

The **Blogger**



ILLUSTRATED Mechanic's Guide

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Start Up

To create your Blogger blog, go to this URL:

<https://www.blogger.com/start>

You'll see something that should look like this:



See where I have it circled? In order to use Blogger, you have to sign in using your Google account. If you don't have one, here is where you go to get one:

<https://www.google.com/accounts/NewAccount>



Create a Google Account

Create an Account

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:

☒ Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

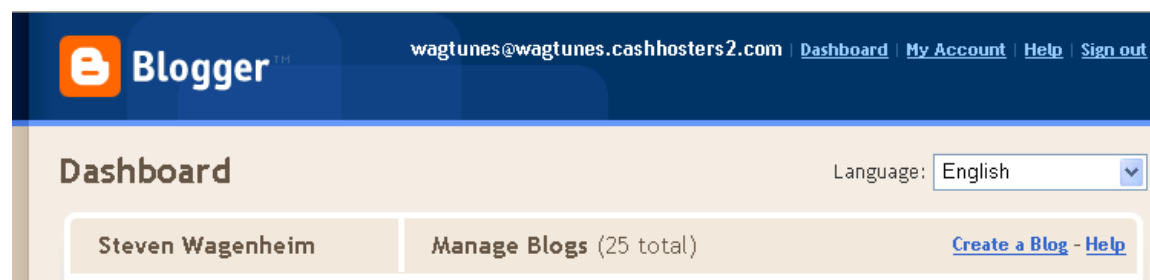
☒ Enable Web History.

You will then use this info for everything you sign up for that has to do with Google. It makes life very easy.

So do that and then let's get back to our Blogger site so we can sign in.

After you sign in, you'll be taken to your Blogger dashboard.

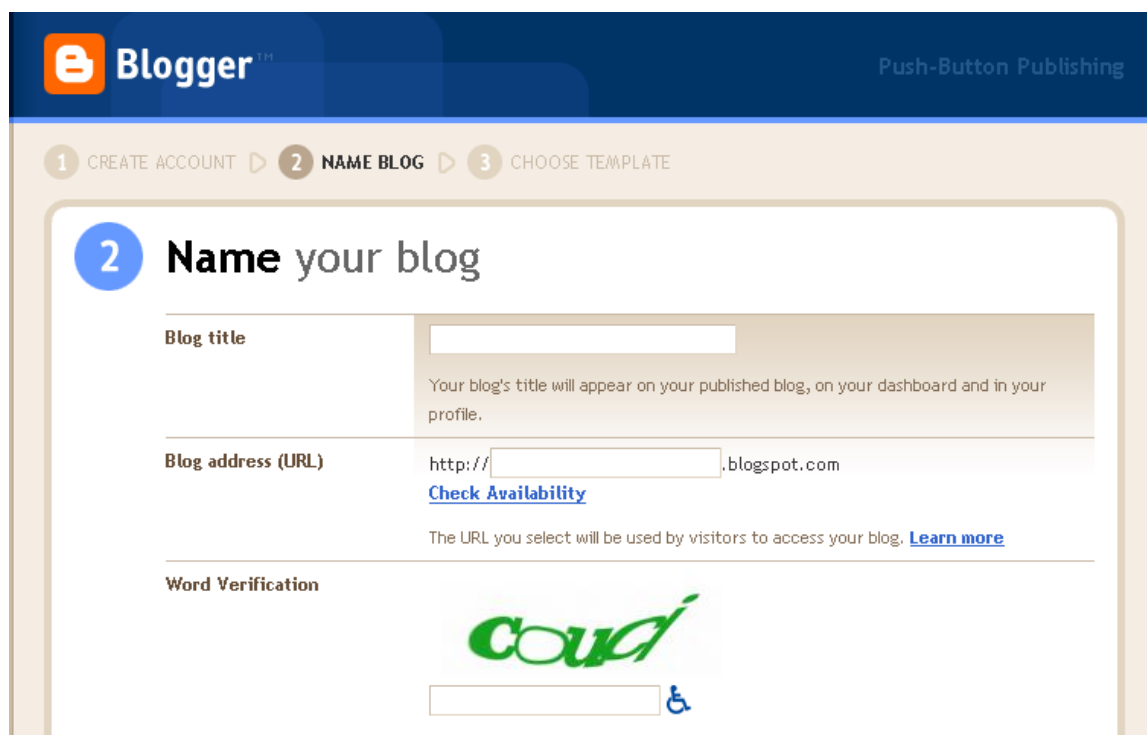
It will look like this:



Right now, my one account has 25 blogs. Your account won't show any yet, unless you've already created a blog.

So let's assume we haven't yet created a blog. There is a link at the far right under where it says **Language** that says **Create a Blog**. Click on that.

You'll be taken to the following page:

The image shows the Blogger 'Name your blog' setup page. At the top, the Blogger logo is on the left and 'Push-Button Publishing' is on the right. Below the header, a progress bar shows three steps: 1. CREATE ACCOUNT, 2. NAME BLOG (current step), and 3. CHOOSE TEMPLATE. The main content area is titled '2 Name your blog'. It contains three sections: 'Blog title' with a text input field and a note that the title will appear on the published blog, dashboard, and profile; 'Blog address (URL)' with a text input field showing 'http://', a '.blogspot.com' suffix, a 'Check Availability' link, and a note that the URL will be used by visitors with a 'Learn more' link; and 'Word Verification' with a green 'could' captcha image and an input field with a blue accessibility icon.

After creating your account, the next thing you're doing to do is name your blog.

Blog title – This is going to be the title that will appear at the top of your blog. You want to make it something descriptive of what people are going to find there.

In the case of something like affiliate marketing, where you're reviewing a product, you might title it Review Of <Product Name> or <Product Name> Review. This way, prospects have a good idea of what they're going to find.

Blog address (URL): This is the actual URL of your blog. Once you create it, you can't change it. Yes, you can delete your blog if you want, but you should only do that if absolutely necessary. I personally don't know of too many reasons why you would, unless you were asked to take it down due to some trademark violation.

When choosing your blog URL, if it already exists, you'll get this message when clicking on **Check Availability**.

The screenshot shows the '2 Name your blog' step in the Blogger setup process. It features two input fields: 'Blog title' and 'Blog address (URL)'. The 'Blog address (URL)' field contains 'http://makemoneyonline.blogspot.com'. Below the field, a red warning message states: 'Sorry, this blog address is not available. Please consider one of the following:'. Two suggestions are listed: '• [steven-wagenheim](#)' and '• [swagenheim](#)'. A 'Check Availability' link is also visible. At the bottom, a note says 'The URL you select will be used by visitors to access your blog. [Learn more](#)'.

I tried getting the blog URL `makemoneyonline.blogspot.com` and was given the message that the blog address is not available.

With some niches that are very saturated, you may have to try quite a few URLs before you find one that you can use.

You will also notice that they'll give you some suggestions for blogs that you can use. These suggestions usually come from your account info and not from the actual keywords you typed in...one thing I don't like about Blogger. Some better suggestions would be nice.

Word Verification – This is a captcha that they use to make sure that you're a real person and not some automated script. Blogger captchas are pretty easy to read so you shouldn't have too much trouble.

type the characters you see in the picture.

Advanced Options (you can always set up advanced options later)

Host your blog	Want to host your blog somewhere else? Try Advanced Blog Setup . This will allow you to host your blog somewhere other than Blogspot.
Import a blog	Use our Import Blog Tool to import an existing Blogger blog.

CONTINUE

After filling in the title, URL and captcha, you have two advanced options.

Host your blog – This is where you can host your blog at another domain. We’re going to skip this part as I’ve concluded that if you’re going to host a blog yourself, go with WordPress. It’s a much better solution.

Import a blog – This gives you the option of importing another Blogger blog from another location. Again, we’re going to skip this part.

Click on where it says **Continue**.

2 Choose a template

Choose a custom look for your blog.

You can easily **change the template later**, or even create your own custom template design once your blog is set up.

