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"Quick and Easy Blogs"

Make Blogging Work for YOU!

By John Williams

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Recommended Resources

- [Web Site Hosting Service](#)
- [Internet Marketing](#)
- [Affiliate Program](#)

Please Read This First

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About the Author

I'm a professional magician who started writing books and getting them published on the Internet a few years ago.

I started my first blog shortly after that. It was a bit more difficult to produce results with a blog then.

That's enough history!

I wrote this book to show you how recent developments can help you to use a simple blog (online journal) to help reach your personal or professional goals.

I will show you how almost anyone with an Internet connection can express their ideas, promote their services, products or community group with a minimum cost in time, money and energy.

My books are focused on explaining each topic in clear language with pictures that help the readers' understanding. They're not there just to decorate the pages.

I am excited about the potential which blogs have for encouraging greater communication between people who share common interests and concerns around the world.

I believe that your own web site can broaden your options and potential for success but I guarantee that you DON'T need a web site or any knowledge or experience designing web pages.

And, you certainly don't need any formal training or qualifications to write stuff for your blog. That would rule me out and thousands of other happy and successful bloggers.

The main requirements are a desire to communicate your ideas, a positive attitude and this book.

Introduction

It's a good idea to read through the whole book before you start to set up your blog.

Make notes of the various pieces of information which you will need to type in during the setup process which you have chosen to follow.

A blog is:

- ✓ A personal or business journal on the Internet which others can read and comment on.
- ✓ A tool to help you achieve business or personal goals.
- ✓ A way to connect with people that have similar interests to you.
- ✓ A way to keep in touch with customers and find new ones.

A blog's greatest advantage over a regular website is that it is people-focused and often appears less formal than most web sites.

This is the best possible time to start your own personal or business blog. Recent improvements in the available programs and services, along with significantly lower costs for software, hosting and other Internet services make it easier than ever to get started.

You don't need your own web site, any technical knowledge apart from the basic points I cover in this book and you certainly don't need to be formally qualified to write interesting material for the readers of your blog!

This book will help you to create your own blog and maintain it at low cost in money and time.

I've tried to use only everyday language and clearly explain the technical terms which cannot be avoided.

I've used lots of pictures to make everything as clear as possible. None of the pictures are just there for decoration!

I concentrate on two ways that you can get your blog up and running;

- 1) Blogger.com is a web site where you can create a blog without the need for any technical skills or your own web site. Blogger will host the blog, provide professional standard designs which you can just add your pictures and text to - all at no cost to you.
- 2) WordPress.org is a web site that provides a free computer program for bloggers. It's called WordPress and is available for both Windows and Apple Macintosh systems. There is also an associated site, WordPress.com, which provides free hosting and other services.

The minimum requirements for using the services and programs which I explain in this book are just a computer, some time and an Internet connection.

You may put your blog on your own web site if you have one. But, you can use hosting at blogger.com for your blogger blog or at WordPress.com if you use WordPress to construct your blog.

I use a computer with the Microsoft® Windows operating system, so some suggestions will not be as useful for people that use computers with other operating systems.

I am happy to help my readers, if I can, with any questions that you have about blogging.

I'd be very grateful to hear from readers with comments and even criticism of the book. How else can we improve?!

What Do You Want a Blog For?

People have many reasons for starting their blogs.

They may want to:

- ✓ discuss their hobby
- ✓ show some examples of what they produce
- ✓ share some ideas or techniques which they have developed or found useful and
- ✓ connect with other people that enjoy the same interest.

Create a blog to share with distant friends and family members. These blogs take the place, to some extent, of posted letters. They have the advantage of the news being shared much faster on an Internet blog than it would be if it was sent by mail. You can add photos of a trip or a new arrival - a pet or a baby!

- ✓ create a blog which shares and explains your religious beliefs or other views
- ✓ make a blog to promote your business or services; you can add pictures of your products and links to your main website
- ✓ use your blog to promote a cause, a person you admire or almost anything else.

Another great advantage of communicating through your blog is that you can draw the interest of people and organizations around the world. Sharing ideas will take on a whole new meaning!

The cost of having a blog, or even several, can be very low.

It does not take much time to set up and even less to add a new Post every few days. But, I recommend that you do add at least a Post each week so that your visitors know that you will have new material for them to enjoy if they return to your Blog.

Writing a few posts for your blog is good practice for other kinds of writing and great mental exercise. And, you don't need to have any particular skill

with words – people read your blog to learn about you as well as the topic which you write about.

If you have always wanted to write a book, use your blog to develop your personal writing style. You could put short pieces that you have written, complete stories or even new chapters of your book for the readers' enjoyment and to get some feedback.

Keep your Information Safe

I suggest that you, like me, use a pocket-sized notebook (the paper kind) for recording the information about all your Internet accounts and the sites which visit regularly, such as the Usernames and Passwords which you need to get into the web sites.

This is cheap insurance against the possibility of a disk crash. It is also preferable to keeping this information your computer where it might be stolen by someone using your machine or a spyware program which might be introduced to it from the Internet.

Make sure you have a reputable antivirus and anti-spyware program actively protecting your computer and keep it up-to-date.

A software or hardware firewall is also essential.

Protecting Your Usernames and Passwords

As with all sensitive information, protecting your Usernames and Passwords are your responsibility.

Do not:

- × Share them.
- × Log in from a shared computer where your information may remain on the machine after you use it and be stolen or mis-used by someone.
- × Use them on any page which you are not certain is really the home page of the organization (Bank, <http://www.blogger.com>, or whoever).

Many crooks set up pages which they use to try to steal user names and passwords so that they can use them for their profit by installing dangerous programs onto your computer. These programs may record what you type into your computer (such as user names and passwords, credit card numbers etc.) and then send them without your knowledge to the crooks. They call this phishing.

- × Leave another web site and type in <http://www.blogger.com/> address into the same window. Always open a fresh window in your browser.
- × Exit from your Blogger account at blogger.com and type in another web site's address into the same window. Always close that window and then open a fresh window in your browser.
- × Use your computer unless you have a reputable anti-virus program and firewall. Keep them updated.

Blogging Tips

These tips apply to whatever sort of blog you set up.

They are my views and, of course, not everybody agrees with them.

You certainly don't have to use them but they work for me.

Visit Other Blogs: I always look for other blogs that focus on my areas of interest. If you find something which you want to comment on in your blog, make sure that you put in a link to your source.

Limit your "Research" Time: It's really easy to spend too much time on "research" also called web-surfing. Your first aim should be to improve your own blog so everyone comes to you!

Only State Facts: Don't spread rumors or anything negative about anyone. You can risk prosecution or a civil suit even if you live in a different country to the person or group you say something malicious or false about.

You are free to state your opinions but you are solely liable for any consequences. Remember that it is almost impossible to erase anything which you say anywhere on the Internet – there are many places where copies of old web sites, discussions and blogs can be located years later. Just imagine that a lawyer or your grandchildren could be reading everything you wrote at some time.

Support those who Supply Free Products: Many of the free themes and plugins and other aids to good blogging take a lot of time to prepare.

The producers then try to upgrade their products to keep pace with changes in blogging software and other parts of the Internet.

Many give some support through forums which they host on their own web sites (hosting costs money too.)

Always be Respectful: If there is one thing which turns off many people about some bloggers, it is their high opinion of their abilities and intolerance of most other people, including many that take the time to comment on their posts.

Enjoy your Blogging: This is Rule No1. Don't let any temporary problems with your blog or your computer ruin your day – it's only a small part of your life.

Don't let yourself be provoked into an argument on the Internet. Some people (called Trolls or Flamers) roam discussion forums and other sites and deliberately start arguments by stating outrageous rubbish or insulting other people who are visiting the site.

They may even post comments on your blog. Then, you just delete them and, if possible, ban that person from making further comments.

On other sites, walk away or you'll waste some of your valuable time feeding the troll's ego.

If you have a computer problem that you cannot fix, seek help from knowledgeable friends (be considerate of their time and other interests) or professionals.

But, don't let the fact that you couldn't get to some cool new blog ruin your day. It'll be even better tomorrow.

WordPress or Blogger?

You will probably be surprised how easy it is to set up your own blog with either Blogger or WordPress.

Most people, including you, could have their first blog on the Internet in less than one day after reading this book!

[Blogger](#) is ideal for those who have no time or desire to learn anything more than absolutely necessary about the design or administration of their blog.

Most of the behind the scenes tasks are handled by Blogger itself.

You can have several blogs in the one account and the total cost remains zero at this time.

To get the best results you can with [WordPress](#), you will want to make at least a few tweaks from time to time. The upside is that a blog created with WordPress can be expanded and personalized to a far greater degree than one based on the Blogger system.

I suggest that you read the whole book first, even if you have made up your mind which system you want to use for your first blog.

If you decide that you don't have the time, knowledge or inclination to take the WordPress option, you can still benefit by reading the WordPress section for ideas and strategies that you may be able to adapt to use in your Blogger blog.

You may also decide to create another blog in the future using WordPress or another blogging platform.

If you already have some experience with making and using a web site, or if you plan to invest a little time in learning to use WordPress so that you can benefit from its greater flexibility and features, the section of this book about using Blogger may still yield some tips that will be useful to you.

PART 1: Starting with Blogger

There are no special requirements or costs when you set up your blog on blogger.com. Everything, apart from the pictures and text you put on your blog, is done efficiently by the blogger system with only the most basic input from you.

Write some possible usernames and passwords on to a page of your notebook

Open a new window in your web browser (Internet Explorer, Firefox or whatever web browser you usually use).

Type in <http://www.blogger.com/>

When the website opens in your browser window, you could just click on the link which says, "CREATE A BLOG".



If you have already read this book and have a good idea what you want your blog to be about, you can safely do that. You will be able to change almost everything about your Blog later.

This blog can be your test area. When you have some experience, you can change it about or create one or more new blog and delete this one if you want to.

In the next screen that you see, you will create your Blogger account so that you can make and maintain your Blog.

The screenshot shows the Blogger interface with a dark blue header containing the Blogger logo. Below the header, a navigation bar shows three steps: 1 CREATE ACCOUNT (selected), 2 NAME BLOG, and 3 CHOOSE TEMPLATE. The main content area is titled '1 Create a Google Account' and features the Google Accounts logo. A sub-header explains that the process creates a Google account for use on other services, with a link to 'sign in first' if an account already exists. The form consists of several fields: 'Email address (must already exist)' with the value 'blogman@ezytodo.com'; 'Retype email address' with the same value; 'Enter a password' with masked characters and a 'Password strength: Strong' indicator; 'Retype password' with masked characters; 'Display name' with the value 'John W.'; 'Word Verification' with a picture of the word 'vesterglet' and a text input field containing 'vesterglet'; and 'Acceptance of Terms' with a checked checkbox and a link to 'Terms of Service'. A large orange arrow labeled 'CONTINUE' is positioned at the bottom right of the form.

If you already have an account for other Google services such as Gmail, Google Groups or Orkut, then you can use that to use the Blogger service as well!

Just fill in each box (called a "field") as I explain them below.

Your Email Address: If you already have a Google Account because you use any of the other Google services, you will use the same email address for Blogger.

Otherwise, type in an email address which you have already set up with your Internet Service provider, or your hosting company if you have a web site.

I would not use my main email address for this but set up one, perhaps with Google's Gmail service, just for email related to your dealings with them.

Create Your Password: You need a password which is not easy to guess but is something that you will be able to remember.

Even if you have an excellent memory, you should write down your usernames and passwords. Don't just write it on a scrap of paper - write it into a notebook that you keep just for this sort of sensitive material.

The password needs to be a minimum of six characters. I suggest that you use at least 8 and make them a mix of letters and numbers.

Now, type your password into the, "enter your password" box.

Blogger will show you their estimate about how strong (hard to guess) the password may be. You may want to make some changes until you get a "**Strong**" rating.

Then, retype the exact same password into the second password box.

Create Your Display Name: Now, type in the name which you want displayed after each post which you make on to your blog. This can either be something relevant to the topic which your blog is focused on or based on the name your readers will know you by.

Word Verification: This is called a "**captcha**". It is one of the ways which Blogger tries to ensure that blogs are only set up by real people like you and not by automated robot programs that **spammers** use to try to just put advertisements and other useless information on the web site.

Type in the text which is displayed.

If, for any reason, you cannot read the letters, left-click on the small symbol to the right the field where you type in the letters and you will hear the letters spoken through your computer speakers.

If you get it wrong, you will get another chance with a different random set of letters.

Accept the terms of Use: Before you click on the "Continue" button and go to the next screen, you should right-click on the link to Blogger's Terms of Service and open them in a new browser tab or browser window.

You should at least scan them quickly so that you know what your obligations are when using the Blogger system.

When you have ticked the box, you are legally bound by them even if you didn't bother to read them. You should be aware of what you sign up for. Otherwise, you might unknowingly break the Terms and have your blog removed without notice from Blogger and not be able to get a copy of all your hard work.

Then, check the box. If you don't accept the Terms, you will not be able to use the services which Blogger offers.

Then, click on the **Continue** button to go to the next screen.

Naming and Hosting Your Blog

With Blogger, you can either let Blogger provide web space for your blog (free at this time) or have the files set up on your web site.

You can make one choice now and change your mind later!

I suggest that you read the whole section before deciding which you will use for your first blog.

This first part explains how to use Blogger and blogspot.com to set up and maintain your blog.

If you have decided to use Blogger's [Advanced Blog Setup](#) to set up your blog on your own web site, please click through to [here](#).

Using Blogger and blogspot.com to Host Your Blog.

1 CREATE ACCOUNT ▶ **2** NAME BLOG ▶ **3** CHOOSE TEMPLATE

2 Name your blog

Blog title	<input type="text" value="Ezy To Do"/> <small>Your blog's title will appear on your published blog, on your dashboard and in your profile.</small>
Blog address (URL)	<input type="text" value="http://ezytodo.blogspot.com"/> Check Availability <small>This blog address is available.</small> <small>The URL you select will be used by visitors to access your blog. Learn more</small>
Advanced Options	<small>(you can always set up advanced options later)</small>
Host your blog	<small>Want to host your blog somewhere else? Try Advanced Blog Setup . This will allow you to host your blog somewhere other than Blogspot.</small>
Import a blog	<small>Use our Import Blog Tool to import an existing Blogger blog.</small>

CONTINUE

Use this screen to select a name for your Blog.

This might be a short phrase, a single word - even a word that you make up. It should, in some way, relate to the subject which will be the main focus of your posts to your blog.

In the next box, you put the name of your blog into the web address which people will use to find your blog when Blogger has set it up on the Internet.

If you are writing about cats in your blog and you used, "Crazy Cat " as the name of your blog, then you might use, "crazycat" here.

If Blogger accepts the name and it is not already taken by someone else that likes crazy cats, the web address of your blog would be
<http://crazycat.blogspot.com/>

Your blog name replaces the "www" in the address.

blogspot.com is the web site where Blogger hosts your blog for free.

I used "crazycat" as an example and don't know if there really is a crazycat blog on Blogger already or not.

If you want Blogger to give you free hosting for your Blog on their blogspot.com website, you can go to the next page after carefully checking that you have entered everything in this page correctly.

If you have your own web site and you want Blogger to create your blog but host it on your web site, then you can click on the Advanced Blog Setup link.

You can set up your blog on blogspot.com first and then change to hosting it on your own web site later if you want to by ignoring the Advanced Blog Setup link.

If you are using Blogger and blogspot.com to host your blog, you can skip the next section, about the [Advanced Blog Setup](#) for now.

Just left-click on the "Continue" button.

Using a Blogger Blog on Your Own Web Space

If you have your own website, you can simplify the process of creating your blog by using the blogger service, but placing the blog on your own website hosting instead of putting it on blogspot.com.

If you want to put your blog on your own website but do not already have one then I will give you some basic instructions about registering and setting up your own website in a separate chapter.

After you create your blogger account and fill in your username, password, display name and e-mail address, you will be taken to the second Blogger screen.

Ignore the first three fields. Just scroll down and click on the link for the "Advanced Blog Setup".

When the new page opens, type in a Title for your blog.

Please keep in mind the suggestions which I made in the earlier section.

Giving Blogger FTP Access to Transfer Your Blog to your web site

Now you must fill in the necessary information to give Blogger FTP [file transfer] access to your website so that the blogger system can transfer the files which make up your blog to your website.

If you are unsure what information you need to put in these boxes, check with your hosting provider.

The first box is for the address where blogger has to send your files. This might be ftp.example.com if your website was called example.com

But, the address for access to your site might be quite different. If you have any doubts, please contact your hosting service and get the right information.

Most readers will need to select the FTP option rather than SFTP.

If your hosting service provided you with a specific FTP path to the folder where Blogger must put the files which make up your blog, copy that path into that field. Most people can leave it blank because most hosting services use the most common path.

The **Blog Filename** field is for the front page of your blog.

The **Blog URL** is the address on the Internet where people and search engines can find your blog.

If your blog is the main part of your site, the address could be <http://www.example.com/> and the **Blog Filename** would be index.html

If your blog is not the main part of your site and you want it installed in a subfolder called **blog** on your web site, the **Blog URL** would be <http://www.example.com/blog/>. The **Blog Filename** would still be index.html.

The sub-folder (blog in my example) must be created on your web site before you come to blogger.com to set up your blog.

As soon as you complete the set-up steps on these pages, Blogger will create the necessary files and then try to transfer them to the sub-folder on your web site. If there is anything wrong with the FTP information which you provided or if the sub-folder does not exist (or the name is even slightly different), the process will fail and you will have to correct the errors and try the process again.

If you see that everything is correct, you just need to type in the characters to match those of the **Word Verification** showing on the page and left-click on the "Continue" button.

Select the Design for Your Blogger Blog

The next step is very enjoyable - you choose one of Blogger's professionally prepared designs to use for your new blog. Blogger adds new templates from time to time. The quality is good and the variety of styles make it almost certain that you will find something suitable for your blog.

The best part is that it will cost you nothing to use so long as you keep using the blogger system to maintain your blog.

