



The Unofficial Blogger User Guide

Rev 1.0

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The Internet has changed things to such an extent that it's hard to imagine a world without it. One of the more revolutionary effects of the Internet was to provide an alternative route to publishing. Fifty years ago it took considerable capital and connections to make your thoughts available to the world. Now all it takes is access to a network connection. You don't even have to own a computer. In most towns you can go to the library and use one for free.

What is a blog?

The word "blog" comes from the term "web log." It is a collection of entries sorted in reverse chronological order-the most recent entry is at the top.

There are many ways of organizing web pages. For example, Amazon.com is organized by product type. Allmusic.com is organized by artists, albums, songs and genres. The concept of organizing a web page by dates emerged in technical papers in 1995, proposed as a way to keep track of minutes and documents for conferences and seminars.

The first blogs were simply web pages arranged by date that were updated regularly. A moderate degree of technical ability was required to maintain a blog. Then in 1999, Pitas launched a free blog tool, followed by Pyra Labs, who unleashed Blogger.com. Fueled by free tools that allowed anyone who could use a browser to easily create and maintain a blog, the juggernaut was set in motion.

The term blog became synonymous with an online journal as thousands of regular folks created blogs and began documenting their lives. But it would be a mistake to dismiss blogs as glorified diaries. The blogosphere has expanded to mirror the diversity of print publishing and beyond. There are blogs that focus on news stories, political commentary, hobbies, professions, restaurant reviews, parenting, health,

sports. Group blogs allow multiple people to contribute to a public discussion. Technorati, a search engine for blogs, was tracking over 54 million blogs as of September 2006.

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Why blog?

There are millions of reasons to blog, perhaps 54 million reasons. But we'll just look at a few.

Publish a newsletter. This could be something as simple as a family newsletter to share photos and happenings. A group-blog could be set up to allow multiple family members to post. (Keep privacy and security issues in mind. The whole world will be able to see it.) Or it could be a newsletter for your club or non-profit organization. Or it could be a formal newsletter for a company or product. Rather than fill your subscribers email inbox (and hard drives) with content and photos, you can send a short email with a link to the blog entry. If you are trying to spread the word or get a buzz going on a topic or product, having the newsletter online allows interested people to find the content via search engines, something that would not be possible if the newsletter is distributed via email only.

Express an opinion. Think you have some unique views on some topic? You can publish your commentary or find others interested in the topic and create a group blog to provide multiple viewpoints. If you are particularly compelling, who knows, you might even get interest from print publishers. Then you can . . .

Blog to book. More than one blog has led to a publishing contract with a print publisher.

- In 1999, a Chicago editor and writer started an online diary under the name Mimi Smartypants. It became the most popular blog on diaryland.com. HarperCollins Entertainment released *The World According to Mimi Smartypants* in February 2004.
- In 2002, Julie Powell decided to blog her journey though cooking all 246 recipes in *Mastering the Art of French Cooking, Volume I* in 365 days. In 2003 she got a book deal and in 2005 *Julie and Julia: 365 Days, 524 Recipes, 1 Tiny Apartment Kitchen* was released by Little Brown & Company.
- In 2002, Salam Pax blogged his experience of the Iraq war from inside Baghdad. It's now a book.
- In 2004, Stephanie Klein began blogging about her life as an interactive art-director in Manhattan and her failing marriage. She blogged her way through a

divorce, dating and remarriage and into a book contract with Regan Books. Straight Up and Dirty was released in July, 2006 and a TV show pilot for NBC.

Book to blog. Got a book you want to promote? Many print authors are turning to blogs to promote their books. The content of author blogs varies, including late-breaking news on the book topic, online journals, tips on writing, or even diaries written by the characters in the book.

Why use blogger.com

Blogger.com was one of the first free blogging tools available. It is still free and easy to use. Creating a blog with Blogger is about as easy as sending an email.

There are other blogging platforms available, some more advanced with nice features not currently available in Blogger, but most of them are not free or as easy to use. If you require more sophisticated tools, you should check out other alternatives. But for most people, Blogger.com will work fine.

TIP!

Tips for a good blog

Many people start a blog under the influence of excitement, like getting a puppy because it's cute. Then the puppy grows up and pees on the carpet and chews up the \$200 Nikes and knocks a whole in the screen door. Or, in the case of a blog, the excitement wears off and their readers begin seeing posts that begin, "Sorry I haven't blogged in so long," or "I really can't think of anything to blog about today."¹

To help you avoid this common problem, here are a few tips for good blogging.

Sustainable. Pick a topic or theme that has legs. You need to have an idea of where your material will come from after the 100th or 1,000th post. If your passion is moss-covered three-handled family credenzas, make sure you can write at length about them.

1. A word of advice. If you don't have anything to say, don't say it. There's no need to create a post just to tell people you have nothing to say. A "can't think of anything to blog" post is a sure sign your blog has jumped the shark. See www.jumptheshark.com.

Passionate. You have to really care about the topic, because you will be spending a lot of time with it. And your passion needs to make it from your head to the reader's head. Don't pick a topic you can't stay excited about.

Regular. Frequent is not as important as regular. You don't have to post daily, but if you're going to post once a week or less, you should establish a schedule and publish it so that readers know when to come back for more. If there are gaps of random lengths between posts, sometimes days, sometimes weeks, sometimes months, readers will get tired of checking and bail on you. If they know that every Wednesday a new post will arrive, or on the first and fifteenth of every month, they may hang with you even though you don't have something new every day.

Chapter **2** *Creating a Blog*

Creating a blog on Blogger.com is free and as easy as sending an email.

Create a **blog** in **3**
easy steps:

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

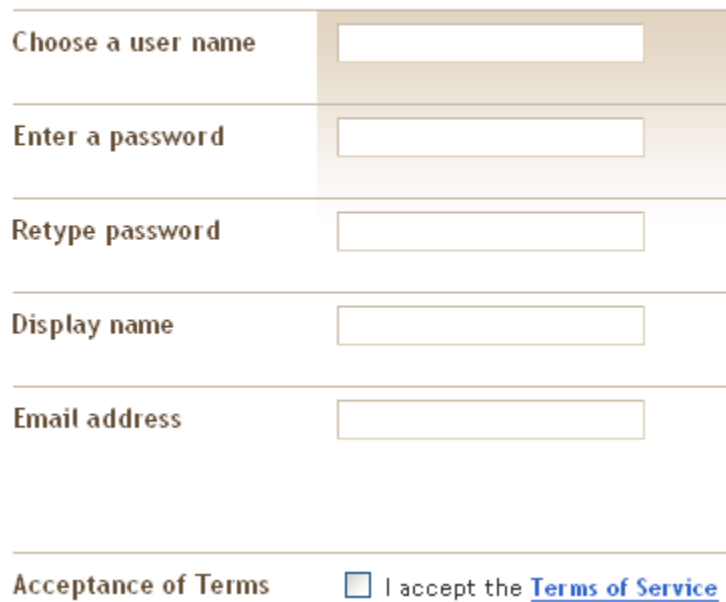


FIGURE 1.

Account

To create a blog, you must have a Blogger account.

1 Create an account



The image shows a form for creating a Blogger account. It consists of five input fields stacked vertically, each with a label to its left. The first two fields, 'Choose a user name' and 'Enter a password', are highlighted with a light beige background. Below the input fields is a checkbox labeled 'Acceptance of Terms' followed by the text 'I accept the [Terms of Service](#)'.

Choose a user name	<input type="text"/>
Enter a password	<input type="password"/>
Retype password	<input type="password"/>
Display name	<input type="text"/>
Email address	<input type="text"/>

Acceptance of Terms I accept the [Terms of Service](#)

FIGURE 2.

User name / Password. The user name is the name you will use to log in. It should not contain any spaces. It doesn't have to be your name, just something you can remember. Since there are millions of blogs already on Blogger, your first choice of a user name may be taken. The password must be at least 6 characters long.

TIP!

It's best to use a mix of letters and numbers in a password, such as **all4one** or **tea4two**, but make sure you can remember it. For example, will you remember that it's **tea4two** and not **teafor2** or perhaps **tea42** or maybe **tea4too**?

Display name. The display name doesn't have to be your real name, either. It is the by line for your blog. You can use your real name or an assumed persona, like Mimi Smartypants did.

Email address. This must be a valid email address. Don't worry about spam. You won't get it from Blogger and they won't give your email address out. This address is used to send you password reminders (if you forget it) and notices of comments if you chose to be notified.

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Terms of service. Nobody reads these things, but you're agreeing to them so it might be a good idea to know if there is anything dangerous in there. This one says the service is free but they may charge for some things, you have to supply your own computer and Internet access (I know you're disappointed with this one), they will let you know if anything major changes, they will respect your privacy, you own your content and are responsible for it, they don't guarantee anything and you can't sue them if something goes wrong, they have no storage limits (that's nice!), you have to obey the lay, either party can terminate the agreement, and you can advertise on your blog.

Got that? Then click the check box and **continue**.



FIGURE 3.

Blog

To create the blog on Blogger.com, you only need to supply a blog title and address. If you have a website, you can create the blog there and maintain it through the Blogger interface.

Normal setup



Name your blog

Blog title

Blog address (URL) .blogspot.
[Check Availability](#)

FIGURE 4.

Blog title. The blog title is the phrase that appears at the top of the blog web page and also in the title bar of the window. Pick a good one!

Blog address (URL). A URL (Uniform Resource Locator) is what you type into the address window of a browser to find a website. A URL can't have any spaces in it. When you type in your URL, press the **Check Availability** link to make sure it isn't already taken.

A URL identifies what is known as the domain name for a website and can be divided into subdomains. For Blogger the domain name is `blogspot.com`. Subdomains are created by adding a name to the front of the domain, separated by a dot. You are creating a subdomain within `blogspot.com` to host your blog. For example, if you pick `fredtexas` as a subdomain, to access your blog people would type in `fredtexas.blogspot.com`. (That is you could if I hadn't already taken it, so you'll have to pick another.)

TIP!

Picking a good URL isn't easy and the fact that one of the millions of blogs already on Blogger probably used your dream URL doesn't make it easier. Here are some tips for picking a URL:

1. *Keep it as short as possible.* While you might want the title of your blog to be *Another Fine Mess You've Gotten Me Into*, you probably don't want to use that for the URL, even without the apostrophe. Instead you could use `AnotherFineMess.blogspot.com`. (That is you could if somebody hadn't

already taken it, put up three posts in 2002 and then abandoned it. See “Sustainable” on page 3.)