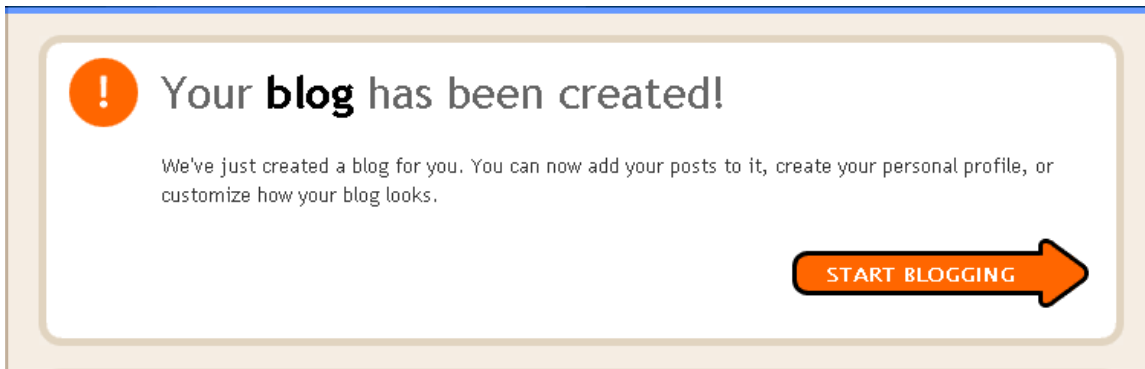
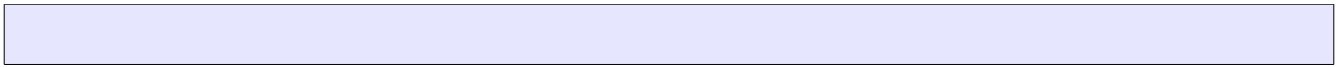
Minima
Created by: Douglas Bowman
[preview template](#)

Minima Black
Created by: Douglas Bowman
[preview template](#)

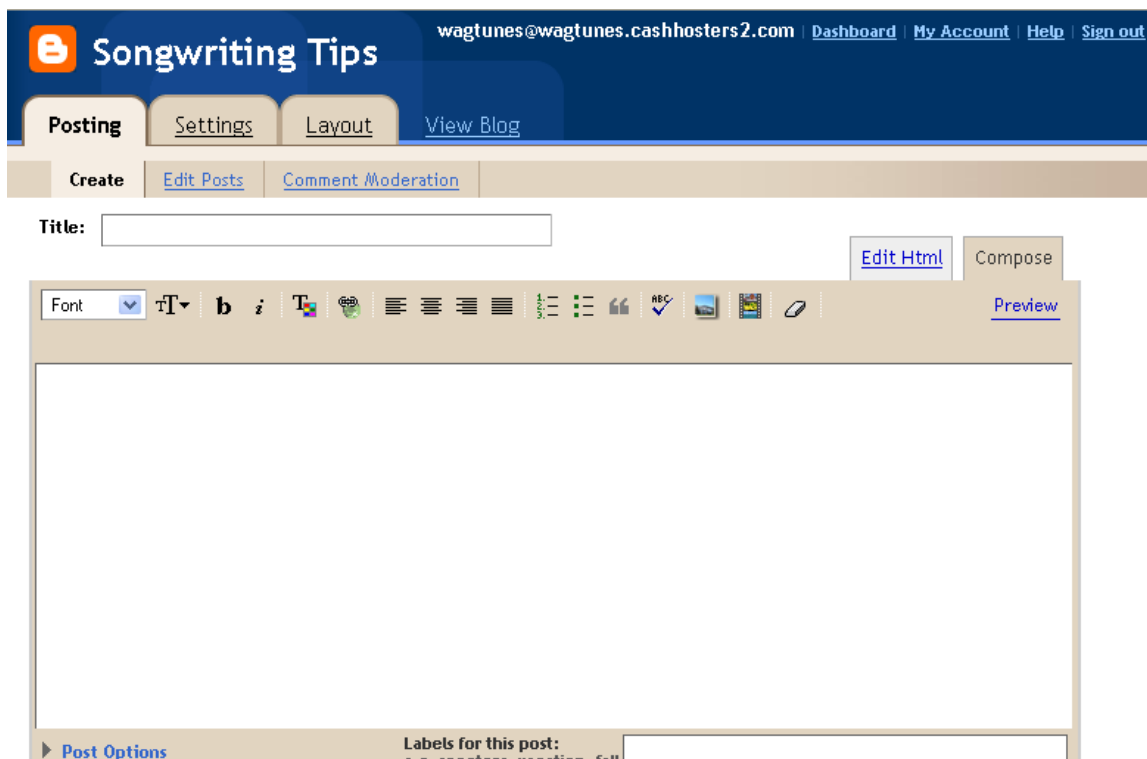
CONTINUE

You'll be taken to a page where your next step is to choose a template. Choosing a template is a matter of taste. There is no right or wrong. However, what I would do is look at other Blogger blogs in your chosen niche and see what other people have chosen and how popular those blogs are. You probably won't go wrong choosing a similar template to one that is already performing well.

Just click on the radial button for the template that you want (there are a few but not as many as for WordPress) and then click **Continue**.



You'll be taken to the page above with the message that your blog has been created and that you can now **Start Blogging** by clicking on the big red arrow.



As you can see, I created a blog for songwriting tips.

Okay, now we get into the real meat of the Blogger blog dashboard. There are a lot of things you can do here. I am only going to cover the items that I feel are most important. The rest, you can cover at your leisure.

You'll notice that upon clicking on **Start Blogging** you're taken to a page where you can immediately type in your first blog entry, starting with the title.

Again, just like the actual title of the blog itself, you want the title of your entry to be descriptive of what you're writing about.

So, in the case of my songwriting tips blog, I might want my first entry to be something like **Intro To Songwriting** and possibly talk about what I'll be discussing on this blog so prospects can have a decent idea of whether or not they want to read additional articles. I find this the best way to start a blog.

The actual area for typing in the article has two formats, text and HTML. It defaults to plain text.

If you want to use HTML instead, just click on where it says **Edit HTML**. To go back to plain text, just click on where it says **Compose**. You can always go back and forth between the two if you want.

One common problem you may run into, if you're copying and pasting an article from another application, such as Word, is that if you paste it into the regular text editor, you may end up with one long paragraph instead of multiple paragraphs.

When this happens, you need to go into the HTML editor and fix the HTML so that you have line breaks. Either that, or manually go through the text and insert them by hand.

This is one of the things I like about WordPress. What you see in the editor, either typed or copied and pasted, is what you get. No need to worry about how it's going to look unless your WordPress theme itself gets screwed up.

Time to start getting into some of the features of Blogger. I've entered in one article, "Intro To Songwriting" so we have something to work with for some of the editing features.

Before we move on, let me go over the actual posting process after you've typed in or pasted in your article.

But enough about me. You want to learn how to write songs, whether it be just for the fun of it or for the purpose of making a living at it. Depending on how serious you are about your craft will determine how well you end up writing. Truth is, no amount of practice in the world is going to turn you into a great writer if the desire is not there.

Post Options

Labels for this post:
e.g. scooters, vacation, fall

Songwriting Made Easy, Songwriting Tips, Tricks a

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

PUBLISH POST **SAVE NOW**

[Return to list of posts](#)

At the bottom of the post, you'll see a few things. Let's take them one at a time.

Post Options – If you click on this, you'll see the following:

Post Options

Labels for this post:
e.g. scooters, vacation, fall

Songwriting Made Easy, Songwriting Tips, Tricks a

Reader Comments

☒ Allow

☐ Don't allow

Post date and time

3/20/09 10:28 AM

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

You can either allow or not allow reader comments. The default is allow.

You can also change the default post date and time if you want. Normally, you'd leave this as is, unless you wanted your post to actually post sometime in the future.

Labels For This Post – These are your relevant keywords to the article. You want to include as many relevant ones as you can for SEO purposes. We'll go over SEO in detail in another volume.

Publish Post or Save Now – You can either have your post published right away, or you can save it to publish at a later time. I usually have my posts published immediately.

After you click on **Publish Post** you'll be taken to the following page:



Your blog post published successfully!

