my

building

Web Blog

What is a Blog?

A weblog, which is usually shortened to blog, is a Web Site where regular entries are made (such as in a journal or diary) and presented in reverse chronological order. Blogs often offer commentary or news on a particular subject, such as food, politics, or local news; some function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. Most blogs are primarily textual although many focus on photographs, videos or audio. The word blog can also be used as a verb, meaning adding an entry to a blog.

The difference between a blog and a traditional Web site is the way in which they are updated. Web sites are typically static content, updated only periodically, where as blog technology allows a user to update the content as often, or as quickly as they like. Originally blogs were used by individuals as publicly available online journals. In the past few years, businesses and politicians have started to discover the power of the blog, and their popularity and use has taken off.

It's very easy to set up a blog. You can set up a blog in less twenty minutes. The nice thing about a blog is that it's like having your own Web site but you don't have to learn how to make a Web site or pay someone to host it. It is FREE.

We are going to show you how to set up a blog at Blogger.com

First you will need to sign up for a free **Google** email account. After if you sign check the email for you password. Once you have everything go to www.blogger.com and log in with email account that you was creating before

1 Create a **Google Account**

This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please sign in first

Email address (must already exist)	A.		You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.
Enter a password	B	Password strength:	Must be at least 6 characters long.
Retype password	C		
Display name	D		The name used to sign your blog posts.
Word Verification		*pother*	Type the characters you see in the picture to the left.
	E		
Acceptance of Terms	F	☐ I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service
	G	CONTINUE	

A) Enter your e-mail address here, preferably the same one you used to sign up for Google account. This will make it easier to remember when logging in later.

B) Writ the password

C) Retype your password

D) Choose a display name, this will be displayed on all of your blogs.

E) Type the word verification that is displayed on your sign up page.

F) Check off the Accept Terms.

G) After all done, click Continue.
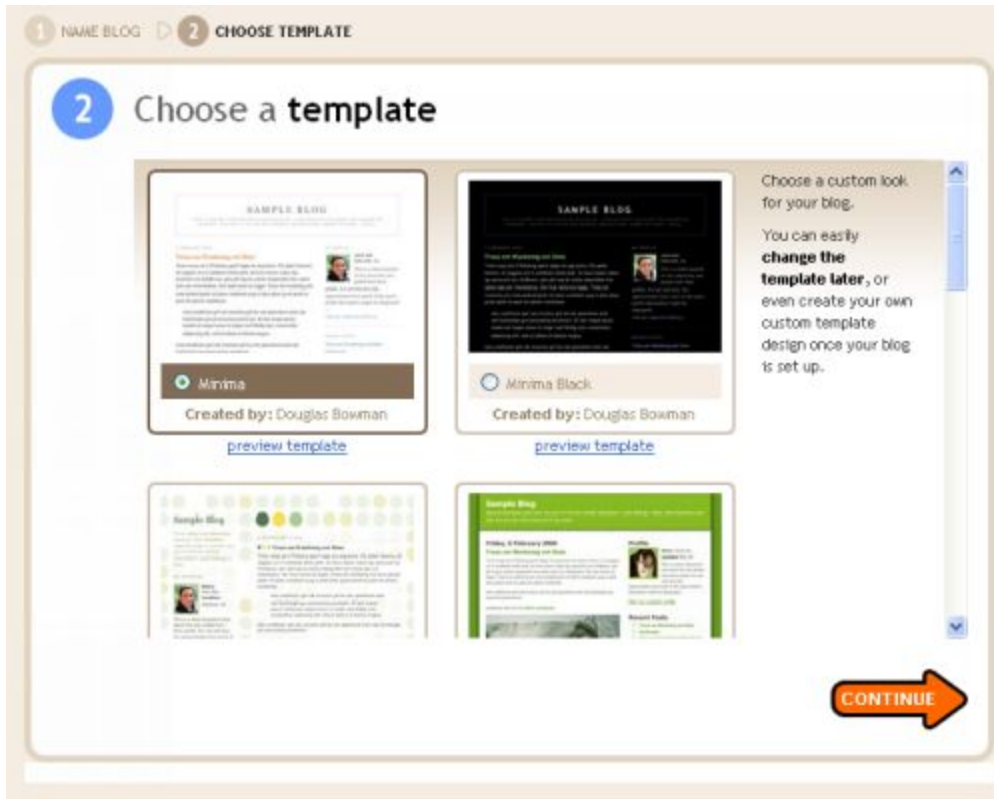
You will be at this "Name Your Blog" page

NAME YOUR BLOG

A.) Select a blog title that best fits your blog subject. This is only for your personal information or categorizing your blogs in your blogs account page.