2. *Make it easy to spell.* You can use `DisraeliGears.blogspot.com` for your Cream fan blog, but you'll probably have to spell it for everyone. (That is you could if somebody hadn't already taken it, put up three posts in 2006 and then abandoned it. See “Sustainable” on page 3.) Or, since `CrazyCats.blogspot.com` is taken, you can use `KrazyKats.blogspot.com` but every time you tell somebody about your blog, you'll have to tell them to use K instead of C. (That is you could if somebody hadn't already taken it, put up one post in 2002 and then abandoned it. See “Sustainable” on page 3.)
3. *Avoid hyphens.* Although you can use hyphens, it's best to avoid them if possible. Just like spelling, you'll have to explain it each time. Since `AnotherFineMess.blogspot.com` is taken, you could use `Another-Fine-Mess.blogspot.com` instead, but you'll have to explain about the hyphens. (That is you could if somebody hadn't already taken it, put up one post in 2003 and then abandoned it. See “Sustainable” on page 3.)

As you can see, coming up with a good URL might be the hardest part of blogging. But once you find one, the rest is easy.

Advanced setup

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.

FIGURE 5.

If you want to host the blog on your own website, you can with the Advanced Blog Setup screen. You'll need to know some technical information, so if somebody else set up the website for you, you might need their help.

A Advanced Blog Setup

Blog Details

Blog title	<input type="text"/>
Listing ?	<input checked="" type="radio"/> Listed <input type="radio"/> Unlisted

Server Details

FTP server ?	<input type="text"/>
Protocol	<input type="radio"/> FTP <input type="radio"/> SFTP
FTP path (optional) ?	<input type="text"/>
Blog filename	<input type="text"/>
Blog URL	<input type="text"/>

FIGURE 6.

Blog title. The blog title is the phrase that appears at the top of the blog web page and also in the title bar of the window. Pick a good one!

Listing. This needs to be set to **Listed** for you to be able to access your blog inside Blogger.

FTP server. FTP (File Transport Protocol) is a method of transferring files over the Internet. It is how web pages are uploaded from the computer where they were created to the server hosting the website. When you publish a blog post, Blogger will transfer the files to your website.

Protocol. Use FTP unless you know your hosting service provides secure FTP.

FTP path. You can specify the subdirectory where the blog is located.

Blog filename. In the blog filename field you specify the filename of the web page that actually contains the blog content.

Blog URL. A URL (Uniform Resource Locator) is what you type into the address window of a browser to find a website. A URL can't have any spaces in it. If you're hosting the blog on your website you have greater flexibility in creating the URL because you aren't competing for a URL with the millions of other blogs at Blogger.

A URL identifies what is known as the domain name for a website and can be divided into subdomains. For Blogger the domain name is `blogspot.com`. Subdomains are created by adding a name to the front of the domain, separated by a dot. For example, `fredtexas.blogspot.com` is a subdomain of `blogspot.com` where my blog *Eating Fred, Texas* is hosted.

When you host a blog on your website, the URL will either be a subdomain of your domain or a subdirectory in your domain. For example, if I decided to host my blog on my own website, `www.fredtexas.com`, I could make a subdomain (`eating.fredtexas.com`) or a subdirectory (`fredtexas.com/eating`) for the blog.

TIP!

Here are some tips for picking a URL:

1. *Keep it as short as possible.* While you might want the title of your blog to be *Another Fine Mess You've Gotten Me Into*, you probably don't want to use that for the URL, even without the apostrophe. Instead you could use *AnotherFineMess*.
2. *Make it easy to spell.* You can use *DisraeliGears* for your Cream fan blog, but you'll probably have to spell it for everyone. Or you can use *KrazyKats* but every time you tell somebody about your blog, you'll have to tell them to use K instead of C.

3. *Avoid hyphens.* Although you can use hyphens, it's best to avoid them if possible. Just like spelling, you'll have to explain it each time. You could use *Another-Fine-Mess*, but you'll have to explain about the hyphens.

Word verification

The price of a spam-free existence is eternal vigilance. Spammers use bots (scripts that create comments automatically) to flood your comments with advertisements. Word verification is used to thwart bots. Blogger also uses this technique during account creation.

Word Verification



FIGURE 7.

Blogger presents a word for you to type in to verify you are an actual human and not a bot. Since bots can read web pages, the word is embedded in a graphic portraying slightly distorted letters. This prevents character recognition software from reading the word and filling in the blank automatically.

TIP!

Use word verification. It is a pain, but it's a small price to pay to prevent your comments section being filled with advertisements for porn sites.

Sometimes the letters can be hard to make out, especially for those with visual disabilities. In that case you can click on the handicapped symbol and voices will read a series of numbers that you can type instead of the word.

Once you have the word or number typed in, click **continue**.



FIGURE 8.

Template

The last step is to select a template for your blog. Blogger has several dozen to pick from.

TIP!

Don't get too obsessive on this page. You can change templates at any time without losing content.

3 Choose a **template**

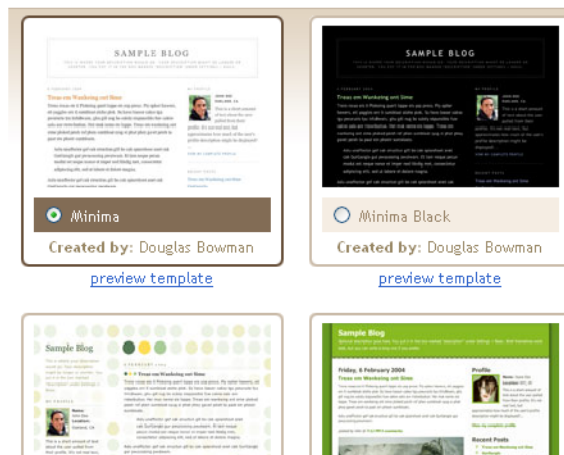


FIGURE 9.

You can click on the **preview template** link to see a larger sample. Once you've selected your template, click **continue**.



FIGURE 10.

A screen is displayed to let you know Blogger is working.

! Creating your **blog...**



FIGURE 11.

When you see the next screen, which allows you to create a blog entry, your blog has been created. Creating a blog entry is covered in Chapter 3 “Blog Entries”. Chapter 5 “Settings” is devoted to configuring your profile.

TIP!

Your profile affects how much personal information is available to your readers and the look of your blog. Unless you have something that simply must be posted immediately, it's best to take the time to configure your profile before posting.

Chapter **3** *Blog Entries*

Blogger provides a very simple word processing interface for writing your blog entries. With a few simple tools for formatting, spell checking and adding links and photos, you can generate professional-looking web pages.

Creating and editing

On the posting tab select Create to start a new entry or Edit posts to modify existing draft or published entries. You can also click the Create new post link on the Edit posts tab to create a new entry.

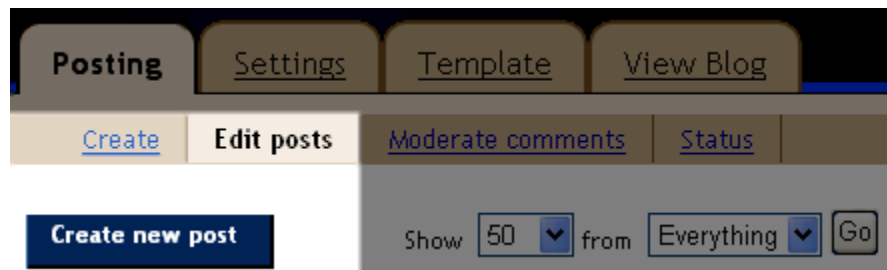


FIGURE 1.

You will see the word-processing interface, which will either be empty or have text already in it, depending on if you are creating a new entry or editing an existing one. A number of simple formatting tools are available. To apply formatting, highlight the text to be formatted and then click on the toolbar icon or use the keyboard shortcut.

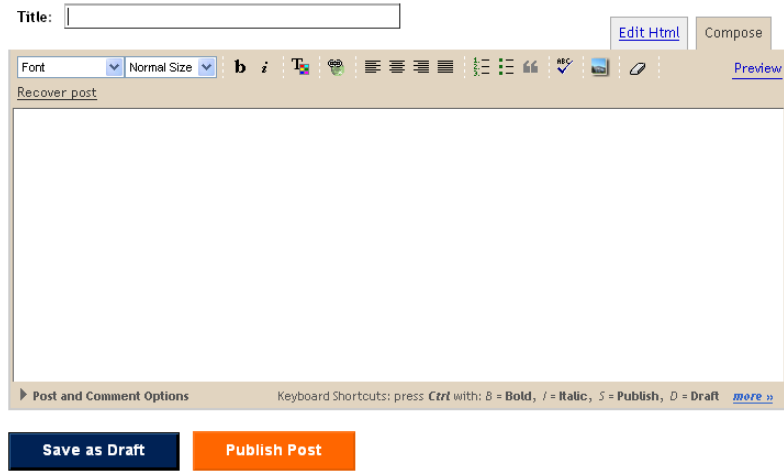


FIGURE 2.

Character formatting



FIGURE 3.

Eight fonts are available in five sizes and 70 colors.

Fonts

TABLE 1.

Arial	Arial
Courier	Courier
Georgia	Georgia
Lucinda Grande	Lucinda Grande
Times	Times
Trebuchet	Trebuchet
Verdana	Verdana
Wingdings	▶ ⓘ ● ■ ♥ ⓘ ● ■ ?

Sizes

TABLE 2.

Huge	180%	Huge
Large	130%	Large
Normal	100%	Normal
Small	85%	Small
Tiny	78%	Tiny

Colors





FIGURE 4.

Bold, italic and underline

There are toolbar icons and keyboard shortcuts for bold and italic. Although there is no toolbar icon and no keyboard shortcut documented for underline, you can underline with a keyboard shortcut.

TABLE 3.

Format	Toolbar	KB Shortcut
Bold		Control + b
Italic		Control + i
Underline	N/A	Control + u

Remove formatting

If you need to remove formatting you have added or from something you have pasted in, use the **Eraser** tool from the toolbar.

Paragraph formatting



FIGURE 5.

The following paragraph formatting options are available:

- **Left**. Aligns text on the left with a ragged right margin.
- **Center**. Centers text on the page with ragged left and right margins.
- **Right**. Aligns text on the right with a ragged left margin.
- **Justified**. Creates even left and right margins by inserting spaces between words.
- **Numbered list**. Prefixes each paragraph with a number and uses a hanging indent so that the numbers stand out on the left.

Paragraph formatting

- **Bulleted list.** Prefixes each paragraph with a round and uses a hanging indent so that the bullets stand out on the left.
- **Blockquote.** Indents the left and right margins of the paragraph.

Hyperlinks



FIGURE 6.

You can create links to other web pages with the hyperlink tool. To create a link, highlight the text to be linked and click on the tool. A window pops up that allows you to type or paste the URL.

