

Chapter 1: Creating Your Blog

Step1: Go To Blogger.com

Blogger.com is owned by Google.com. It is a free site that will allow you to create your own blog. In fact, you will have the option of creating as many blogs as you like – all for free.

Put the following URL into your web browser: <http://www.blogger.com>

When you do, you will see the following screen. From this screen, there are three things you can do. You can sign in (which will be an option once you've created an account), you can take a quick tour (which won't be necessary if you read the remainder of this chapter, although can be helpful to some learning styles), or you can create your own blog now.

Click on the orange arrow that says, "Create Your Blog Now"

Already have an account? Sign in:

Username: Password: (?)

Remember me (?)

SIGN IN

What's a **blog**? **TAKE A QUICK TOUR**

Publish thoughts **Get** feedback **Find** people **And** more...

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

1 Create an account
2 Name your blog
3 Choose a template

CREATE YOUR BLOG NOW

Step 2: Create an Account


For this step, you will need to create a user name and password. It does not matter what user name you choose.

You will also be asked what display name you wish to use. When you post to your blog, this name will be displayed at the end of each post. For now, go ahead and put “editor.” Later, in Chapter 9, you will learn how to change this for each blog if you wish.

Finally, you will need to type in your email address (make sure it is a real address) and check the area that says you agree to their Terms of Service. We have included the Google's entire Terms of Service in our Appendix.

1 Create an account

Choose a user name	<input type="text" value="sampleblogandping"/>	You'll use this to sign in for future visits.
Enter a password	<input type="password" value="*****"/>	Must be at least 6 characters long.
Retype password	<input type="password" value="*****"/>	Enter it again just to be sure.
Display name	<input type="text" value="Editor"/>	The name used to sign your blog posts.
Email address	<input type="text" value="blogandping@hotmail.co"/>	We will never share your address with third parties without your permission.
Acceptance of Terms	<input checked="" type="checkbox"/> I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service



Once you have entered the information, click on the orange "Continue" arrow.

Step 3: Naming Your Blog

Now you will get to name your blog. The first area is the Blog Title of your blog. In this example, the blog title is Kidney Stones. That means, the title at the top of the blog will

say Kidney Stones. Later, we will show you how to optimize your Blog Title for search engines. The Blog Title can be changed at any time.

Next you will be asked to create a blog address or URL. Notice that the URL does not have the traditional www at the front. Picking a blog address can be a bit tricky. If you want to keyword optimize your URL for AdSense or other marketing purposes, you will want to read Chapter 8 to find out how to pick a good name.

Before clicking on the orange “Continue” arrow, you will be asked to type in the characters you see in the picture below. This makes sure that you are a person and not an autobot creating the blog.

2 Name your blog

Blog title	<input type="text" value="Kidney Stones"/>	Enter a title for your blog.
Blog address (URL)	<input type="text" value="http://kidney-stones.blogspot.com"/>	You and others will use this to read and link to your blog.

Word Verification



Type the characters you see in the picture below.

OR

Advanced Setup

Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.



There is one other issue with picking a blog name – the name you want may already be in use. If it is, you will see the following page after clicking continue:

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

2 Name your blog

Blog title	?	Blog and Ping	Enter a title for your blog.
Blog address (URL)	?	http://blogandping.blogspot.com	You and others will use this to read and link to your blog.
		⚠ Sorry, this blog address is not available	

OR

Advanced Setup Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.

CONTINUE →

At this point, you simply choose a different blog address.

