

# Web Blogging Platform and Measurement Practices for Blog Writers

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**Abstract** - This paper presents Blogging platform for the member of organization, college students, Freelancers, instructors, institutional administrative purposes. Secondly, we also can enforce the discussion forum. This platform may be used for any enterprise that allows you to offer facility to configure personal website or Blog to each member. It will permit the users to write a blog, listen to them via Google Assistant and earn money using AdSense. In today's situation we are having diverse alternatives of the blogging structures like WordPress, Blogger and plenty of. But they may be having various drawbacks like we will not customize this software as consistent with as per the customer need and also those internet sites Isn't possible to give special blogging environment for any agency.

**Key Words:** Blog, AWS, Node JS, Web Syndication, WordPress, Drupal, Html, CSS.

## 1. INTRODUCTION

Blog is a Web page on which a person or institution of users record evaluations, statistics. Blogging software program or Blog ware is software program designed to simplify development and keeping weblogs. Blogging software is designed for any type of enterprise or institute. All the individuals who are interested in blogging can get the benefit of the platform which is provided, where they can learn and earn both at the same time. Blogging software program additionally works as everyday diary.

Blogging is an effective semantic publishing platform, and it comes with an extraordinary set of features designed to make your experience as a writer on the Internet as easy, great and attractive as possible. Weblog provides you a freely dispensed, requirements-compliant, speedy, light and loose content control gadget, with Sensible default settings and functions, and a very customizable core.

Blogging is frequently visible as a great way to get in contact with college students. This is a website that is made from entries either made by the scholars or other participants. A blog is a fantastic manner for a person to discover ways to create their personal website.

As specialized content management structures, weblog applications aid the authoring, enhancing, and publishing of blog posts and feedback, with unique functions for picture control, internet syndication, and publish and remark moderation. The most important purpose of developing this platform is to create a team blog, allowing more than one Bloggers to contribute to a single blog. We pick out which group members have administrative authority and which can be authors only. We can also choose to make our blog personal and restrict who can view it.

"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 the help of 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 continually a getting to know curve. Practice makes us better. Ideally, from month to month and week to week our posts need to become better organized and extra effective. Sometimes weblog post can't and doesn't ought to be ideal, especially when we're aiming to publish frequently. As specialized content management systems, weblog applications assist the authoring, editing, and publishing of weblog posts and comments.

## 2. OBJECTIVE

Online Blogging System is a perfect platform for college students, Freelancers, instructors, institutional administrative purposes.

The basic goal of proposed website is:

- To promote collaboration among college students and teachers. Mutual gaining knowledge between students and teachers.
- To have a laugh. Yes, you heard it proper. It is exquisite when students think that they're having a lot amusing, they forget that they may be honestly studying.
- To boom motivation for reading and writing.
- To establish a domestic-college or domestic-college connection so as to make the parents/guardians aware about the happenings or activities. Parents with net access can test their toddler's work and writings.
- To enhance the writing and digital literacy of the students.
- To show off the scholar's accomplishments, abilities, ideas or anything that they can't express.
- To supply a voice to college students. Project Scope
- To create a digital portfolio of college students.

## 3. PROJECT SCOPE

The Online Blogging System will permit the users to put up the writings, motion pictures, images or audios if he/she need to have credentials to login. The primary users of this platform are college students, teachers and freelancers. This platform lets in teachers and students to create their weblog. By using this blog platform teachers can forward important notes related to agency to their college students.

Students can put up their hints and feedback for the enterprise. If someone isn't always capable of express her/his view in the front of people those additionally share the matters through this blog system.

## 4. TECHNOLOGIES

### 4.1 Operating Environment

- This web blogging system application will operate with the Web browsers as Microsoft Internet Explorer, Tor Browser, Mozilla Firefox, Google Chrome and many.
- Operating System: Linux 7(CentOS) hosted on VMWare Workstation 10.0.1.
- Software requirements: MySQL, WordPress, Apache HTTP Server, PHP, PHP-MySQL, PHP-My Admin, Drupal, AWS and many.
- Languages used: Html, CSS, JavaScript, React, Redux, JWT, Express, Mongo, My SQL.
- RAM: Minimum 1GB and maximum we can assign any size of RAM as per our requirement.
- Hard Disc: Size depending upon the requirement to store the data in the system.

