Google Analytics.	<b>Tracking:</b> Google Blogger Blog Posts may also be configured to be tracked by Google Analytics.
<b>Code Structure:</b> Open Source. ** Code is open and available to viewing by anyone. Open Source code can be easier for Hackers to apply their harmful techniques to Wordpress Blogs.	<b>Code Structure:</b> Not Open Source. Code is not available for viewing by anyone other than Google Developers. Closed code leads to a lower number of Security Issues.
<b>Plug-Ins:</b> Because Wordpress is Open Source, any programmer with the expertise may view the code and create Plug-Ins to share with the public.	<b>Plug-Ins:</b> Google Blogger provides their own set of Plug-Ins.
<b>Maintenance:</b> Wordpress is an additional layer of software that your Hosting Company MUST maintain. In 2009, there were 15 Maintenance Releases involving a variety of Security Vulnerabilities, Bug Fixes and Enhancements. With each new release, your hosting company must reload not only the Wordpress patches, but also the Plug-In updates. And though Wordpress has provided automation, human intervention is necessary to verify the updates were successful.	<b>Maintenance:</b> Handled by Google.
<b>Security:</b> Because Wordpress is Open Source and available to any developer to access, hackers are constantly attempting to find ways to "break in" and load their agenda on your Blog. In 2009 alone, 6 of the 15 Releases were for Security related vulnerabilities.**	<b>Security:</b> Handled by Google.
<b>Cost:</b> Installation, Setup, Customization (or Template Install) and ongoing Maintenance are all billable.	<b>Cost:</b> Installation and Setup with a Template is Free for Do-It-Yourselfers. Additional costs will be incurred if you decide to have your Blog customized to match your site, or if you don't want to Install or Setup the Blog yourself.

**Return on Investment – Proof is in the Bookings!**

The following information was provided by Acorn Internet Services Booking Tracking Service called Intell-a-Keeper ([www.intellakeeper.com](http://www.intellakeeper.com)). This is proof that Blogging is a way to drive visitors to your site AND book rooms.

- <http://blog.1825inn.com> contributed to booking a room on 01-16-2010 (Google Blogger Blog)
- <http://blog.hermanhill.com> contributed to booking a room on 02-21-2010 (Google Blogger Blog)
- <http://blog.firelightinn.com> contributed to booking a room on 02-04-2010 (Google Blogger Blog) *And the list goes on...*

**Wrap Up – The choice is up to YOU!**

Both products will continue to have new features added that will increase their value. Decisions on selecting a product should not be based exclusively on the features currently offered. If one product has a feature that is not available in the other, it may very well be available in the near future and possibly be better than the original feature. All criteria should be considered when selecting a Blogging product including, but not limited to: ease of use, security, installation, maintenance costs and current feature set. And just remember that should you ever choose to switch from one product to the other, there are conversion tools available to help with the process.

- If you are a technically savvy Innkeeper who wants all the bells and whistles that Wordpress has to offer and you are willing to accept additional set-up and up-keep costs of maintaining Wordpress on your servers, then your choice is Wordpress.
- But, if you are an Innkeeper that wants an easy, low / no cost solution that works well, then Google Blogger is your choice.

**Additional References**

\*\* Wordpress Release History - <http://wordpress.org/development/category/releases/>  
 Detailed White Paper on Blogging Products - <http://www.acorn-is.com/about-faqs.htm>  
 Wordpress for Web site Building – <http://www.acorn-is.com/wordpress4website>  
 Matt Cutts on Wordpress Security - <http://www.matcutts.com/blog/seo-for-bloggers/>  
**Note:** scroll over to 41:53 seconds on the video (It's a very long video!)

**Information Provided By...**  
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**[www.acorn-is.com](http://www.acorn-is.com)**