Now, you can select one of Blogger's templates to use for your blog. Check any template which you think might be appropriate by left-clicking on the "Preview this Template" box under your chosen template. The preview will open in a new window in your web browser.

Select your template by clicking on the thumbnail preview picture for that particular template.

When you have the blog on your own web site, you should consider whether the color scheme and general design of that particular template will fit in with the other pages on your web site.

Apart from that fundamental point, you do not need to waste too much time making your selection from the available templates because you can change to any of the other templates simply and quickly at any time.

Now, left-click on the last space "Continue" button and Blogger will prepare your new blog for you.

When it is ready in just a few seconds, you will see a link which you can click on and then start to type the first message (called a "post") into your new blog!

The last step before your new blog is created by Blogger and transferred to your web site requires you to left-click on the link Blogger provides for you to create your first post.

When you publish that post, Blogger will transfer the files for your blog to the address on your web site which you specified.

Blogger will need your username and password to be able to put the files into your site.

You can let Blogger remember your FTP Transfer settings or leave that option unchecked. The security risk with a reputable site like blogger.com is slight but the choice is yours.

If you choose not to let Blogger keep those settings, you will be prompted to enter them each time you create or edit any part of your blog in Blogger and publish the changes and additions to your web site.

Blogger will allow you to move your blog to your own web site if you want to do that after you have set it up to be hosted on blogspot.com. You just need to login to your Blogger account and change the options from Hosting on blogspot.com to FTP.

Then, you just fill in the information as I explained in the [earlier section](#).

You Save your Settings and then you must **republish** your blog with the new settings.

Now, you can open a fresh browser window and type in the address of your blog in its new home on your own web site. If everything shows up as you can confidently expect, fine.

If not, go back to the browser window showing your Blogger account and carefully recheck the information which you entered.

Posting to Your Blogger Blog

Whether you let Blogger host your blog or put it on your own web site, you need to go to your Blogger Account and manage your Blog.

Most Blogger users also do that to creating new posts on their blog, but Blogger has already added new features which let you post to your Blogger blog from your mobile phone or by email.

Using the editor in your Blogger account is probably easier and gives you more flexibility, but having these extra options makes everything a bit more interesting and convenient.

Login to your Blogger Account and select the correct blog if you have set up more than one.

Just click the **NEW POST** button. When the "Create New Post" window opens, you can put a Title for your Post and then enter the main text in the larger box.

You don't have to give every Post a Title but it's worthwhile to do so. Visitors to your blog will often just skim the titles to see if any of your topics have particular interest for them, just as most people skim the headlines in the newspaper and only read those stories with a headline that attracts their interest.

Left-click the **Preview** button and carefully check what you wrote. You may not worry about spelling errors too much, but you must make sure that readers will understand what you mean.

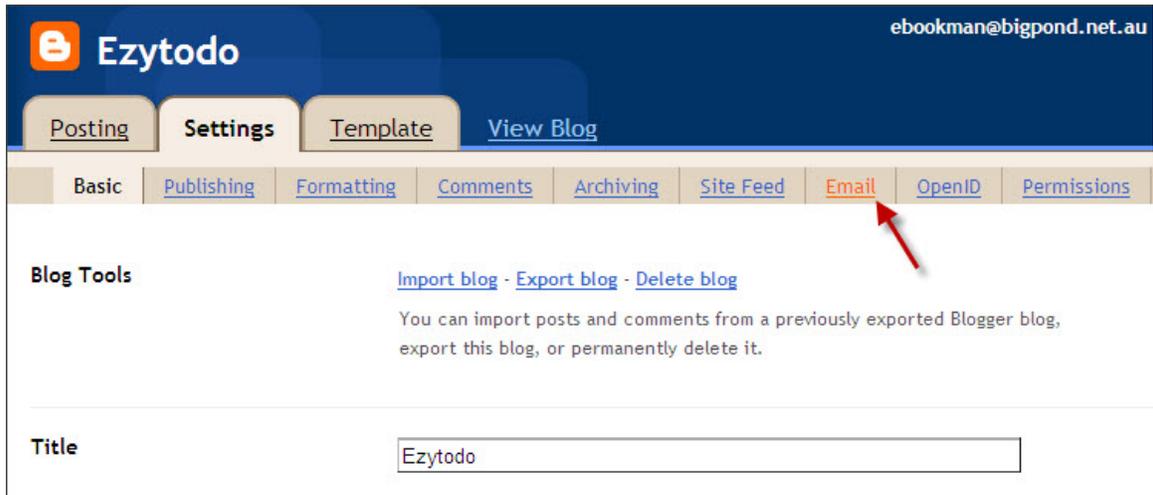
Sending Posts to Your Blogger Blog by Email How do I post via email?

You can set up the option to post to your Blog through your email account.

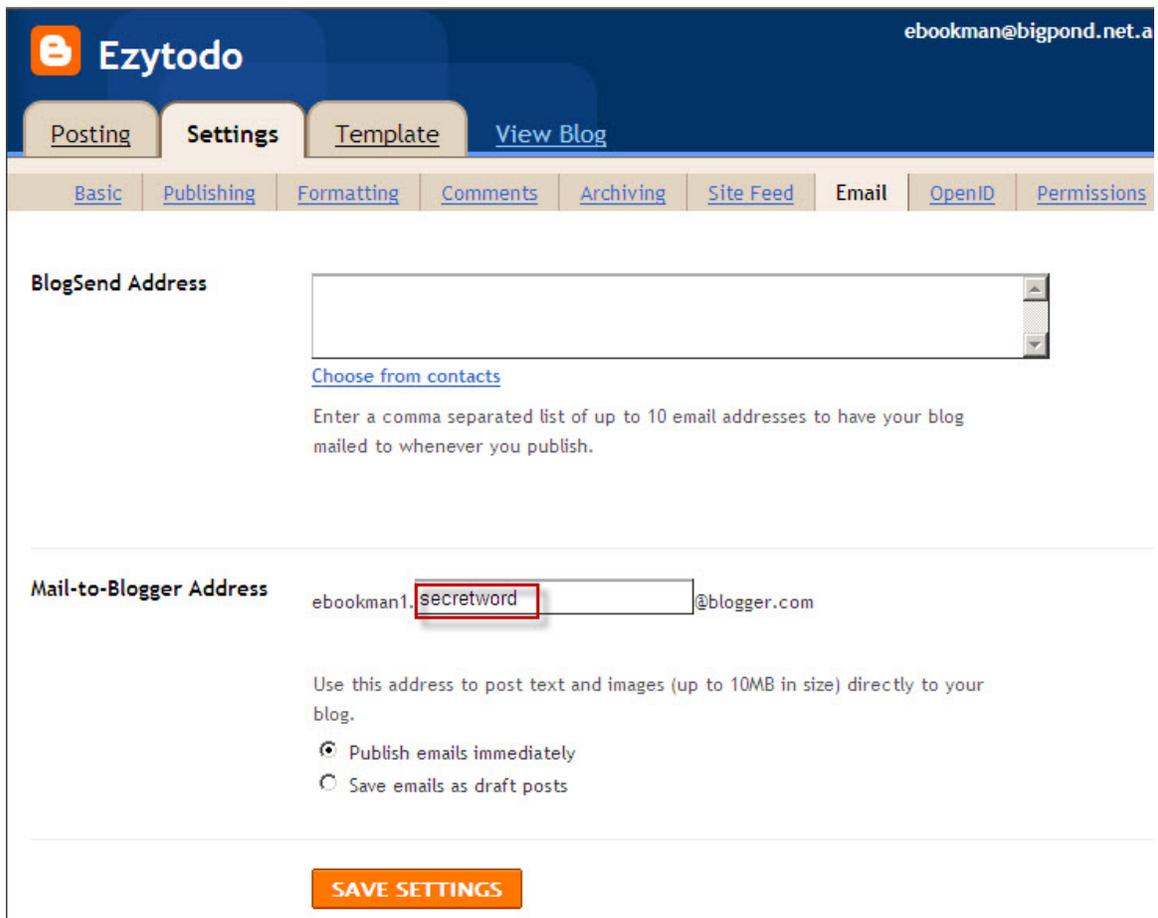
Login to your Blogger account.

Select the Settings tab.

Now, left-click on the **Email** Tab.



Type a word (it can be a real word or a made-up one) which is relevant to your blog into the box where I've put **secretword**.



Make it something which is hard to guess because this becomes part of the email address which you use to email your posts to your Blog. Anyone that finds out that address could send posts to your blog!

Now, you select whether the posts which you email are to be published immediately they get to your Blogger account or to be saved as Drafts.

If you just send them as Drafts, you must login to your Blogger account and review them, then Publish them while you are logged in.

Mail-to-Blogger Address

ebookman1.@blogger.com

Use this address to post text and images (up to 10MB in size) directly to your blog.

- Publish emails immediately
 Save emails as draft posts

Save your new Settings.

Now, you are set up to email posts to your blog.

Blogger will use the email's subject as the title for your Post.

The text in the email will become the main text of your Post.

Put #end at the end of the text you want published to prevent any other material, including advertising messages that some email service providers add to their client's emails, being published as part of your Post on your Blog.

If you want a picture to be part of the post, just attach it to the email. You should check your blog to ensure that the picture is properly set up within the post. You may need to login to Blogger and make adjustments.

If you know how to use HTML to add **bolding** and **color** to your post, you can use the HTML option, if it is available with your email program, to set that up for your post.

Otherwise, your post will just have the text of your email exactly as you wrote it. But, you can login to your Blogger account and edit your post later.

Set up Your Blogger Mobile Blog

Another innovative, free service from Blogger lets you set up a blog which you feed posts, including pictures to, from any device that you own which has a capability to send text messages and for which you have a text messaging plan through your service provider.

Blogger's service is free but your carrier will charge you their usual rate for usage of the service including receiving and sending pictures and text.

To start setting up your new mobile blog, just send a message to **go@blogger.com**.

Blogger will set up the blog and publish the message to it. Then, they will send a message to your device.

That message will have:

- ✓ The address of your new Blog so you can review it, and
- ✓ A token which you need to claim your blog and be able to add it to your Blogger account.

You can login to go.blogger.com and use the token Blogger sent to you to claim it.

Then, you can make changes to the settings of your new mobile blog.

You can also set it up so that your future posts from your device will be added to your current Blogger blog. If your blog is not hosted at blogspot.com, the post(s) you've already made to your mobile blog are not moved automatically when you make this adjustment.

You can post Mobile Messaging Service messages and emails from that device to your blog. But, email messages from your phone or other system which go through a webmail service will not work with Blogger Mobile.

Blogger have a set limit of 250Kilobytes for photos and anything larger will be bounced. You will get a bounce message so you can send a smaller picture if you want to.

Your mobile service provider will probably charge you for everything you send (including any bounced pictures) and they will also have their own limits on the size of pictures which you can send.

Enhancing Your Blog Posts

I suggest that you make a couple of posts which are just text before you start using these options to add more "eye-candy" to your posts. That will ensure that you have the basic steps right.

You can always edit those early posts and add more design features when you are more confident about the basic process of posting new material to your blog.

Add a Picture to Your Post

It is simple to put a picture into your post.

Blogger lets you select the picture from your computer or from a web site. But, you should make sure that you only ever use a picture which you have permission from the copyright holder to use. It could be an embarrassing and expensive mistake to use a picture which you do not have permission for.

I know a couple of people who have had to pay up to \$1,000 to avoid the possibility of ending up in court because they used a picture which they did not have permission from the actual rights holder to use. The copyright owner had an invisible mark inserted into their pictures on the Internet which they used to locate misuse of their pictures and prove their ownership.

Each of those people had bought a collection of pictures from someone else who told them they had the right to use them on their web sites!

To transfer your picture, just left-click on the Image Icon in the Post Editor Toolbar.

When the new window appears, just navigate (browse) to your picture file on your computer, or enter the URL of your picture on the Internet.

Then, you can arrange how you want your picture to be displayed in your post.

Adjust its position in relation to your words, using the 'Left', 'Center', and 'Right' options.

Use the 'Image size' option to set the size of the picture in your post.

Then, left-click on the **UPLOAD IMAGES button** to transfer a copy of your picture to your blog.

Then, just click **DONE** after you see the message that your image has been added.

Blogger will reopen the post editor where your image is showing and can be published to your blog.

Other options for adding pictures on your blog include using your a mobile device, Google's [Picasa](#) (free photo-editing software) or a third-party service like [flickr](#).

Adding a Video to Your Blog Post

It's almost as easy to put your video in to your blog post.

Just left-click the film-strip icon that you see in the toolbar above the box where you write your blog text.

When the "Add a video to your blog post" window opens, just click on **Browse**.

Then, navigate to where the video is stored on your computer.

You can put video files in AVI, MPEG, QuickTime, Real or Windows Media format that are up to 100MB in size.

Put a title into the "Video Title" box and click that you agree to the Terms and Conditions before you start to transfer your video.

Then, just left-click the box to transfer a copy of your video to your blog.

Accepting the Terms and Conditions for using this option will mean that acceptance applies to any other video uploads which you make with this account. So, you won't have to click to accept the terms each time that you transfer more videos but you will still be bound by them.

While your video uploads, Blogger shows a marker (placeholder) showing where your video will appear in the post.

Blogger also shows a message about the progress of the transfer just below the post editor.

The time your video transfer will take depends on the size of your video and the connection speed of your Internet connection.

You will see your video in the editor window when it has been transferred successfully.

Personalizing Your Blog's Layout

You are now going to learn the biggest secret of Web Page Design. If you don't need real fancy features, it can be fairly simple to do. This section won't make you an expert but may inspire you to try making your own web site sometime if you don't already have one.

You chose a template from those offered by Blogger for your use with your Blogger blog.

That's just the start.

Blogger will give you a very simple way to customize the template you are using if you have the blog hosted on blogspot.com or have the domain you registered for your blog pointed to your blog on blogspot.com.

They provide their "intuitive drag-and-drop interface". This is usually called a WYSIWYG (What You See Is What You Get) web editor.

If your blog is on your own web site, you cannot (currently) use that tool. But, you can edit the template using the HTML box. This is more risky if you do not know much about editing web pages.

But, it gives experienced HTML users very good control.

You can also add slideshows, user polls, or even [AdSense ads](#) or easily alter the [fonts and colors](#) on your blog.

Using the LayOut Editor on Your Blogspot Hosted Blog

Using the Blogger Layout editor to edit your blog, when it is hosted on Blogspot, is about as easy as it gets.

Just left-click on the Layout option in your dashboard below the blog you want to edit.

Left-click "Edit" in the "Page Elements" section to change gadgets you are already using.

The "Add a Gadget" button is for adding more of them to your Blog. You just have to left-click the + sign beside the Gadget you want to use. Browse Gadgets by category or use the search option in the pop-up window to find exactly what you want.

Make Your Blog a Community RSS Feed

You can also offer an RSS Feed through which readers can subscribe to get additions to your blog sent to the Feed Reader program.

Feedburner was bought up by Google, so it must be pretty good.

The Feed Service at Feedburner has a free version for blogs created with Blogger.

Get the Site Feed URL (location) for your blog by logging into your Blogger account.

Click Settings/Site Feed. Check or set **Allow Blog Feed** to either **Full** or **short**.

Go to the feedburner.com website and check their current instructions for setting up your Feedburner account and feeder. It's now owned by Google, who own Blogger, so you can expect good results!

Comments

When you enable Blogger's Comments feature, visitors to your Blog can comment about your post which they have just read.

You have ways to control these comments before they appear which I'll explain further along.

Their comments will be published under your post

Let Visitors Comment about Your Blog

Login to your Blogger account and left-click on the Settings tab in your dashboard.

Then, choose the **Comments** tab.

Click the **Show** button and then click **Save Settings**.

Now, you must set up these other settings.

Who Can Comment? There are three options in this setting.

- 1) **Only Registered Users:** Visitors will need to have a Blogger account or set a new one up before they can post a comment.
- 2) **Anyone:** This is open slather – anyone can post a comment. Of course, the comments will still need to be moderated by you before they appear if you have already [set up a Moderation option](#).
- 3) **Only Members of this Blog:** This is for a Blog where you have a Team of contributors. Only they can leave comments.

Default for Posts If you want comments which are a good way to increase interest and traffic for your blog, you should choose **New Posts Have Comments:**

If you select **New Posts Do Not Have Comments:** only those Posts where you specifically enable them will let visitors make comments.

Comments Timestamp Format: You can choose the way that the date and time the comments were made (not moderated) will be shown.

Show Comments in a Popup Window? I suggest that you click No for this option because a lot of web surfers use software which will block pop-ups. They do not like them.

The **No:** option will have the comments and a form for the visitor to put in their own comment to appear in their current browser window.

Show Profile Images on Comments? The **Yes:** option will display a Blogger user's public profile image (if they have one) in the posting form. They won't show in the actual blog.

The **No:** option will not allow the display of a Blogger user's public profile image.

Comment Notification Address: You can put your email address here to have all new comments emailed to you.

Now, you just have to check that all the settings are the way you want them and then left-click on **Save Settings**.

You must now republish your blog to have the new settings activate.

Blogger's templates have the correct template tags for comments but some other templates may not work properly.

All comments appear in the order that they were posted by the visitors.

Older posts that were published before you enabled Comments will not have them enabled.

Keep Comments Relevant - Moderation?

You do not want to let people put comments on your blog which are commercial messages [spam], irrelevant, nasty or offensive.

Left click on the settings tab in your blog dashboard and then look for Comment Moderation.

Your options are to:

- 1) Moderate every comment by selecting "Always".
- 2) Not to moderate any comments by selecting the "Never".
- 3) Moderate comments that have been on the blog for a certain number of days by setting the number of days in the "only on posts older than" option.

If you chose either of the first two options, Blogger will open an e-mail form to give you an optional alternative to moderate comments by e-mail. You can, if you wish, set up in your e-mail service a separate e-mail address just for Blogger to use for comments.

This becomes an option for those times when you choose to moderate by email instead of your usual way through the Blogger Dashboard on your blog.

When you get your next comment, you can moderate it by logging in and clicking on the **Posting** and then the **Moderate Comments** tabs.