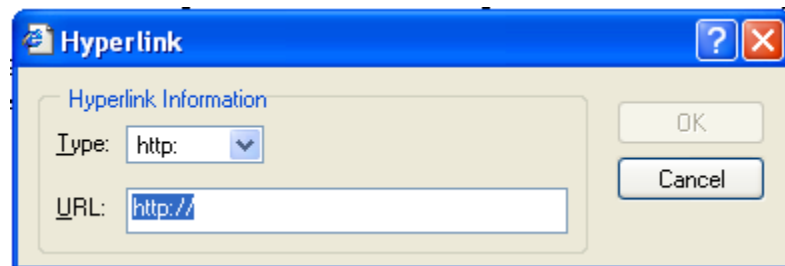


FIGURE 7.

Images



FIGURE 8.

You can insert graphics into your blog entry with the **Image** tool. When you click the **Image** tool a window pops up.

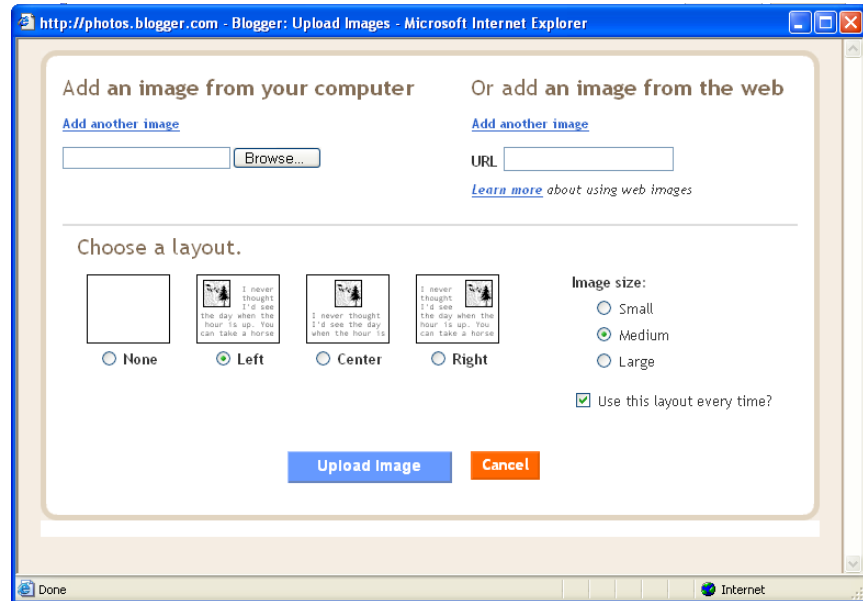


FIGURE 9.

Adding an image from your computer

Add an image from your computer

[Add another image](#)

FIGURE 10.

Click the **Browse** button to navigate to an image on your computer to upload.

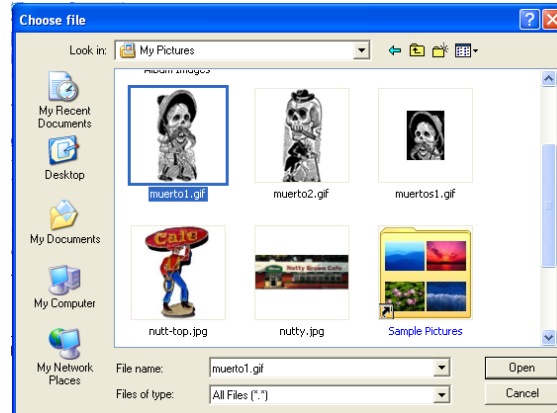


FIGURE 11.

Select the image and click **Open**. If you want to upload another image, click on **Add another image** to create a new line.

[Add another image](#)

C:\Documents and Setting	Browse...
	Browse...

FIGURE 12.

Adding an image from the Internet

Or add an image from the web

[Add another image](#)

URL

[Learn more](#) about using web images

FIGURE 13.

To get an image from the internet, you must know the URL of the file. If you're pulling it from a website you don't maintain, it can be tricky to figure out the full path to the file. You may have to look at the HTML source for the web page to figure it out.

TIP!

Before you use an image from the web you need to make sure you're not violating a copyright. Just because an image is on the internet doesn't mean you are free to re-use it for your own purposes. When it doubt it's best to use images from sites that provide public domain graphics.

If you want to upload another image, click on Add another image to create a new line.

[Add another image](#)

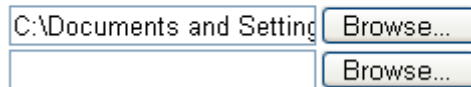


FIGURE 14.

Formatting an image

You have a choice of four positioning options and three sizes when inserting an image.

Choose a layout.



FIGURE 15.

Choosing **Left** or **Right** layout positions the image on the left or right edge of the entry and allows the text to flow around the picture. Choosing **Center** layout

Spell check

centers the picture but doesn't allow text to flow around it. Text will stop at the top of the picture and begin again at the bottom. Selecting **None** positions the image on the left margin without text flowing.

The image size controls the size of the image in the blog entry. However, any image you insert is linked to a copy of the image in its original size. Clicking the image will bring up the full-sized image. You can check the **Use this layout every time** option to set a default selection for layout and size.

When you click **Upload Image**, a progress screen is displayed. It can take a while to upload an image, so patience may be required.

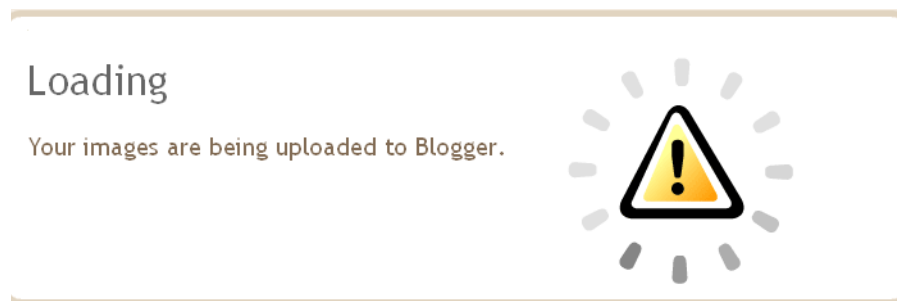


FIGURE 16.

When you insert an image, Blogger puts it at the top of your entry, regardless of where your cursor might be in the text. You can drag it to the desired location in the entry.

Spell check



FIGURE 17.

The Blogger spell check works like any other. It looks for words not in its spelling dictionary and gives you alternatives to replace it with.

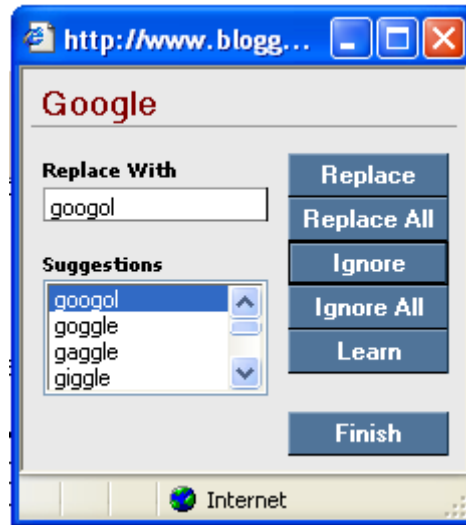


FIGURE 18.

You can replace one occurrence or all occurrences, ignore this occurrence or all occurrences, or add the word to the dictionary so it won't be marked as misspelled the next time you check spelling.

\$0.02

It's always a good idea to run spell check to avoid appearing illiterate. However, Blogger's spell check requires a significant amount of training before it is useful. For example, even though it is owned by Google, "google" isn't in the dictionary. You'll have to add it when it comes up. (Or accept its suggestion of "googol.") On the blog post I tested, it didn't recognize "sirloin" and suggested "Carlin" instead. It also has problems with possessives and contractions. "I've" caused it to flag "ve" as an unknown word. Possessives caused it to flag "s" as an unknown word.

Edit HTML

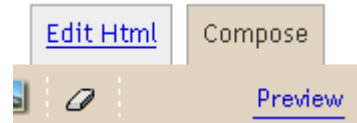


FIGURE 19.

If you know HTML you can edit the code directly to use features not supported on the toolbar, such as tables or JavaScript code.

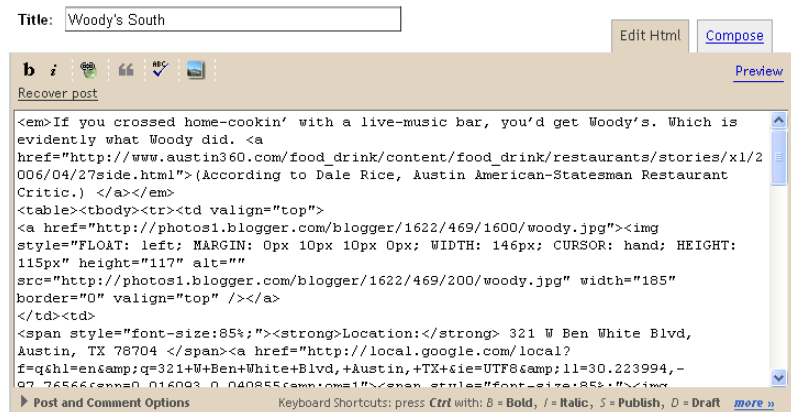


FIGURE 20.

You should be aware that, unlike most HTML editors, hitting Enter creates white space in the web page, as if you had used a `
` tag. You can change this behavior on the **Settings** tab. See “Line Breaks, Float and Post Template” on page 52.

Preview

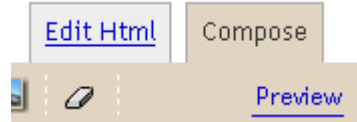


FIGURE 21.

Although the wysiwyg **Compose** tab gives you a good idea of what the page will look like, a **Preview** mode is available. However, it doesn't apply your blog template. Instead it just shows the blog on a white background. In addition, the rendering of the layout and fonts isn't exactly like it will appear in your template, so it is of limited usefulness.

Here you can see clips of the same blog entry, first in the **Compose** tab, second in **Preview** mode and third from the actual blog entry.

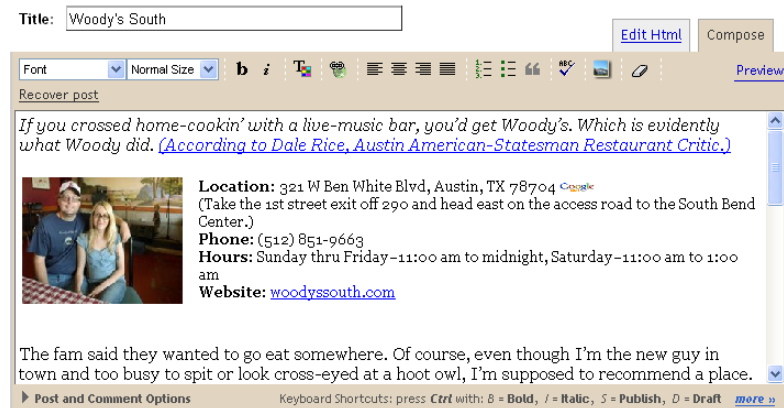


FIGURE 22.