B.) Select your blog address URL - This is what will appear in your URL address you place in your internet browser. If you are creating a "Myphotography" site as an example your blog address URL, would be http://myphotography.blogspot.com This is how others will be able to access your blog Web site.
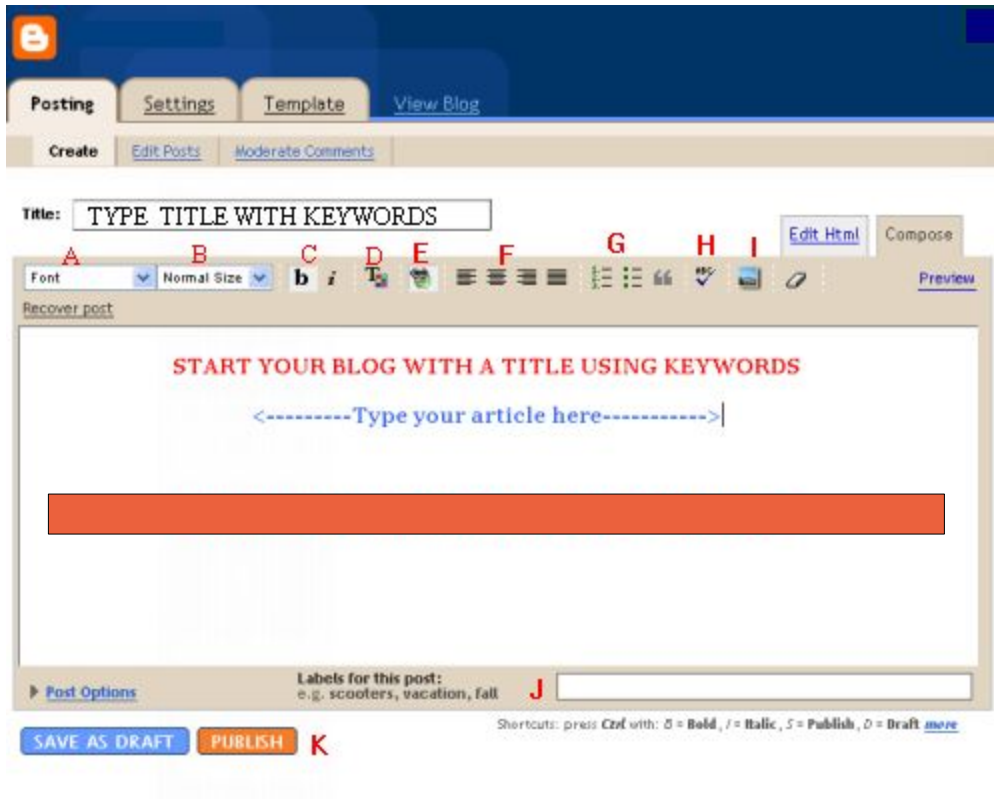
After all has been completed click Continue

CHOOSE YOUR TEMPLATE LAYOUT

You can choose from a variety of template layouts. This is how your blog will appear when someone clicks on it. After you finished your selection, click "Continue."

You will then be taken to a screen "Your Blog is Done" click on the "Start Posting."

The Posting Tools Description

A) Change the text font.

B) Change the size of your text.

C) Select Bold or Inverted text.

D) Select the color of your text.

E) Link Web sites to your text - You can tie any Web sites to a slogan or saying.   "To find out GO HERE or HERE", To do this, click your mouse over the GO HERE until highlighted, then click on the Link button (E) a separate window will pop up for you to add URL and click OK you can use this method to link to other Web sites a picture as well.

F) Change the text position on blog, Left, Center, Right.

G) Add side margins to text.

H) Spell-check your blog with this button.

I) Upload and add pictures to your blog with this button.

J) Enter whatever labels you like, separating them with commas. You can also click the "Show All" link to display a list of the labels you've used previously. Then just click on the labels to add them. When you publish your post, the labels will be listed with it. Clicking any of the labels will take you to a page containing only posts with that label.

Labels are handy if you blog about a lot of different subjects, since readers can then choose to view all of your posts on, say, flower , or knitting, or whatever you happen to be writing about. THESE ARE OPTIONAL and not required.

K) Once you are satisfied with your blog, click on "Publish" to publish your blog to Internet

After you have published your blog, you will be taken to a screen that says

"Your blog post published successfully!"

Adding Additional Side bar Links To Blog

You can also add more links to your blog on the side bar or at bottom of your page, such as additional affiliate promotion links or links to other Web sites.

1. Go to your Template page and click on "ADD A PAGE ELEMENT"

2. When the separate window pops up, click on the "Link List" which is the first option at the top

   right and click on "ADD TO BLOG".

3. Enter the Web site you would like to add as follows

A.)Title - This is what the link will say on your blog

B.) Leave Blank.

C.) elect how you want your links sorted on your blog.

D.) Enter the Web site URL; the http:// is already given. This is where you would add your links.