Blogger will show all the comments which you have not approved or deleted in the order that they were created. You also have the option to sort them under the name of the Post which they were made about.

Just left-click on the "Post Name" option.

You will see the first few words of the comment along with name of the person that made the comment and the time they posted it.

Left-click on the triangle to see all of the comments.

Then click on either the "Publish" or "Reject" link for that comment.

Blogger gives you check boxes and buttons which you can use to accept or reject several comments together.

If you put in an email address when you were setting up your moderation options, Blogger will send you an email notification about each comment. This will have links for publishing or rejecting the post. There will also be a link which will let you login to the page on your Dashboard where you can moderate all the comments you have not already dealt with.

You will have to login to your Blogger account to make the links work.

When you publish or delete (Reject) a comment, it will disappear from the list of comments to be moderated.

Those comments which you approved can still be deleted through your Dashboard.

How to Remove Comments

Although you can't usually delete a comment you make on someone else's blog, Blogger blogs are different. If you are signed into your Google or Blogger account when you make the comment, you will probably be able to delete your own comment from the other Blogger user's blog.

You can moderate and delete any comments which are submitted to your blog or one which you have Administration access to, whether or not it is a Blogger blog.

To delete a comment which has been published on a Blogger blog that you own or have Administration access to, login to the Blogger account for that blog.

Then go to the page where the comment is listed and click the trash can beside it.

A confirmation page will appear which shows the comment for you to review. If you are sure that the comment should be deleted, left-click on the confirmation button.

You cannot get back any comments or posts which have been deleted.

Neither can you edit comments, even your own.

You can replace your comment with a different version but the time shown beside it will be the time of the new comment and it will be shown in time-stamp order, not where the original comment was.

How Blogger Reduces Comment Spam

Blogger gives you some help within their software to reduce comment from people that try to promote non-related products and sites and other spam.

Blogger limits HTML tags in comments to some that are considered safe.

People that leave comments in the hope of getting a boost to their PageRank will be disappointed – that is blocked by Blogger automatically applying the rel="nofollow" tag.

Email notifications of comments (if you have chosen to get them) can help you to remove unwanted comments in a shorter time.

Using the **word verification** test where people must write in the letters shown in it before their comment is accepted will stop spam by many automatic systems.

And you also have the option of **comment moderation**, so you can check every comment before it is displayed on your blog.

Your Profile is About You

Your Profile is the equivalent of the "About Us" page which you will see on many web sites.

This is how you tell your visitors about your reason for creating the Blog, your experience (particularly that related to the subject of your Blog) your background and other interests. These other topics can help you to link up with other people that share the same interests.

You can even include your photo. I believe that can be very helpful to increasing the level of trust you obtain from casual visitors to your blog or web site. But, don't try the old trick of using someone else's picture on your blog.

How to Add Your Photo to Your Profile.

Choose a picture, no more than 50 kilobytes (kb) in size and in standard web picture format (either .jpg or .gif), from your computer.

Login to your Blogger Account and left-click the **Edit Profile** button on your Dashboard.

Click "Browse" and locate the right picture on your computer. If your picture is on the Internet, just type in the web address (URL) which should be something like <http://www.example.com/mypicture.jpg>.

When the picture has been transferred to your Blogger Profile, you just need to save your profile.

Sometimes, the Blogger system will not save your photo. The usual reason is that the address you gave them to get the photo from was not correct.

Check that the web address or location on your computer of your picture is correct by typing the web address into a fresh window on your web browser or looking through your computer and confirming the actual location and the name of the file.

Web links must start with http:

If you had already posted the photo on Blogger, you would have got two web addresses; one with an <a> tag for the full size picture which you posted and one with an tag for a thumbnail (small copy). You can't put the full-size picture directly into your Profile. You must use the URL for the small copy with the tag.

Your Privacy

You can keep your real name and your email address private if you want to - you can even hide your whole profile. It's your decision what information you are happy to share with your visitors.

Editing Your Profile

To change your profile information, go to your Dashboard and left-click on the **Edit Profile** to make any changes or additions that you want.

Using Different Display Names and Profiles

You can only use one profile in a Blogger account.

If you want to have different blogs with different profiles (perhaps so they can be more relevant to the topic of the individual blogs), the best way is to create more than one Blogger account.

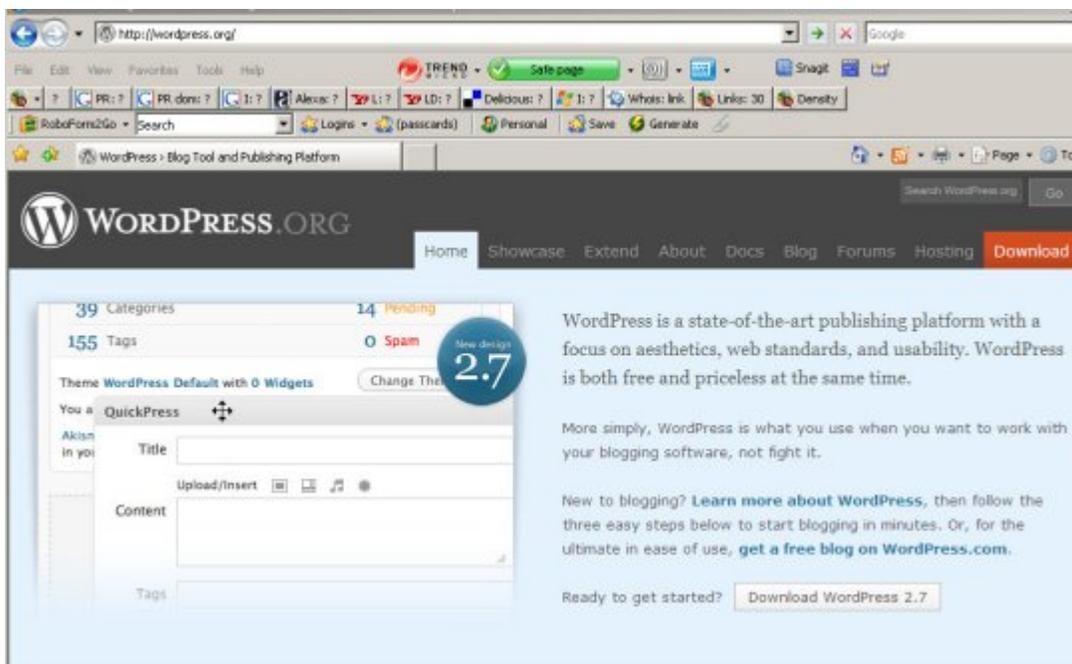
If you just want something to be different on a blog (display name or other information), then you could type that change onto the template and not bother creating a different account and separate profile page.

PART 2: Starting to Blog with WordPress

Making your blog with the WordPress system does mean that you have to learn to do many of the administrative tasks and modifications to your blog yourself which Blogger does for you fast and for free.

But, the potential gain can be worthwhile as you have complete control of your blog and no risk of losing it because the hosting site (blogger.com) changes its policies.

It all starts when you type <http://www.wordpress.org> into your browser:



You can set up a free blog at Wordpress.com or set up your WordPress-based blog on your own web site.

To get a free Wordpress.com blog, just left-click on the “**get a free blog at WordPress.com**” link on that page.

Making a WordPress Blog on Your Own Web Site

There are two ways to set up a business or personal blog with WordPress on your own web site.

You can "do-it-yourself":

- 1) Set up a MySQL database and a User for the Database on your web site.
- 2) Download the current version of Wordpress from wordpress.org.
- 3) Modify a few files.
- 4) Transfer the WordPress files to your web site.
- 5) Run the install program.

OR

You can let Fantastico do all the hard work for you – for free!

Fantastico is a part of the CPanel (Control Panel), which many hosting services provide for their clients.

Let Fantastico Set up Your WordPress Blog

You need to have CPanel available on your website to use Fantastico but other Control Panel systems may also have an option which can install WordPress onto your site for you.

Type this address into your web browser to open your CPanel Control Panel:

<http://www.example.com/cpanel>

Of course, you replace **example** with the actual name of your website. If you registered a different type of domain (not a .com) then you will change the com to the appropriate suffix.

Type in your username and password to get access to your Control Panel.

The layout of these screens will vary if you are using a different version of CPanel but all recent versions have had Fantastico and Wordpress available.

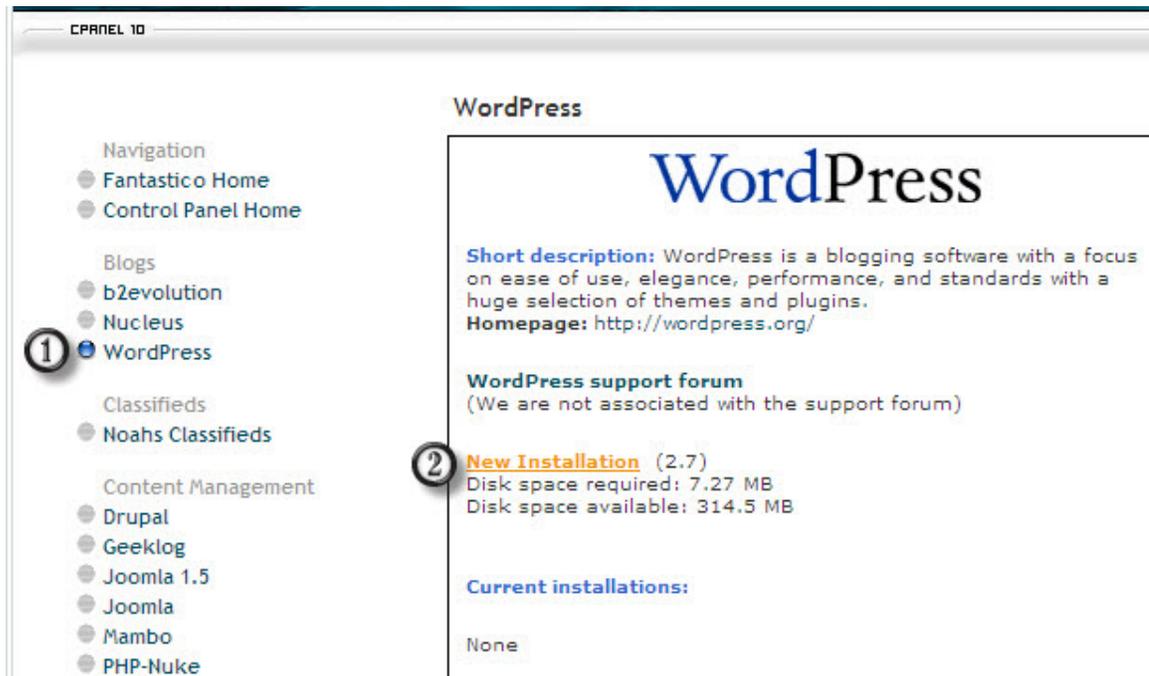
Scroll down and left click on Fantastico.

The screenshot shows the cPanel X interface. On the left, there is a sidebar with navigation links: Bandwidth (this month), Email Accounts, Email Forwarders, Auto-responders, Mailing Lists, Email Filters, and Ftp Accounts. Below this is a 'General server information' section with a table:

Operating system	Linux
Service Status	Click to View
Kernel version	
Machine Type	
Apache version	
PERL version	
Path to PERL	
Path to sendmail	
Installed Perl Modules	
PHP version	
MySQL version	
cPanel Build	
Theme	cPanel X v2.6.0
Documentation	Click to View

The main area contains a grid of icons for various tools. A red arrow points to the 'Fantastico De Luxe' icon, which is a blue smiley face. Other icons include Web/FTP Stats, Raw Access Logs, Raw Log Manager, PhpMyChat, Bulletin Board, CGI Center, Cron jobs, Network Tools, MIME Types, HotLink Protection, Leech Protection, Index Manager, SSL Manager, and Statistics Software Configuration. The 'Databases' section is also visible at the top right.

- 1) Select WordPress from the options listed under Blog.
- 2) Then, Click on **New Installation**



On the next screen, you fill in some details for your new WordPress blog.

WordPress

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>).

Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory **SHOULD NOT** exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

This is the first of 3 screens.

Install on domain: Type in the name of your domain where you are using Fantastico to install the new blog.

Install in directory: If your blog will be the main part of your web site, leave this box blank and Fantastico will install the WordPress files in the /public_html folder of your web site.

If you want the blog to be installed in a sub-folder, and not in the /public_html folder, type the name of the sub-folder in this box. You must **not** already have a sub-folder with that name on this web site.

Admin access data: Type a username and password for the Admin area into these boxes. The password should be very hard to guess.

Admin Nickname: This name will appear on your posts in the blog.

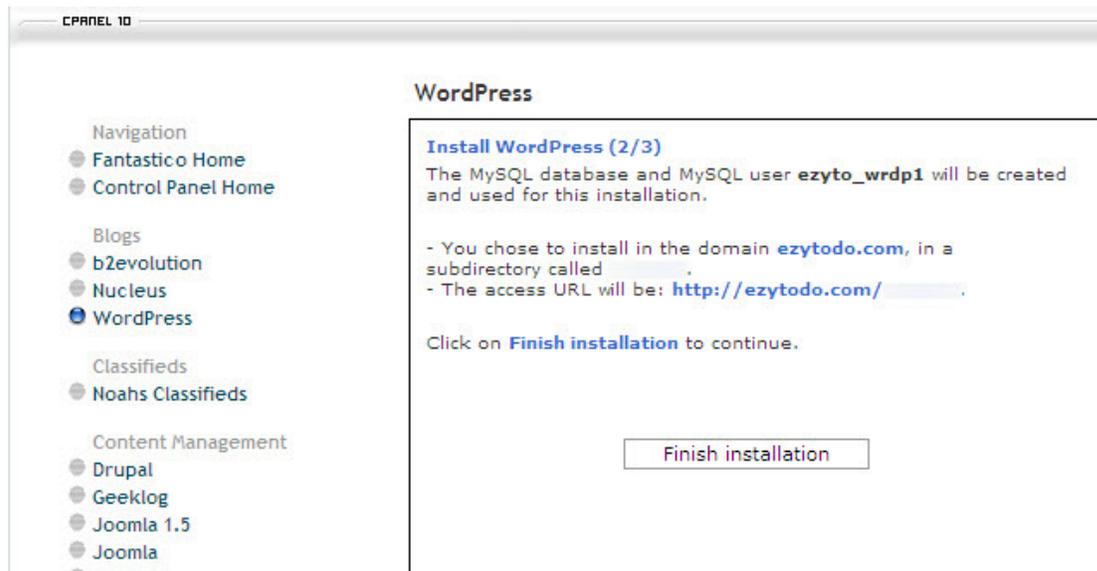
Admin email: Type in the email address where you want to receive emails from this blog. I strongly suggest that you create a special email address for this blog, perhaps with a service like Google's Gmail or Microsoft's HotMail.

Never use your most important personal or professional email addresses for any blogs.

Description: You can put a short, positive description of your blog here.

Now, Fantastico tells you the name of the Database which will be created to hold all the information about your WordPress blog and the name of the User who will be linked to that Database.

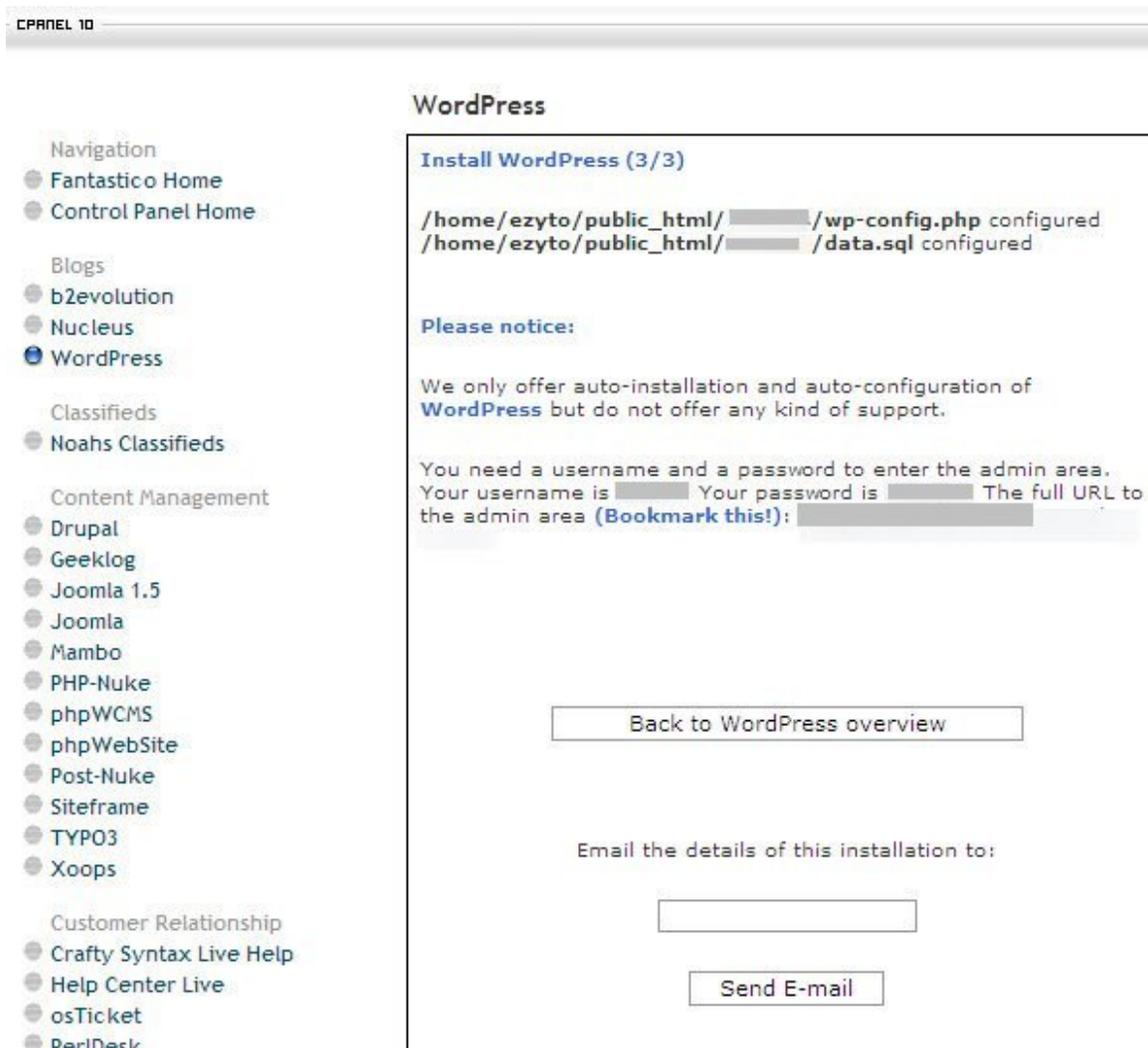
Fantastico will create both the Database and the User.