Save as Draft

Publish Post

Woody's South

If you crossed home-cookin' with a live-music bar, you'd get Woody's. Which is evidently what Woody did. ([According to Dale Rice, Austin American-Statesman Restaurant Critic.](#))



Location: 321 W Ben White Blvd, Austin, TX 78704 
(Take the 1st street exit off 290 and head east on the access road to the South Bend Center.)
Phone: (512) 851-9663
Hours: Sunday thru Friday -11:00 am to midnight, Saturday -11:00 am to 1:00 am
Website: woodyssouth.com

The fam said they wanted to go eat somewhere. Of course, even though I'm the new guy in town and too busy to spit or look cross-eyed at a hoot owl, I'm supposed to recommend a place. A few minutes with Google gave me a short

FIGURE 23.

SUNDAY, JUNE 25, 2006

Woody's South

If you crossed home-cookin' with a live-music bar, you'd get Woody's. Which is evidently what Woody did. ([According to Dale Rice, Austin American-Statesman Restaurant Critic.](#))



Location: 321 W Ben White Blvd, Austin, TX 78704 
(Take the 1st street exit off 290 and head east on the access road to the South Bend Center.)
Phone: (512) 851-9663
Hours: Sunday thru Friday-11:00 am to midnight, Saturday-11:00 am to 1:00 am
Website: woodyssouth.com

The fam said they wanted to go eat somewhere. Of course, even though I'm the new guy in town and too busy to spit or look cross-eyed at a hoot owl, I'm supposed to recommend a place. A few

Updated each Sunday

About Me



Name: Brad Whittington
Location: Austin, Texas, United States

It's not about me, it's about the food! And the books. It's also about the books! www.fredtexas.com And the music. It's about that, too.

[View my complete profile](#)

Links

- www.fredtexas.com
- [The Wunderfool Blog](#)

FIGURE 24.

Post and Comment options

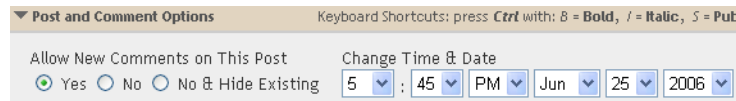


FIGURE 25.

You can control how comments are handled and set the date that will appear on the entry when it is posted. The date is also used to sort entries on the **Edit** posts screen.

Comments

You can set comment options globally on the **Settings | Comments** screen. See “Enabling Comments and Commenting Rights” on page 54. The option on the editing screen allows you to quickly override a global setting by enabling commenting, disabling commenting or hiding comments.

TIP!

Disabling comments for a post comes in handy if you discover inappropriate comments or if things get out of hand and you don't have time manage the comments.

Date

Setting the time and date of a post controls the order it shows up in the Edit posts screen and also on the published blog itself.

Publishing

You don't have to post your blog entry on the Internet when you write it. You can save a work in progress and return to it later, or save a finished entry to be published at a later date.



FIGURE 26.

Saving a blog entry as a draft puts it in your list of posts but doesn't publish it to the Internet. You can come back later and edit it as much as you like before publishing it.

TIP!

A blog post is automatically given a date/time stamp when it is created. When you save the entry as a draft, it is shown in the lists of posts sorted by date. You may want to use this feature to organize your drafts for easy retrieval later. For example, if you write blog entries ahead of time and schedule them to be posted on certain dates, you can set the date of the post to the publish date before you save it as a draft. Or, if you create a draft when you get an idea and come back later to flesh it out, you can pick a certain date for all your drafts, like Dec. 31, so that they are all grouped together.

Publish

When you publish a post, it is transferred to the Internet and will be visible to the public. The post is sorted based on the date/time stamp. You can use this feature to organize your posts. If you want to have a welcome post that is always the first thing, set the date into the distant future.

TIP!

Creating a post in the future that always appears at the top means that regular visitors to your blog will have to page down to see new content, which they might find annoying. You can accomplish the same thing by putting a welcome message in the heading or sidebar with a link to more information.

When you click **Publish Post**, a status screen appears.

Publishing is in progress

Files published... 0%

This may take a few minutes, if you have a large blog.



FIGURE 27.

When it reaches 100% a message appears.

Files published... 100%

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

Republish Index Only


Republish Entire Blog 

FIGURE 28.

For more information on the **Republish** options, see “Status” on page 31.

Status



FIGURE 29.

You don't have to wait for the publishing process to complete. You can navigate to other screens and continue to work. If you want to check on the status, click on the **Status** link on the **Posting** tab.

No publish results to display.

(Your blog has not been published this session)



FIGURE 30.

Republish Index Only. The index page (and site RSS feed, if enabled) is republished. If you are you are making template design changes and your blog has a lot of posts, republishing the index file will be much quicker than republishing the entire blog.

Republish Entire Blog. The entire blog is republished, including the index page, RSS feed, archive & post pages. Your latest template changes will be applied to all blog entries. This could take a while if there are a lot of posts.

Moderating Comments



FIGURE 31.

If comment moderation has not been enabled, you will get a link to the **Comment Settings** page where you can enable comment moderation. Otherwise you will see a list of comments to be published or rejected.



FIGURE 32.

You can publish or reject several comments at once by checking the box and clicking on **Publish** or **Reject**.

Keyboard shortcuts

Keyboard Shortcuts: press **Ctrl** with: **B** = Bold, **I** = Italic, **S** = Publish, **D** = Draft [more »](#)

FIGURE 33.

Keyboard shortcuts

For those who like to keep their hands on the keyboard, some shortcuts are available in the editor.

TABLE 4.

Action	KB Shortcut
Bold	Control + b
Italic	Control + i
Underline	Control + u
Block quote	(Undocumented Control + l (HTML mode only)
Undo	Control + z
Redo	Control + y
Link	Control + Shift + a
Preview	Control + Shift + p
Save as Draft	Control + Shift + d

Blog Entries

Chapter 4 *Dashboard*

The Dashboard lists all your blogs for a given user name and also gives you access to links for creating a new blog, editing your profile, changing your password and changing the language for the blog.

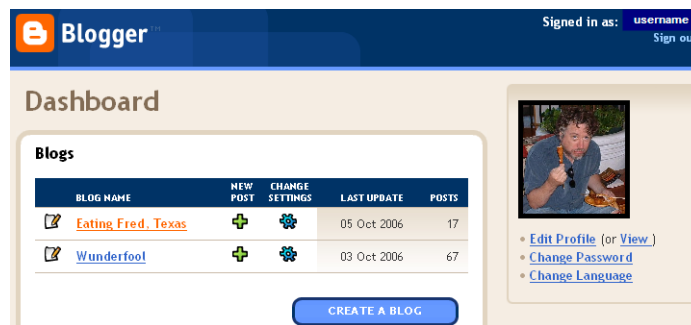


FIGURE 1.

Profile

The information in the profile gives your readers some idea of who you are.

TIP!

You should carefully consider what information you want to make public and the type of image you want to project for your blog. Choices will differ widely between a personal blog and a professional blog.

Privacy

Edit User Profile

Privacy

Share my profile	<input checked="" type="checkbox"/>	
Show my real name	<input checked="" type="checkbox"/>	If checked, your first and last name will appear on your profile.
Show my email address	<input type="checkbox"/>	Currently set to example@redmoss.com
Show my blogs	Select blogs to display	This list of blogs will only be displayed on your user profile.

FIGURE 2.

Share my profile. If this box is not selected, your profile will not be visible.

Show my real name. When Blogger asks if you want to show your real name, it means the first and last name you in the Identity section, which may or not be your real name. If you do not check this box, your profile will show the display name entered when creating your Blogger account.

Show my email address. Entering an email address is required, but it doesn't have to be published on your blog. If you check this box, an Email link will show up in your profile.

TIP!

Publishing your email address could increase spam to your email account. You will have to make the decision regarding if you want to communicate to your readers, and if so, do you want to restrict their feedback to comments or do you want to open up your email address.

Show my blogs. If you have multiple blogs, you can chose which ones show up in your profile.

Set Displayed Blogs

Display?

<input checked="" type="checkbox"/>	Eating Fred, Texas
<input checked="" type="checkbox"/>	Wunderfoot

[Save Settings](#)

FIGURE 3.

Identity

Identity

Username	<input type="text" value="username"/>	Required
Email Address	<input type="text" value="comments@fredtexas.com"/>	Required
Display Name	<input type="text" value="Brad Whittington"/>	Required: The name used to sign your blog posts.
First Name	<input type="text"/>	
Last Name	<input type="text"/>	

FIGURE 4.

In the Identify section you can change your user name, email address, display name and real name.

Photo and Audio

Photograph

Photo URL	<input type="text" value="http://photos1.blogger.com/blogger/1622/469/1600/OnoGrinds.jpg"/>	
-----------	---	---

Audio Clip

Audio Clip URL	<input type="text"/>	Find out how to get free audio clips
----------------	----------------------	--

FIGURE 5.

You can put a link to a photo on another site, or upload a photo to Blogger and paste the URL in your profile. You may also provide a link to an audio clip to play. If you do so, an Audio Clip link will be displayed in your profile.

General

General

Gender:	<input type="radio"/> Female <input checked="" type="radio"/> Male <input type="radio"/> Not Specified
Birthday	<input type="text"/> / <input type="text"/> / <input type="text"/> <small>Ex: 09/17/1976 The year may be left blank.</small>
Homepage URL	<input type="text" value="http://www.fredtexas.com"/>
Wishlist URL	<input type="text"/> <small>Create a wishlist with Froogle</small>
IM Username:	<input type="text"/> <input type="button" value="None"/>

FIGURE 6.

Gender/Birthday. Publish if appropriate, but consider privacy issues, particularly for minors.

Homepage URL. If you have a website that is relevant to the blog, you can have a link appear on your profile.

Profile

Wishlist URL. Froogle is a website that allows you to create wish lists on the off-chance that somebody might buy you something. You can create a link from your profile to your Froogle wish list if you like.

IM Username. Use this field if you have an instant messenger account and want to publish your username on your blog. Blogger supports Yahoo, AIM, MSN, ICQ and Google-Talk.

Location/Work

Location	
City/Town	<input type="text" value="Austin"/>
Region/State	<input type="text" value="Texas"/>
Country/Territory	<input type="text" value="United States"/>

Work	
Industry	<input type="text" value="Not Specified"/>
Occupation	<input type="text" value="Author"/>

FIGURE 7.

If it is appropriate for your blog, you can publish your location and the type of work you do.

Extended Info

Extended Info

Interests	<input type="text"/>	Separate each interest with a comma.
About Me	<input type="text" value="It's not about me, it's about the food! And the books. It's also about the books! 	Write as little or as much as you'd like ... well up to 1200 characters.
Favorite Movies	<input type="text"/>	Separate each movie with a comma.
Favorite Music	<input type="text"/>	Separate each entry with a comma.
Favorite Books	<input type="text"/>	Separate each book with a comma.
Random Question: Why does the taste of pennies remind you of losing a tooth?	<input type="text"/>	You must save your profile to get a new question.