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

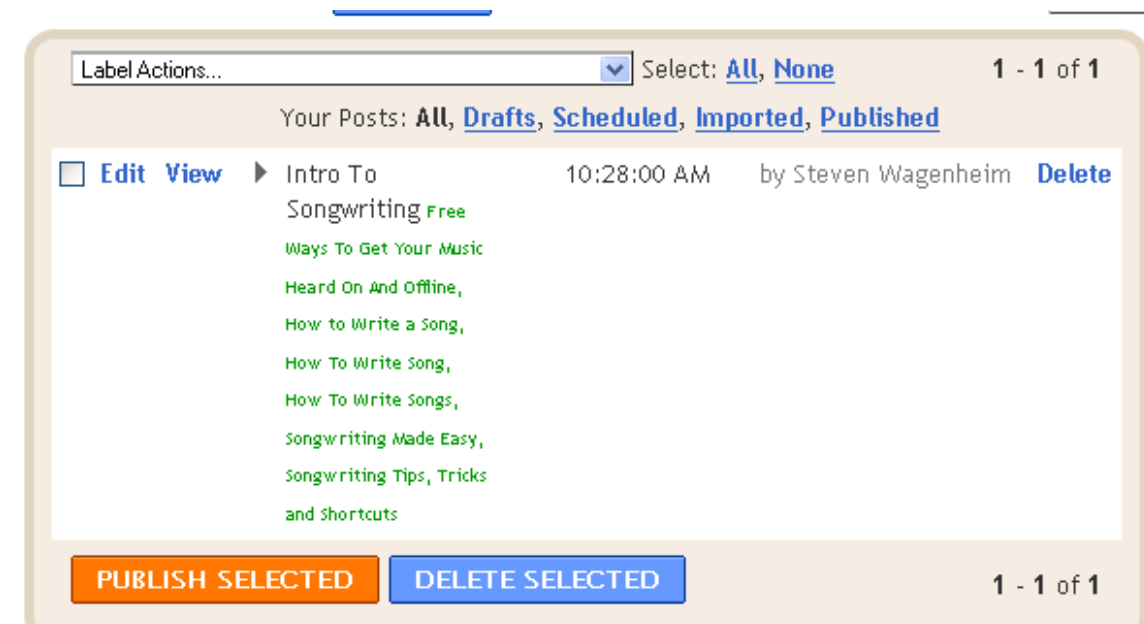
Need to change it? [Edit post](#) | [Create a new post](#)

You can then view your blog either in the current browser window or in a new window, which is what I usually do if I want to continue working on my blog.

Let's now move on to some of the menu options.

Since we just created our blog post, let's go and edit it.

Click on **Edit Posts**.



You'll see a list of all your blog posts for this blog. In my case, there is only one.

You have quite a few options here. I'm going to go over the ones that you'll be commonly using.

Let's start with Label Actions.

Suppose you forgot one of your keywords.

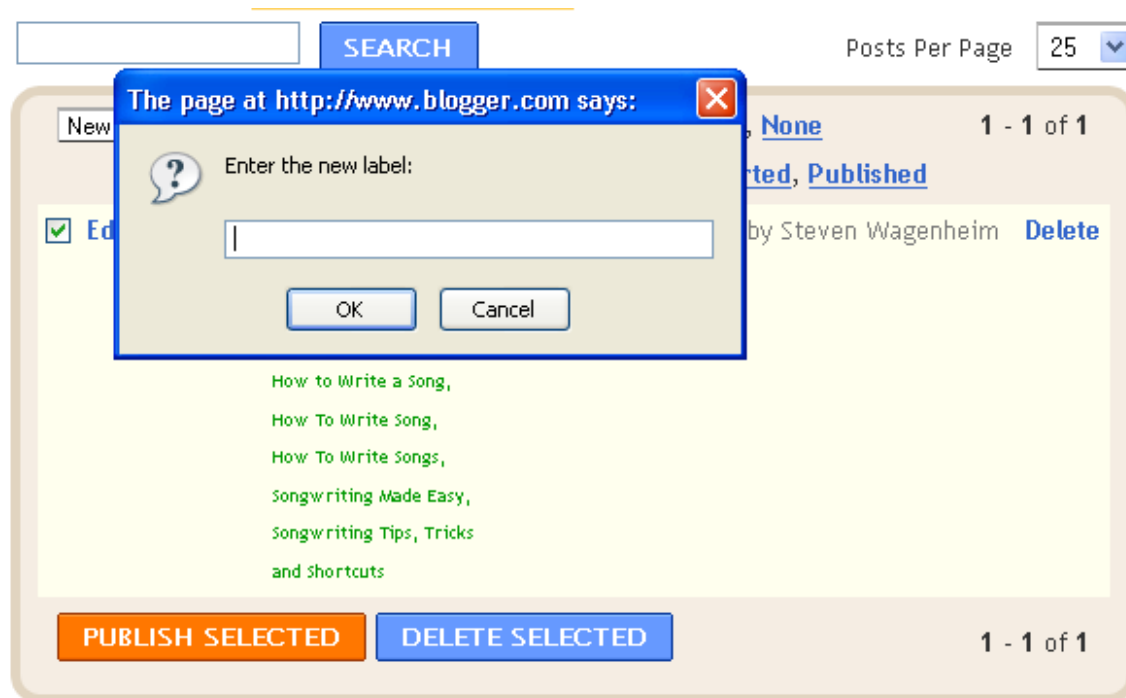
First, click on the box next to where it says **Edit** for the post you want to edit.

Then, click on the dropdown box that says **Label Actions**.



At the bottom of **Apply label** you'll see **New Label**. You'll also notice that you can **Remove label** in case you added one that doesn't belong.

Click on **New label** and you'll see the following:



Enter your new keyword in the popup box and click on **OK**.

I'm going to enter in **songwriting instruction**.

You'll see the following message:

Label 'songwriting instruction' applied to 1 posts. [Undo](#)

SEARCH

Posts Per Page 25

Label Actions...



Select: [All](#), [None](#)

1 - 1 of 1

Your Posts: [All](#), [Drafts](#), [Scheduled](#), [Imported](#), [Published](#)

<input checked="" type="checkbox"/>	Edit View	▶ Intro To Songwriting Free Ways To Get Your Music Heard On And Offline, How to Write a Song, How To Write Song, How To Write Songs, songwriting instruction, Songwriting Made Easy, Songwriting Tips, Tricks and Shortcuts	10:28:00 AM	by Steven Wagenheim	Delete
-------------------------------------	---	--	-------------	---------------------	------------------------

PUBLISH SELECTED

DELETE SELECTED

1 - 1 of 1

That's how you know it's been added correctly. It will also appear in the list of keywords below.

Next to your label options you'll see **All** and **None**.

If you click on **All** it will select all of your blog posts. If you click on **None**, any that have been selected will be unselected.

This is useful if you want to do a mass edit or delete of all your posts. I rarely use this feature however.

Let's move on.

Under **Label Options** you'll see **Your Posts**. There several options here for viewing your list.

All – This is the default and will show you every post you've made.

Drafts – Shows you posts made but not published yet.

Scheduled – Shows posts made that are scheduled to be posted in the future.

Imported – Shows posts imported from another blog.
Published – Shows only posts that have been published.

So, if I were to click on **Drafts**, I would get the following page:

This screenshot shows the WordPress interface for the 'Drafts' category. At the top, there is a 'Label Actions...' dropdown menu and a 'Select: All, None' link. Below this, it says 'Your Posts: All, Drafts, Scheduled, Imported, Published'. The main content area displays the message 'You don't have any draft posts to show. [Show all posts](#)'. At the bottom, there are two buttons: 'PUBLISH SELECTED' (orange) and 'DELETE SELECTED' (blue). The status '0 - 0 of 0' is shown in the top right and bottom right corners.

This is because my one and only post has been published.

Finally, we get to your actual list of blog posts. For each one, you'll get a check box to check off where you can either edit, view or delete that post.






This screenshot shows the WordPress interface for the 'Posts' category. At the top, there is a 'Label Actions...' dropdown menu and a 'Select: All, None' link. Below this, it says 'Your Posts: All, Drafts, Scheduled, Imported, Published'. The main content area displays a list of posts. The first post is 'Intro To Songwriting' by Steven Wagenheim, published on 10:28:00 AM. The post content is truncated, showing 'Free Ways To Get Your Music Heard On And Offline, How to Write a Song, How To Write Song, How To Write Songs, Songwriting Made Easy, Songwriting Tips, Tricks and Shortcuts'. To the left of the post title is a checkbox, and to the right are links for 'Edit', 'View', and 'Delete'. At the bottom, there are two buttons: 'PUBLISH SELECTED' (orange) and 'DELETE SELECTED' (blue). The status '1 - 1 of 1' is shown in the top right and bottom right corners.