Write the information down with the other details you already have.

Then, left-click on **Finish Installation**.

The next screen shows the other information you will need to use your new WordPress blog.



It shows the WordPress configuration and the database set-up were successful.

Then, you can see the admin username and password that you need to get into the admin area and its web address (URL). Even though WordPress will email you this information after you do the next step, write down these 3 pieces of information just in case the email is lost – you will need them.

Put your email address into the box at the bottom of that screen, then left-click **Send Email**, and the system will email you the details you need.

Then, you can click on the **Back to WordPress Overview** button to return to that screen. If you don't need to do that, then you can click on either the **Home** or **Logout** links at the top-right of the page.

Close the window in your browser that you used for setting up your blog through Fantastico.

Check your email to see if you have got the email the WordPress installation program sent you with the administration details of your new blog.

If you cannot find it, check your Spam filter and email Trash basket, just in case.

Then, open a new browser window and type in the address Fantastico gave you to get into the Administration area of your new WordPress blog.

When that page opens in your browser, type in the Username and Password, and login.

Set Up Your WordPress Blog Yourself

We'll start with the part which sounds challenging but it's really easy.

Go to the Control Panel on your website.

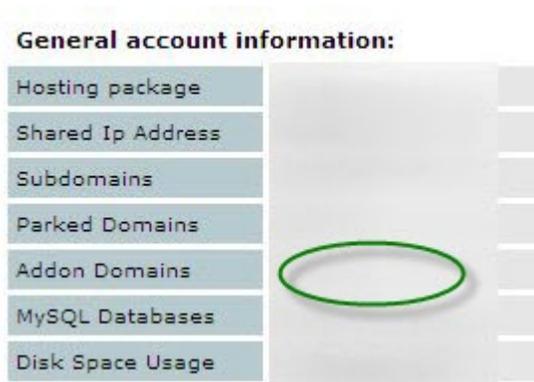
My demonstration will use CPanel. If your hosting provider supplies a different type of Control Panel, you will have to make some adjustments and ask your hosting provider for assistance if necessary.

If you have CPanel, the address you type into your web browser is `http://www.example.com/cpanel` Of course, you replace **example** with the actual name of your domain.

Type in your username and password so that you get access to your Control Panel.

The actual layout and pictures you see will vary depending on the version of CPanel which your host provides.

Check in the column at the left of the page that you are not already using all of the MySQL[®] databases which your host provides.

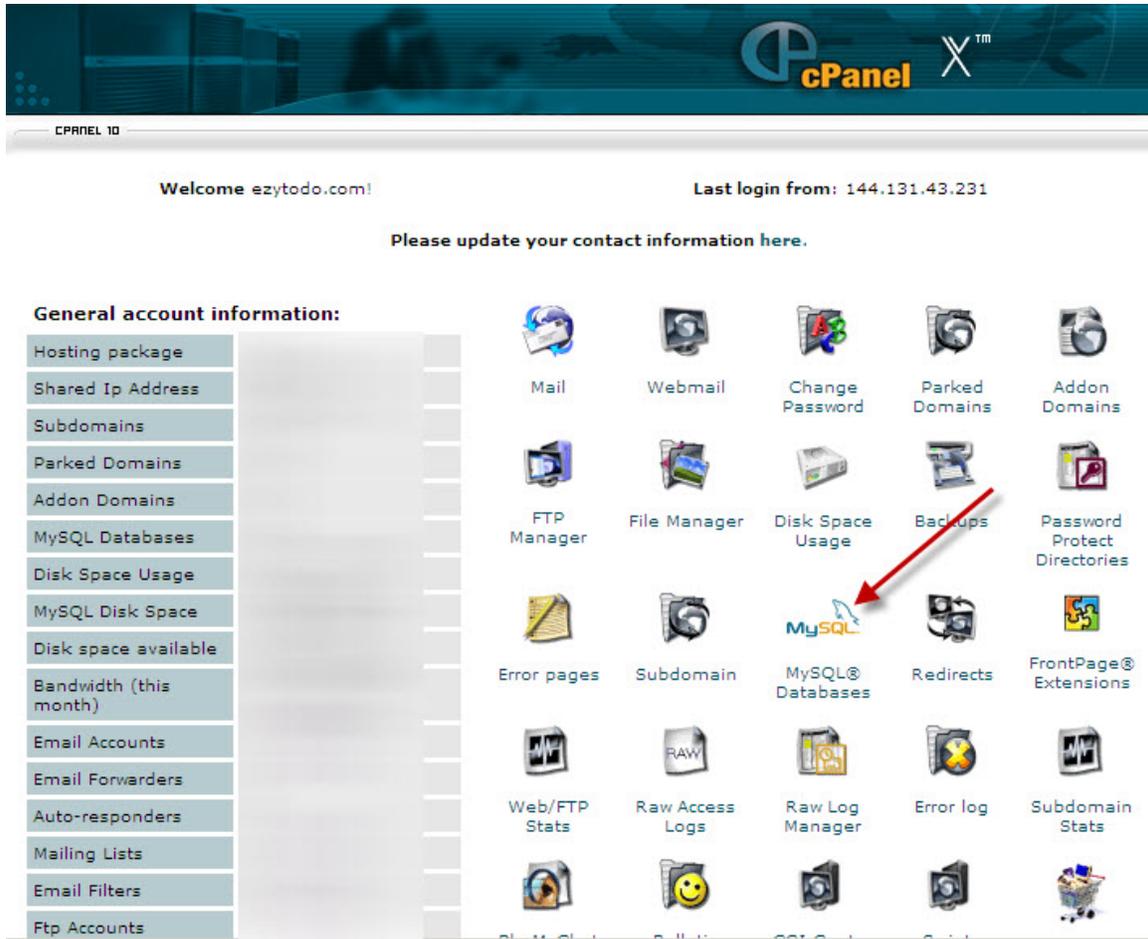


You might see something like 0/4 or 8/unlimited depending on the hosting package which you have.

If you see something like 4/4, then you need to add the details for your blog to one of the databases you are already using or (preferable) to decide if you need the programs which you are using the databases for as much as you want a blog.

It's much easier to have the blog on its own database.

If you have a spare database, just scroll down and left click on MySQL[®] databases.

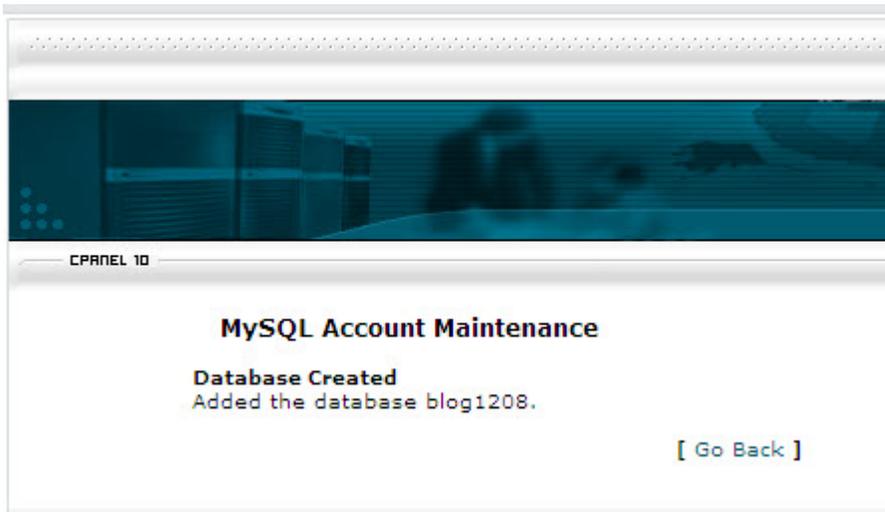


When the Database window opens, type in the name for your database where the details of your blog will be stored.



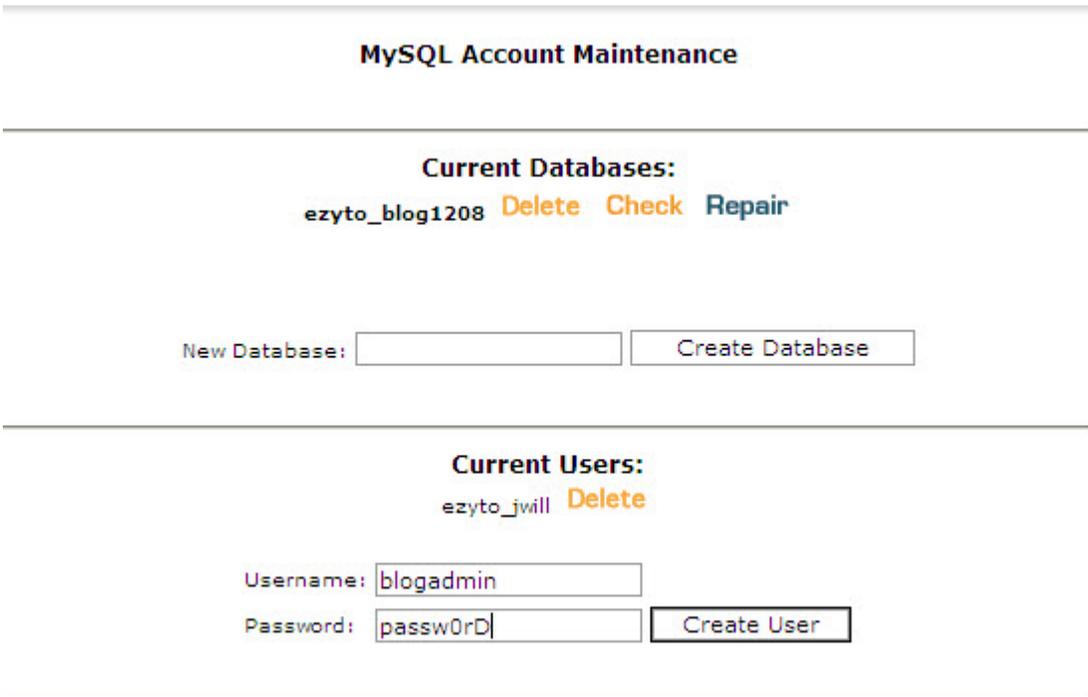
Then, left-click on the Create database button.

You will see a message confirming that your database has been created.



Click on the Go Back button.

Now, you will create a User for the new database.



Type the Username and Password for the User who will control the Blog into the boxes under the Current Users heading. (These example entries don't exist on any of my databases).

When you get the message that your new user is created, left-click on the Go Back button.

Now you will add this user to your blog's database.

Add Users To Your Databases:

User: Database:

Privileges:

<input checked="" type="checkbox"/> ALL	or	<input type="checkbox"/> SELECT	<input type="checkbox"/> CREATE
		<input type="checkbox"/> INSERT	<input type="checkbox"/> ALTER
		<input type="checkbox"/> UPDATE	<input type="checkbox"/> DROP
		<input type="checkbox"/> DELETE	<input type="checkbox"/> LOCK TABLES
		<input type="checkbox"/> INDEX	<input type="checkbox"/> REFERENCES
		<input type="checkbox"/> CREATE TEMPORARY TABLES	

Left-click the Add User To Database button.

Your Control panel will add a short version of your domain name to the front of each Username and Database which you create.

In this example the prefix is **ezyto_** which is added by the system to each user and database on this domain.

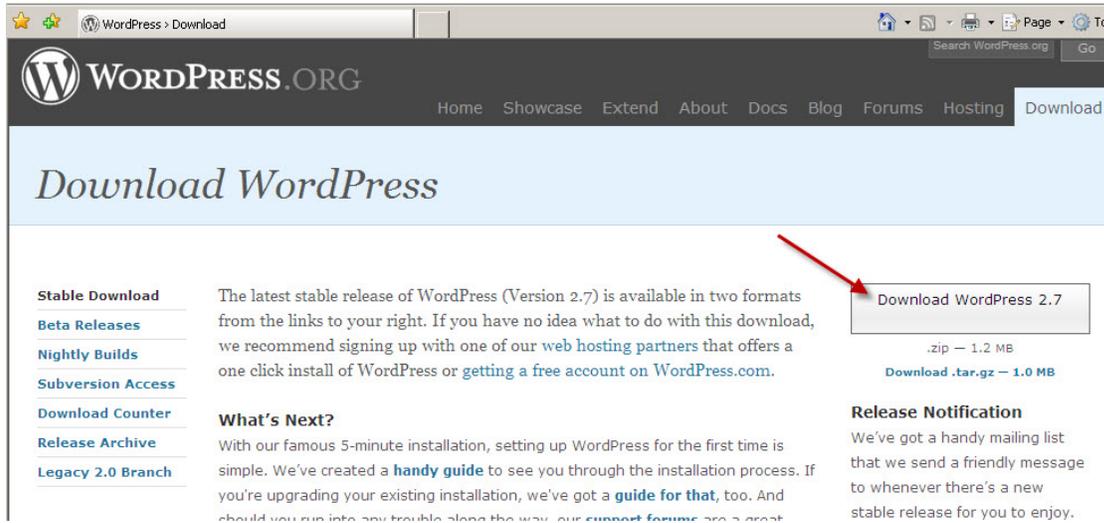
You need to type in the full name, including this prefix.

Setting up Your WordPress Files

Your next step is to download the current version of the WordPress platform (that's **2.7** at the time of writing).

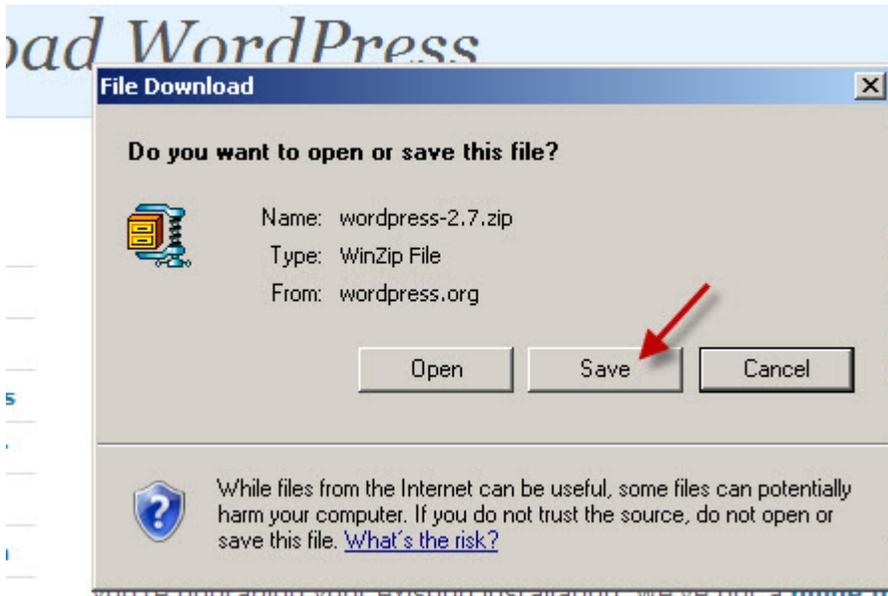
Do not download a version that is labelled "Beta" – these are experimental versions which may contain minor or even major bugs and should not be used on regular "live" web sites.

Left-click on the Download button at the far right of the Menu at the top of the page. That will open this page in your web browser.



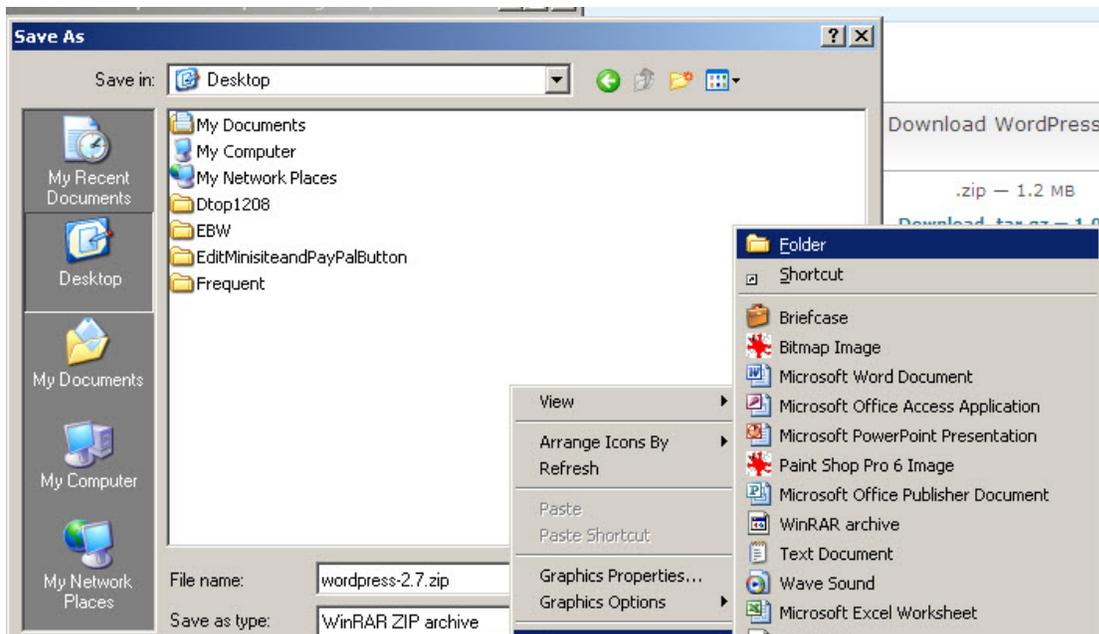
Left-click on the Download button to get the Windows version of the current WordPress package (I've used a red arrow to point to it in the above picture). If you use a Macintosh, the wordpress.org site will probably automatically direct you to the page where you can download the Mac version.

