

MEDIA INFORMATION

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BLOGGING YOUR WAY TO THE FUTURE

'Blogging' is the next big thing for technology, according to Brendon Sinclair, Executive Director of Gold Coast web development firm Tailored Consulting.

'Blogging', whereby people can, without expensive software or computer skills, update web site in a matter of seconds, is one of the fastest growing technologies on the Internet.

Reporters at the frontline of the Iraqi war were able to instantly communicate with the outside world. 'Average Joe' can keep an online journal with as many as 5,000 people a day taking a peek. Web site owners no longer need expensive web developers to keep their sites' up to date and current.

"It's astounding how many sites now have the 'blogging' facility. Because a blog is so simple, easy and quick (not to mention free) to update, they have become very popular, very quickly," he said.

"Blogs are starting to have a big impact of the way many web sites are being developed. We saw the start of this impact with the Iraqi war blogs providing instant information to millions of Internet surfers," said Mr. Sinclair

Blogs range in content from the intensely personal to the political to the commercial, and include just about everything else in between.

"We have a blog on our main web site and the feedback we have had has been extremely positive. Most people appreciate the sense of intimacy it provides – it's a much simpler and effective way to get your message across of what we do and who we are, than some boring web page. And it takes just seconds to update," he said.

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***Media Inquiries to:
Tailored Consulting Executive Director, Brendon Sinclair, Ph: 5598 4898***