Let's check off the box and click on **Edit**.

Title:

Edit Html

[Compose](#)

b *i*      [Preview](#)

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The Angels Sing" and "Hell I'm In Hell"...two very different tunes. From 2003 through most of 2008, I took a break from writing to work on my Internet business...which is doing nicely. In October of 2008, I began writing again. I got myself a brand new recording studio (I do all my own recording) and got right back into it. It was wonderful.

I've written over 700 songs in my 30 plus years, which comes out to over 20 songs a year. I am now working on my 2nd CD since October...each one with 16 songs, so I'm really picking up the pace.

But enough about me. You want to learn how to write songs, whether it be just for the fun of it or for the purpose of making a living at it. Depending on how serious you are about your craft will determine how well you end up writing. Truth is, no amount of knowledge in the world is going to turn you into a great song writer if the desire

[Post Options](#) Labels for this post: e.g. scooters, vacation, fall [Show all](#)

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

[PUBLISH POST](#) [SAVE AS DRAFT](#)

This will take us to the edit screen where we can make any changes and then either republish the post or save as a draft. We can also make changes to our labels this way as well.

If we click back on **Edit Posts** we'll be taken back to the screen prior.

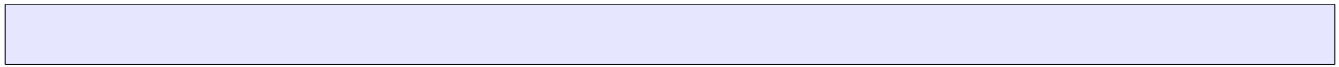
If we then check off the check box and click on **View**, it will take us to the actual blog post itself. Actually to view, you don't even need to check the box. Just click on view.

Finally, if we check the box and click on **Delete**, our post will be deleted.

No, I'm not going to do this, though I could enter the post again.

We're going to skip **Comment Moderation** because we have no comments to moderate. Plus, unless you go into **Settings** and make it so that comments need to be moderated, you won't ever have to use this.

So let's go to **Settings** because there is a lot to cover.



As you can see, there are a lot of options. I'm not going to go over all of them because some just aren't that important.

Let's start with **Basic** because some of these are important.

Blog Tools

[Import blog](#) - [Export blog](#) - [Delete blog](#)

You can import posts and comments from a previously exported Blogger blog, export this blog, or permanently delete it.

Title

Songwriting Tips

Description

500 Characters Max.

Add your blog to our listings?

Yes

A Listed blog may be linked to from Blogger.com, such as the Blogger home page, Blogger Play, and Next Blog. If you select "No" your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it. [Edit displayed blogs.](#)

Blog Tools – You have the option to **Import**, **Export** or **Delete** a blog.


If you click on **Import**, you'll get the following screen.


Import a blog

Import posts and comments from a Blogger export file. Imported posts will be merged with any current posts, sorted by date. [Learn more.](#)

Select an exported blog file (.xml)

Enter the characters you see in the picture below:





☐ Automatically publish all imported posts

This allows you to import blog posts and comments from your hard drive that you saved from a Blogger Export file. How do we get these? You got it...from the export function.

Simply click on **Browse**, find the file on your hard drive, click **OK** and then enter in the captcha below. When you're done, click on **IMPORT BLOG** and the blog post will actually be imported into your blog. Blogger takes care of this very nicely.

If we then click on **Export** we'll get the following screen:

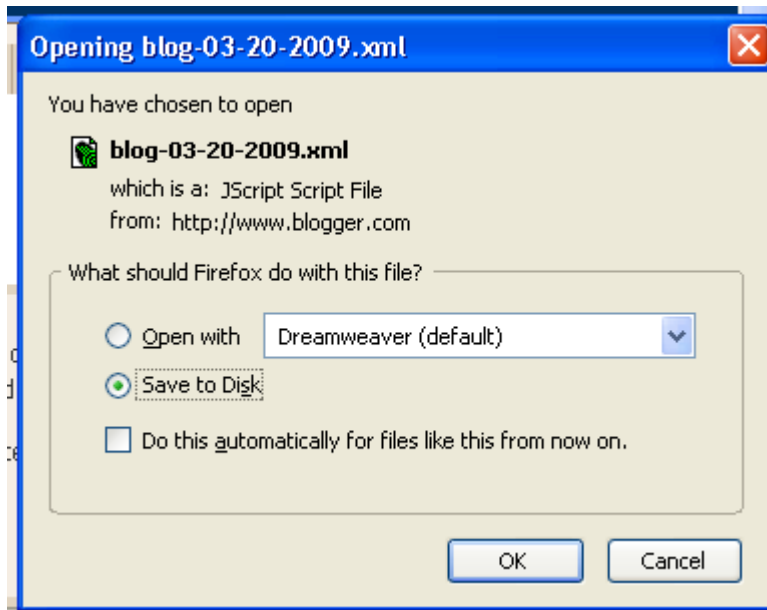
Export your blog

Export your blog into the Blogger Atom export format. You can do this to move your blog to another blogging service or simply to store your blog on your own hard drive. [Learn more](#)

Don't worry, your blog will still remain on Blogger until you delete it.

[Back to Basic Settings](#)

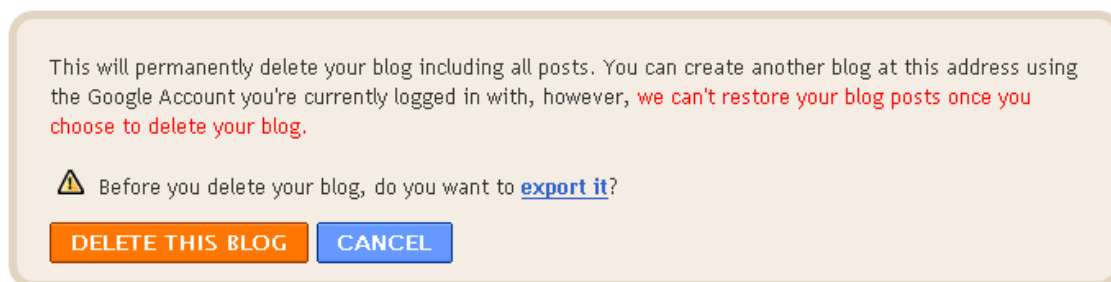
Simply click on **DOWNLOAD BLOG** and depending on what browser you're using, you'll get something that looks like this:



You'll be downloading an XML file to your computer. Just make sure you click on **Save to Disk** and remember where you put it for importing later.

Okay, moving on to **Delete Blog**, if you click on that link, you'll get the following warning message:

Delete your blog



Okay, so make sure this is what you want to do before you do it. You can always export it to your hard drive before you do delete the blog.

Continuing with the Basic settings, and skipping over the obvious Title and Description, which you can change at any time, let's move on down to the next 4 items.



Add your blog to our listings?

Yes 

A Listed blog may be linked to from Blogger.com, such as the Blogger home page, Blogger Play, and Next Blog. If you select "No" your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it. [Edit displayed blogs.](#)

Let search engines find your blog?

Yes 

If you select "Yes" we will include your blog in Google Blog Search and ping [Weblogs.com](#). If you select "No", everyone can still view your blog but search engines will be instructed not to crawl it.

Show Quick Editing on your Blog?

Yes 

When you're logged in to Blogger, edit your posts from your blog with one click.

Show Email Post links?

No 

Email Post links let your visitors easily email posts from your blog to their friends.

Add your blog to our listings – This is a no brainer. Of course you want your blog added so that people can find it. Now, if you want to keep the blog private, there are ways to do this, this option being one of them. We're not going to go into that here though. For our purposes, the more eyes the better.

Let search engines find your blog – Another way to keep your blog private if you want. For our purposes, we want to leave this marked as **yes**.

Show Quick Editing on your blog – It's not a feature I use much but there is no reason to change this from the default of **yes**.

Show Email Post links – This allows visitors to email posts to their friends. This is defaulted to **No**. I would change this to **Yes**. Like I said, the more eyes the better.

Moving on...

Adult Content?

No ▼

If Yes is selected, viewers of your blog will see a warning message and will be asked to confirm that they want to proceed to your blog.

Global Settings (Applies to all of your blogs.)

