

Vocabulary	Meaning
content	the material that is posted to your blog including text, images, animations, music and videos
blog	a regularly updated web page, usually run by an individual or small group
consistency	acting or done in the same way over time
chronological	a record of events in the order they happened
blogger	a person who regularly writes or updates a blog
URL	(Uniform Resource Locator) the address of a page on the internet
theme	a consistent look or style followed throughout the blog
display/name	the name users see when they view a blog post
post	a new entry in a blog which users will see at the top of the list
publish	allow the post to go live so all users can see
enhance	intensive, increase or improve the quality of something
font	a graphical representation of text that may include different sizes, colour or design
icon	add o include information at the end of the code or document

Key knowledge – main features of a blog



Key knowledge – What makes a good blog?

Content: is the content relevant and is it something that will keep the audience engaged?
Consistency: how often are new posts being uploaded to the blog?
Engagement: how easy is it to interact with the blog and is engagement encouraged?

