

Simple Guide To Setting Up Your Blog

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INTRODUCTION

Blogger™ is one of the most popular blog creation tools found online to date. It is also one of the easiest to use with little worry about learning a whole new scripting language. Most everything is handled automatically for you. That is why for the purposes of this ebook we will be focusing our attention on creating a blog using it. Once you become more familiar with blog creation in general it will become much easier for you to transition to another blogging tool or service if you wish to do so.

This guide is very easy to follow and will take you step-by-step through the wonderful world of blog creation from setting up a new Blogger™ account to viewing your finished blog and everything in between.

This ebook is not meant to give you **ALL** the answers with regards to blogging but rather is a basic start up guide for those new to blogging. This is just the beginning. There is so much more information available throughout the internet on blogging that it would be difficult to list it all here. It is recommended that you take some time to search for other related topics that interest you **after** you have grasped the basic concepts outlined within this guide.

If you are new to blogging, make sure you keep this book in a familiar space on your computer as you will most likely refer to it often in the first stages of your blog building.

Ready to blog? **Let's Go!**

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CHAPTER 1:

SETTING UP YOUR FREE BLOGGER ACCOUNT

This is the very first step to getting your blog started. Go to <http://www.blogger.com> and sign up for a free Blogger account. Once you arrive you will find a large blue box close to the top middle of the site that says "**Create Your Own Blog!**". Click the **Start Now!** Button to begin. A new page will open up where you will put in all your information. This is a 5 step process in total, but it's not that complicated.

STEP 0 (Page 1) – Create A Blogger Account

Username – Make sure it's something easy for you to remember.

First Name – Your first name, not just your initial.

Last Name – Your full last name.

Email Address – Make sure you use an email address you check regularly, don't use an autoresponder or junk mail box, because they will be sending you a confirmation notice with your log in information to this address.

New Password – Pick a password that you will easily remember, it's a good idea to use something different that includes numbers and letters.

Retype Password – Just retype your selected password just as you entered it in the New Password box.

Before you continue with your sign up you need to read Blogger's Terms of Service and understand exactly what you can and cannot do with your new account. Right click the Terms of Service link and "**Open Link In New Window**" so that you can read the terms then close that window without bothering your new account application. Once your done reading, check the "**I accept the Terms Of Service for Blogger.com**" box and click the "**Sign Up**" button to continue. Easy right? Okay, let's move on to the next step.

STEP 1 (Page 2) – Create A New Blog – Step 1 of 4

Title – This will be the name of your blog and depending on your Blogger Specific Tags choice will be viewable on all your blog pages. More on the blogger tags later on.

Description – This explains what your blog will be about. Also, it can be a short "**tag line**" that is placed under your **Title** or **Blog Name**

depending on what Blogger Specific Tags you plan on using, but this will be discussed later on so don't worry about it too much. Besides you can always go back and make adjustments later on.

Public Blog – This is a simple **Yes** or **No** answer. If you choose Yes, your blog will be viewable by anyone. If you choose no, your blog remains private and can only be accessed by giving out the URL. In the beginning, I suggest you keep your blog private by selecting the No option so that you can get it ready and go through the testing stages easily.

Click the “Next” Button to continue to the next step.

STEP 2 (Page 3) – Create A New Blog – Step 2 of 4

This page determines where your new blog will be hosted at. You have 2 choices, **“Host It At Blog*Spot™”** or **“FTP It To Your Own Server”**. If you don't know anything about using FTP or you are just beginning, I strongly recommend that you host on **Blog*Spot** for free. Be aware that because this service is free there is a banner ad on the top of the page(s). Remember, you can always switch to the FTP option later when you are more comfortable. That's one of the great things about Blogger, you are always free to make changes to your account as you want or need to.

Choose your option and click the “Next” buton to continue.

STEP 3 (Page 4) – Create A New Blog – Step 3 of 4

Here's where you will be choosing your subdomain in the URL of your blog. I recommend choosing something short but unique as many, many people have their own blogs through Blogger and it will be hard to find a great short name. It may take you a couple of tries to find a good one that's available. If it happens that the name you want is already taken, simply click the back button and choose another name until you find one. Don't forget to check the **“I Accept the Terms”** box.

Continue on by clicking the “Next” Button.

STEP 4 (Page 5) – Create A New Blog – Step 4 of 4

Now comes the fun part! You get to select from several options what your blog will look like. Even if you don't find something you like, don't worry! You can always replace one of the default templates with your very own creation at any time after your initial sign up. So, just pick one of the default templates and replace it later on if you want.