Show Compose Mode for all your blogs?

Yes ▼

Adds a Compose mode to your Post Editor. (Also sometimes known as a [wysiwyg](#) editor.)

Enable transliteration?

Disable ▼ in Hindi - हिन्दी ▼ [Learn more](#)

Adds a button to the toolbar for converting words from English to the selected language. (You may later change the language in the Post Editor). Your transliteration corrections will be saved to help Google improve this tool. See [Privacy Policy](#) for details.

SAVE SETTINGS

Adult Content – If you have adult content, change this to **yes** so that people will be warned before viewing your blog. Do this as a courtesy to them.

Show Compose Mode for all your blogs – Leave this at the default **Yes**. This will make your life a lot easier.

Enable transliteration – If you are planning to have your blog being read by people speaking a foreign language, you want to enable this and then designate which language you want the blog translated to. Below are currently the only options.



Enable ☐ in Hindi - हिन्दी [Learn more](#)

Adds a button to selected language: Hindi - हिन्दी
Your transliteration tool. See [Privacy](#) Kannada - ಕನ್ನಡ
words from English to the e language in the Post Editor
d to help Google improve this

Malayalam - മലയാളം
Tamil - தமிழ்
Telugu - తెలుగు

SAVE SETTINGS

When you're all done making your changes, just click on **SAVE SETTINGS**.

Let's move on to the next area of our settings.



Publishing – These settings control where your blog is published.

You're publishing on **blogspot.com**

Switch to: • [Custom Domain](#) (Point your own registered domain name to your blog)

Hint: If you want to publish to an external FTP server, you will need to [Set 'Blog Readers' to 'Anybody'](#) and use a [Classic Template](#).

Blog*Spot Address

http:// .blogspot.com
Subject to availability.

Word Verification



You'll see a message that you're currently publishing on Blogspot. If you want to change that, click on where it says **Custom Domain**.

Publish on a custom domain

Switch to: • [blogspot.com](#) (Blogger's free hosting service)

Hint: If you want to publish to an external FTP server, you will need to [Set 'Blog Readers' to 'Anybody'](#) and use a [Classic Template](#).

Buy a domain for your blog

Already own a domain? [Switch to adv](#)

What address would you like your blog to have?

http://www. .com

CHECK AVAILABILITY



Domains are registered through a Google partner and cost \$10 (USD) for one year. As part of registration, you will also get a [Google Apps](#) account for your new domain.

You can either buy a domain through Google (will cost you \$10) or if you already own a domain, **Switch to advanced settings**.

Advanced Settings

Neec

Your Domain

http:// (Ex: blog.example.com)

Your domain must be properly registered first. ([setup instructions](#))

We won't leave your readers behind!

`http://songwriting-tips-online.blogspot.com` will redirect to your custom domain.

Use a missing files host?

☐ Yes ☒ No

If you specify a missing files host, Blogger will look there if it cannot find a specified file on your regular domain. ([Learn more](#))

Word Verification





Type the characters you see in the picture.

Simply enter in the URL of where you want your blog to be pointed to. Blogger will make sure they point your readers to your new domain.

Use a missing files host – I would change this to **yes**.

Let's move on to **Formatting**.



Formatting – Controls how your blog is going to look. There are quite a few things you can do here.

Show

posts  on the main page.

If Days is selected, a limit of up to 500 posts will be enforced.

Date Header Format



This is how the date will appear above your posts.

Archive Index Date Format



This is how the archive links in your sidebar will display.

Timestamp Format



Show – How many posts per page are displayed. You can either choose number of posts or number of days back. I wouldn't set this too high or your blog could take forever to load once the posts start to build. I leave it at the default but wouldn't go much beyond 10 to 20 posts per page or 10 to 20 days back depending on how often you update.

Date Header Format – Below are all your options.



Date Header Format

Saturday, March 21, 2009

Mar 21, 2009

March 21, 2009

Saturday, March 21, 2009

3/21/09

Saturday, March 21, 2009

3/21/2009

3.21.2009

20090321

2009/03/21

2009-03-21

21.3.09

Saturday

Saturday, March 21

March 21, 2009

21 March 2009

21 March, 2009

above your posts.

Archive Index Date Format

our sidebar will display.

Timestamp Format

Time Zone

I like to keep it easily readable by viewers, much like if they're reading a newspaper article, so I keep the default. Choose what's best for your purposes.

Archive Index Date Format – Below are the options.

Archive Index Date Format

March 2009

3/1/09 - 4/1/09

03/01/2009 - 04/01/2009

03/2009 - 04/2009

2009/03 - 2009/04

3/1/09

03/2009

03.2009

200903

03.09

2009-03

2009.03

March 2009

2009/03

03/09

09_03

03_09

your sidebar will display.

Timestamp Format

Time Zone

Language

Again, I keep the default as it's the most descriptive and most to the point. Plus, it's the easiest to read. Use what you feel is best for you.

Timestamp Format – Below are the options.

Timestamp Format	<div>7:58 AM</div> <div>7:58 AM</div> <div>7:58:50 AM</div> <div>3/21/2009 07:58:50 AM</div> <div>Saturday, March 21, 2009</div> <div>3/21/2009</div> <div>7:58:50 AM</div> <div>07:58</div> <div>21.3.09</div> <div>7:58 AM</div>	
Time Zone		<div></div>
Language		<div></div>

I tend to stick to the default, but you could also go with day and date if you only update once a day. Blogs that you update often, you probably want to go with a time stamp so visitors can know exactly when you made your last post.

Let's move on...

Time Zone	<div>(GMT-08:00) Pacific Time</div>
-----------	-------------------------------------

Language	<div>English</div>
----------	--------------------

Convert line breaks	<div>Yes</div>
<div>If Yes is selected, single hard-returns entered in the Post Editor will be replaced with single <code>
</code> tags in your blog, and two hard-returns will be replaced with two tags (<code>

</code>).</div>	

Show Title field	<div>Yes</div>
------------------	----------------

Time Zone – This is very important depending on where you live. The default is Pacific time. If you want to accurately reflect when all posts are made, change this to your time zone. Go through the list to find yours.

Language – Most likely you'll want to leave this as English, but if not, there are dozens of languages to choose from.

Convert Line Breaks – Remember the problem I told you about when copying and pasting? This should take care of it, usually. Sometimes, depending on the editor you're copying and pasting from, it doesn't work. But leave this to **Yes**.

Show Title field – I would also leave this at the default **Yes**. I don't see any reason why you wouldn't want to show the title field.

I'm going to skip the rest of this page as it's way too advanced for our purposes. Trust me, you'll never use them.

Let's move on...



Comments – Probably one of the more important features if you want a lot of interaction on your blog in order to increase the popularity.

Comments

☒ Show ☐ Hide

Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".

Who Can Comment?

- ☒ Anyone - includes Anonymous Users
☐ Registered Users - includes OpenID
☐ Users with Google Accounts
☐ Only members of this blog

Comment Form Placement

- ☐ Full page
☐ Pop-up window
☒ Embedded below post

Comments - You want this set to show. You want as many people reading comments and staying on your blog as you can get for as long as you can get.

Who Can Comment – Leave this to anyone unless you’re making a blog just for members of your site. Then you’ll want to change to either **Registered Users** or **Only members of this blog**.

Comment Form Placement – It defaults to **Embedded below post**. I would not change this to **full page** (looks horrible) or **Pop-up window** (some blockers will block this)

Comments Default for Posts

New Posts Have Comments

Backlinks

☐ Show ☒ Hide

Backlinks enable you to keep track of other pages on the web that link to your posts. [Learn more](#)

Note: Selecting "Hide" does not delete backlinks - You can show them at any time by re-selecting "Show".

Backlinks Default for Posts

New Posts Have Backlinks

Comments Default for Posts – Leave this as it is.

Backlinks – Honestly, it doesn’t matter if you show or hide them. If you show them though, it does clutter things a bit, so I would leave it at hide. This does not delete the backlinks. It just hides them.

Backlinks Default for Posts – Also leave this at the default.

I’m skipping the next two.

