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Navigation of blogs related by a tag

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Navigation of blogs related by a tag

ABSTRACT

Techniques of this disclosure automatically add links to a blog post that enable navigation within a collection of related posts, e.g., posts related by a tag. Blog readers can navigate directly within the linked posts. In a static implementation, the links to posts are automatically updated and stored in a database whenever any post changes. In dynamic implementation, the links to other posts corresponding to a tag are generated when the post is rendered as a web page or upon user selection of a particular tag.

KEYWORDS

- blog

- tag

- hashtag

- blog navigation

BACKGROUND

A blog (also called a weblog) website comprises entries, e.g., posts or articles, that are often organized in reverse chronological order. Blogs usually include features such as comments and include links to other blog posts. A blog author that writes multiple posts about a single topic can tag such posts with specific keywords. On most blogs, each post has links to previous, next, first, and last posts. Such links do not point to posts related by a tag. To view posts related to a tag, a blog reader can perform a search using the tag. Navigating such search results is inconvenient, e.g., since the posts are presented in a reverse chronological order, e.g., most recent to oldest, whereas it is more natural for a reader to read the earlier posts first. Further,

when there are many posts under a single tag, readers may not be able to complete reading the posts in one sitting and may not remember where they left off in a previous reading session.

To organize related posts, blog authors often manually number such posts, and add links to the previous and next posts for each post. To add a new post under a tag, the link in the previous post is modified to point to the latest post, and a link to the previous post is added to the latest post. While this makes it more convenient for readers to navigate the blog, this requires effort by the blog author.

DESCRIPTION

Techniques of this disclosure automatically add links to tagged blog posts such that readers of the blog can easily navigate through blog posts within that tag.
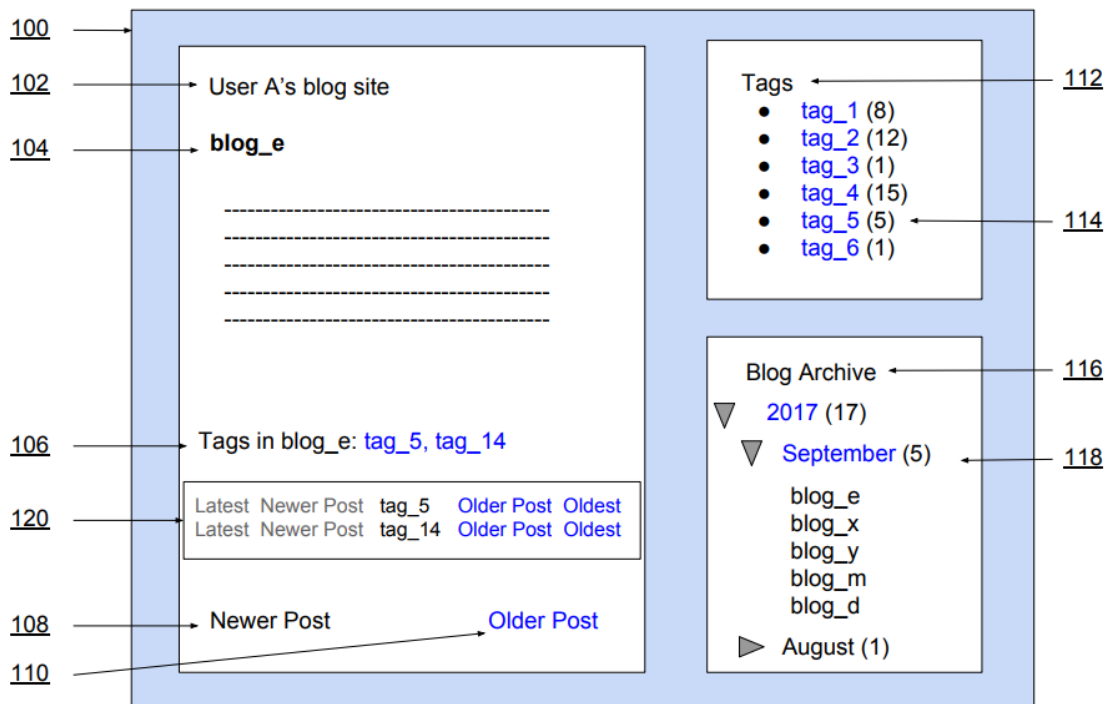

Fig. 1: Automatic generation of tag links

Fig. 1 illustrates an example blog user interface that supports navigation through tagged blog posts, per techniques of this disclosure. A blog (100) is shown with the blog author's domain name or specifically chosen name (102) displayed at the top of the page.