Click The “Next” Button to finish it all up.

The next screen that you see will be a temporary screen that lets you know that your blog is being created. Once it is finished you will be taken to your administration area where you can begin posting to your new blog. Keep in mind, you **Must Post at Least One Entry** to be able to view your new blog.

And that's it! You are now officially part of the Blogger Community. Congratulations!

CHAPTER 2:

MAKING CHANGES TO YOUR BLOG

Now that you have finished setting up your blog, it's time to start making some changes to it before you post!

You should already be at your administration area if not, go back and log in from <http://www.blogger.com> by putting in your chosen Username and Password on the top right-hand side. Many times if you haven't actually logged out and you leave Blogger, when you return you will still be logged in. If this is the case, you will see the name of your blog on the top right-hand side instead of a log in area. You can click on your blog name directly and enter into your administration area this way also.

Okay, now that you are all logged in, let's get to work!

One of the first things you will want to do is adjust your blog settings. To do this, simply click on the **"Settings"** tab at the top of your administration area. You will find it in between the **"Posting"** and **"Templates"** tabs which is right above the text area (white table) where you enter your blog posts. Once you are in the "Settings" area, you will see 6 additional tabs: **"Basic"**, **"Publishing"**, **"Formatting"**, **"Archiving"**, **"Email"**, and **"Members"**. The **"Basics"** tab is highlighted by default and this is where you will begin. Here's a break down of each section and what you can do there:

SETTINGS AREA

Basics – You can change the name of your blog, it's description and whether or not you want your blog made public or private.

Publishing – This area allows you to change where your blog is hosted. It will also tell you where your blog is currently being hosted, either on Blog*Spot or from your own web space (FTP or SFTP). You can also view the actual URL of your blog. There is also a Ping option made available if you want others to be aware of new posts on your blog through Weblogs.com. You can read more information on it by clicking the FAQ link under the Ping option explanation.

Formatting – There are quite a few options here to change the look of your blog, hence the name, Formatting! You can change how many blog entries will be shown on your main blog page. All others will be placed by date into the blog archives automatically. You can even adjust how frequently your older blog entries will be moved to the archives (weekly, monthly, etc.). Other items include: Blog Date Header, Archive Index Date, Time Stamp Format, Time Zone, Language, Encoding, Convert Line Breaks, Show Title Field, Show URL Field, and finally, Post Template.

Archiving – Although you can make this same change through the Formatting section, you can change the frequency of when your blog entries are archived.

Email – This section allows you to type in an email address of your choosing where you would like to receive posts made to your blog directly to your in-box.

Members – Here you can view all members of your blog. You can invite others to become members if you don't have any. In order for anyone to become a member, you must first invite them, and then they must accept the invitation. Afterwards they will become an authorized member of your blog. By default you will be listed as the administrator in this section.

Assuming that you are satisfied with your current blog name, description, and you have no intentions on changing where your blog is being hosted just yet, let's move on to the "**Formatting**" section and make some changes.

SHOW

Decide on how you would like your posts to be shown by entering a number and then selecting either "days" or "posts" from the drop down menu.

DATE HEADER FORMAT

All you need to do here is choose from the drop down menu how you would like your date to appear on your blog if you decide to use the "Date Header". This is up to you and depending on your template choice, you may not even have to worry about this. The Date Header is used to group certain blog postings by date and will be placed at the

top of the group of postings. Don't forget, you can always change this setting if you need to later on.

ARCHIVE INDEX DATE FORMAT

The main thing to understand here is that this setting determines how your archive links will look. There is a drop down menu with several selections, but all archives are listed in this date format. So choose your favorite look to set it.

TIME STAMP FORMAT

Some templates include an actual time when you post. That's what this option lets you change the look of. This setting is optional and if you don't plan on using it, or your template doesn't include it, just skip it. Otherwise, pick your favorite look and move on to the next option.

TIME ZONE

Select your time zone and set it so that your blog will be in sync with you! Since I'm in Eastern Standard Time, I will include here which selection to make: [GMT -5]. Each selection is fairly easy to understand with Country/City next to each.

LANGUAGE

This allows you to select the language of your choice that your blog will be posted in. Choose your language from the drop down menu.

ENCODING

I recommend that this option be left at its default setting of Unicode so that your blog remains Universal, although there are other options you can take a look at and feel free to change if you prefer.

CONVERT LINE BREAKS

This option if left on "yes" will make your blogging much easier as it will automatically change carriage-returns (you hitting the enter key) into line breaks without you having to enter the actual HTML code. It will also do the same for paragraphs also. This is a really neat feature and cuts down on your work load tremendously.

