

Edinburgh bloggers – Cupcake Couture

[Cupcake Couture](#) is run by Rani who explains that she wants to own a cupcake shop one day...

✘ This is what she says:-“I am 20 years old. I live in the City of Edinburgh. I am student at Edinburgh Napier University. I love Edinburgh so much and will probably never move away. I live in my wee flat with my lovely boyfriend Michael, who is the [beatblogger](#) for [Guardian Edinburgh](#). We have two gerbils called Edith and Betty. I love to shop, eat out and blog. I love live music and independent films. I quite often wish I was a proper student and went on the razz more, but my little life suits me just fine. I am a very happy go lucky girl. I have a big family who mean so much to me, my [Mum](#) is the star of my life.”

Who are you and what do you do?

I’m Rani and I’m an Edinburgh Napier student.

What made you start writing a blog?

I’d had an “online life” for a while and thought I’d try out something new.

What purpose is your blog serving?

My blog is generally about my life, my interest in fashion, beauty, baking and being a resident of Edinburgh, it features Edinburgh quite a lot, places I like to eat in and such.

Why did you choose WordPress/Blogger or other platform?

I have basic html skills and found that Blogger did a lot of the work for me but still allowed me to use my skills and make the blog personal to me.

Do your visitor numbers matter to you? Would you tell us what they are?

Yes and No. It's exciting to see them increasing, but I wrote for about 18 months talking to myself and about 3 other readers and I still write that way. I always wonder why people would want to read my blog! I have 376 readers on blogger and about 200 unique hits a day. In the past 12 months I've had over 27,000 hits which is a real achievement for me!

What do you think you could do to improve your blog?

Probably quite a lot, but my course is very demanding and I work part time as well so fitting in blogging can be difficult.

What plans do you have for the future of your blog?

To continue on the road that I already am, hopefully always attracting new readers to the blog and feature more of Edinburgh, which is always better in the (so-called) summer! I'd like to try some video blogs, but honestly, I sound ridiculous on camera!