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# BLOGGING AND E-LEARNING PLATFORM WITH COMPANY PORTFOLIO

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**Abstract**— In this paper we will focus on Blogging and E-Learning platform for the member of organization. This platform aims to provide a platform for organizations to build a digital presence for their members. It can be used for any type of organization. Members will be able to configure a personal website or blog on the platform. The platform will provide the ability for the organization to configure how the platform is presented, including branding and background images. Organizations need to provide a blogging environment as a platform for the members. To achieve this, organization need to have a platform with which they could build a custom blogging environment. This platform should be able to create an environment for the members.

**Keywords**— Blogging, E-Learning platform

## I. INTRODUCTION

Blogs are a type of Web site that are typically dedicated to publishing content on a regular basis. Users of a blog are referred to as bloggers or contributors. Bloggers usually operate their own personal blogs, but some blogs are managed by publishers or other organizations and feature content submitted and maintained by a set of writers and editors. In some cases, a blog may be used to share content that was originally published on another site, such as a news site or corporate website.

Blogs are a great way to share information with the world. They are also a great way to build a following of people who admire your ideas and appreciate your presence online. Blogging isn't easy, but it can be a fun way to share your thoughts and connect with others. With a little bit of time and dedication, you can build a successful blog that helps you share your ideas and express your personality.

The most common type of blog application is a specialized system for managing authored content, often known as a "weblog" application. These applications support the authoring, editing, and publishing of blog posts and comments, with special functions for image management, web syndication, and administrative features like user management, content approval, and CMS integration. Most weblog applications provide a WYSIWYG (what you see is what you get) content editor and publishing interface and take

a "just works" approach to content storage and delivery. In contrast to traditional website platforms, weblog applications are not designed to provide a full range of web development and design services.

The member can have their personal blog on the platform. They can also use it for professional purposes such as keeping a diary. This is a great way to share experiences and knowledge within the organization or institute. The member can also use it to write about current events and share links.

The main aim of developing this platform is to create a team blog, allowing multiple bloggers to contribute to a single blog. The platform will be able to generate revenue through the creation of premium blogs, allowing the bloggers to build their own channels without needing to rely on a single employer. The blog will also act as a knowledge repository for the team, allowing the community to contribute to the blog by writing blog posts, and allowing the community to vote on the direction of the blog. The blog will also act as a means of connecting the team together, allowing the community to get to know each other better.

## II. LITERATURE REVIEW

### A. EXISTING SYSTEM -

When it comes to blogging, there are many different ways to go about it. The most popular way is to use software that provides a platform for writing blog posts, such as WordPress. However, there are also some other options, including other blog software that are publicly accessible. This means that there is no security for any confidential data that is shared in those blogs. As these sites are publicly accessible, no ad revenue other than Google Ads can be generated through those websites.

Some of available existing Blog systems are –

1) WordPress:

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day. WordPress started as just a blogging system, but has evolved to be used as full content management system and so much more through the thousands of plugins and widgets and themes, WordPress is limited only by your imagination.

2) Drupal:

Drupal isn't your typical blogging software. While it has an incredible community behind the code and many blogs use it for blogging software, it's not just blogging software. Drupal is community software. Drupal really shines as blog software for a blogging community. Drupal also comes with a large community of developers and modules. With these modules, one could build any type of site or add nearly any sort of functionality to their Drupal installation.

3) Serendipity:

Serendipity takes pride in the fact that it is a beginner friendly blogging platform. Serendipity keeps your plugins up-to-date by automatically checking the plugins repository online and downloading the updated version if needed from a fairly extensive library of user-contributed plugins.

**B. NEW SYSTEM -**

TheBlogView, a community of entrepreneurs and small business owners, was formed with the mission of helping people build strong organizations that reside in the online environment. TheBlogView is a blogging platform that enables its users to build online organizations in a matter of minutes. The platform provides a variety of tools and resources that can be used to expand and grow an online organization.

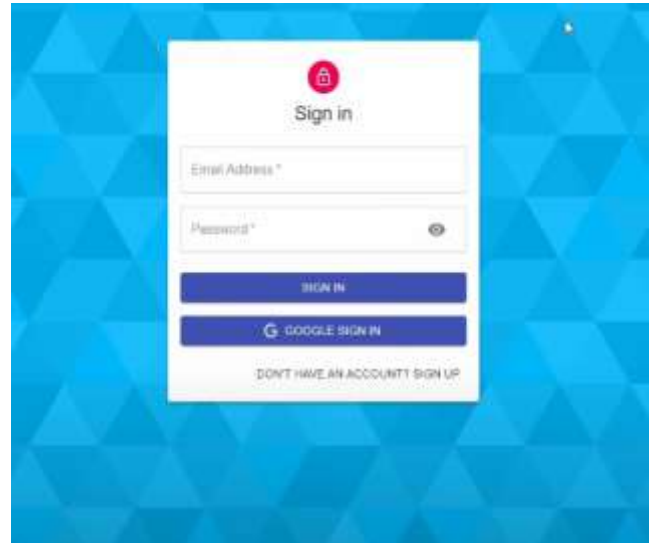
Crafted by a community of makers, the internet is bursting with amazing things to inspire and challenge. But often the best things are the most ephemeral. The internet is a place for inspiration, but it's also a place for communities to thrive. Through their interactions, members of this communities form bond, learn from one another, and build a shared sense of identity.