SHOW TITLE FIELD

This is another really cool function. When you set this option to "Yes" your blog will show the title for EACH of your blog entries. We will discuss the title field later on when we begin posting. This can make it easier for users to navigate your blog by giving them the titles of your posts to scan so that they can find what topics are most important to

them more quickly.

SHOW URL FIELD

This option is used mostly when RSS is implemented into your blog. Basically what this does is to show item specific links in your posts. If you are not using RSS or don't know what it is, I recommend you leave this setting to off. It won't affect the rest of your blog. Remember, you can change this if you need to later.

POST TEMPLATE

This is a text box where you are able to enter either plain text or special HTML code that you use frequently on your blog or within your template layout so that it will be automatically placed in your posts without you having to re-type it over and over again. My recommendation is to simply leave this box blank for now until you get more comfortable with using Blogger.

One Extremely Important thing to remember when making any changes to your blog settings: **ALWAYS REMEMBER TO SAVE!** This is the single most important thing to remember when doing anything to your blog. Forget to save and you have not only lost precious time, but you have to go back and re-do everything you just did! So don't forget to save your work when you blog.

Okay, since we have our settings all done, why don't we move on to doing something fun, making our very first post!

CHAPTER 3:

POSTING TO YOUR BLOG

This will probably be the easiest thing that you will ever do when using Blogger! The thing to remember about posting is there are no rules aside from those set forth in the actual Blogger "Terms of Use". What I mean is that, you don't have to have a set time when you will post new entries, or that last week you talked about your dog and this week your ranting on the newest pizza joint down the street! The way your blog looks doesn't have to have anything to do with what you're talking about. Blogging is like living. You never know what tomorrow will bring your way. And with that, let's post!

LOG IN

If you are not already logged in, do so now. If you don't remember how to log in, just go to <http://www.blogger.com> and on the top right-hand side of the site you will see either a member log in area, or your blog's name. Depending on what you see, type in your Username and Password or simply click on your blog's name to log in. Once you're all logged in, it's time to begin posting.

CREATE YOUR FIRST OFFICIAL POST

Just as after you created your new blog, you will be taken to your default administration page, which is coincidentally where you will create your posts from. You will see smack dab in the middle of the screen a rather large white text box area. This is where you type in your posts. There are even buttons to include bold text, hypertext links, and assorted other options. Type in what you want to talk about and when you are all finished, click on the "**Preview**" button **BEFORE** you actually publish your post to the web. This way you can catch any mistakes or make any changes you need to. In the "**Preview**" area, you will see another button, the "**Publish**" button. Once you are satisfied with your entry, click the "**Publish**" button and viola! Your post is transferred to your blog lickety-split! See how easy that was!

One other important thing to note, sometimes you may need to republish your blog to make certain your changes took affect. You will find this "Republish Your Blog" button after you have clicked the "Publish" button on the new screen that appears afterwards.

Since you know how to post to your blog and change all the basics, let's try something a bit more complicated and give your blog a whole new look.

CHAPTER 4: CHANGING YOUR TEMPLATE

You will notice the "**Templates**" tab in your administration area. This is where we will be heading in this chapter. Get ready, there's a lot that will be happening in this section! Okay, log back into your account on Blogger if you are not already there. If you have forgotten how to do this you can see Chapters 1 and 3 to refresh your memory. Now, once you're all logged in, click on the "**Templates**" link in the main tab section at the top. You will find it after the "**Posting**" and "**Settings**" tabs.

Once there, you will see a text area similar to the one for posting to your blog, but with a slight difference. It is already filled with lots of weird text. This is the HTML code of your template. If you don't know anything about HTML it's probably in your best interest to learn more before we get started. You can get some really great tutorials and information at: <http://www.htmlgoodies.com>. All you really need to know are the basics about HTML to get you through. If you already know your way around HTML, go ahead and move on with the next steps. For some of you this may get a little confusing, but try to hang in there. You can do this!

All right, this area is where you can change your template from what it is now to something completely different if you want to. This is fairly simple to do. First, you should already have a new template selected. If not, you can choose one from inside **Blog In A Box** which comes with 20 different pre-built blog templates to choose from that are set up for use with Blogger. If you don't already have **Blog In A Box**, you should really consider purchasing a copy for yourself. It comes with all sorts of blog related scripts, templates, and additional "how-to" guides, including THIS ONE all for one super low price!

Okay, enough with the sales pitch. Got your new template all picked out? Great! Let's switch them out.