## 5. NEW SYSTEM

This running blog platform has shaped an impressive Organization that is living in the on-line surroundings. What maintains this business enterprise alive is the continuing interaction this is taking place via ordinary postings, commenting, advertising, or simply reading. This has been made livelier by using the presence of agencies retaining enterprise blogs, even though private blogs nonetheless keep to lead in numbers. Blogs are already a mainstream media platform. It's exciting that the true increase of blogging is not coming from people using this empowered publishing platform to proportion their insights with the world. The credibility and boom from blogs moving ahead seems to be coming from the mainstream media's desire to have a cheaper, quicker and near-actual-time platform to distribute their content.

Blogging is often seen as a great manner to get in touch with clients. Many organizations have discovered that the usage of a forum or support ticket system for client relations troubles is a plenty smoother method. Unlike different websites, blogs want to be up to date continuously. The consensus is a once per week replace is the absolute minimum, and three instances a week is

even better. This means developing with fresh topics and articles throughout the week, and locating the time to put in writing them. For the casual weblog user, this might be too huge of a commitment.

### 6. WORK FLOW

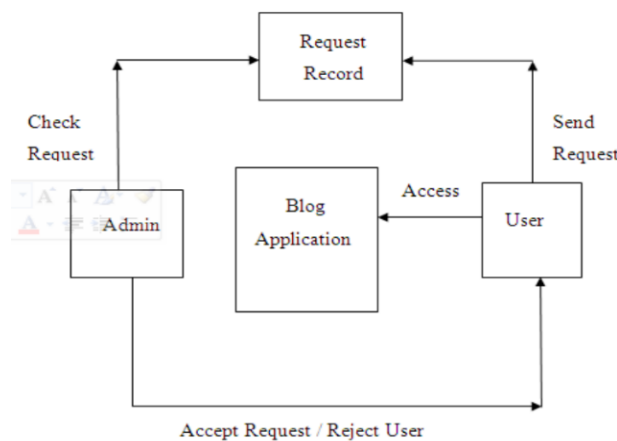
It works as a day-by-day diary as specialized content material control structures, weblog applications aid the authoring, editing, and publishing of weblog posts and feedback.

This system also affords special features for picture control, internet syndication, and put up and comment moderation. This platform allows to the contributors of organization to communicate with each other.

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

### 7. ARCHITECTURE DIAGRAM

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



**Fig -1:** Architecture Diagram of Advanced Web Blogging Platform

### 8. FUTURE ENHANCEMENT

This venture changed into advanced to fulfil the requirement of running a blog platform for academic purposes. However, there are lots of scope to improve the performance of the Online Blogging System inside the location of consumer interface, database overall performance, and question processing time and many others.

So, there are numerous things for future enhancement of the proposed work.

### 9. CONCLUSION

The intention of this paper is to discuss about the need of Advanced running web blog which is a kind of website that lets in lot of entries either made with the aid of the contributors of the business enterprise. A weblog is an outstanding manner for a person to discover ways to create their own weblog. Blogger enjoys the fame of being one of the maximum popular blogging structures particularly for the agency. This blogging site has made the web page popular because it's far free and offers everybody the ability to manage their very own weblog without the burden of technicalities in web hosting at the same time. The practices which have not been implemented all through the improvement technique are associated with necessities, satisfactory, size, design and testing. These practices are very important to supply high-quality internet packages with minimal fee, efforts and short improvement existence cycle.

In general, effects from this paper monitor that there is a lack of information of applying a set of crucial development practices for the duration of the development manner. This clarifies the need for a new web application technique that integrates some suitable dimension factors. The new methodology will make sure a best web application product.

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