Comment moderation

- ☒ Always
☐ Only on posts older than days
☐ Never

Review comments before they are published. A link will appear on your dashboard when there are comments to review. [Learn more](#)

Email address

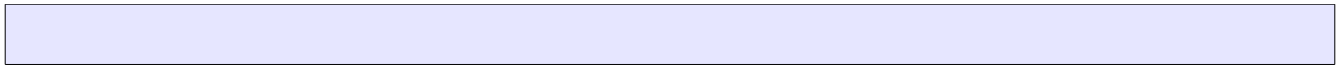
We will email you at this address when a non-member leaves a comment on your blog. Leave blank if you don't want to receive these emails.

Comment moderation – This is very important. Honestly, a chapter could be written on this subject.

Ultimately, it comes down to whether or not you want your visitors to have total reign over posting whatever you want or if you want to spend countless hours (depending on how popular your blog gets) moderating comments.

If you don't feel that there is much chance you could get a lot of bad comments, you can change this to never. If you think that's looking for trouble but don't want to be moderating for 700 posts back, change to **Only on posts older than** and designate how many days.

Comment moderation is a double edged sword. It all comes down to how much of your day you want to devote to this. With very popular blogs, this can turn into a royal nightmare. Trust me, I know. On one of my blogs I finally had to disable comments. This was for my WordPress main blog.



Show word verification for comments?

☒ Yes ☐ No

This will require people leaving comments on your blog to complete a word verification step, which will help reduce comment spam. [Learn more](#)

Blog authors will not see word verification for comments.

Show profile images on comments?

☒ Yes ☐ No

Comment Notification Email

[Choose from contacts](#)

You can enter up to ten email addresses, separated by commas. We will email these addresses when someone leaves a comment on your blog.

SAVE SETTINGS

Show word verification for comments – Yes, yes, yes. Otherwise you are going to end up with more spam comments made by those autobots than you'll know what to do with.

The last 2 aren't important.

Let's move on...



Archive Frequency

Monthly 

Enable Post Pages?

Yes 

Post Pages give each of your posts their own unique web page, in addition to appearing on your blog's front page.

SAVE SETTINGS

Archive Frequency – If you are going to post often, I'd archive often. If not, monthly is fine. I usually only do a post a day in most cases, which would be all of 30 for a month.

Enable Post Pages – Leave at yes. You want each of your posts to have their own page, especially if you're submitting articles to a place like Ezine Articles and want your resource box link to point to a specific review. By giving them the main blog URL, they may never find it. Using a unique page, they will go right to it.


Let's move on...



Site Feed – Okay, I am not a big fan of RSS feeds. Yeah, they do help a bit but it's not something that's going to bring you a ton of traffic. You might get little bits here and there. I don't mess with this much. My advice is to tinker with it and see what kind of results you get.



Allow Blog Feeds

Full 

Select **Full** to syndicate the full content of your post. Select **Short** if you only wish to syndicate the first paragraph, or approximately 255 characters, whichever is shorter. This setting will be applied to each type of feed (Post, comment and per-post comment feed).

I will go over this because it is important as far as getting traffic to your site. The default is full but I would change it to short.

Here is why.

If the full content of your post is syndicated, the reader has no reason to come to your blog. By using the short option, they have to come to your blog to read the whole article. This is why you want to change this option to short. It **will** make a difference.

Let's move on...



Email – The only reason I'm going over this is because I know most people are going to ask about this worthless option. Why worthless? You'll see.

BlogSend Address

[Choose from contacts](#)

Enter a comma separated list of up to 10 email addresses to have your blog mailed to whenever you publish.

Email Posting Address

(Also known as Mail2Blogger)

wagtunes.@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
- ☒ Disabled

SAVE SETTINGS

BlogSend Address – You will notice that you can enter a list of up to **10** email addresses to have your blog emailed to whenever you publish. If 10 people is all you have on your list, you're in serious trouble. This option would have been useful if you could at least email to a hundred. At 10, don't even waste your time.

Let's move on...




I'm skipping OpenID. It's not important enough for our purposes to go over and it's pretty involved. You will probably not be using this until it becomes popular to the point of being the "norm".

Permissions – Essentially this says who can do what on your blog.

Blog Authors Your blog can have up to 100 authors.

1 Author can post to this blog

	Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin
---	----------------------------------	---

[ADD AUTHORS](#)

Blog Readers Your blog can have up to 100 readers.

Who can view this blog?

☒ Anybody ☐ Only people I choose ☐ Only blog authors


Your blog is open to all readers by default.

You can restrict your blog to only readers you choose.
However, these readers will need to log in before reading your blog, adding an extra step.

Authors – This is the list of authors who can post to your blog. If you want to add any click on **ADD AUTHORS**.

Blog Authors Your blog can have up to 100 authors.

1 Author can post to this blog

	Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin
---	----------------------------------	---

Invite more people to write to your blog

[Choose from contacts](#)

Enter the email addresses of people you want to write to your blog (separated by commas)

[INVITE](#) [CANCEL](#)

After clicking on **ADD AUTHORS** the above box will appear. If you enter in an email address of the person you want to have as an author on your blog, you'll get the following message:



Blog Authors

Your blog can have up to 100 authors.

1 Author can post to this blog



[Steven Wagenheim](#)

wagtunes@wagtunes.cashosters2.com

admin

1 Open invitation

swagen2167@aol.com

sent

3/21/09

[invite again](#)

[remove](#)

[ADD AUTHORS](#)

That email address is one of my other emails.

This is the email that I then got:

The Blogger user Steven Wagenheim has invited you to contribute to the blog: Songwriting Tips.

To contribute to this blog, visit:

<http://www.blogger.com/i.g?inviteID=5671394375410004421&blogID=3605374132323394030>

You'll need to sign in with a Google Account to confirm the invitation and start posting to this blog. If you don't have a Google Account yet, we'll show you how to get one in minutes.

To learn more about Blogger and starting your own free blog visit <http://www.blogger.com>.

Simply click on the link in the email and you'll get the invite.

Steven Wagenheim has invited you to contribute to the blog

Songwriting Tips

<http://songwriting-tips-online.blogspot.com/>

To join this blog as an author, accept the invitation by signing in with your **Google** Account below.

Don't have a Google Account? [Create your account now](#)

Username (Email)

wagtunes@wagtunes.cashhosters2.com

[Use a different account](#)

Password

[Forgot your password?](#)

ACCEPT INVITATION

Enter in your password, if this is your account, or use a different account or create an account if you don't have one.

After you are done, you'll be given access to post to the blog.

Going back to settings, I see the following:



Blog Authors Your blog can have up to 100 authors.

2 Authors can post to this blog

[Steve Wagner](#)

steve.wagner@natures-healing-remedies.com

[remove](#)

author - [grant admin privileges](#)



[Steven Wagenheim](#)

wagtunes@wagtunes.cashhosters2.com

admin

ADD AUTHORS

I used a different name to avoid confusion.

Now, see where it says remove next to my author status? If I want, I can remove this author at any time. Also, see where it says **grant admin privileges**?

Let's click on that.



Blog Authors

Your blog can have up to 100 authors.

2 Authors can post to this blog

Steve Wagner	stevewagner@natures-healing-remedies.com	remove
	author - grant admin privileges	

Giving this person admin rights will allow them to edit this blog's settings and template, as well as other members' posts.

[GRANT ADMIN PRIVILEGES](#)

[CANCEL](#)

You'll get the above message. This essentially gives the person the same rights that you have. So be careful when doing this.



Blog Readers

Your blog can have up to 100 readers.

Who can view this blog?

☒ Anybody

☐ Only people I choose

☐ Only blog authors

Your blog is open to all readers by default.

You can restrict your blog to only readers you choose.

However, these readers will need to log in before reading your blog, adding an extra step.