Give me a new question.

FIGURE 8.

The extended info section allows you to disclose additional information about yourself.

TIP! While appropriate for personal blogs, if you are creating a professional presence on the web with your blog, you might want to avoid these fields.

Save Profile

FIGURE 9.

Click on **Save Profile** to save any changes you have made.

Change password

Change Password for <username>

Current Password	<input type="password"/>	New password must be at least 6 characters.
New Password	<input type="password"/>	Retype Password <input type="password"/>
<input type="button" value="Save Changes"/>		

FIGURE 10.

You can also change your password from the **Dashboard**.

Language Selection

Language Selection

- English
- English (UK)
- Français
- Italiano
- Deutsch
- Español
- Português do Brasil
- 日本語
- 한국어
- 中文(繁体)
- 中文(简体)

FIGURE 11.

You can specify the language in which your blog will be published. If you select a language other than English and have difficulty with characters displaying properly, you can select the encoding used in the **Formatting** section of the **Settings** tab.

Chapter 5 *Settings*

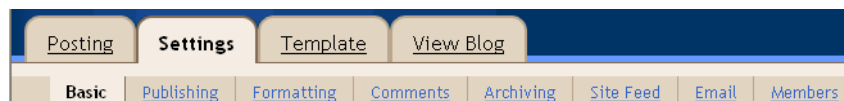


FIGURE 1.

Quick Setting Tweaks

You don't have to adjust any settings to create a blog, but there are a few things that you should tweak to make your blogging experience better.

TABLE 1.

Screen	Field	Suggestions
Basic	Show Email Post links?	Puts a link on the log line of the blog entry to allow a reader to easily email your blog entry to someone.
Formatting	Time Zone	Defaults to Pacific/UTC-8.
Comments	Who Can Comment?	If you want feedback from the general public, change this to Anyone .
	Show word verification for comments?	To avoid spam in your comments, you should always turn word verification on. The only exception is if comments are set to members only .
	Enable comment moderation?	If you anticipate controversial or inappropriate comments, you will want to turn on moderation.
	Comment Notification Address	If you want to be notified when somebody comments instead of constantly checking, fill this in.

Basic

The screenshot shows the Blogger Settings interface with the 'Basic' tab selected. The navigation bar includes 'Posting', 'Settings', 'Template', and 'View Blog'. Below the navigation bar, there are sub-tabs: 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Basic' tab is active, displaying the following settings:

- Title:** A text input field containing "Eating Fred, Texas".
- Description:** A text area containing "Exploring the world one bite at a time with the FredBook Guy". Below the text area, it says "500 Characters Max.".
- Add your Blog to our listings?:** A dropdown menu set to "Yes". Below it, a note reads: "A Public blog appears in your Blogger Profile. If you select 'No' we will not show your blog anywhere on Blogger.com, but it will still be available on the Internet."
- Show Quick Editing on your Blog?:** A dropdown menu set to "Yes". Below it, a note reads: "When you're logged in to Blogger, edit your posts from your blog with one click."
- Show Email Post links?:** A dropdown menu set to "Yes". Below it, a note reads: "Email Post links let your visitors easily email posts from your blog to their friends."

Below these settings is a section titled **Global Settings** (Applies to all of your blogs.) with a horizontal line underneath. It contains:

- Show Compose Mode for all your blogs?:** A dropdown menu set to "Yes". Below it, a note reads: "Adds a Compose mode to your Post Editor. (Also sometimes known as a [wysiwyg](#) editor.)"

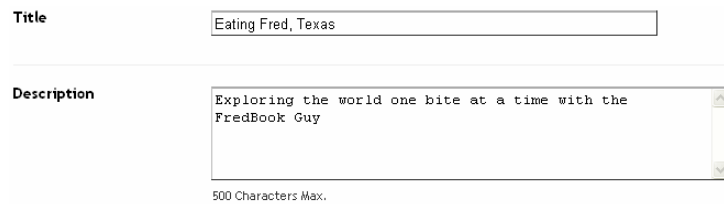
At the bottom of the settings area is an orange button labeled **Save Settings**.

Below the settings area is a section titled **Delete Your Blog** with a horizontal line underneath. It contains:

- Delete Your Blog?:** A dark blue button labeled **Delete This Blog**.

FIGURE 2.

Title and Description



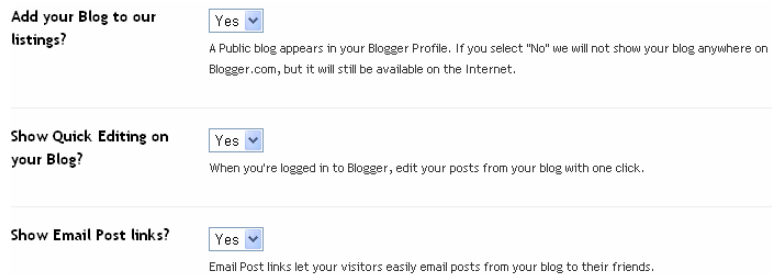
The screenshot shows the 'Title and Description' settings in Blogger. The 'Title' field is a text box containing 'Eating Fred, Texas'. The 'Description' field is a larger text area containing 'Exploring the world one bite at a time with the FredBook Guy'. Below the description field, it says '500 Characters Max.'.

FIGURE 3.

Title. The initial value is set when you create the blog. You can change it here.

Description. The description appears in a smaller font in the top of the page just below the title.

Listing, Editing and Email Links



The screenshot shows the 'Listing, Editing and Email Links' settings in Blogger. There are three sections, each with a dropdown menu set to 'Yes' and a brief explanation:

- Add your Blog to our listings?** Yes. A Public blog appears in your Blogger Profile. If you select "No" we will not show your blog anywhere on Blogger.com, but it will still be available on the Internet.
- Show Quick Editing on your Blog?** Yes. When you're logged in to Blogger, edit your posts from your blog with one click.
- Show Email Post links?** Yes. Email Post links let your visitors easily email posts from your blog to their friends.

FIGURE 4.

Listing.

- **Yes** means the blog will show up when people view your profile.
- **No** means it won't show up in your profile. In addition, your blog will not be indexed by search engines (if you're using the `<$BlogMetaData>` tag.)

Quick Editing. Yes means that when you are logged into Blogger.com a little pencil icon will appear on your blog posts. Most templates put it on the "posted by" line. If it doesn't show up, there are a few things you can check.

- You must republish the index after changing this setting for the icon to appear.
- Quick Editing is accomplished through cookies. If you have security settings that disable cookies, you won't see the icon.
- Your browser must be sending the referrer to Blogger, and your blog URL's host must be the same as the referrer host.
- You may need to reload to see the new page layout.

Email Links. Yes means a little envelope displays on the **posted by** line that can be clicked to email the blog entry.

Compose Mode

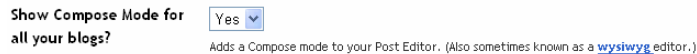


FIGURE 5.

Yes means the Compose tab shows up when you edit posts. **No** means only the **Edit HTML** tab is available for creating and editing posts.

Saving Settings



Save Settings

FIGURE 6.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Delete Blog



FIGURE 7.

When you click **Delete This Blog**, a pop-up dialog box is displayed.

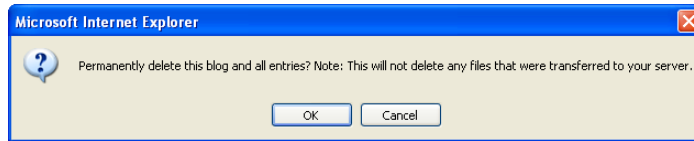
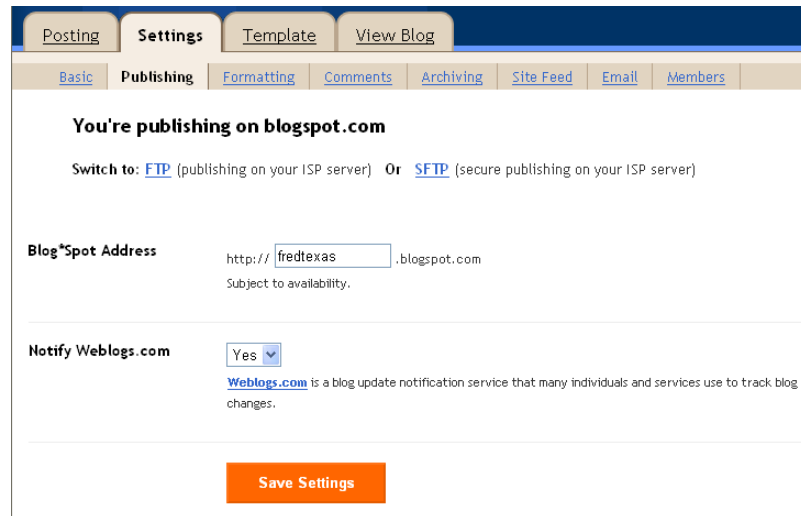


FIGURE 8.

If you click OK, the blog is deleted, including all the entries. No other warnings will display.

Publishing



The screenshot shows the Blogger settings interface. At the top, there are four tabs: "Posting", "Settings", "Template", and "View Blog". Below these, a sub-menu contains "Basic", "Publishing", "Formatting", "Comments", "Archiving", "Site Feed", "Email", and "Members". The "Publishing" sub-tab is selected. The main heading is "You're publishing on blogspot.com". Below this, there are two options: "Switch to: [FTP](#) (publishing on your ISP server)" and "Or [SFTP](#) (secure publishing on your ISP server)". The "Blog*Spot Address" field is set to "http://fredtexas.blogspot.com" with a note "Subject to availability.". The "Notify Weblogs.com" dropdown is set to "Yes", with a note: "Weblogs.com is a blog update notification service that many individuals and services use to track blog changes.". At the bottom, there is an orange "Save Settings" button.

FIGURE 9.