A box will appear on your monitor screen:



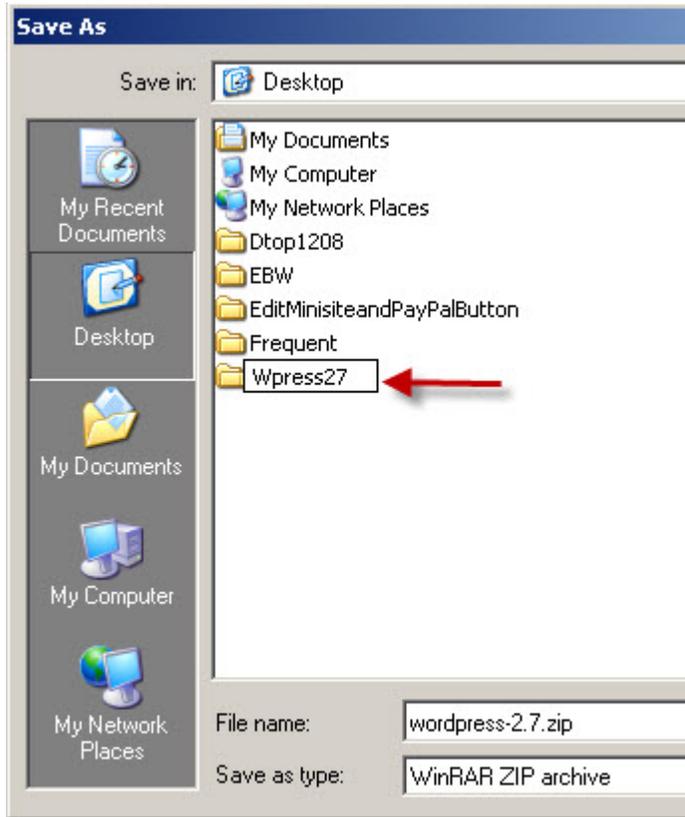
Left-click on **Save**.

This box lets you browse to where you want to save the archive which contains the WordPress files.



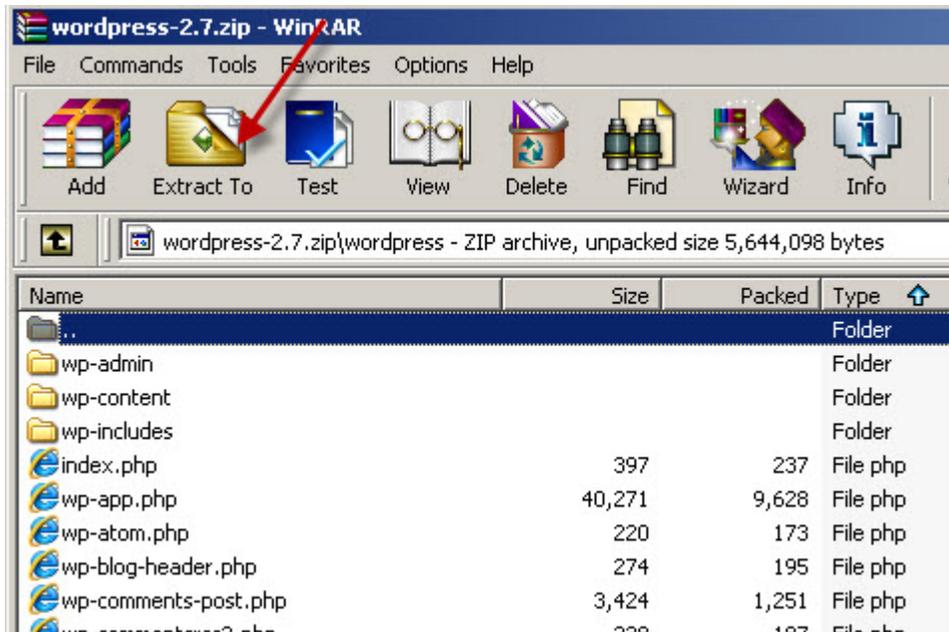
I suggest that you create a new folder on your Desktop to put this archive in. But, you may choose to save it anywhere on your computer where you can find it easily.

I created a folder on my Desktop and renamed it Wpress27



When the WordPress archive finishes downloading to your computer, you should check the file with your anti-virus program before opening it. This is a wise step to take with every file which you get on your computer, not just those which you download from the Internet.

Then, you can use your archiving program (sometimes referred to as an "unzipping" program) to extract the WordPress files from the archive. I use WinRAR. Other good programs are 7-Zip (free) and WinZip (another excellent commercial program like WinRAR). A program for the Mac is Aladdin Stuffit but I think Macintosh computers have an archiving program supplied within the system.



When the files are all extracted into the folder you created for them on your computer, you will be ready to transfer them to your web site.

There are two ways that you can do this:

Use the Control panel on your website to bring the files from your computer.

Use your File Transfer (FTP) program to transfer the files to where you want them on your web site. Two good FTP programs for Windows based computers are Filezilla and Core-FTP. Both these programs are free to use.

Using Your Website Control Panel to FTP the Files

Go to the Control Panel on your website. My demonstration will use CPanel which is one of the most popular Control Panels currently in use.

If your hosting provider supplies a different type of Control Panel, you will have to make some adjustments and ask your hosting provider for assistance if necessary.

If you do have CPanel, the address you type into your web browser is `http://www.example.com/cpanel`

Of course, you replace example with the actual name of your website.

Type in your username and password so that you get access to your Control Panel.

Scroll down and left click on File Manager. When the File Manager is displayed in your web browser, left click on the small picture of a folder beside `/public_html`.

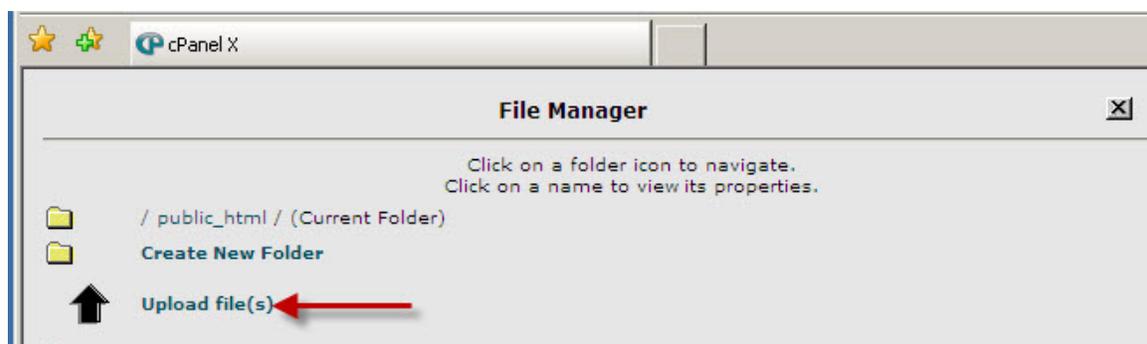
This will display the files and folders in your `/public_html` folder.

If you want the blog to be the main part of this website, then you will transfer all of the files within the WordPress archive into this `/public_html` folder.

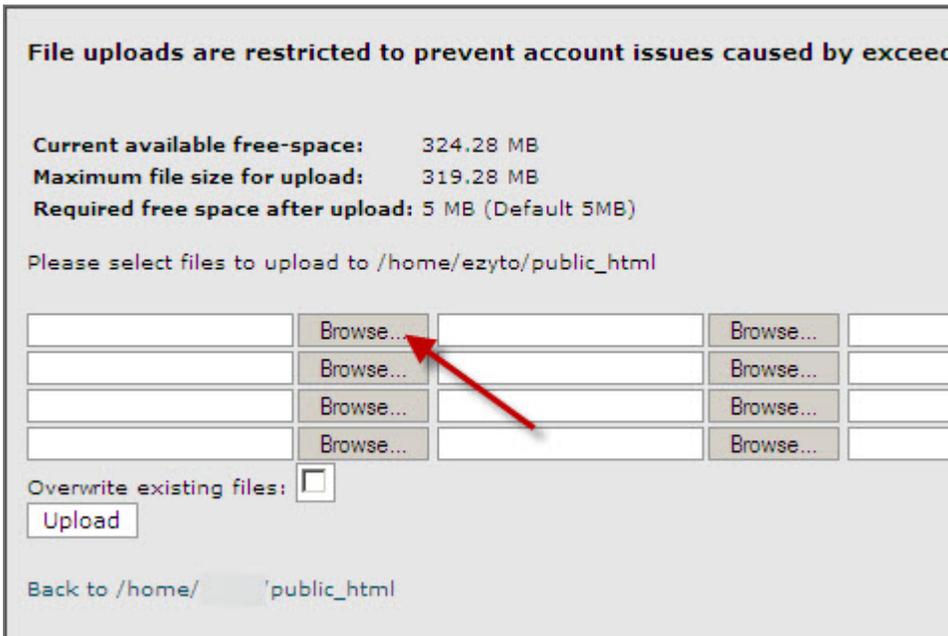
Doing this through the Cpanel File Manager will be a slow process. You will save much time if you use your FTP program to transfer all those files.

If you intend to install the blog in a sub-folder below the `/public_html` folder, you only have to transfer the archive to your `/public_html` folder.

Just left-click on the Upload Files text.

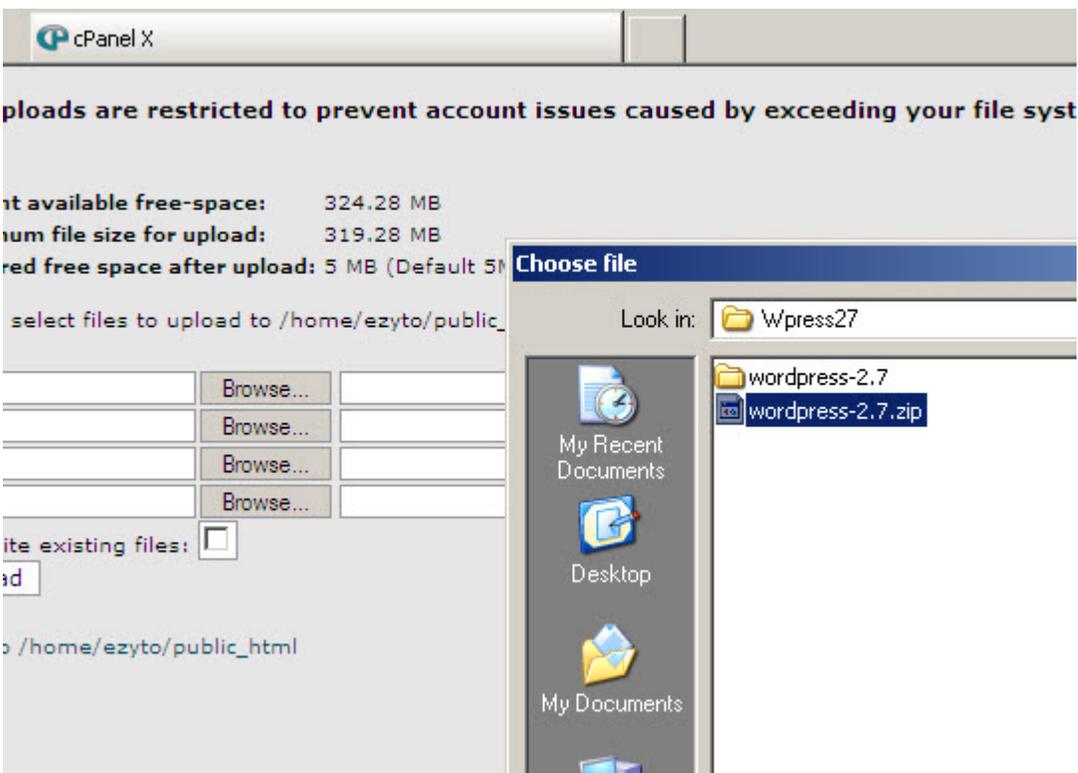


Then, left-click on the browse button beside the first box on the upload page.

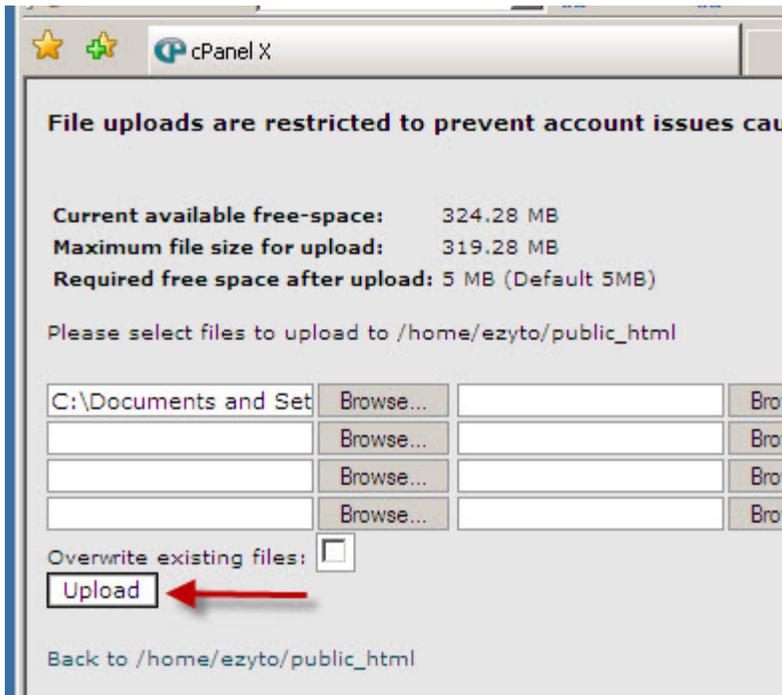


When the browse window opens, navigate to the desktop on your computer or wherever you put the WordPress archive.

Left click on the archive.

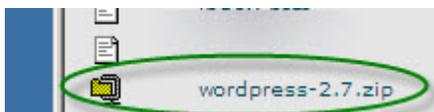


Then, you'll see the link appear in that first upload box.

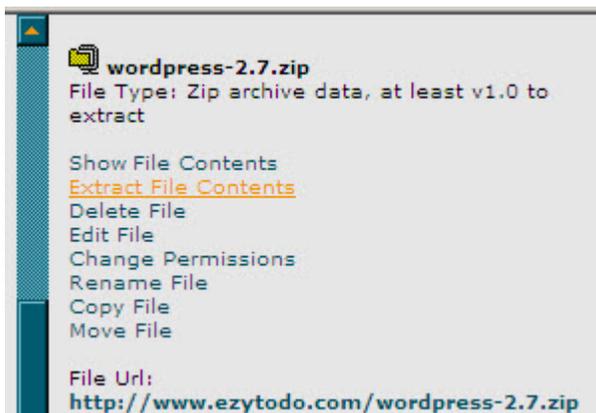


Left-click on upload and the transfer from your computer to your website will begin.

When the archive appears in the /public_html folder, click on the name of the archive.



Then click on Extract Files in the menu at the top right corner of the File Manager.



In a few minutes, you will have a WordPress folder inside the /public_html folder.



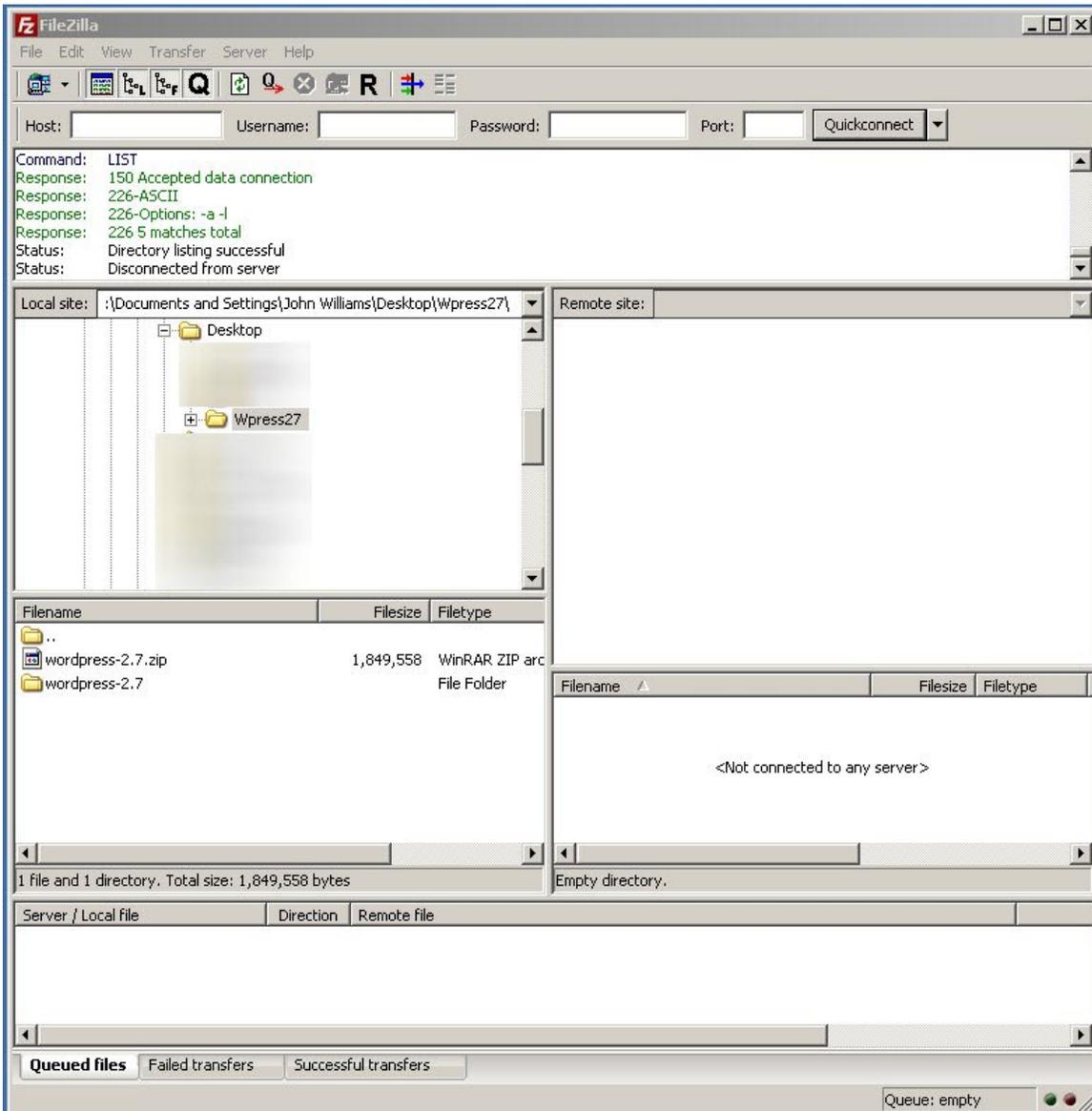
Then, you can click on the name of the WordPress folder and select the rename option from the Menu at the top right of the file manager.

