

What is the difference between a website and a blog?



Think of a website as a house. It has a front door or home page. What are the permanent features of the house? It doesn't move. It has walls and a roof. It has rooms. The house can be empty but it is still a house as long as its structure remains intact – its navigation and content management system and one blank page.

Blogs and social media are the contents of the house. There is a difference between the two. Tweets are throwaways. Blog posts on a website are stored and listed and can be found easily.

The handle on a Facebook messages is a date-time stamp on each upload. You dump posts in at the top and eventually the posts at the bottom of the heap expire. Do you know what's in that heap?

You go to a website to find authoritative information. A website is a reference book and an archive. Certainly, a website can host a BLOG but a BLOG is not a website.

Social Media such as Facebook and Twitter are sub-BLOGS. They are trivial, unless they are linked to a parent website. Social media posts become buried. A blog on a site has archival search properties. Yes, you can search on keywords in Facebook but the messages are not ordered in the same way as a blog post on a WordPress website.



Construction and Maintenance of Websites and BLOGs

Twits and Tweets appear to be spontaneous. You have something you can't resist telling others. You can upload the latest selfie from your phone for everyone to see. You can be up and running in minutes on a BLOG or social media platform with a minimum of knowledge.

Websites require thought and preparation. You cannot climb into a car and drive it away without learning how to drive. Websites are like cars. A website chauffeur who cannot drive is a chocolate teapot. Most websites are more serious than most BLOGs.

The Neilson Hays Library Website



HOME ABOUT US HISTORY MEMBERSHIP NEW BOOKS LIBRARY COLLECTION CHILDREN'S CORNER GALLERIES CAFÉ EVENTS

SUPPORT PRESS COVERAGE NH YOUNG WRITERS AWARDS 2017

NEILSON HAYS LIBRARY ANNUAL GENERAL MEETING

Thursday, March 9, 2017 @ 10.00 a.m.
Neilson Hays Library

Please RSVP at neilson.library@gmail.com or via phone at 02-233-1731

ONGOING & UPCOMING EVENTS

13 Songkran Holiday
12:00 AM to 11:59 PM
APR, 2017

[VIEW FULL CALENDAR](#)

RECENT POSTS

New Books March 2017
New Books February 2017

What's On? Is a good front page but much of the Neilson Hays website is a jungle. What will appear on the front page during the Restoration? Er ... what restoration? There is no mention of Restoration and Closure on this website. The café is open for business as usual? No.

How much did the library pay for this website?

This is a neglected resource. You are not keeping the members and friends of the library informed. The website should not be a job for one person; many people can contribute to the site from their own computers: you don't have to go into the office to do this.

Structure of the website – like the structure of the building

It is a mess. There are 13 main menu items showing. This is a confusion to a first-time visitor. No website should have 13 items in its main menu. This number should be reduced to 5.

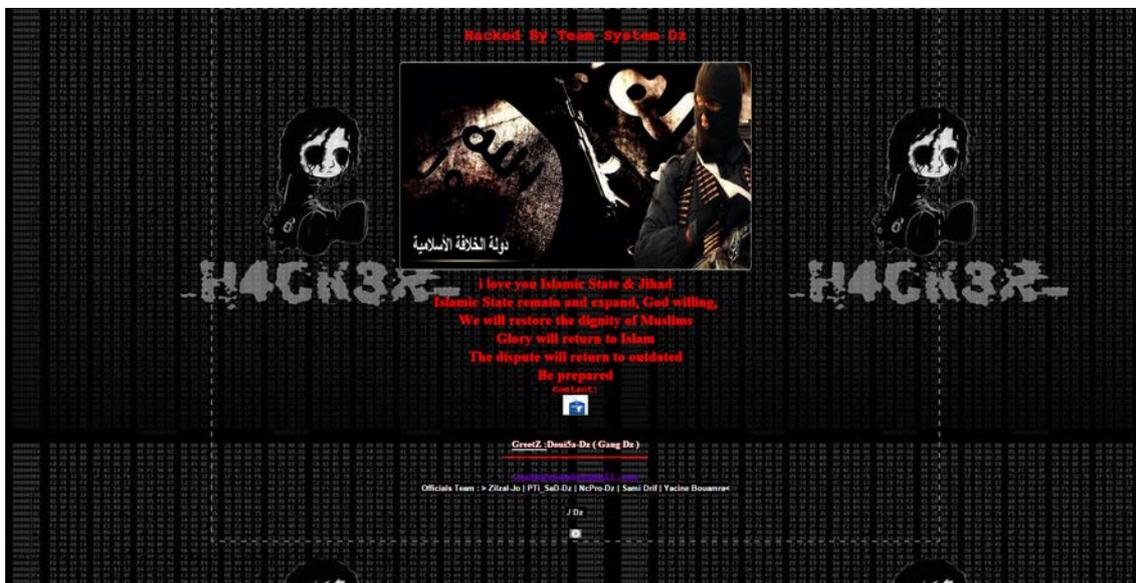
Why do people visit the website? You know what they look at from the Analytics.

Which pages do users visit? How many users visit? If there are pages that no one ever looks at, consider getting rid of them to reduce clutter.

Who maintains this website and checks that the latest versions of the WordPress theme and plugins are installed?

Gecko Do It: <http://geckodoit.com/>

This company constructed the Neilson Hays website. Is there a continuing maintenance contract with Gecko Do It? Who do you call when something goes wrong?



Alexander Ericsson saved the site when it came under attack. That was in November 2015.

Example of a website with a BLOG

<https://www.webcoursesbangkok.com/category/blog/>



Web Courses Bangkok teaches WordPress from Beginner level. Their own website is an example of good WordPress practice. As you see from the link, the site includes a BLOG. You can call it POSTS or ARTICLES or whatever. I suggest that the Neilson Hays Library website should have a BLOG to keep people updated on what's happening. There won't be any events for six months, so a few words on the progress of Restoration will be welcomed by the members and friends of the library.

Quote from the original NHL website specification 2014:

We would like to redesign the current website to include the following key features:

- A calendar of events function showing events for up to a year in advance
- **Blog/newsletter type functionality to provide news updates, including text and images (linked via MailChimp email marketing)**
- Registration mechanism for upcoming events (including payment)
- Functionality to link to OPAC (Online Public Access Catalog) so users can search and find current information on the status of books
- Online membership applications and renewals (including payment)
- Access to online videos featuring children's storytelling
- Link to MailChimp so that visitors to website can subscribe to our email campaigns
- Shop feature, to purchase items such as gift certificates, library bags and prints.
- **Website Analytics:** Google analytics to provide basic statistical analysis / web tracking

So the BLOG proposal is nothing new

Why don't you have a BLOG already? The answer may be in the paperwork that Elissa Thompson left when she moved. It is not too late. You can set up a BLOG now. Now is a good time when there are no events at the library.

It is no more difficult to BLOG to a website than to write to Facebook and Twitter. The difference is that the website is home and solid and respectable. Facebook is for children.

Stephen Colbourn

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