
The Chilham Parish Council Youth Blog

A Blog is the short way of explaining what a web log is, so what is a web log, well this term refers to a list of journal entries posted on a web page. The webpage or website is regularly updated and is typically written in a conversational style and run by an individual or small group.

- There are 600 million blogs on the internet out of 1.7 billion websites
- over 409 million people view more than 20 billion pages each month
- Users produce around 70 million new posts and 77 million new comments each month
- Content marketing on blogs is predicted to be an industry worth 412.88 billion dollars in 2021.
- The numbers of active UK bloggers in the UK is estimated to hit 31.7 million in 2021
- 86% of content marketers use blog posts as part of their marketing strategy
- The average blog post today has 1236 words. That's more than the average blog post 6 years ago
- Bloggers say the most important factor for success is the quality of the content
- 97% of bloggers use social media to promote their blog posts
- Businesses that publish 16 or more posts per month receive 3.5 times more traffic than those who publish fewer than 4 posts.
- 9.6% of consumers say that blog posts are valuable in the early stages of the buying process.
- 61% of Online customers make purchases based on recommendations from blogs
- More than 50% of the content marketers say that blog content is their top inbound marketing priority.

(12 February 2021 <https://www.semrush.com/blog>)

How to Start and Establish The CPC Youth Blog

When building and designing a blog these days you do not have to be a professional web designer or developer to make your blog or website look beautiful. Once you install Word Press software, you can choose the predesigned themes based on your preferences. You then follow the stages set out below:

(1.1) Pick a descriptive domain name for your blog

(1.2)Buy a domain and get hosting for your blog

(1.3)Install WordPress

(1.4)Find the perfect WordPress theme or template

(1.5)Get some must have WordPress plugins and add-ons

(1.6)Launch your blog and start sharing your voice with the world

(1.7)Write and Publish Blog content

(1.8)Optimize your blog content for SEO

Blogging is still relevant , even in 2020/2021 and even during the current COVID-19 pandemic .The statistics outlined below prove that the industry is alive and well.The research shows that its possible to make it as a blogger if it is approached seriously.loggers need to educate themselves ,work hard ,and keep up with the latest trends and by being consistent with these three points theyll be able to build a strong blog .

1.The are many younger bloggers however the majority of bloggers are millenials (People aged between 25-34)

2.For 14% of people the greatest challenge was actually starting a blog

3.92% of Bloggers reccommend starting a blog if you do not have one yet.

4.29% of Bloggers use Godaddy web hosting services followed by Blue Host with 9.90%

5.60% of bloggers make money through blogging

6.19% say that affiliate marketing is their top revenue source

7.44% reccommend You Tube as the second most popular revenue channel

8.54% of bloggers say they get the most traffic from social media

9.33% of bloggers get ideas for new topics on social media

10.64% of blogs were affected by COVID-19 pandemic and 46% of bloggers say they have been blogging more since the pandemic.

CPC Youth Blog Project Financial Costings

Youth Blog Year 1 Costings

Item.1.011.Web Hosting 1 Year £2.99 X 12months (Year 1)**£35.88** (Annual starter Payment)

Item.1.012.Web Hosting 1 Year £10.99 X 12months (Year 2)**£131.88** (Annual Renewal payment)

Item.1.013.Purchase a Blog Domain Name..... . **£00.00** Free domain for one year and Renewable 2nd Year @ **£09.99 x 12=£119.88**

Item.1.014.Plugins from (WordPress) for Youth Blog£150.00

Item.1.015.Marketing Youth Blog to target audience£36.50 (Flyers x 1000)

Total Cost £354.26

Youth Blog Year 2 Costings

Total 2nd Year additional costs @ £09.99 x 12.....£119.88

Total Costings Reconciled Year 1 and Years 2

Year 1 Total Youth Blog Start Up Costs£354.26

Year 2 Total 2nd Year additional costs @ £09.99 x 12.....£119.88

Total Youth Blog Set up Costs:£474.14