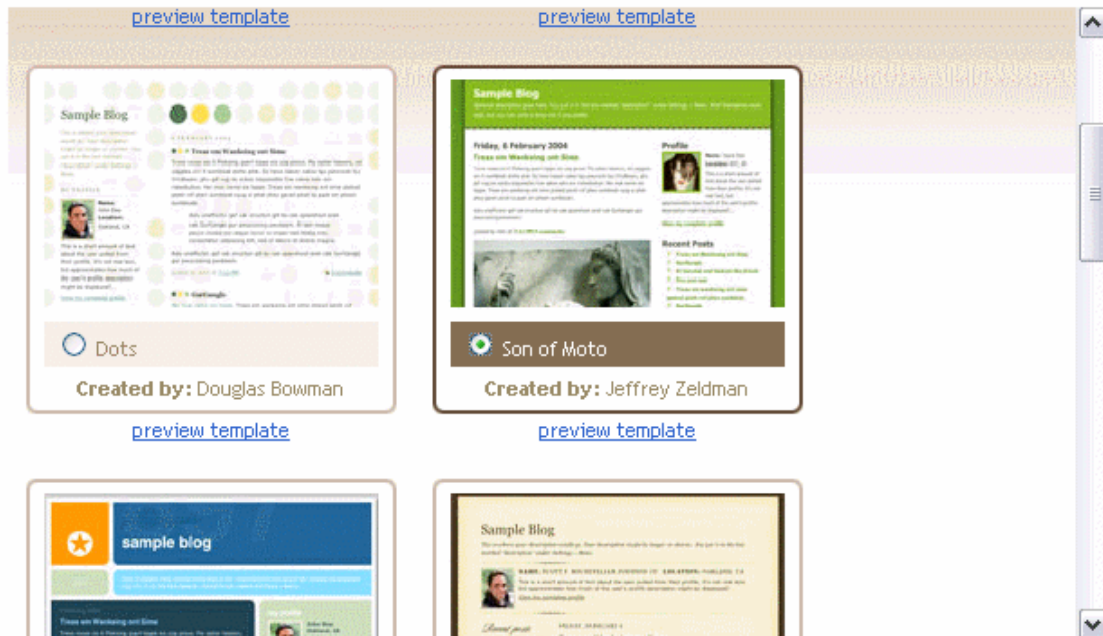
In the sample above, you might want to try blog-and-ping using the dashes, try reversing the name to pingandblog or ping-and-blog, try bloggingandping or blogging-and-pinging, or any other number of variations.

Once you find a URL that is not taken, you can move on to Step 4.


Step 4: Choosing a Template

Blogger currently has 12 ready-made templates to choose from. It really does not matter which template you choose. Each one will allow you to blog and ping. In the following screen shot, “Son of Moto” has been picked.

3 Choose a **template**



After choosing your template, click on the orange “Continue” arrow. As long as you have followed these steps correctly, you will be taken to a screen that let’s you know that your blog has been created. Simply click on the orange “Start Posting” arrow.

 **Your blog has been created!**

We've just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

 **START POSTING**

Step 5: Creating a Test Post

In order for the rest of the steps to work properly, you will need to have some content on your blog. Adding content will allow you to create a Yahoo RSS feed in Chapter 4.

The content does not have to be relevant and is easy to add.

- Under “Title” add the word Test.
- There is no need to add anything to the “Link” field.
- In the body of the post, once again, add the word Test.

Then you click on the orange “Publish Post” button.

The screenshot shows a web interface for a blog titled "Kidney Stones". At the top, there is a navigation bar with "Back to Dashboard", "Help", and "Sign Out" links. Below this is a menu with "Posting", "Settings", "Template", and "View Blog" options. A secondary menu includes "Create", "Edit posts", and "Status".

The main editing area contains a "Title" field with the text "Test" and a "Link" field. To the right of the "Link" field are "Edit HTML" and "Compose" buttons. Below these is a rich text editor toolbar with options for font, size, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and undo. A "Preview" link is also present.

The editor's content area shows the word "Test" and a "Recover post" link. At the bottom of the editor, there is a note: "For keyboard shortcuts, press **Ctrl** with: **B** = Bold, **I** = Italic, **S** = Publish, **D** = Draft [more >](#)".

Below the editor is a section for "Allow New Comments on This Post" with radio buttons for "Yes" (selected) and "No". To the right is a "Change Time & Date" section with dropdown menus for "1", "27", "PM", "Jun", "23", and "2005".

At the bottom of the page are two buttons: "Save as Draft" and "Publish Post".

Once you have published the post, you will see a screen that looks like this:



Your blog published successfully. [\(Details ...\)](#)

Files published... 100%

[View Blog \(in a new window\)](#)

Republish Index Only

Republish Entire Blog



In the example above, if you clicked on “View Blog” you would see that you now have a blog with the URL <http://kidney-stones.blogspot.com>, a title of Kidney Stones, and one post titled “test.” That is all there is to creating your blog – so let’s move on to the important settings you must know to make this system work

