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## Star Global Newsletter

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Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help you optimize and empower your business online.

This month we cover the differences between a blog and a forum. Oh, and we've included a few words about list-serve as well. This broadcast and future articles will cover these topics and more...



### Blog vs. Forum - What's the Difference?

With both blogs and discussion forums, (or newsgroups, chat groups, discussion threads... there are many different names for essentially the same thing), you can post a comment, and comment on other comments and develop discussions.

In both cases, you can leave comments which may or may not be moderated; and usually (but not always) you have to identify yourself with a name and email address.

**Discussion Forum:** a lot like a list-server, but all posts are made through the website instead of by email. You log in - not a requirement on the majority of blogs - and typically see an index of topics or categories, within which are comments, usually organized by date order. Forums will typically show who's online at a given time, plus provide statistical info, eg, how many comments posted over a period of time.



Discussion forums are great for organizing discussions into topics and subtopics. Some allow members to have posts, and notices of new posts emailed to them.

**Disadvantages to Forum: "drive-by posting", where someone will ask for something that's been answered five times a week already.**

**Blog:** this is like a journal, a collection of posts (articles) and press-release software all in one. While they are usually structured by category, that isn't an essential requirement as it is with discussion forums.

The posting is the primary reason for the blogs existence (content), not the commenting. A good blog has a distinctive personality or group of personalities at its core. There is also a social aspect to blogs. Many blogs allow visitors to post comments. Sometimes long discussions can take place on a blog, but each topic is started by the blog owner.



Probably the most significant differentiator is RSS - the ability to syndicate your blog content to anyone who wants to receive it (although certainly possible in a forum but not typical - each of the forums is private, so broadcasting RSS info would compromise that privacy.)

**The content on a blog tends to be higher quality and more cohesive, because each writer invests their reputation in drawing readers back.**

Useful links:

<http://www.blogger.com/start>

<http://wordpress.com/>

And here's a local author, Christine Stefanitsis, who has crafted a great blog spot:

<http://www.chicken-scratch.ca/>

## Are you Master of your Domain?

Domain names originated from something called Name Resolution, back when they had Internet Protocol (IP) addresses for networks. They couldn't remember these numbers and therefore made alphabetic names associated to IP addresses.



### How do you license a domain name?

A domain name is typically licensed through a Registrar, either by a professional web company like Star Global, or by yourself. Terms of licensing a domain name vary from 1, 2, 3 years, 10 years.

It is important for you as an individual , or your company to be listed as the legal registrant owner of your domain name with your corresponding contact information . It is equally important that you have the username and the password for the account.

The most common disadvantages of an improperly registered domain name are:

1. You cannot move to another hosting location
2. Someone can manage your domain name without your consent.
3. You will not receive a 'reminder to renew' by the Registrar.
4. Your domain expires and you lose it forever.

When Star Global registers your domain name, it is registered with you as the legal registrant , and the username & password are supplied to you. Star Global keeps each expiry date on file, and sends a courtesy email to you one week in advance as a reminder of the upcoming renewal date.

Star Global has served over 600 clients for more than 9 years and has proven itself as a skilled and stable technology partner , with a goal to exceed our clients' expectations. Star Global specializes in developing and re-structuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

**Sincerely,**

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