Choose whatever name you want to use for the folder which contains your WordPress blog. It could be something relevant to the topic which you will focus on in the blog.

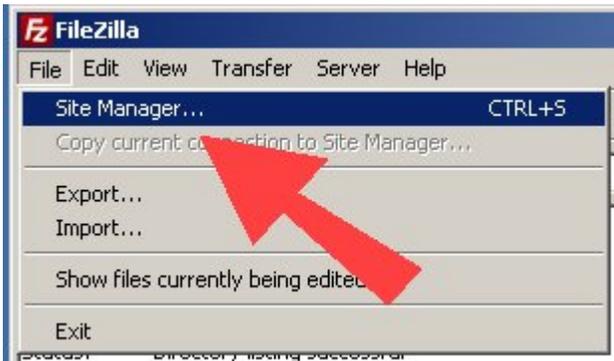
Using Your FTP Program to Transfer the Files

I will use Filezilla for this demonstration. It is a free program for computers using the Windows operating system.

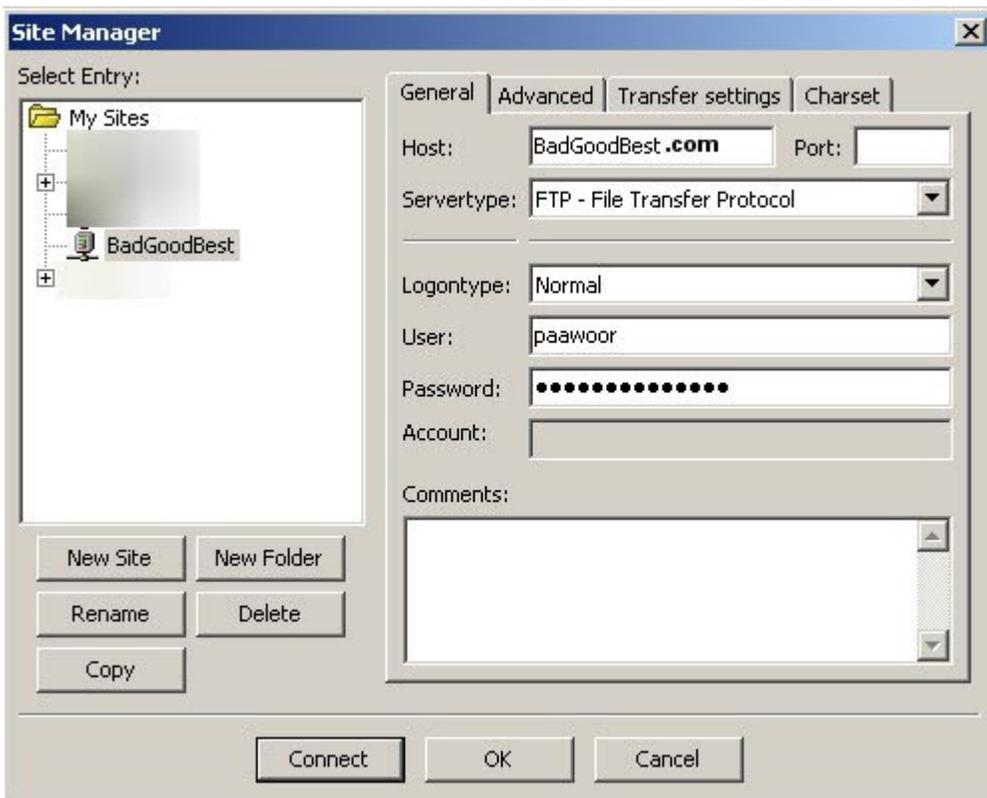
Open your File transfer program.



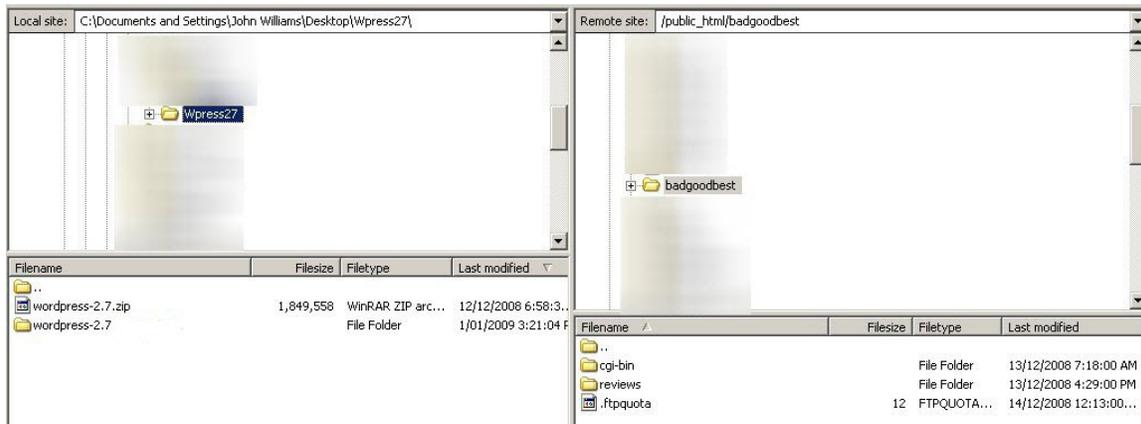
Left-click on File Manager in the Menu at the top left of the Filezilla screen and then select "Site Manager".



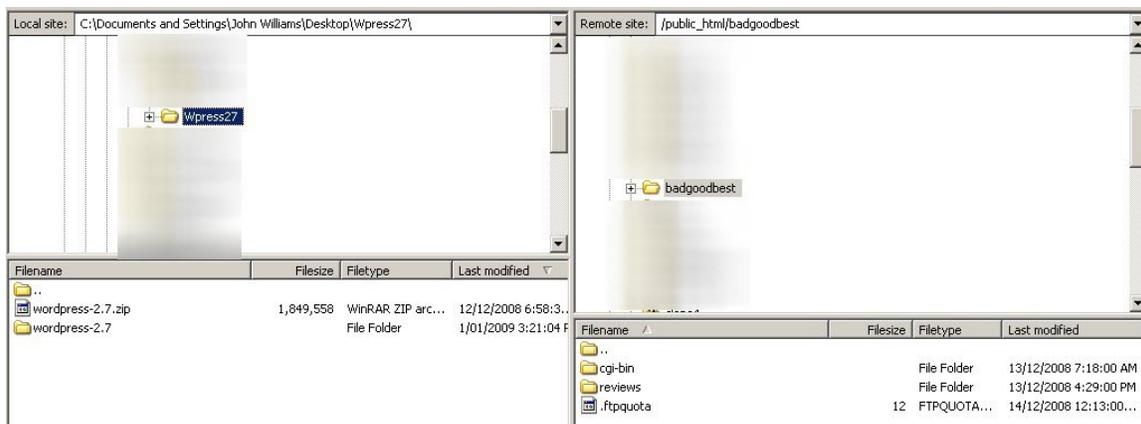
Select the web site you will transfer the WordPress files to and left-click the OK button.



Your FTP program will display the contents of the selected web site in the box on the right.



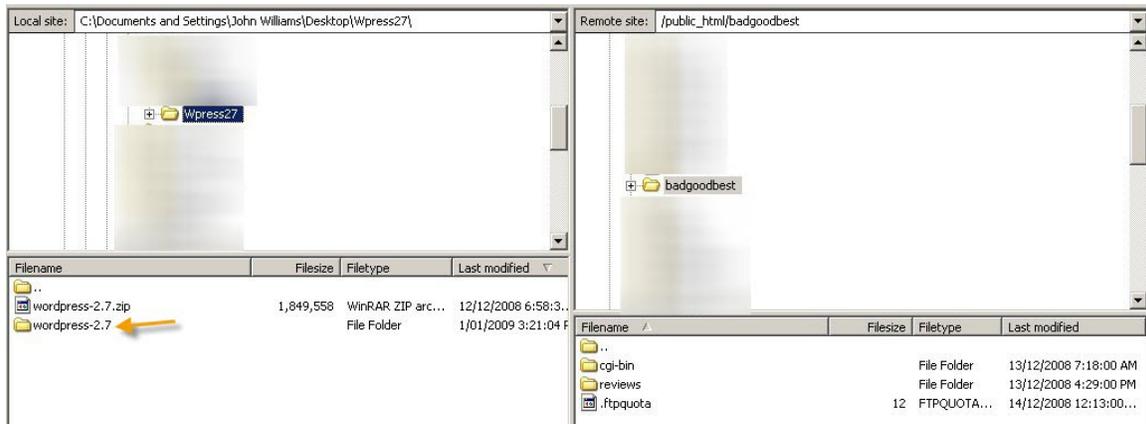
Scroll down in the "Local Site" box on the left and left-click on the folder which contains the WordPress files.



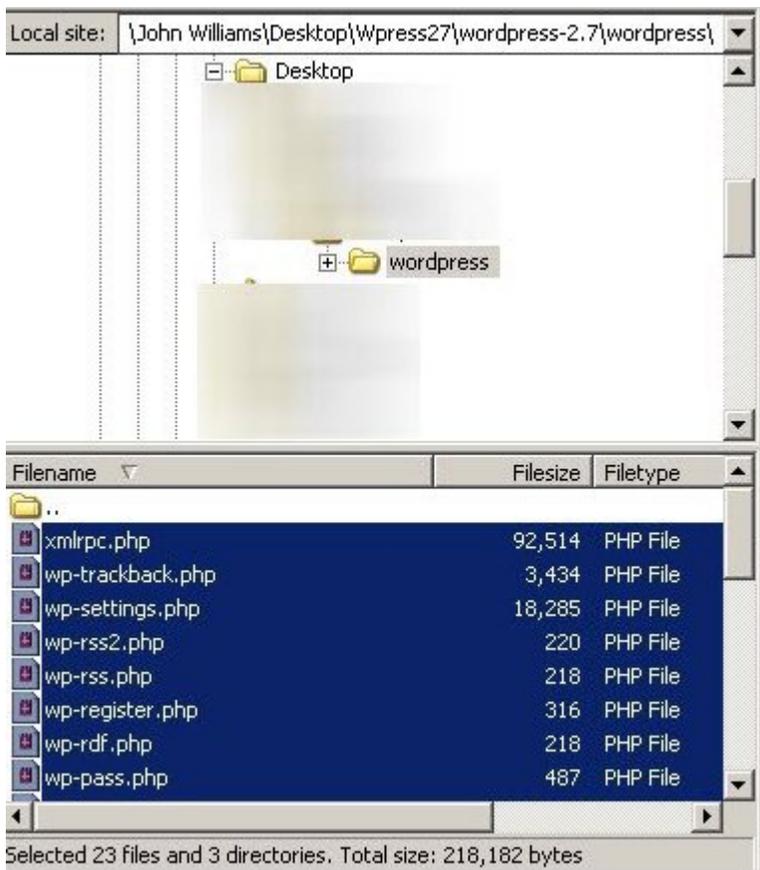
Setting up your Blog in the /public_html Folder

If you are going to transfer the files to the /public_html folder on your website, and make the blog the first thing your visitors see when they reach your site, follow these steps.

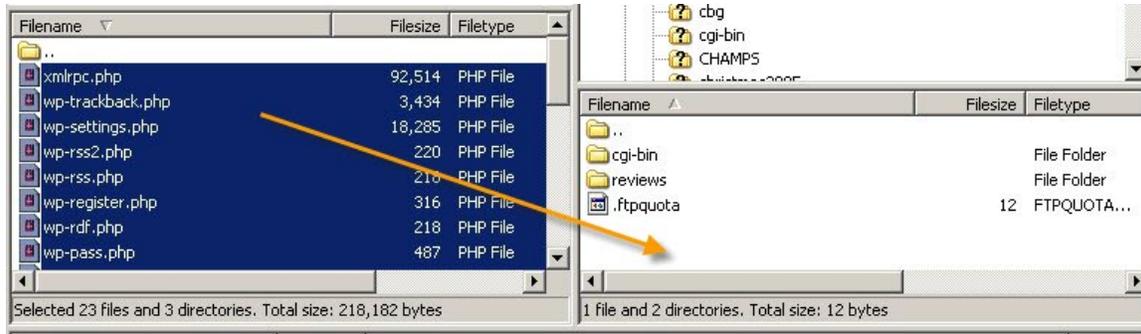
Left-click in the box which shows all the folders and files to be transferred.
Then, open the folder which contains the extracted files.



Then select all the files and folders there by holding down the **Control** key and pressing **A**.



Left-click in the box and keep holding down the left mouse button. Then, drag your mouse right into the box on the right which shows the contents of the selected web site's /public_html folder.

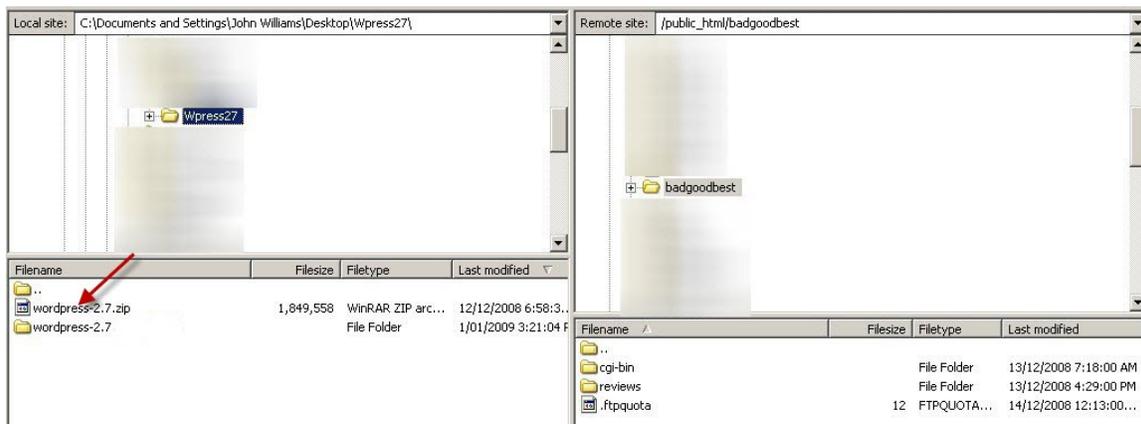


All the folders and files will be transferred to the /public_html folder on your web site.

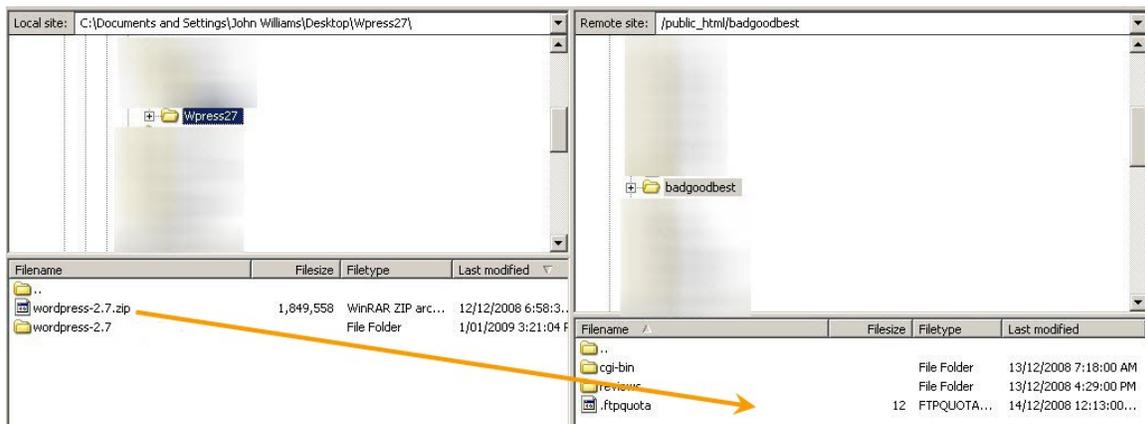
Setting up your Blog in a Sub-folder Below the /public_html Folder

If you are going to transfer the files to a sub-folder below the /public_html folder on your website follow these steps.

Left-click on the WordPress archive which you downloaded from <http://www.wordpress.org/> and keep holding down the left mouse button.

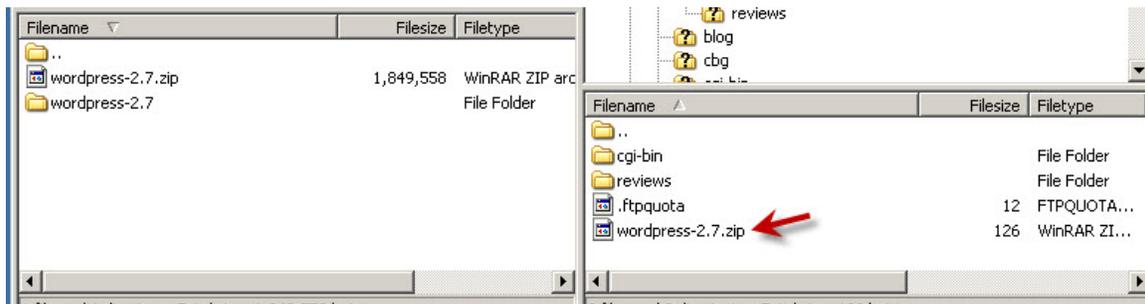


Then drag your mouse into the box on the right which shows the contents of the selected web site's/public_html folder.