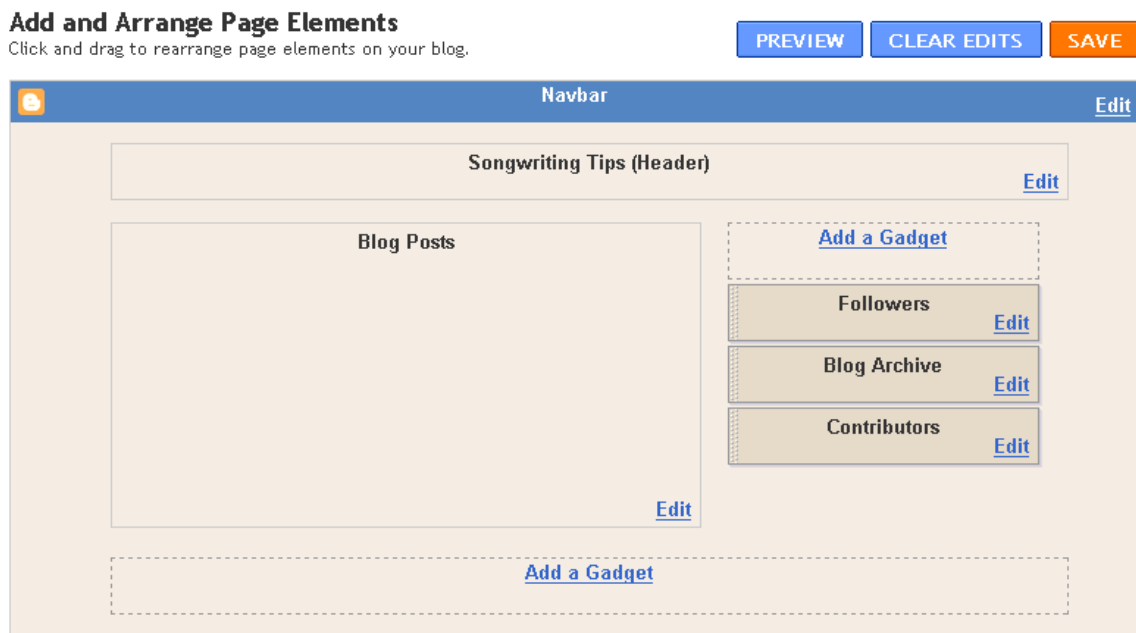
As for **Blog Readers**, as I said previously, unless this is a private membership blog, there is no reason to restrict viewing. If you do, granting access begins to become a major chore, especially if your membership grows at a fast pace.

That takes care of **Settings**.



Layout – This is actually one of the things about Blogger that I really love...its graphical interface for the layout.

Page Elements – Just take a look at this below:



What you're looking at above is the actual graphical layout of my blog template by default. The header is at the top, blog posts go underneath at the left, and followers, archive and contributors are at the right hand side.

See where it says **Add a Gadget**? If we click on one of these links (right or bottom) we'll see the following:



Add a Gadget

? Help

Basics

Featured

Most Popular

Newest

Categories

News

Tools

Communication

Fun & Games

Finance

Sports

Lifestyle

Technology

Basics

1 - 19 of 19



Followers

Already added

Displays a list of users who follow your blog

By [Blogger](#)



HTML/JavaScript



Add third-party functionality or other code to your blog.

By [Blogger](#)



Text



Add some words to your blog - like a welcome message - with our rich text editor.

By [Blogger](#)



AdSense



Earn revenue by displaying relevant ads on your blog.

By [Blogger](#)

Now, there are a TON of these that you can add. I am not going to cover them all because we'll be here until a week from next Tuesday. I will go over the ones that you will be probably using the most.

Adsense – This is the Google revenue sharing program. The money comes from Adwords advertisers.

If you click on the + sign, you'll see the following:

The screenshot shows the Blogger AdSense customization interface. It is divided into three main sections: Format, Colors, and Preview.

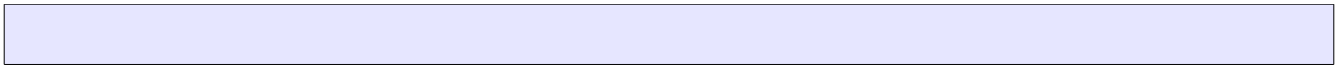
Format: A dropdown menu is set to "160 x 600 Vertical Wide Banner". Below it are two radio buttons: "Text And Image" (selected) and "Text Only".

Colors: A dropdown menu is set to "Blend Template". Below it is a "Customize Colors" section with a grid of color swatches for Border, Background, Text, Title, and Url. To the right of the swatches are input fields for the corresponding hex color codes: #ffffff for Border, #ffffff for Background, #666666 for Text, #999999 for Title, and #5588aa for Url. A tip in orange text says: "Tip: What color combinations are best for my site?"

Preview: A preview of the ad is shown. It features the text "Ads by Goooooogle" at the top. Below it is a large ad for "Free Telescope Catalog" with the text "Low prices on dozens of telescopes at Orion's web site." and the URL "zimplify.com". At the bottom of the preview is another ad for "Apartments for rent".

Blogger will ask you what kind of format you want your AdSense blocks to be in. Personally, I use blocks of 3 ads for each block. You can have up to 3 AdSense blocks on a page.

If you're not an AdSense user, you'll be asked to create an account. This is beyond the scope of this part of the tutorial. Please refer to the AdSense section for how to do this.



Advanced

Your ads are currently serving with publisher ID `ca-pub-4025562143158908` .
[Switch to a different publisher ID.](#)

BACK

CANCEL

SAVE

When you're done, just click on **SAVE**.

When you come back...

Page element added. [View Blog](#)

Add and Arrange Page Elements
Click and drag to rearrange page elements on your blog.

PREVIEWCLEAR EDITSSAVE

Navbar

Songwriting Tips (Header)
[Edit](#)

Blog Posts
[Edit](#)

[Add a Gadget](#)

AdSense
[Edit](#)

Followers
[Edit](#)

Blog Archive
[Edit](#)

Contributors
[Edit](#)

[Add a Gadget](#)

You will see the message **Page element added**.

Now, notice where it put the AdSense block. You **don't** have to leave it there. Let's say you want to move it right above the blog post.

Simply take your mouse, left click and drag the element to where you want it.

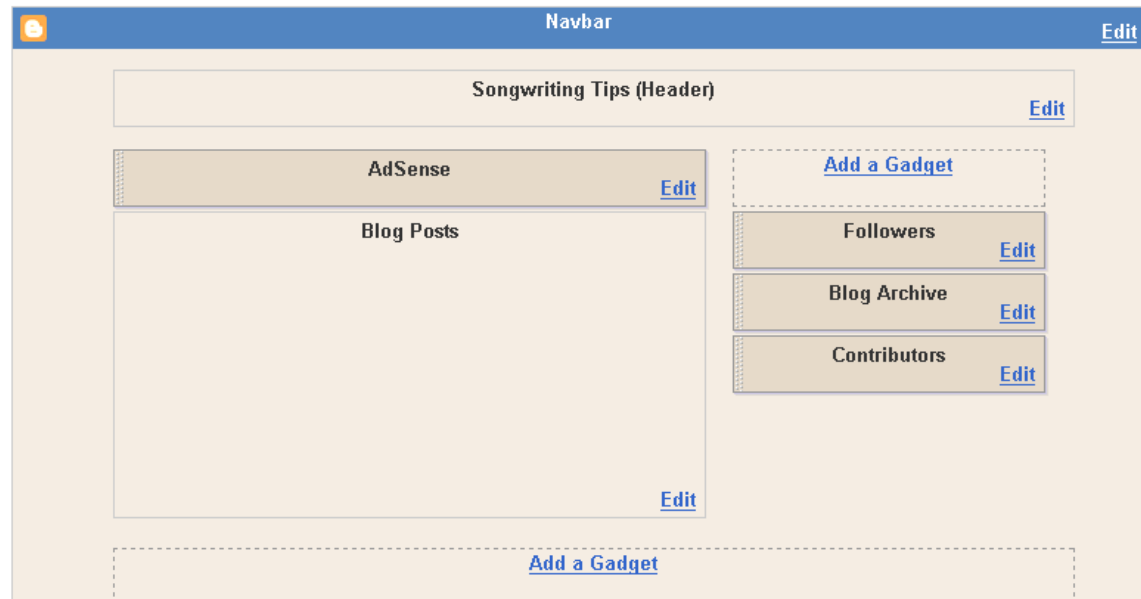
Add and Arrange Page Elements

Click and drag to rearrange page elements on your blog.

PREVIEW

CLEAR EDITS

SAVE



As you can see, I moved it to right above my blog post.

You can then repeat this process for 2 other AdSense blocks that you can create per post according to AdSense TOS.



Poll

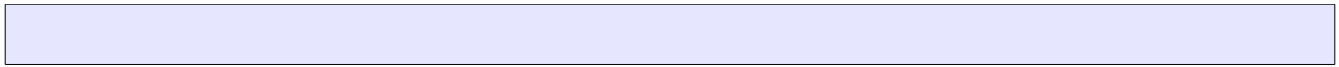
Survey your visitors by adding a poll to your blog.