On this screen you can change your publishing choice. You have the same options as when you set up the blog. See “Advanced setup” on page 9. In addition, you can set updates to be sent to Weblogs.com, a service used to track changes to blogs. Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Formatting

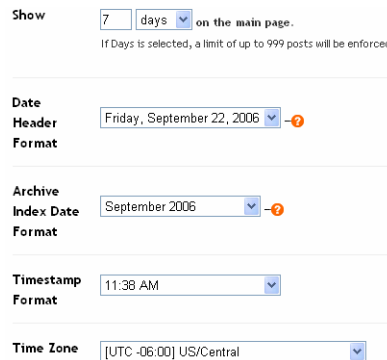
The screenshot shows the Blogger 'Formatting' settings page. At the top, there are tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. Below these are sub-tabs: 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Formatting' sub-tab is active. The settings are organized into several sections:

- Show**: A dropdown menu set to '7 days' with the text 'on the main page.' Below it, a note states: 'If Days is selected, a limit of up to 999 posts will be enforced.'
- Date Header Format**: A dropdown menu set to 'Friday, September 22, 2006'.
- Archive Index Date Format**: A dropdown menu set to 'September 2006'.
- Timestamp Format**: A dropdown menu set to '11:38 AM'.
- Time Zone**: A dropdown menu set to '[UTC -06:00] US/Central'.
- Date Language**: A dropdown menu set to 'English (United States)'.
- Encoding**: A dropdown menu set to 'Universal (Unicode UTF-8)'.
- Convert line breaks**: A dropdown menu set to 'Yes'. Below it, a note states: 'If Yes is selected, single hard-returns entered in the Post Editor will be replaced with single <code>-br /> tags in your blog, and two hard-returns will be replaced with two tags (<code>-br />-br />). This also applies to the comment-posting form.'
- Show Title field**: A dropdown menu set to 'Yes'.
- Show Link Field**: A dropdown menu set to 'No'.
- Enable float alignment**: A dropdown menu set to 'Yes'. Below it, a note states: 'Allows image and text alignment options using the <code>-div c:lex:;bu:;b> tag. (Choose "No" if you are having post layout problems.)'
- Post Template**: A large text area for entering a custom post template.

At the bottom of the settings page is an orange button labeled 'Save Settings'.

FIGURE 10.

Date and Timestamps



The screenshot shows the 'Date and Timestamps' settings in Blogger. It includes five sections: 'Show' with a text input '7 days on the main page.' and a note 'If Days is selected, a limit of up to 999 posts will be enforced.'; 'Date Header Format' with a dropdown menu showing 'Friday, September 22, 2006'; 'Archive Index Date Format' with a dropdown menu showing 'September 2006'; 'Timestamp Format' with a dropdown menu showing '11:38 AM'; and 'Time Zone' with a dropdown menu showing '[UTC -06:00] US/Central'.

FIGURE 11.

Show. Use this setting to control how many posts show up on the first page. The longer the page, the longer it will take to load.

Date Header Format. This is the format for the date of the posting, which is at the top of the post on most templates.

Archive Index Date Format. This is the format for the archive index that usually appears in the sidebar.

Timestamp Format. This is the format for the time that usually appears on the "posted by" line at the end of the post.

Time Zone. Setting the time zone lets Blogger do conversions to accurately display the time in other time zones.

Language and Encoding

Date Language

Encoding ?

FIGURE 12.

Date Language. This field allows you to pick the language the date will be displayed in. See “Date Language/Encoding Support” on page 71.

Encoding. This setting controls the particular ASCII code set that is used to display the text. UTF-8 is the most flexible setting and should work for most languages. However, if you are writing in a language that doesn't display properly, you can pick one of the other encodings. See “Date Language/Encoding Support” on page 71.

Link and Title fields

Show Title field

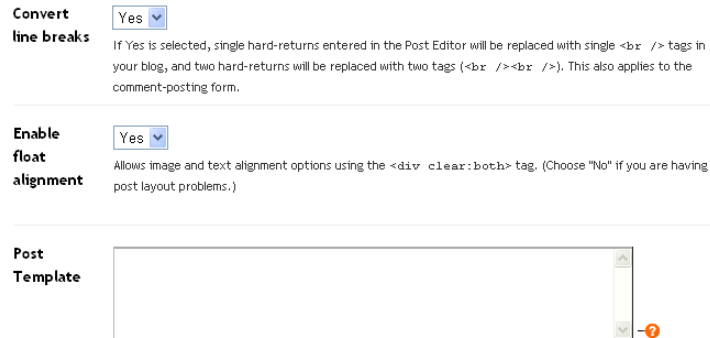
Show Link Field

FIGURE 13.

Show Title Field. This setting enables the Title field that appears when you create a post. For most blogs, this will be set to **Yes**.

Show Link Field. This setting appears to be a way to automatically generate tags for you to insert a link between. Its usefulness is doubtful.

Line Breaks, Float and Post Template



The screenshot shows three settings sections. The first, 'Convert line breaks', has a dropdown menu set to 'Yes' and a descriptive paragraph. The second, 'Enable float alignment', also has a dropdown set to 'Yes' and a descriptive paragraph. The third, 'Post Template', is a large empty text area with a small question mark icon at the bottom right.

FIGURE 14.

Convert line breaks. As noted in the **Edit HTML** section, hitting return in the HTML editor creates a `
` tag. If you want to turn that behavior off, change this setting to **No**.

Enable float alignment. Set this to **Yes** to have greater flexibility in formatting your post, particularly with images. If you are having layout problems, you can set this to **No** to see if it makes things easier.

Saving Settings



A rectangular orange button with the text 'Save Settings' in white.

FIGURE 15.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Comments

The screenshot shows the Blogger 'Comments' settings page. At the top, there are tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. Below these are sub-tabs for 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Comments' sub-tab is active. The settings are as follows:

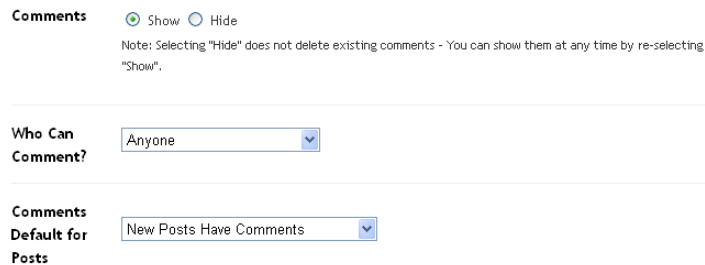
- Comments:** Radio buttons for 'Show' (selected) and 'Hide'. A note states: "Note: Selecting 'Hide' does not delete existing comments - You can show them at any time by re-selecting 'Show'."
- Who Can Comment?:** A dropdown menu set to 'Anyone'.
- Comments Default for Posts:** A dropdown menu set to 'New Posts Have Comments'.
- Backlinks:** Radio buttons for 'Show' (selected) and 'Hide' (with a red question mark). A note states: "Note: Selecting 'Hide' does not delete backlinks - You can show them at any time by re-selecting 'Show'."
- Backlinks Default for Posts:** A dropdown menu set to 'New Posts Have Backlinks'.
- Comments Timestamp Format:** A dropdown menu set to '11:39 AM'.
- Show comments in a popup window?:** Radio buttons for 'Yes' and 'No' (selected).
- Show word verification for comments?:** Radio buttons for 'Yes' (selected) and 'No' (with a red question mark).
- Enable comment moderation?:** Radio buttons for 'Yes' and 'No' (with a red question mark).
- Show profile images on comments?:** Radio buttons for 'Yes' (selected) and 'No'.
- Comment Notification Address:** A text input field containing 'comments@fredtexas.com'. A note below it says: "We will email you at this address when someone leaves a comment on your blog."

At the bottom of the form is an orange 'Save Settings' button.

FIGURE 16.

Enabling Comments and Commenting Rights

Determining how you deal with comments will have a big effect on the tone of your blog. If you are only disseminating information, such as publishing a newsletter, you may want to disable comments entirely. If you want to interact with your readers, enabling comments is a great way to do it. However, opening up comments to the general population can pose its own issues.



The screenshot shows the 'Comments' section of the Blogger settings. It includes three main settings:

- Comments:** A radio button selection with 'Show' selected (indicated by a filled circle) and 'Hide' unselected (indicated by an empty circle). Below this is a note: "Note: Selecting 'Hide' does not delete existing comments - You can show them at any time by re-selecting 'Show'."
- Who Can Comment?:** A dropdown menu currently set to 'Anyone'.
- Comments Default for Posts:** A dropdown menu currently set to 'New Posts Have Comments'.

FIGURE 17.

Comments. If your comments section has erupted into a flame war or porn advertising spot, you can hide them quickly with this setting. Then you can take your time in dealing with the situation.

Who Can Comment.

- **Anyone.** Yep. Pretty much everyone with a computer and internet connection.
- **Only Registered Users.** Only those with a Blogger account can leave posts. Since anyone can get a free account, this only eliminates those who have no desire to sign up in order to leave comments.
- **Only Members of this Blog.** Only those who have been designated as members of the blog may post comments. See “Members” on page 61.

Comments Default for Posts. Use this field to control the initial state of comments. Settings include **New Posts Have Comments** and **New Posts Do Not Have Comments**. The setting for an individual post can be changed at any time. See “Post and Comment options” on page 28.

Back Links

If someone likes one of your blog entries, they may link to it from their webpage or blog. A back link shows those links to your entry in the comments section of your blog.

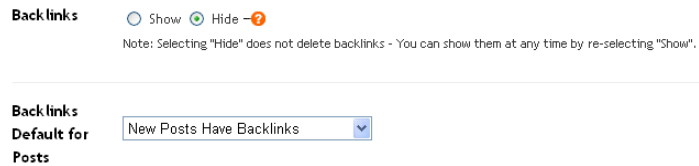


FIGURE 18.

Back links. You can quickly show or hide back links with this setting.

Back links Default for Posts. Use this field to control the initial state of back links. Settings include New Posts Have Backlinks and New Posts Do Not Have Backlinks. The setting for an individual post can be changed at any time. See Post and Comment Options.

Comment Format

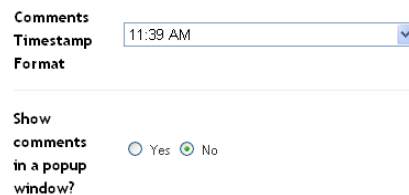


FIGURE 19.

Comments Timestamp Format. If the format doesn't include the date, you won't know the day the comment was actually posted.

Show comments in a popup window. **Yes** pops up a separate comment window. **No** shows the individual blog post and comments after it.

Verification, Moderation and Profile Images

FIGURE 20.

Show word verification for comments. This option should be enabled if anyone can comment. It prevents bots from flooding your comments with advertisements. For more details, see “Word verification” on page 12.

Enable comment moderation. If you want greater control over comments left on your blog, you can enable comment moderation. This requires you to review every comment before it is posted. If you enable this option, a field is displayed to allow you to enter an email address to be notified when comments are posted.

Enable comment moderation? Yes No 

Email address

We will email you at this address when a non-member leaves a comment on your blog. Leave blank if you don't want to receive these emails.

FIGURE 21.

Show profile images on comments. If this option is enabled, images will be displayed with comments from those who have a Blogger account and have uploaded an image to their profile.



FIGURE 22.

Comment Notification

Comment Notification Address	<input type="text" value="comments@fredtexas.com"/> <small>We will email you at this address when someone leaves a comment on your blog.</small>
---	---

FIGURE 23.