Filezilla will start to transfer the archive containing the compressed Wordpress files to the web site.

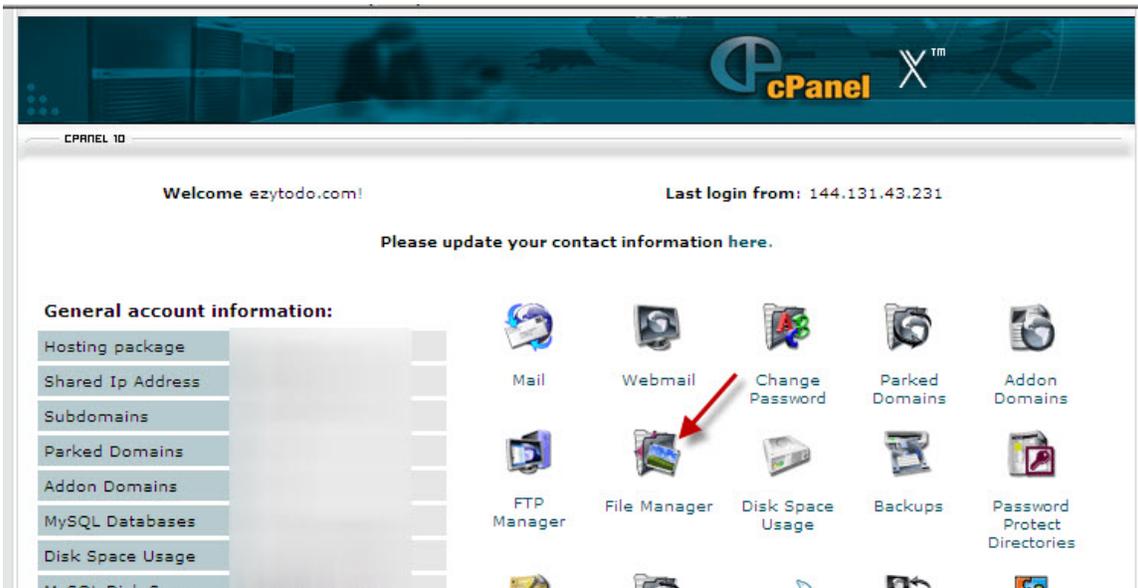
When the transfer is complete, you will see the archive in the /public_html folder on the web site.



Close your File transfer program.

Open a new window in your web browser and type in the address of your web site's CPanel or whichever other Control Panel is provided by your hosting company.

When you have signed in to the CPanel with your Username and Password, left-click on the File Manager to open it.



When the File manager window opens, scroll down and left-click on the wordpress-2.7 archive file name.



Then, you left-click on Extract File contents in the Menu at the top right of the File Manager window.



The files will be extracted to a new sub-folder called wordpress-2.7



Now, you can rename the wordpress-2.7 sub-folder to a name which is better related to the subject of your new blog.

If you are writing about cats in your blog, you might use a name like "Crazy Cats" as the name of your blog.

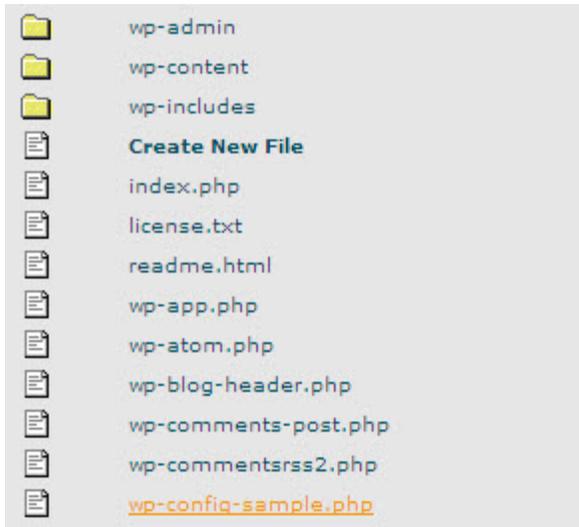
The web address of your blog would be <http://www.example.com/crazycats/> with the name of your domain where I used "example".

Set up Your Blog

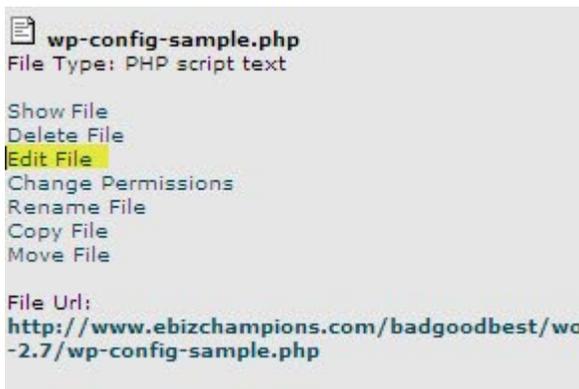
Left-click on the small picture (icon) at the left of the folder which contains your blog - (blog, crazycats or whatever you called it).

This will open the folder and you will see the files and folders inside.

Left-click on wp-config-sample.php



Go to the menu at the top-right of the page and left-click on **Edit File**.



Open the file and look for these lines:

```
// ** MySQL settings - You can get this info from your web host ** //  
/** The name of the database for WordPress */  
define('DB_NAME', 'putyourdbnamehere');  
  
/** MySQL database username */  
define('DB_USER', 'usernamehere');  
  
/** MySQL database password */  
define('DB_PASSWORD', 'yourpasswordhere');  
  
/** MySQL hostname */  
define('DB_HOST', 'localhost');
```

Replace the yellow highlighted text with the information which you wrote down when you create your MySQL® database.

If you notice there's a similar field in the next paragraph with the words local host in it, give yourself 10 points. But, you probably won't have to replace that as most hosts use it. If you have any doubts, check with your hosting company's support department.

Save the file as wp-config.php (no **-sample**) and then close the File Manager.

Install WordPress

If you placed the WordPress files in the root directory, type in
`http://www.example.com/wp-admin/install.php`.

If you placed the WordPress files in a subdirectory called crazycats, type in
`http://example.com/crazycats/wp-admin/install.php`

The justly-famous "5 Minute Install" starts now. They don't count all the fiddling you've already done, of course.

WordPress > Installation

W WORDPRESS

Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the [ReadMe documentation](#) at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Blog Title

Your E-mail
Double-check your email address before continuing.

Allow my blog to appear in search engines like Google and Technorati.

1) Type in the name you want to appear as a sort of headline on your Blog in the Blog Title Box.

2) Type in the email you want to use to get all emails from this blog.

Then, click on the Install WordPress button.

If it all works, you should see this screen:



Success!

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

Username	admin
Password	<input type="password"/>

Note that password carefully! It is a *random* password that was generated just for you.

You need to write down the Username (admin) and Password displayed (I've hidden it, sorry) on this screen so that you can use them to login to the Administration area of your blog.

The WordPress Install program will email the information to the email address you supplied but your email might go astray (very rare).

There is also a box which you can check if you want to have your blog seen by the Internet Search Engines as well as everybody else.

If you do not want to let the Search Engines put your blog in their databases, just leave the check box blank.

Security Note

Before you start to use your blog, open your FTP program and go to the folder which contains your new blog.

<http://www.example.com/blog/> Substitute the names you used for your domain and blog.

When the files of your blog appear in your FTP program, left-click on the **wp-admin** sub-folder.

When that folder opens, scroll down and right-click on a file called **install.php**

Delete that file.

If you do not delete it, someone may be able to get into your blog administration area and do a lot of damage.

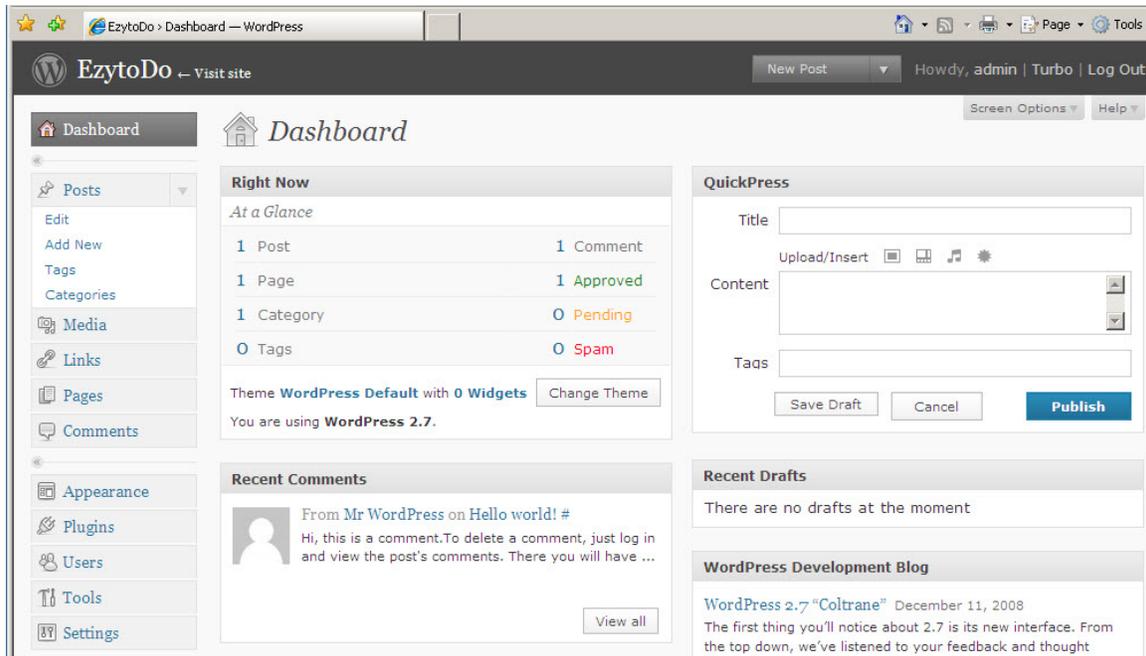
Close your FTP program.

Now, you can left-click on the **Log In** button and start to use your blog!

Getting Started with Your Dashboard

When you log in to your new WordPress blog, you'll see the Dashboard which is a lot different to what we saw in WordPress before the release of version 2.7.

From December 10th to December 24th 2008, there were about 200,000 copies of Version 2.7 downloaded.



Screen Options – Only Show What You Need

With so many useful options, you'll appreciate the Screen Options button at the right near the top of the screen.



Use this button to select which modules you want showing on your dashboard by clicking on boxes beside their names. Leave the boxes

unchecked beside those options you don't want to have showing every time you open the Dashboard.

Click on the Bold Title of any Module to open or close its sub-menu.

Some will then show a Configure link which you have to click before you can change the content of that option.

To move a Module around the Dashboard, hold the cursor on the Module's Title. Don't press a button until the cursor shows 4 arrows. Then, hold down the left mouse button and drag the Module to the spot you want it to occupy.

Click on the **Right Now** heading to see a summary of various comments (Spam and others) and other statistics. Click on the number at the left of each entry to go to the area which controls that content.

The name of the Theme for your blog and the version of WordPress you are using for your blog are also listed there with a button you can press to change your theme to any that you already have installed on your Blog.

The **Recent Comments** Module shows a summary of recent comments, of course. You can click a link to edit any of the listed Posts or hover your mouse over them and then you will be able to approve, edit or delete them, contact the author or mark the post as spam.

Clicking the **View All** button opens the Edit Comments sub-panel.

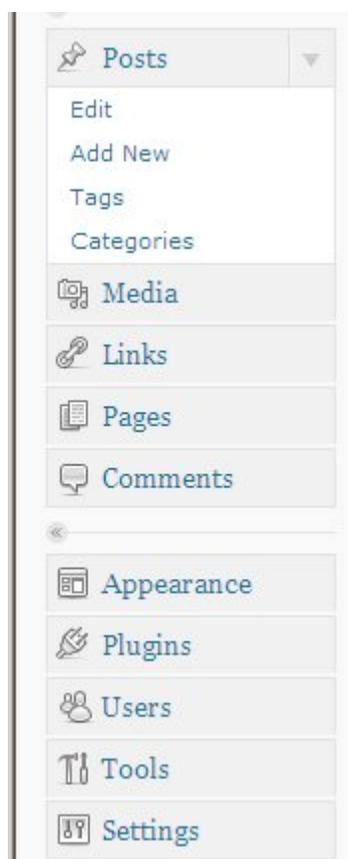
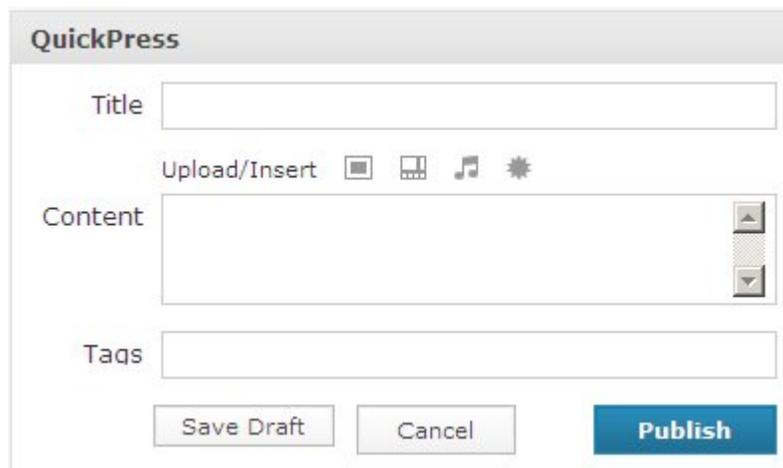


If any blog links to yours, that will show up in the **Incoming Links** box. There is also a Configure button there which you can click to set up your RSS Feed and

set some options for it. Then, just press the Submit button.

The Plugins Module shows recently added or updated plugins. Click on the plugin's title to go to a page with the relevant information.

Use the **Quick Press** panel to write a new Post or a Draft (rough copy) of one while you're thinking about WordPress.



The **Bold** links in the left column give you quick access to many of the main features of WordPress.

I've expanded the sub-panel you see when you click on **Posts**.

Editing and **Adding** are obvious.

Use the **Tags** option to add new Tags (keywords) to your posts which should increase the chances of more visitors who have searched for those keywords.

Click on **Categories** to create new Categories (topics) which your Posts might relate to.

You add a Slug (short description) for each new category.

You can also set your new category as a child (sub-category) of a Category that you had set up

previously in this blog.

The next subpanel is **Media** where you upload and store the pictures and other media files which you use on your blog.

You have a **Library** section in this subpanel where you can edit, delete or review the media that you have already uploaded for use in your blog.

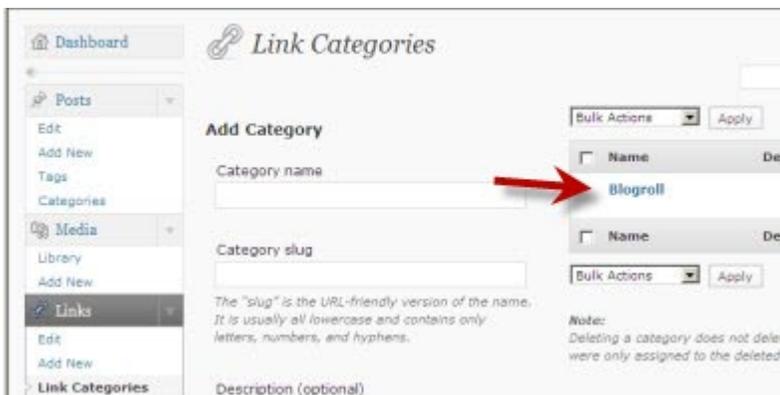
There is also a **Media Add** subpanel where you can upload media to use in later posts.

Your next Sub Panel is for your blog's **Links**. They're very important for helping your blog and yourself to become better known.

In this Sub Panel, you can add a new link, edit links and specify the link categories you will use for your links.

Clicking the **Link Categories** option open an area where you can edit, add or remove categories for your blog's links.

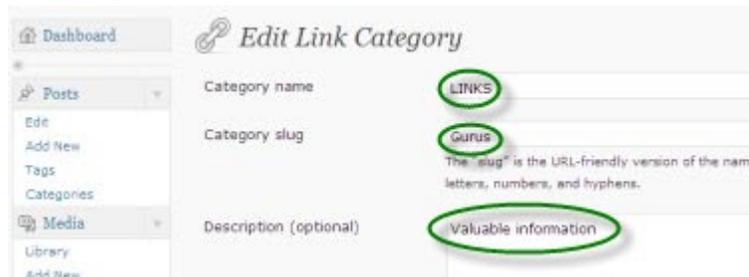
I always change the default category Blogroll because I feel it will not mean anything to the visitors who come to my blogs.



Click on **Blogroll** and the Edit and QuickEdit options will appear.



I've changed the first two fields which both said Blogroll and added a little text to the third field on this entry. I will change Gurus because it's not well understood. Make sure that you keep these entries short or there could be alignment problems on your blog.



Now, just left-click the **Update Category** button lower down this page and then view your blog to ensure that you like the result.

The **Pages** Sub Panel lets you edit or add pages to your blog.

Pages are for information which does not change very often, like disclaimers, contact information and Terms of Use for your blog.

Most bloggers welcome Comments except for spam and abuse, of course.

You can edit or delete Comments or mark them as Spam in the **Comments** Sub Panel.

The number of comments which you have not moderated and the number that you have approved are shown in this subpanel.

You also have a Search box to help you find particular comments.

Use the options in the **Presentation Administration Panel** to set the way that your content is displayed.

The **Appearance Themes Subpanel** lets you choose any of the themes which you have already downloaded for use with your blog.

You can use widgets [small pieces of code] to add information such as categories, archives, recent posts and also recent comments to the sidebar on your blog.

