

NOTES

Objectives:

1<sup>st</sup> STEP ~ Determine the objectives of your blog.

Points to consider:

- What is the main purpose of your blog?
- Is it personal or professional?
- Will it be a permanent blog or short term project blog?
- Will you want to do any advertising on your blog?

2<sup>nd</sup> STEP ~ Find the blogging platform that meets your objectives.

Platform:

Name	Hosting Type	Cost	Sample
<a href="http://www.wordpress.com">http://www.wordpress.com</a>	Platform	FREE	<a href="http://lorelle.wordpress.com/">http://lorelle.wordpress.com/</a>
<a href="http://www.wordpress.org">http://www.wordpress.org</a>	Self	* FREE - must have a hosting account	<a href="http://www.wpdesigner.com/">http://www.wpdesigner.com/</a>
<a href="http://www.blogger.com">http://www.blogger.com</a>	Platform	FREE	<a href="http://buzz.blogger.com/">http://buzz.blogger.com/</a>
<a href="http://www.typepad.com">http://www.typepad.com</a>	Self	PAID	<a href="http://apama.typepad.com/">http://apama.typepad.com/</a>
<a href="http://www.moveabletype.com">http://www.moveabletype.com</a>	Self	FREE - free for personal use	<a href="http://www.sixapart.com/">http://www.sixapart.com/</a>

Hosting:

3<sup>rd</sup> STEP ~ Choose your preferred hosting method.

A hosted blog means that it is hosted on the server of the blog platform such as <http://www.wordpress.com>. A non-hosted blog such as <http://www.wordpress.org> means you must host it yourself by choosing a hosting company, package and domain name.

Platform Hosted	Hosted Yourself
Free	Paid
Must include their name in the domain name you choose.	Choose your own domain name.
Limited choice of design themes.	Many options for design themes.
Limited customization & features.	Unlimited customization options.
Automatic updates & backup.	Must update & backup yourself.
Cannot implement advertising such as Google AdSense.	Unlimited advertising potential.

## 4<sup>th</sup> STEP ~ Create your blog

1. Choose hosting account (if self hosted)
2. Name your blog (choose domain name)
3. Install the software (if self hosted)
4. Choose blog theme
5. Create & add content
6. Tweak theme, add plugins & extras
7. Start blogging!

## 5th STEP ~ Optimizing your blog

1. Install Google Analytics
2. Follow Google Webmaster tools
3. Post content rich articles enhanced with graphics regularly
4. Invite guest authors to write for your blog
5. Join a blog carnival
6. Burn your feed with <http://www.feedburner.com>
7. Market your blog

## Valuable Tools, Tips & Resources

### Hosting Tips

- If you have a platform hosted blog and wish to move over to the self hosted blog it can be a lot of work and time, and not always successful.
- If the platform hosted blogs server goes down your blog goes down.
- If the platform hosted server gets attacked by spam or something so does your blog.
- A good hosting service starts at \$10.00/month.
- You can get a domain name at <http://www.1and1.com> for as little as \$5.99/Year.
- A self hosted WordPress blog provides many options for customization and special features.

### Blog Basics:

**RSS:** Really Simple Syndication

**FEED:** Makes distribution of content possible. Feed icon means you can subscribe to the related content using a feed reader.

**PING:** Notifies the servers each time a new post is created or modified.

**POST:** Blog articles that are written in the write post panel.

**PAGE:** Static pages created in the write page panel.

**PLUGIN:** a Mini program designed to run a specific on demand function.

**WIDGET:** aka snippet, runs specific code when the page is loaded.

**SUPPORT:** User forums, FAQs, online tutorials, Ultimate Biz Assistant.



**Blog Advanced:**

**Post Feed:** the feed that leads to your blog post page.

**Comment Feed:** the feed that leads to the comments left on your blog.

<http://www.feedburner.com/fb/a/home>: makes any feed format readable on any subscriber device ~ helps you to deliver and profit from your blog content & podcasts, on the Web. Also provides the largest advertising network for blogs and RSS feeds.

<http://www.feedreader.com/>: checks for new content at regular intervals on sites specified. Provides a consolidated view of the content in a single browser display or desktop application.

**Analytics:** Track subscribers, identify places that your feed is referenced or clicked. Track podcast downloads, and more.

**Resources**

- \* Themes you can use with a WordPress.com blog:
  - o <http://wordpress.com/features/theme-examples/>
- \* View themes you can use with a WordPress.org blog:
  - o <http://themes.wordpress.net/>
  - o <http://www.wordpresstheme.com/>
  - o <http://www.bestwpthemes.com/>
  - o <http://www.dirjournal.com/wp-themes/>
- \* To view a more comprehensive list of WordPress.org themes:
  - o [http://codex.wordpress.org/Using\\_Themes#Get\\_New\\_Themes](http://codex.wordpress.org/Using_Themes#Get_New_Themes)
- \* Some of the WordPress theme designers I recommend:
  - o <http://www.wpdesigner.com/>
  - o <http://corymiller.com/>
  - o <http://www.briangardner.com/>

**Trends**

Today, blogs are being used more and more to meet both personal and business objectives for example:

Personal Blog Samples		
Weddings	Family	Photo Logs
Pets	Gardening	Travel
Cooking	Hobbies	Pregnancy

Business Blog Samples		
Article Marketing	Project Management	Magazine
Newsletter	The whole company website	Customer service
Employee relations	One page sales site	

To see some of these exciting blogs in action please visit the [http://codex.wordpress.org/User:Matt/Famous\\_Blogs](http://codex.wordpress.org/User:Matt/Famous_Blogs) page over at <http://wordpress.org/>.

You're ready to start sharing your thoughts and ideas with the world.

**Happy Blogging!** ☺