The blog illustrated in Fig. 1 includes a post titled "blog_e" (104), which is the fifth of five consecutive blog posts, the first four named "blog_a," "blog_b," "blog_c," and "blog_d," each having two tags (106), e.g., tag_5 and tag_14. These tags are keywords for the blog posts and act as an index for the blog. When a reader searches for posts, e.g., using the tag, a web server retrieves and displays the tagged posts. A reader can also click on "Newer Post" (108) and "Older Post" (110) links to navigate to these posts, which may not be associated with the same tag.

"Tag_5 (5)" (114) of blog_e also appears in the list of all tags (112) for the blog. The number 5 next to tag_5 indicates that tag_5 is matched to five posts, blog_a through blog_e. The blog archive (116) lists posts in reverse chronological order. In this example, the posts are categorized by year and subcategorized by months. For example, post blog_e is dated in the month of September (118).

Per techniques of this disclosure, tag links (120) to older and newer posts associated with a particular tag are automatically added to a blog post. For example, if a reader selects the option "Older Post" for tag_5, the post blog_d is loaded. Similarly, if the reader selects the option "Oldest Post" for tag_5, the post blog_a is loaded.

Thus, techniques of this disclosure provide tag-specific links to navigate to other posts associated with the tag, in addition to chronologically newer and older posts that may be associated with other tags. Such navigation-by-tag can be added for a subset of tags or for all the tags.

Automatic linking of tagged blogs can be done in different ways. For example, when a post is created or edited, the blog hosting software can statically create tag links and save the links within the post or within a database. In another example, the links to tagged posts can be dynamically created when a post is rendered as a web page.
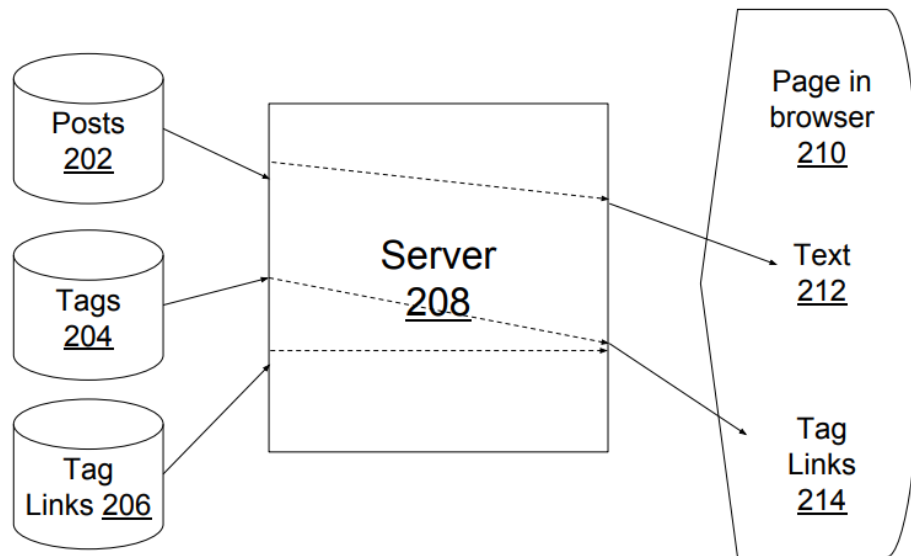

Fig. 2: Static creation of tag links

Fig. 2 illustrates static generation of tag links. When a blog post is created or updated, server (208) saves it in, e.g., in a database, in posts (202), and saves tags in tags (204). It also computes and updates information of linked posts in tag links (206). Tag links include, for example, the first post and last post associated with a tag, the previous post and next post associated with a tag, etc.

When a reader of the blog requests to view the post in a web browser (210), the server retrieves the text (212) of the post and static tag links (214) and renders the blog page.