Most current themes will work with widgets.

The **Appearance Widgets Subpanel** lets you add, remove or set up any widgets which you have available for your blog on your sidebar.

The **Appearance Editor Subpanel** lets you choose a theme to edit. It then shows all the files of the theme.

You can select any of the files and edit them in the provided text box.

Provided the author of your selected theme has set up by the header for use with the **Header Image and Color** feature, you can modify that header.

The **Plugins Panel** helps you to install Plugins which can add many useful features to your blog.

You even have a **Plugins Editor Subpanel** where you can modify the plugin's code if you know how to do so.

You can add accounts for more users for your blog, or extra accounts for yourself in the **User Panel**. Only users can post to your blog.

You can also give particular users capabilities that you do not give to other users by specifying their Role (administrator, editor, author or contributor).

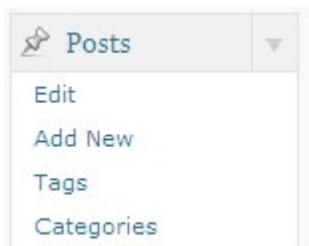
Make a Post

Login to your Blog Dashboard.



On the Dashboard, you can use any of these options to type in your new Post:

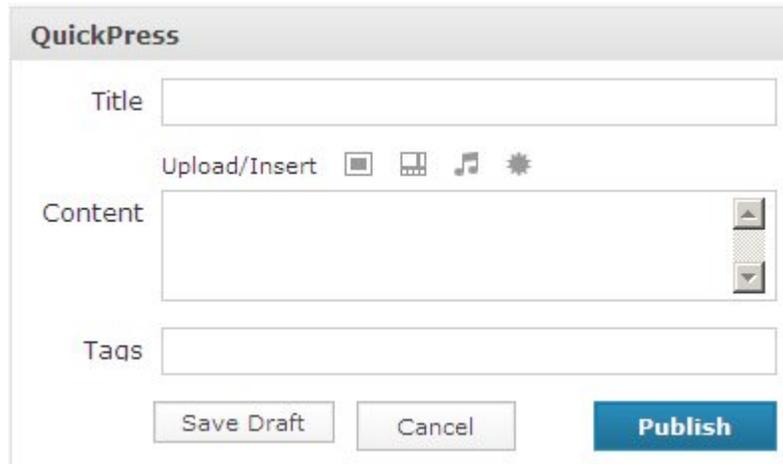
- 1) Left-click on the **Add New Option** in the **Post SubMenu** on the Left.



- 2) Left-click on the **New Post** option in the Banner at the top of the page, or



3) Use the **QuickPress** box.



The image shows a screenshot of the 'QuickPress' form in a WordPress dashboard. The form is titled 'QuickPress' and contains the following elements:

- A 'Title' text input field.
- An 'Upload/Insert' toolbar with icons for image, gallery, audio, and video.
- A 'Content' text area with a vertical scrollbar on the right side.
- A 'Tags' text input field.
- Three buttons at the bottom: 'Save Draft', 'Cancel', and 'Publish'.

Use a **Title** which relates to your Post and will also catch the eye of a visitor. Don't use the same Title for other posts.

Put the text of your Post in the **Content** box along with any web links or links to media in your Media Library which you want to include in your Post.

Pictures and other Media make your Post more attractive – just think how dull your newspaper or a magazine would look if it was all just text!

But, only use pictures etc which are relevant to that post.

You can add HTML code to your Post to enhance its appearance but don't overdo it.

Break up your text into paragraphs. Many new bloggers write their Posts as a solid block of text but few people like to read them when they're presented like that!

Just write one point in a sentence and start a new paragraph for each separate thought.

Most people write short Posts because many readers don't want to spend too much time reading just one topic.

Focus on writing about things which your readers will enjoy; teach them, amuse them or give them something to think about.

Don't be too formal – your readers want to get a good feeling from your Post, not just dry information.

Then, add **Tags** (keywords that relate to the post) in the tags box.

Now, you can save what you have typed as a Draft to be polished later and then Published, or you can Publish it right away.

You can edit your Posts later but you'll probably have other things which you want to post about then. So, save at least your first few posts as Drafts and set them out for easy reading before you Publish them.

It's actually wise to save each Post and then Publish it. The Draft is good insurance against the possibility that something might go wrong with the posting process and your Post could be lost. It does happen but rarely!

Write more Posts even if you don't get any Comments at first. Everyone needs to practice something new.

The more ideas which you offer in your blog, the more likely that you will attract some feedback and links from other blogs.

Keeping in Touch with Your Blog's Readers

With the pace of daily life, your readers might not have time to regularly check your site to see if you have added more posts to your blog.

Secure Email Subscription Form

You can help maintain your connection with them by offering an email alert when you add a post or at a set time interval such as every week.

You should use a subscription form which has some safeguards against misuse by spammers.

I suggest that you check out the Secure Form Mailer for WordPress plugin from [Dagon Design](#). It's good and also free, though you should consider making a donation if you can in appreciation of his work which enhances your blog.

RSS Feed

You can also offer an RSS Feed through which readers can subscribe to get additions to your blog sent to the Feed Reader program.

Feedburner was bought up by Google, so it must be pretty good.

The Feed Service at [Feedburner](#) is free with versions for blogs created through Blogger and also one for blogs created with WordPress.

The WordPress version apparently does not work seamlessly with Version7 of WordPress. I see information about work-arounds on the Net but, for security reasons, I would only use one that was supplied by WordPress or Feedburner.

An alternative is the [FeedWordPress](#) plugin. There are detailed instructions for the plugin on that web site and it is being actively supported for security reasons

You can search the WordPress.org site for information about others.

There are, of course, other services which are also used by lots of blog owners. Many are free and there are some which charge a low fee.

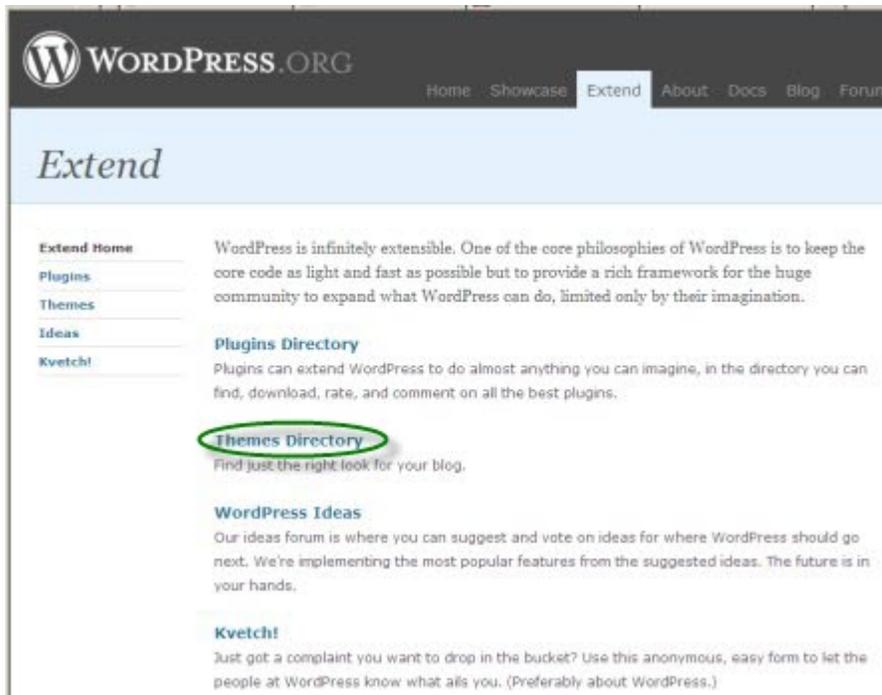
Power up Your Blog Using Themes

When you install WordPress, there are two Themes (page designs) provided and many blogs are displayed on them to good effect.

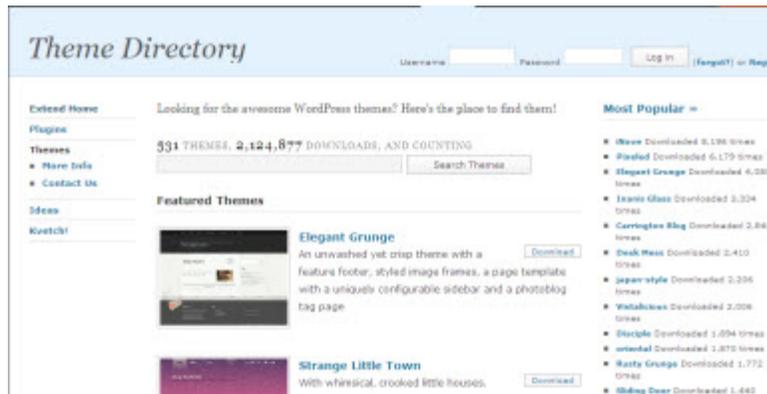
But, there are thousands of other designs readily available over the Internet. Many are free (most designers who provide free themes will accept donations to help them design more themes), while others may cost you up to a couple of hundred dollars.

I suggest that you start with WordPress.org's own directory of Themes.

Go to the [Extend section of WordPress.org](#) and then click on the Themes Directory link.



That opens the Theme Directory where you can browse over 500 Themes.



Many of the designers who have themes displayed in this Directory have more themes available from their web sites or other Theme directories on the Internet.

When you are considering a new Theme, check that you are happy with the cost.

That may be money or the requirement to leave advertising links for which the designer is paid (not you) on the footer of the theme.

The products or services advertised may not be compatible with your blog or your personal views. Sometimes, you can pay the designer a set fee for permission to use the theme without his links in the footer.

Most designers ask that you keep a link to their web site in the footer and I think that's okay, especially when the theme is provided at no cost.

Also, check that the Theme is compatible with the WordPress Version you use.

Will the theme design allow for you to use a different picture in the header of the theme or remove the picture altogether?

Can you easily change the color scheme or other features of the theme to better match your site or for other reasons? Some themes are easy for almost anyone to adapt. Others may need the Designer's professional services for even small changes.

Are there any restrictions about how you may use the theme? If so, respect the designer's views.

To set up each theme, you download it to your computer from the designer's web site or a Themes Directory.

I have a special folder for all the material I download which is related to Blogging. Inside that, I have a folder for everything to do with WordPress (and one for material about Blogger too).

In my WordPress folder, I have a folder for themes and one for plugins.

It's an easy way to keep everything together.

So, download the theme to the folder you are keeping your Themes in.

Then, scan it with your anti-virus program.

Then, use your archiving program (WinZip, 7-Zip or StuffitExpander) to extract the files to a new folder which will have the name of the Theme on it.

Then, use your FTP (File Transfer Program) to transfer the folder containing that theme's files to your blog.

Put that folder into the wp-content/themes subfolder of your blog.

To review the theme, go to your website and login to the Administration area of your Blog.

Click on the Themes SubPanel of the Appearance Panel in the Menu at the left of your dashboard.

When the page showing the themes you have on your blog opens, you should see the new theme listed. If so, you can click on it and WordPress will put it in place on your Blog.

If the new Theme is listed as a broken theme at the bottom of that page, you will have to check whether there were any errors made when you were setting it up. There are often some tips on the designer's web site to help you fix any problems, but please don't expect their professional help for free when they have already provided the theme itself.

If the installation worked, you can now review the theme on your Blog.

Then, decide whether you want to continue to use it or change back to the previous one.

That could be the best way to go if you want to make some changes to the new theme so it looks better on your blog.

When you have some changes that you want to make, check any instructions provided by the designer.

Make sure that you understand what has to be done.

Then, just make only one change.

If you make several changes to various files, then upload them all to your website and there is a problem, you will have a hard time finding out which change caused the mess and which changes were okay.

Then, save the file and transfer it to your blog.

It will overwrite the previous version of the file in your blog folder unless you renamed that before you transferred the new one.

I always add a 0 before the first letter of the name of the original file on my web site before I upload the new version.

Then, if the change causes a problem, I just have to delete the new version of the file from the blog folder and then remove the 0 from the name of the original file.

Selected Themes

The plugins and themes listed in this book are not supplied or guaranteed in any way by the author, publisher or distributors.

Please check documentation at Wordpress.org and the web site from which you download the item. Almost all have strict disclaimers of all responsibility.

This is very reasonable in my opinion because of the wide variance of systems on which the free products might be used and the varied skill levels of users.

**Short version: Unless the provider offers
access to a forum where help may be
provided by more experienced users,
YOU ARE ON YOUR OWN ONCE YOU START
TO INSTALL ANY THEMES OR PLUGINS**

Start Here

<http://www.wordpress.org/extend/themes/>

<http://www.revolutiontwo.com/>

Some themes here were previously sold for high prices. Those older themes are still very popular and are now free.

However, if you have limited experience with installing high-end themes, you should consider a support contract – you may need it.

<http://www.developdaly.com>

Excellent themes and a great blog!

<http://premiumthemes.net/>

NewsWeek (Free) other paid and free (AdSupported) themes.

<http://curtishenson.com/>

Checkmate theme well supported through designer's blog.

<http://www.semiologic.com/software/wp-themes/sem-theme/>

Free version of very popular commercial theme

Plugins

Plugins are add-ons which give you an easy way to add extra functions to WordPress or enable WordPress bloggers to do some things better than they can with just the standard WordPress setup.

The enthusiastic response by WordPress users who have developed hundreds (maybe thousands) of useful or, sometimes, just amusing plug-ins has been a major factor in the growth of the WordPress user community.

Many plugins are free (donations accepted), but there are also ones which cost money – usually far less than you would expect to pay to get the extra benefits they provide.

There are two plugins which come with the WordPress program itself, an anti-spam plugin and one which prints a line from the movie, "Hello Dolly" on your blog.

They both work. You can use them in your blog if you like them or go through the Dashboard and deactivate any that you don't want to use in future.

Extend Home

Plugins

- Developer Center

Themes

Ideas

Kvetch!

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Plugins can extend WordPress to do almost anything. This directory you can find, download, rate, and review. The WordPress community has to offer.

3,726 PLUGINS, 18,205,650 DOWNLOADS

Featured Plugins

WordPress.com Stats
You can have simple, concise stats with no additional server by plugging into WordPress.com's stats plugin.

WP Super Cache
A very fast caching engine for WordPress that caches static files.

Possibly Related Classroom Projects
"Possibly Related Classroom Projects" enable WordPress to display classroom projects from DonorsChoose.org on your blog.

Get Recent Comments
Display the most recent comments or trackbacks in your sidebar with this plugin.

Start your search for plugins at the [Extend area of the wordpress.org](#) site.

That's over 3,500 plugins to start with – just the tip of a mountain of value.

Use the Menu on the left of that page to narrow your search for different types of plugins or check out the Featured ones listed in the center.

When you find a plugin that you want to try on your blog, download it to a folder on your computer.

I explained my system in the Themes section:

- ✓ A folder for everything about Blogging
- ✓ Inside that, I have a folder for everything about WordPress
- ✓ In there, I have folders for Themes and Plugins.

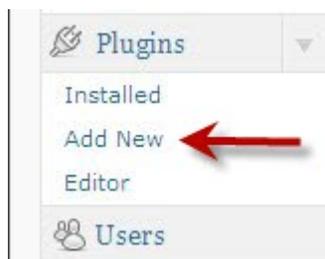
Scan the archive file with your anti-virus program before opening it.

Your archive program will extract the files from the archive to a new folder with the name of the plugin.

Upload the folder containing the files for the Plugin to the /wp-content/plugins folder in your blog.

Go to the Dashboard of your Blog.

Click on the **Add new** option in the **Plugins** section of the Menu on the left.



Follow the instructions.

WordPress now offers you the option to let it upload the zip file and install your plug-in almost "hands-free"!

If you want to do this, still make sure that you scan the zip file with your anti-virus program before you start the upload.

When you go to the Plugin area again, the plugin should be showing there and you can Activate it.

It's a good idea to try it out as soon as possible to check that it works in your blog and causes no problems.

If you get a problem, you can check any instructions provided with the plug-in or just deactivate it.

There is now an Editor within WordPress where you can edit Plugins but I would not touch it unless I had considerable experience with PHP and at least some experience with creating or modifying WordPress Plugins.

Selected Plug-ins

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Start Here

<http://www.wordpress.org/extend/plugins>

Check compatibility with your version of WordPress

http://codex.wordpress.org/Plugins/Plugin_Compatibility

http://codex.wordpress.org/Plugins/Plugin_Compatibility/2.7

this is the list (to be updated) for current version 2.7

<http://www.semiologic.com/software/widgets/bookmark-me/>

Easily add links to social bookmarking sites to your entries

<http://www.alexking.org/>

Comments License - shows a license with terms of your choosing on comments form (and other plugins)

<http://www.dagondesign.com/>

several free and reputable plugins.

<http://cavemonkey50.com/code/podcasting/>

Yes! a plugin to make podcasting easy from your blog!

<http://www.ilfilosofo.com/blog/wp-db-backup/>

Creates backups of your core WordPress tables and other tables of your choice in the same database

<http://blog.taragana.com/index.php/archive/wordpress-plugin-to-automatically-add-copyright-message-to-your-rss-atom-feeds/>

Add copyright message to your RSS feeds

<http://www.stuff.yellowwordfish.com/wordpress-plugins/>

Assorted quality free plug-ins

<http://simplepressforum.com/>

Simple:Press The Forum Plugin for WordPress

<http://semperfiwebdesign.com/>

All-in-One Seo Pack and other great plugins.

<http://www.sharethis.com/publisher>

Add 2.0 bookmark buttons to your site

http://www.irisco.it/?page_id=28

STatPress management of statistics about blog visits. It collects information about visitors, spiders, search keywords, feeds, browsers etc.

Resources

Themes

Plugins

Afterword

Thanks for reading this book where I have tried to cover two simple ways that almost anyone can start their own blog and get valuable experience which will help the with their other activities on and off the Internet.

I welcome your feedback, questions and information about how you are using your blog at <http://www.ezy-internet.com/qande>

Let me know about your blogging adventures.

John Williams January 2009

[Another eBookWholesaler Publication](#)