E.) Add the website name.

F.) When done click on "Save Changes."

You can add as many links as you would like to your blog.

BONUS:

Google is going to pay you for placing their search engine ads in your articles and on your blogs. You get paid from $.01 cents to $10.00 for EACH CLICK that is generated through your articles or blogs. You will also get paid for every 1000 impressions (when someone just visits your article).

We are going to give you a tutorial on how to sign up and get your account established with Google

Additional Sign-up Notes for Google Adsense:

Select the following on sign up:

Website language: Select English or ....

Account type: Individual

Then fill in the rest of your personal information for who you want your paycheck made out to and where you want it sent.

Product Selection

Check BOTH

AdSense for Content
AdSense forSearch

If you forget to check these, no worry, your account will be fine with the selected options.

Policies
Check off all the policies and SUBMIT INFORMATION

Google will now review your application and send you an approval with in 24-48 hours on average. Once approved you can log into your account. This is where you will be able to run reports on daily, weekly, monthly, and all time earnings you have generated by displaying Google ads in your articles and blogs.

Getting Google Adsense Publisher ID
How Google Adsense works - You will not need to do anything but place a simple code Google will provide you. Google will do the rest by displaying the relevant content of ads to your articles and blogs.We will show you how to get the codes.
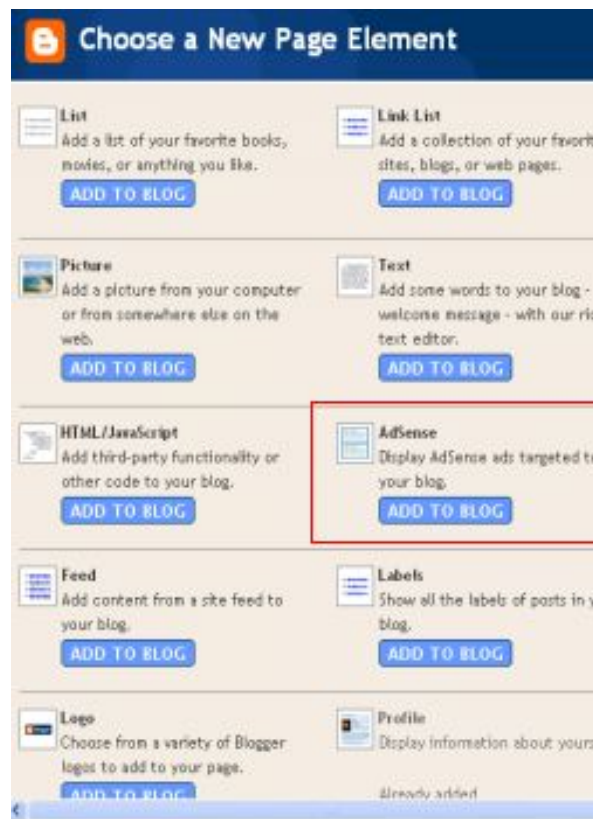
Getting Your Google Adsense ID Codes:

To place your Google AdSense ads into articles, you will have to enter your Google AdSense ID. This will allow you to display your Google ads. To get this code log into your Google Adsense account, go to "MY ACCOUNT" at the bottom of page and locate the code:

This is the best opportunity we can offer you for making a lot of money create Web blogs and post to the Internet. There are several methods you can use with blogs to create an incredible income. If at first glance you are thinking this is to much work, DON'T MAKE THATMISTAKE. Read through the instructions (A couple of time if needed) then apply your self step by step. After you have created your first blog the rest is easy.

Placing Google Adsense On Your Blogs

Now we are going to show you how to add Google AdSense to your blogs. You will need to click on the Template button located in your blogger menu. After you get to the template page click on "ADD A PAGE ELEMENT"
You then will have a separate Window Open Up Choose A New Page Element

1.Click On Adsense **"**ADD TO BLOG"

2. The next page you come to click on "Already have an Adsense account? Sign in.

3. On the next page you will have to enter the Google AdSense e-mail address that you use to sign up with Google AdSense. Then choose EITHER your zip code OR the phone number you have listed in your Google AdSense account. This is needed so you can be verified and approval can be given to Blogger.com to post AdSense ads on your blogs. Don't worry Blogger.com will NOT have access to your Google AdSense account or any of your personal information, just the codes they need.

You will also need to log into your Google Adsense account and click on "My Account" and then click on "Account Access" and allow Blogger.com access to your codes.

4. After you submit your e-mail address and zip code OR your phone number, click "OK" and you will then be able to select the Google AdSense layout and ad style you want to be displayed on your blog. After you have chosen your layout and ad style, click on "Save Changes". The Google ads will now be displayed on your blog. You can now access your template page any time you want to change the layout or ad style. You now have Google AdSense.

Information Technologie Service
2009