Using your mouse, left click anywhere within the text area. Next, right click and a new menu box will open giving you some options. Choose the "Select All" option by left-clicking it. Then magically, all the text

inside the white text area will now be highlighted. Leave it as it is. The next thing you need to do is copy your new template HTML code to your clip board. I will explain it to you in 2 different ways.

For those of you who have an HTML editor program such as Dreamweaver® or 1st Page 2000®, all you need to do is highlight all the HTML code, right click your mouse and select "copy" from the menu that pops up.

For those of you who simply have a web browser like Internet Explorer® or Netscape Navigator®, load the template into your browser by opening the template's index.htm page inside the browser of your choice. Once this is done go up to the top task bar and find the "View" option. Then once the menu opens, select "Source". A new window will open up displaying the HTML code. Left click once anywhere within the code, then right click and select "copy" from the pop up menu.

What this does is it copies the HTML code, or template to your clipboard. Now that you have this all done, it's time to replace your existing blog template with your new one. Make sure that the template HTML code is still highlighted on Blogger, if not, re-highlight it now. Afterwards, right click again on the highlighted template code and from the pop up menu, select "paste". And there you go!

Note, if you are using a template that contains graphics or images you will need to upload these images AND point to them in your template HTML code. This can be done either before or after you paste the code into Blogger. All you need to do is look through your template HTML code and find all tags that look like this: `` and change the highlighted portion of the above code to wherever you have placed your images on your web space. There is also an option to upload your graphics through Blogger directly if you need to, but only if you use their paid services. Sorry, no freebies for this service. So, change the code in your template and upload your graphics to your server and you will be all set.

Be Sure To "**Save Template Changes**" or your new template selection will not be applied and you will have to re-do this all over again. One other important thing to note at this point is that you will need to make changes to your template sooner or later, replacing the general link place holders with your real links and similar, so it's a really good idea for you to familiarize yourself with HTML. But if you just want to replace the links found in your template, I will explain it here to help you out.

Look through the HTML code and find `The Link Name`. Simply input your page links in place of the hash mark(#). And if you have a different CSS you can change the class as well. If you don't have any idea what a CSS is, it is something called a Cascading Style Sheet and it helps make web page design loads easier. You can find out more about CSS and other HTML aspects by visiting one of the many links in the "Additional Resources" section at the end of this ebook.

Another thing to take note of is that there is an additional tab in the "**Templates**" area named "**Archives**". You will also need to replace this template as well or else you will have 2 seperate templates showing up which will confuse your blog visitors!

CHAPTER 5:

MOVING YOUR BLOG FROM BLOG*SPOT™

This will probably be the hardest thing to do within this ebook. So make sure you are ready to begin taking this step. It involves a lot of technical internet stuff, like using an FTP program, changing URL paths, and things of this nature. I cannot stress enough that you do the things outlined in this chapter ONLY if you are comfortable making these types of changes. With that said, let's begin.

In order for Blogger to publish your blog entries properly, it needs to know exactly where it's posting to. This is why you need to create a folder that contains your blog, or at least have web hosting services that allow you to upload pages via ftp. If you don't have your own website or space, there are some excellent free and low cost hosts listed in the "Additional Resources" section at the end of this ebook. Even though you could also do this through a web-based access or control panel, in order for Blogger to post your entries you **must** have FTP access to your site.

Open your FTP program and connect to your web site space. If you don't have an FTP program, you can get a really good one that costs nothing at: [AceFTP](#). If you have no idea how to do anything with FTP you can download this fantastic ebook called [How To FTP](#) which will explain everything for you. Assuming that you have downloaded and read the above ebook, let's continue on by creating some folders.

For this example we will be creating 2 folders, one named **blog** and one named **archives**. Once you have made a connection to your web hosting space, you need to get inside a folder called "**public_html**" or "**www**". If you have both, use the "**public_html**" option, even though using either one would be all right. Once inside you will create your first folder. Do this by right clicking the small window on the right hand side that contains your website folders where you found the "**public_html**" or "**www**" folder. A new menu will pop up and display several options. You want to select the "**Create New Folder**" option by left clicking it. Then a new window will open asking you for the name of your folder. Name it **blog** and click okay to confirm. Wait a minute and you will see your new folder! Now, double click your new folder named **blog** and inside it create the other folder named **archives**. Do it the same way to did when you created the blog folder. Also, if you are using a template that has images, you can create

another folder named images to hold them all. You don't have to do this but it will make keeping your site organized a lot easier. One other special thing to note, if you are using any templates from **Blog In A Box**, they **ARE NOT** set up to use an images folder and any images should be uploaded inside your **blog** folder along with your index.htm page and any other pages you create. Now it's time to make the changes on Blogger.