By **Blogger**



Poll – This is great for getting feedback on your blog. The more you get, the more ideas you'll come up with for content.

If you click on the + sign...



 **Create a poll** [? Help](#)

Question

Answers

[remove](#)

[remove](#)

[remove](#)

[remove](#)

[Add another answer](#)

☐ Allow visitors to select multiple answers

Poll closing date and time

3/28/09

11:17 AM

BACK

CANCEL

SAVE

You'll get the box above. Simply fill in your poll question and as many answers as you want to give. You can add more than the 4 default spots by clicking on **Add another answer**. You can also allow readers to select multiple answers by checking the box next to **Allow visitors to select multiple answers**.

Enter the date that you want the poll to close.



I added a poll question, **What would you like to learn about songwriting?**

Here is what it actually looks like on the blog itself.



By checking your results, you can see what topics readers most want to read about.

This is a very useful feature.



Link List



Add a collection of your favorite sites, blogs, or web pages.

By **Blogger**

This is very useful if you're doing affiliate marketing and want to display links to some affiliate products that you're promoting.

If you click on the + sign...

BACK

CANCEL

SAVE

Title

Number of links to show in list

Leave blank to show all links

Sorting

Don't Sort

▼

New Site URL

http://

New Site Name

ADD LINK

BACK

CANCEL

SAVE

You'll get what you see above. Simply fill in the Title, number of links you want to show in the list (leave blank to show all links) choose a sorting option, enter the site URL and finally the site name. When you're done, click on **ADD LINK**. When you're all done adding, click on **SAVE**.

Here is what it looks like:

Do You Write Songs?

Get help record your music without leaving your home studio
www.StudioPros.com

Your song on the Radio

Get played to 6M listeners who want to discover new music
Airplay.Jango.com



Ads by Google

☐ chord progressions

☐ song style

[Vote](#) [Show results](#)

Votes so far: 0
Days left to vote: 6

FRIDAY, MARCH 20, 2009

Intro To Songwriting

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The

MY FAVORITE LINKS

[Superior Songwriting](#)

I moved the gadget to under my poll.



Subscription Links



Let your readers easily subscribe to your blog with popular feed readers

By [Blogger](#)

Subscription Links – This gadget allows readers to subscribe to your blog with popular feed readers. For those who use these feeds, you want to give them to option to do it. It won't bring you a ton of traffic, but it will bring you visitors on a more regular basis if you update often.

If you click on the + sign...



Configure Subscription Links

[? Help](#)

Title:

[BACK](#)

[CANCEL](#)

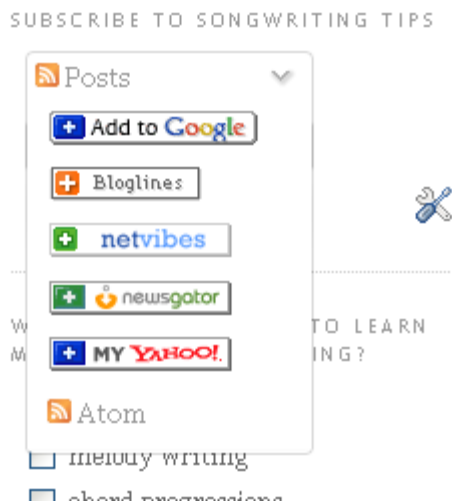
[SAVE](#)

That's what you get. The default is 'Subscribe To' – we suggest you change it.

Here is what it looks like on the blog itself.



If you click on where it says **Post** you'll see the following:

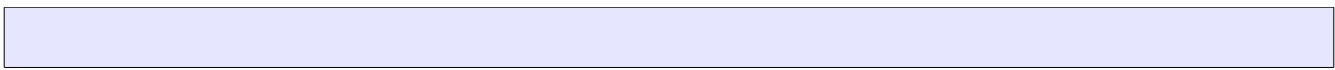


The reader can then choose whatever subscription service they want.

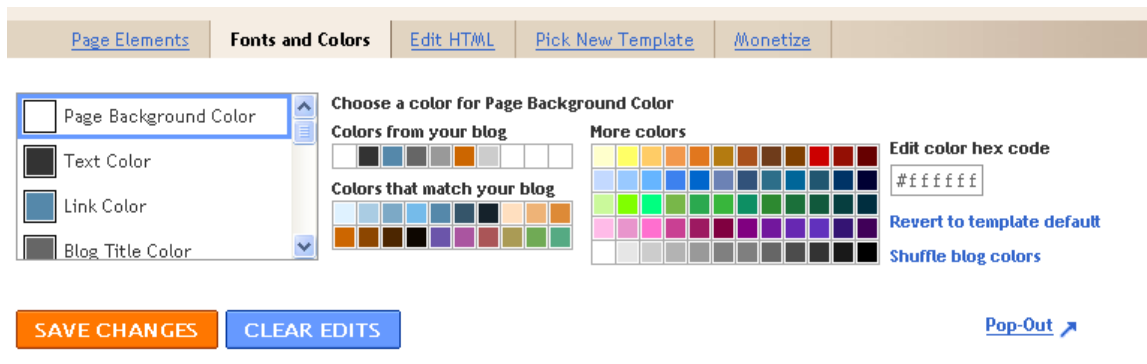
Those are the only gadgets I'm going to cover as I feel they are the ones that are most important. But feel free to go over the rest of them. The interface is simple and you shouldn't have any trouble adding and moving your gadgets around.

That also pretty much covers **Page Elements**. As I said, this is one of my favorite things about Blogger.

Let's move on...



Fonts and Colors – Honestly, I never touch this. But I do know a lot of people who love to change the look of their blog, so here goes.



You have a number of options here for your fonts and colors.

Simply choose the option at the left, such as **Page Background Color**, which is now white, and change it to any color you like by choosing the color from the color charts at the right hand side.

Yeah, it's that easy.

When you get down to **fonts** you'll see this:



[Page Elements](#) **Fonts and Colors** [Edit HTML](#) [Pick New Template](#) [Monetize](#)

Aa Text Font

aa Sidebar Title Font

A Blog Title Font

aa Blog Description Font

Choose a font for Text Font

Font Family

☐ Arial

☒ Georgia

☐ Trebuchet

☐ Courier

☐ Times

☐ Verdana

Font Style

☐ Bold

☐ Italic

Font Size

[< Smaller](#)

[Larger >](#)

SAVE CHANGES

CLEAR EDITS

There aren't a lot of options, but you can make a few changes including font family, style and size.

When you're done making your changes, click on **SAVE CHANGES**.

[Page Elements](#) **Fonts and Colors** [Edit HTML](#) [Pick New Template](#) [Monetize](#)

Aa Text Font

aa Sidebar Title Font

A Blog Title Font

aa Blog Description Font

Choose a font for Text Font

Font Family

☐ Arial

☐ Georgia

☐ Trebuchet

☐ Courier

☐ Times

☒ Verdana

Font Style

☐ Bold

☐ Italic

Font Size

[< Smaller](#)

[Larger >](#)

SAVE CHANGES

CLEAR EDITS

[Pop-Out](#)

FRIDAY, MARCH 20, 2009

Intro To Songwriting

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The Angels Sing" and "Hell I'm In Hell"...two very different tunes. From 2003 through most of

[Vote](#) [Show results](#)

Votes so far: 0
Days left to vote: 6

MY FAVORITE LINKS
[Crescent Connections](#)

You will notice that at the bottom of the screen, you will see what your blog will look like in real time. As you make the changes, they will appear below even before saving. This way, you can tell if you want to keep them or not.

Cool feature.

I'm skipping **Edit HTML** because that's for very advanced users who better know what they're doing or you can screw up your whole template.



Pick New Template – If you don't like the template you chose, you can pick a new one. This is the same feature as when you first created your blog. Simply check off the template you want to change it to and you're done.

Monetize – This is for AdSense users. If you've already added an AdSense gadget, this is done. If not, by clicking on it, Blogger will ask you for your AdSense account. If you don't have one, you'll have to sign up.

There you have it...everything you need to know about putting together your Blogger blog. There isn't as much you can do with it as with WordPress, but it does have some cool features.