Comment Notification Address. Provide an email address if you want to be notified when a comment is posted. This is a separate field from the notification for comment moderation. This field allows you to be notified even if comment moderation is disabled.

Saving Settings



FIGURE 24.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Archiving

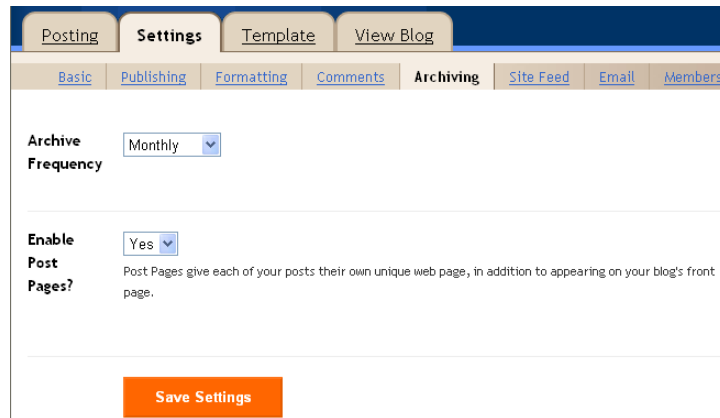


FIGURE 25.

Archive Frequency. As your blog grows, the main page will fill up and older entries drop off the end. You can control how many days of entries will show on the main page from the Formatting tab, but eventually it will hit that limit. To allow easy access to older blog entries, Blogger automatically creates archives. You can control the format of the archives and the index to the archives with this setting. Options include:

- No Archive
- Daily
- Weekly
- Monthly

Enable Post Pages. Selecting **No** formats archived posts in the original format - a single page with all other posts for that day, week or month, based on the setting of the Archive Frequency field. Selecting **Yes** allows individual archived posts to be viewed on their own page with comments.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Site Feed

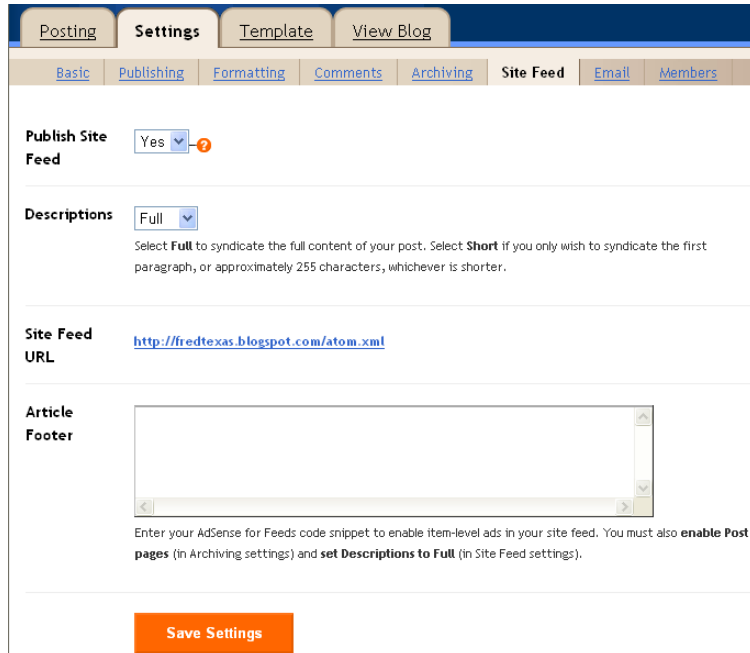


FIGURE 26.

Publish Site Feed. A site feed is a way to syndicate your blog, in the sense that a newspaper columnist is syndicated or published in multiple newspapers. Blogger uses Atom, a protocol for online syndication. Atom is compatible with RSS, the other online syndication option available. A site feed is notification that a new post has been published. Your readers can use an RSS reader to get notification that new content is available on your blog.

Descriptions. You can send **Short** or **Full** descriptions along with the notification that new content is available. Short descriptions include the first 255 characters of your blog entry. Full descriptions actually include all of your blog entry, which means your subscribers can read your entire blog entry in the reader without actually navigating to your blog. Some of the quirks of Blogger's wysiwyg editor can cause paragraph breaks to disappear when the feed is sent out. If you have a long post, it can make reading it difficult from the reader.

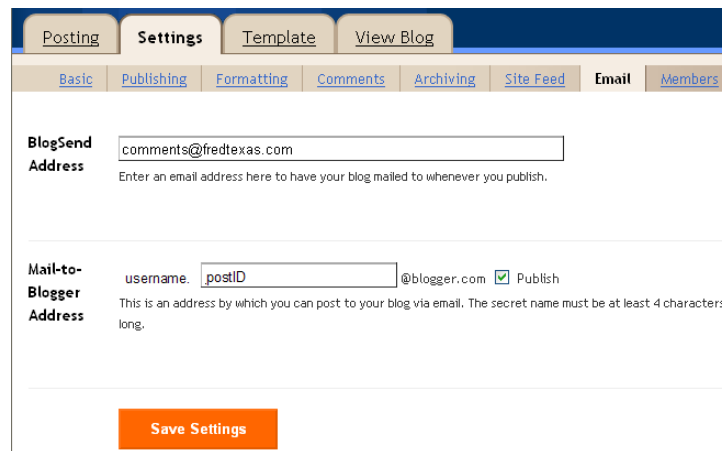
Settings

Site Feed URL. You can click on this link to see the site feed for your blog.

Article Footer. This space allows you to include item-level AdSense advertising in your feed. See “AdSense” on page 66.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Email



The screenshot shows the Blogger Settings interface. At the top, there are tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. Below these are sub-tabs for 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Email' sub-tab is selected. The 'BlogSend Address' section has a text input field containing 'comments@fredtexas.com' and a note: 'Enter an email address here to have your blog mailed to whenever you publish.' The 'Mail-to-Blogger Address' section has a text input field containing 'username.' followed by a text input field containing '.postID', followed by '@blogger.com' and a checked 'Publish' checkbox. A note below reads: 'This is an address by which you can post to your blog via email. The secret name must be at least 4 characters long.' At the bottom of the form is an orange 'Save Settings' button.

FIGURE 27.

BlogSend Address. You can have your blog entry emailed to an address whenever they are posted. If you have a group blog, this can be useful to notify the group when an individual has posted an entry.

Mail-to-Blogger Address. You don't have to log onto Blogger.com to post an entry to your blog. You can use email. Your Blogger user ID plus a dot and a word you enter here will be the email address at Blogger.com. If the Publish box is checked, your emailed entries will be published immediately. If it is not checked, they will be stored as drafts and you must log on to publish them. Your entries can have formatting, including the fonts supported by Blogger. However, images will not be uploaded.

Members

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Members



FIGURE 28.

Blogs don't have to be restricted to a single person posting information. Group blogs are possible. There must be one or more administrators, who have access to **Settings** and **Template** tabs and can also edit other members' entries. Clicking on the **Add Team Member(s)** bring up a screen for entering the members of the team.

Settings

The screenshot shows the Blogger 'Settings' page with the 'Members' sub-section selected. The 'New User(s)' section has three empty text input fields. Below them is a note: 'Enter email addresses of members to invite. Do not enter the address of a mailing list: invite each member individually.' The 'Message (Optional)' section has a large text area with a scroll bar. Below it is a note: 'Enter any comments you want to add to the [invitation email](#).' At the bottom is an orange 'Save Settings' button and a note: 'You will receive an email notification when your invites have been accepted or declined, so make sure the address in [your profile](#) is up-to-date.'

FIGURE 29.

New User(s). Enter the email addresses of the blog members.

Message (Optional). An invitation email is sent to all new users. You can see the text of the email by clicking on the **invitation email** link. If you want to add your own comments to the invitation, type them in this field.

Click on **Save Settings** to save any changes you have made. You may get a notice that the blog must be re-published before the change is visible.

Chapter 6 *Template*

The template controls the layout of your Blogger pages, such as providing an index of links to the archives and headers and footers for blog entries. It is a combination of HTML and proprietary Blogger tags. Editing the template is not rocket surgery, but it also isn't for the tyro.

Edit

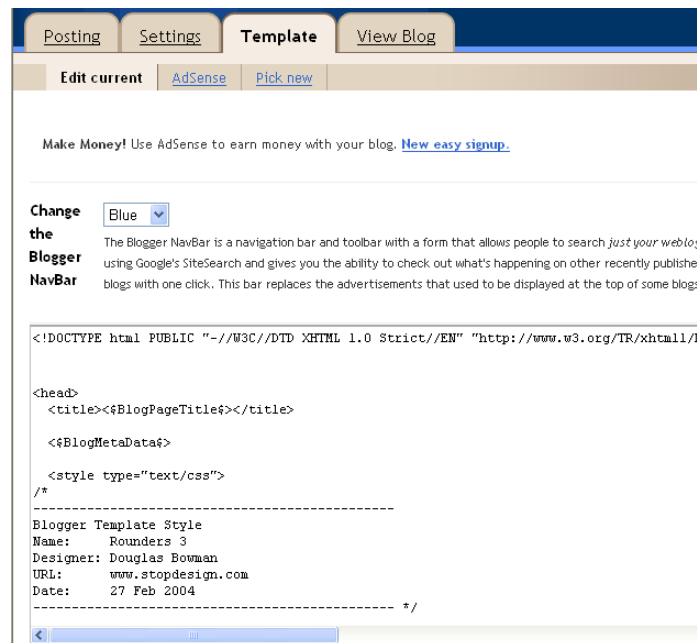


FIGURE 1.

Change the Blogger NavBar. Blogger displays a navigation bar at the top of your blog. You can set the color of the NavBar to blue, tab, black or silver.



FIGURE 2.

The NavBar gives you search capabilities inside your blog, a very powerful tool for you readers to use to find topics in past blog entries quickly.

Template. You can edit the template you selected when you created your blog. In fact, you will have to edit the template if you want to have your own links instead of the words **Edit-Me** in the right-hand sidebar. To do this, you will have to locate the proper text in the template and replace it with text of your own. The template used in this example has over 400 lines, so finding the text to edit can be a challenge.

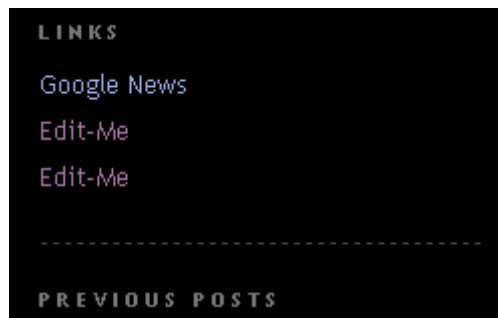


FIGURE 3.

```
<MainOrArchivePage>
<h2 class="sidebar-title">Links</h2>
<ul>
  <li><a href="http://news.google.com/">Google News</a></li>
  <li><a href="http://help.blogger.com/bin/answer.py?answer=110">Edit-Me</a></li>
  <li><a href="http://help.blogger.com/bin/answer.py?answer=110">Edit-Me</a></li>
</ul>
</MainOrArchivePage>
```

FIGURE 4.