Log in to Blogger. Go to the **"Settings"** section found on the top tab. Once there, proceed to the **"Publishing"** section. Here's where we begin making changes. The first thing you have to do is look directly underneath the big bold text that says **"You're Publishing on blogspot.com"**. There you will see a line of text that says **"Switch to: FTP Or SFTP"**. Click the **FTP** linked text unless you want to host your blog on a secure server that you have already set up. If you don't know what I am talking about, or don't have a secure sever set up, or just plain don't know, go with the **FTP** option. You can always change it later if you need to.

This will open up a new page. On it you will see that you need to put in some specific details. Let's go through an explanation of them now.

Publish Server

This is very important information and it must be exactly right for Bloggers publishing to work properly. It is the FTP address that you use to upload to your hosting space with. Usually your host will give you this information once you have set up your account. If you have misplaced this information, or never received it, simply send an email to your host and ask them for their FTP address that allows you to upload to your hosting space. You may want to include your site URL to help them help you better. It will look something like either: **ftp.yourhost.com** or **60.42.132.104**.

URL

This is the exact link leading to your blog. It should look something like this: **http://www.yoursitename.com/blog/index.htm** depending on what file name you chose and where you placed the folder that will hold your blog.

PATH

This is the path that Blogger will follow to find your blog. You do not

need to include the entire path as in the URL link above. Your path should look similar to this: **public_html/blog/** , again depending on your folder name and where exactly it is placed on your hosting server space.

BLOG FILENAME

This is the name of your main HTML page for your blog. It will be similar to this: **index.htm or main.htm** , something like this.

FTP LOGIN INFO

This is your username and password that grant you access to your hosting ftp area. This will be provided to you from your web host after you sign up for an account with them along with your FTP information if they offer FTP services. This is actually optional whether you want to include it or not, but if you are required to log in for each session when you upload, then this option could offer some relief from the redundancy of logging in.

PING WEBLOGS.COM

As mentioned earlier on, this is a service that lets others be aware of any changes made to your blog when you create and publish new blog entries. This is also optional and is not required.

All you need to do now is to type in each item that was just outlined for you into the appropriate places on the **"Publishing"** page. Don't forget to **"Save Changes"** when you are done, otherwise it will not be saved and you will have to re-do it again.

Now, you must do the same thing for your archives or they won't show up. So, go back up to where you clicked the **"Publishing"** link and choose the **"Archiving"** link. A new page will open that looks similar to the **"Publishing"** section. Here is a description of each section and what information goes where.

ARCHIVE FREQUENCY

Just as described before, this allows you to change when your older blog entries will be placed into the archives section. You can select either **Daily**, **Weekly**, or **Monthly** submissions into the archives from the drop down menu. But you can also choose **No Archive** if you'd rather not have one at all.

ARCHIVE PATH

This is the place that contains the pathname of your archive section for your blog which Blogger needs to create your archive files and place them onto your hosting space in the appropriate area. It will look similar to this: **public_html/blog/archives/** depending on the filename you decided on for your archives folder and exactly where you placed it.

ARCHIVE URL

This is the link that leads to your archive section. It is important to note that you **NOT** include an html page name in this section as Blogger creates these automatically for you with the exception of the index.htm which you will simply upload to your web site space, but we will cover that in a minute. So your URL should look similar to this: **http://www.yoursitename.com/blog/archives/** , again this depends on the folder names you have chosen as well as your site name.

ARCHIVE FILENAME

This is the area where you will input your main archive file name. It should be something like: **index.htm or archive.htm** or a variation of this. It should also be placed **INSIDE** your archives folder that you created earlier in this section and uploaded to your hosting space directly.

Type in all the above information and make sure that you click the **"Save Changes"** button to ensure that your information has been saved. And there you have it! All you need to do now when you feel like posting is log into Blogger, type up your posts, publish them and Blogger does all the rest!

If you find that some of the things covered in this guide simply just won't work, you can try looking in the **Help** section of Blogger. You may find your answer there. And you can always ask a member of Blogger's support team for help if you still can't find the answers you're looking for.

In Conclusion

I hope that this ebook has given you enough information to begin your blog and maybe some inspiration about advancing your blog into something spectacular! There's lots to talk about and chances are good that there's someone out there looking for the very thing you are discussing or have experienced. I wish each of you all the best of luck with your new blogs and hope that you have found success with using this manual!

Wait!

Before You Go....



Just \$37 U.S.

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