Blogging has been one of the most effective strategies for building your brand and generating an online presence. It has also been one of the best ways to make money. Over the years, blogging has evolved into a full-fledged profession. Gone are the days when you could earn a few dollars by writing a blog post. In this digital era, the popularity of blogs has increased a lot. Blogs are being used as a marketing tool by many companies to promote their products and services. Many companies are also looking forward to promote their products through blogs which get lot of visitors. This may help to increase the earning of bloggers. Our platform provides those high earnings to bloggers.

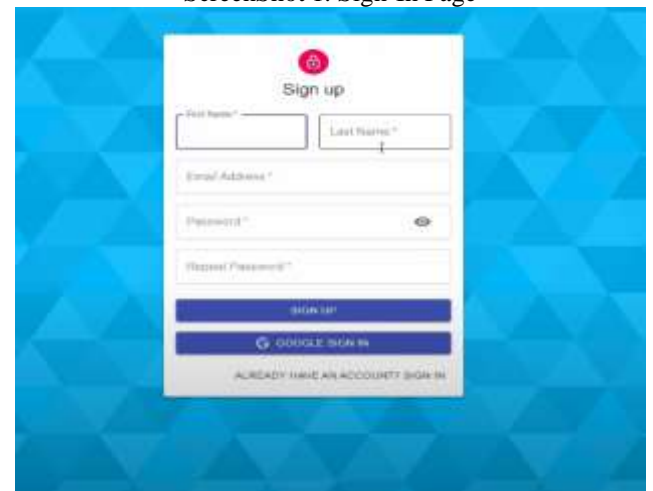
Posting content on Social Media is a vital part of a digital marketing strategy. However, posting content can be time-consuming and requires research to be done well. With TheBlogView, all you need to do is post! All you have to do is access the platform, select the social media profiles you want to target and post content.

When it comes to design, a blogger is never completely satisfied with their work. They constantly try different layouts and color combinations, adjusting things here and there in the hopes of finding something that looks and feels just right. But unlike a traditional designer, a blogger can make changes to

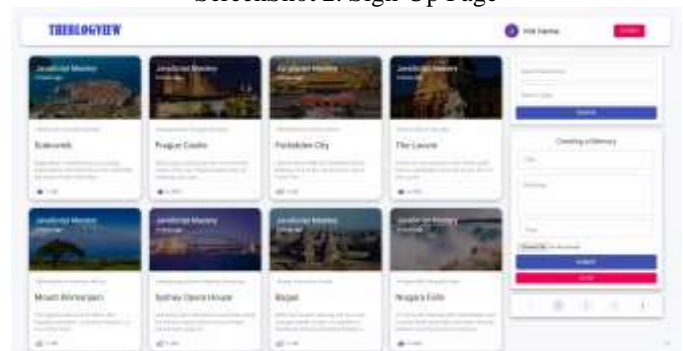
their design on the fly, allowing them to try different options and see what works best. This trial-and-error approach allows a blogger to find their signature look and feel, which is something that would be much more difficult if they were working with a more traditional designer.



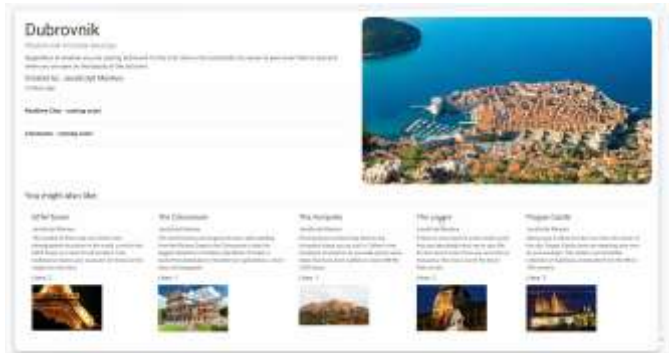
ScreenShot 1. Sign-In Page



ScreenShot 2. Sign-Up Page



ScreenShot 3. Home Page



ScreenShot 4. Single Post Example Page

### III.APPLICATION

We can think of a blog application as a specialized content management system, designed to support the authoring, editing, and publishing of blog posts and comments. Blogs can be used as a daily diary, a platform for experimentation, a place to document your life, or a way to share your thoughts with the world. You can use blog applications for just about any purpose. This system also provides special functions for image management, web syndication, and post and comment moderation. The platform will help members of the organization to better communicate with each other. The platform will be used for sharing news and updates, providing a forum for the organization to discuss current events, and offering a space for members to ask questions and share ideas. The platform will also be used as a tool for members to manage their assignments and provide feedback on their experiences. You can expect to see the platform being used in a variety of ways to help members better connect and collaborate. E-mail sending- It helps admin to send approval email to the member and members can also recover their password through e-mail sending.

### IV.CONCLUSION

The aim of this paper was to discuss about Advanced blogging. Advanced blogging is a type of website that allows lot of entries either made by the members of the organization or by the bloggers who are associated with the organization in some capacity. This type of website is very much in trend these days. This is mainly because of the ease with which such websites can be created with the help of a few programming languages and a web server. This has made it easier for small and medium size organizations to have their own online communities. It has offered a platform to people around the world to express themselves and share their ideas with others. It has also provided a platform for businesses and entrepreneurs to build their brand and reach the right audience.

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