Dynamic creation of tag links can be done in different ways. For example, in one implementation, URLs of the blog posts, e.g., blog_d.html, blog_c.html, etc. are generated and included when displaying the blog page. In a second dynamic implementation, the web server

uses dynamic requests for tag links at the time of display of the page. When a link is clicked, the server resolves and redirects the blog reader to the corresponding page. For example, a dynamic request for a link can be of the form "blog_e.html?navigate-by-tag=tag_5&direction=newer." In the example of Fig. 1, when a reader currently on blog_e, clicks on Older Post', the server resolves the dynamic request and load the post blog_d.
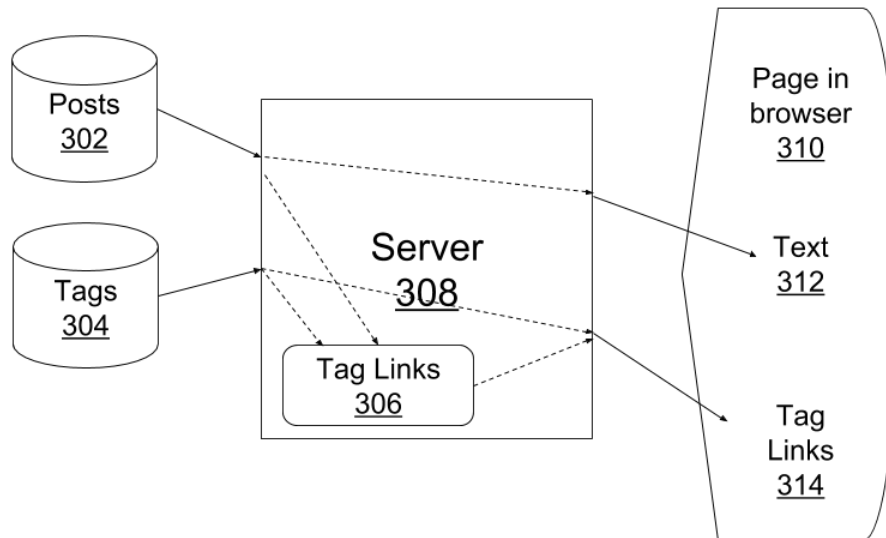

Fig. 3: Dynamic generation of tag links in blog page

Fig. 3 illustrates dynamic generation of links as described in the first implementation, where actual URLs are inserted at the time of display of the blog page. When a reader requests a blog post in a browser (310), server (308) retrieves the corresponding text (312) from posts (302) and one or more tags (304). Tag links (306) are determined as actual URLs and displayed in the blog page (314). The links correspond to, e.g., previous, next, most recent, and oldest posts associated with a tag.
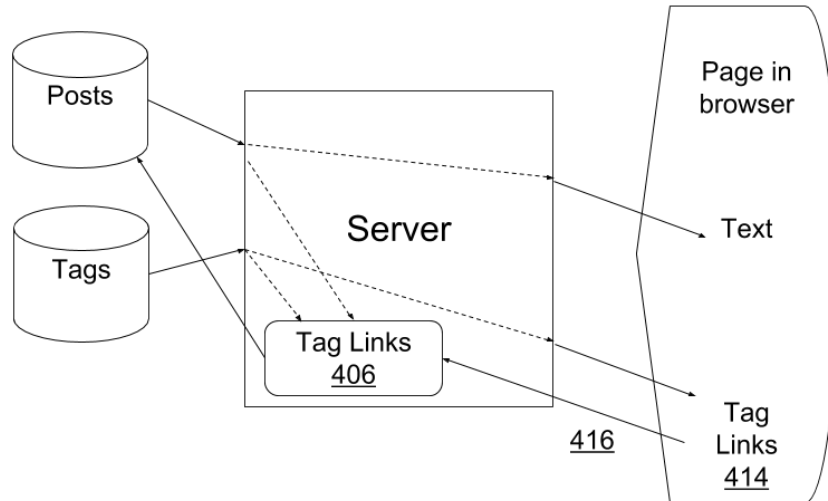
Fig. 4: Dynamic generation of links upon selection

Fig. 4 illustrates dynamic generation of tag links by a second implementation, e.g., tag links that are generated upon a reader selecting a displayed dynamic tag. Upon a user request for a tag link (414), a dynamic request (416) is sent to the server. The server resolves the dynamic request and redirects the browser to the requested blog post.

CONCLUSION

Techniques of this disclosure enable automatic generation of navigation links to tagged posts within a blog. The techniques enable blog authors to publish blogs with automatically inserted intuitive navigation links to related posts. A blog reader benefits by being able to navigate quickly through blog topics of interest.