The following example shows the title **Links** replaced with **Other cool stuff:** and the words **Edit-Me** replaced with actual links.



FIGURE 5.

```
<p>Other cool stuff:</p>
<ul>
<li><a href="http://www.wunderfool.com">The Wunderfool</a>
<li><a href="http://www.fredtexas.com">The FredBooks</a>
<li><a href="http://fredtexas.blogspot.com">Eating Fred, Texas</a>
<li><a href="http://reallivepreacher.com">Real Live Preacher</a>
<li><a href="http://evileditor.blogspot.com">Evil Editor</a>
<li><a href="http://misssnark.blogspot.com">Miss Snark</a>
<li><a href="http://www.boarsheadtavern.com">Boar's Head Tavern</a>
<li><a href="http://lisasamson.typepad.com">Author Intrusion</a>
</ul>
```

FIGURE 6.

You can make other adjustments as desired to customize your template, but knowledge of HTML or the ability to follow other examples is required. Blogger has its own set of tags to allow flexible and powerful customizations, but they are beyond the scope of this user guide.

AdSense

The screenshot shows the 'Sign up for an AdSense Account' page. At the top, there are navigation tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. Below these are links for 'Edit current' and 'Pick new'. The main heading is 'Sign up for an AdSense Account'. A paragraph explains that AdSense is an advertising program run by Google that enables users to place content-relevant advertisements on their blogs. A link is provided to 'Learn more about placing ads on your blog'. Below this, a note states that users will receive an email with instructions for finishing the account creation process. A link is provided for users who already have an AdSense account. The form is divided into several sections: 'Identity' with an 'Email address' field containing 'brad@texas.com'; 'Language' with a 'Blog language' dropdown set to 'English' and an 'Email language' dropdown set to 'English (US)'; 'Contact Information' with a checked checkbox for 'Send me AdSense newsletters'; and 'Terms and Conditions' with an unchecked checkbox for 'I have read and agree to the AdSense terms and conditions'. A scrollable box contains an 'Updated' notice and the full text of the 'Google AdSense™ Online Standard Terms and Conditions'. At the bottom, there is a prominent orange 'Create Account' button.

FIGURE 7.

AdSense allows you to sell ad space on your blog without having to become an expert on the technical or business aspects of soliciting and implementing online advertising. You've probably seen AdSense text-based ads on websites. Online advertising is based on keywords that you specify to advertisers. AdSense derives keywords from your content so that you don't have to define appropriate keywords for your entries.

nameadog.com

Jerry's DOG-NAMING SERVICE

Home Training About Us Privacy Contact Us

THE Top 10 MOST POPULAR DOG NAMES IN AMERICA And How To Avoid Them!

THE Top 10 MOST POPULAR DOG NAMES IN AMERICA And How To Avoid Them!

NAME A Dog

Do You Hope People Won't Hear You When You Call Your Dog?

If a pet owner wants to change their dog's name in the first year has been it, what?

- They are embarrassed to call the dog name at night.
- The pet got old fast.
- The grandparents are offended by the name.
- The baby got in trouble when they use the dog's name at school.
- They thought "Buster" was a cute name, and so did a lot of other people in their dog's play group.
- The name just doesn't suit the dog anymore.

Do any of these problems apply to you? Or are you planning to get a new dog, and hoping to avoid them?

Jerry can help you with all that. A skilled and gifted dog namer, along her natural knowledge of dogs and can help you come up with a reaction, appropriate name you won't be ashamed to call out at the beach.

THE bad JOKES

Do You Regret Having Let Your 13-Year-Old Son Name the Family Dog?

Do You Regret Having Let Your 13-Year-Old Son Name the Family Dog?

Ads by Google

Dog Training
PetSmart Dog Training is Fun, Safe & Convenient. Find Classes Near You
www.PetSmart.com

Puppy Housebreaking
Discover IAMS Smart Puppy Formula. Register for Advice, Offers & More!
www.iams.com/smartpup

FIGURE 8.

Pick New

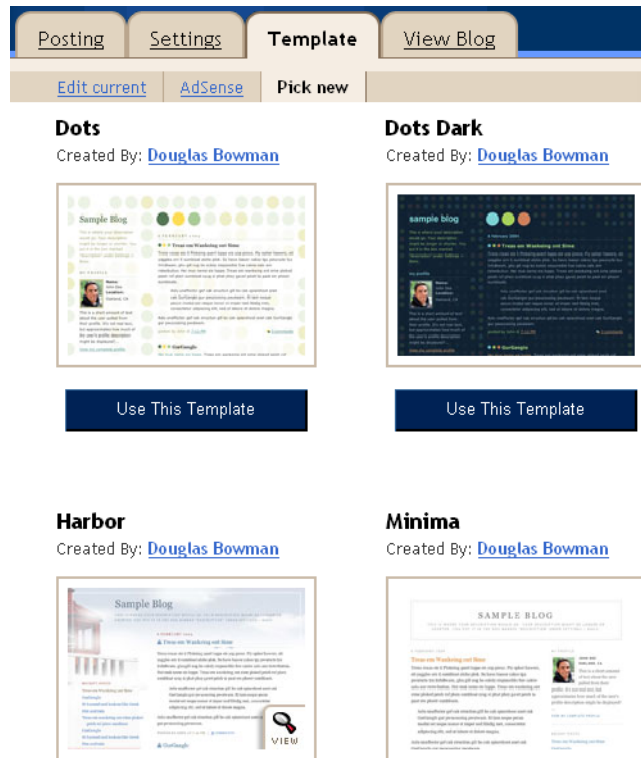


FIGURE 9.

This tab enables you to change the template you selected when you created the blog. Any customizations you did to the earlier template will be lost and will have to be performed again on the new template.

Chapter **7** *Getting Help*

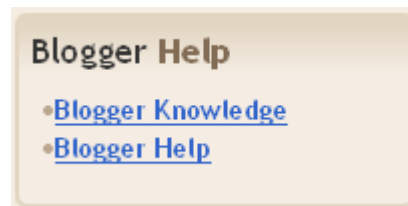


FIGURE 1.

Blogger Help

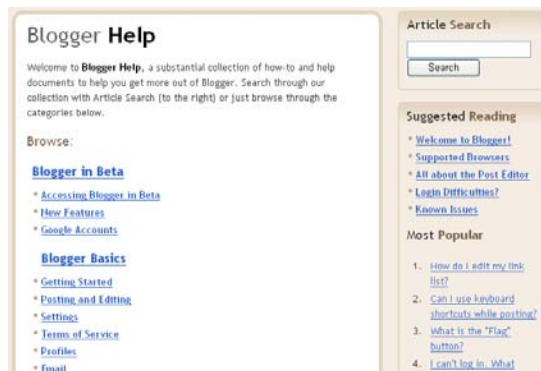


FIGURE 2.

The Blogger help pages are an excellent source of how-to and why-should-I-bother information.

Blogger Knowledge



FIGURE 3.

The Knowledge Base is not a true knowledge base of how-to info. Instead, it is a blog of what is new and/or cool. If you want to keep up with what's going on in the blogosphere, it's a good place to start. If you want to know how to do something, stick with the Help pages.

Appendix

A

Date Language/ Encoding Support

Encoding Support

Universal (Unicode UTF-8)

Western (Windows-1252)

Western (ISO-8859-1)

Western (MacRoman)

Central & Eastern European (Windows-1251)

Central & Eastern European (ISO-8859-2)

Cyrillic (Windows-1251)

Cyrillic (ISO-8859-3)

Cyrillic (KOI8-R)

Greek (Windows-1253)

Greek (ISO-8859-7)

Turkish (Windows-1254)

Turkish (ISO-8859-9)

Hebrew (Windows-1255)

Hebrew (ISO-8859-8)

Arabic (Windows-1256)

Arabic (ISO-8859-6)

Baltic (Windows-1257)

Baltic (ISO-8859-4)

Viet Nam (Windows-1258)

Thai (Windows-874)

Japanese (EUC-JP)

Japanese (Shift_JIS)

Korean (EUC-KR)

FIGURE 1.

Date Language Support

Arabic (United Arab Emirates)	Danish (Denmark)	Spanish (Venezuela)
Arabic (Bahrain)	German (Austria)	Estonian (Estonia)
Arabic (Algeria)	German (Switzerland)	Finnish (Finland)
Arabic (Egypt)	German (Germany)	French (Belgium)
Arabic (Iraq)	German (Luxembourg)	French (Canada)
Arabic (Jordan)	Greek (Greece)	French (Switzerland)
Arabic (Kuwait)	English (Australia)	French (France)
Arabic (Lebanon)	English (Canada)	French (Luxembourg)
Arabic (Libya)	English (United Kingdom)	Croatian (Croatia)
Arabic (Morocco)	English (Ireland)	Hungarian (Hungary)
Arabic (Oman)	English (India)	Icelandic (Iceland)
Arabic (Qatar)	English (New Zealand)	Italian (Switzerland)
Arabic (Saudi Arabia)	English (South Africa)	Italian (Italy)
Arabic (Sudan)	Spanish (Argentina)	Lithuanian (Lithuania)
Arabic (Syria)	Spanish (Bolivia)	Latvian (Latvia)
Arabic (Tunisia)	Spanish (Chile)	Macedonian (Macedonia)
Arabic (Yemen)	Spanish (Colombia)	Dutch (Belgium)
Hindi (India)	Spanish (Costa Rica)	Dutch (Netherlands)
Hebrew (Israel)	Spanish (Dominican Republic)	Norwegian (Norway)
Japanese (Japan)	Spanish (Ecuador)	Norwegian (Norway, Nynorsk)
Korean (South Korea)	Spanish (Spain)	Polish (Poland)
Thai (Thailand)	Spanish (Guatemala)	Portuguese (Brazil)
Thai (Thailand, TH)	Spanish (Honduras)	Portuguese (Portugal)
Vietnamese (Vietnam)	Spanish (Mexico)	Romanian (Romania)
Chinese (China)	Spanish (Nicaragua)	Russian (Russia)
Chinese (Hong Kong)	Spanish (Panama)	Slovak (Slovakia)
Chinese (Taiwan)	Spanish (Peru)	Slovenian (Slovenia)
Belarusian (Belarus)	Spanish (Puerto Rico)	Albanian (Albania)
Bulgarian (Bulgaria)	Spanish (Paraguay)	Swedish (Sweden)
Catalan (Spain)	Spanish (El Salvador)	Turkish (Turkey)
Czech (Czech Republic)	Spanish (Uruguay)	Ukrainian (Ukraine)
		English (United States)

FIGURE 2.