

# Barbara's Blog Tutorials

## Part 1 – Setting Up Your Typepad Blog

(Sections 1-3 on [www.BloggingwithBarbara.com](http://www.BloggingwithBarbara.com))

### 1. Introduction to Blogging

#### 1. What's a Blog?

A “blog” is a shorthand way of saying “web log.” The “log” part refers to entries you make that are dated and sequential, kind of like a ship’s log.

In addition to the continuous nature of the entries (posts) in a blog, these commentaries can be archived (stored) by month and by category, so even if people don’t learn about your blog right at its start, they can read your posts any time they choose.

A blog is a less formal website, in many ways. You can “be yourself,” however that self chooses to present itself to the rest of the world. Even a business blog can be less serious than a typical website.

But your blog should also be part of your “brand” identification and should really reflect the way you do business or exhibit yourself on a normal basis. It’s a conversational extension of yourself, your thoughts, your passions, your teachings and your new ideas.

This blog, for example, is a way for me to get basic information out to women in a more detailed fashion than I can on my website [www.newradiance.com](http://www.newradiance.com). My website has well over 90 pages of marketing resources and self-promotion tips for authors, coaches and home business owners.

One of the self-promotion tools is the blog, which all of us can use to spread our ideas and information globally.

Seth Godin says that blogs work best when they are based on (1) candor, (2) urgency, (3) timeliness, (4) pithiness, (5) controversy and (6) utility.

Blogging with Barbara is a “utilitarian” blog with, hopefully, pithy instructions that get your blog up and running easily and quickly, once we get past this introductory section - so you know what blogs are, how you can use them to inform others and make a name for yourself, and how you can make money blogging.

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#### **2. Why Blog?**

The reasons for blogging are many.

You can create an internet presence – a blog website – for free or for as little as \$4.95 a month. In other words, a blog can be a website substitute.

Even non-technical people can easily create and post to a blog – no need to hire a webmaster. (**Typepad blogs** are especially easy to work with.)

Blog tools and add-ons keep multiplying... and most of them are free to use.

You can “point” a domain name – one that suits your business or interest – directly to your blog, so it acts like a website URL.

You can easily create and host multiple blogs. For example, with Typepad, \$14.95 gets you an unlimited number of blogs written by an unlimited number of authors – great for schools, businesses, churches, entrepreneurs, authors of numerous books, network marketers promoting niches within their field and more.

A blog keeps your information current. No need to wait two weeks or a month for your next newsletter to get urgent, time-sensitive material out to people who need it.

You can use a blog as an alternative to a newsletter. If you speak to a particular audience about a topic they want to stay on top of, you can obtain as many subscribers to a blog as you can to an ezine... more, even.

With the spam problem and the blocking tactics of email filters, many ezines are having trouble being delivered. The way blog updates are sent and received eliminates this problem, and gets your news out immediately.

Your blog messages are available to everyone in the world with a computer, and not just the few hundreds or thousands on your email list.

Your blog can be your soapbox. Because a blog is so easy to create and update, you can get your message out to more people quickly – every time you feel the urge to convey new information to your blog's readers.

A blog is interactive, if you allow “comments.” You can converse with your blog readers and develop relationships with them.

It's easier to promote a blog than a website these days. With a website, you have to keep adding fresh content for the search engines and be constantly finding new places to promote your site. With a blog, you also have to create fresh content, but your blog posts are automatically announced every time you update. With **Typepad**, most of this capability comes built-in with the blog. I'll

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have instructions in the “Create Your Blog” section on how to activate your feeds.

#### **3. Why Bloggers with a Message?**

As a **niche marketing coach** for holistic and personal growth entrepreneurs, I've seen first hand how difficult it can be for heart-centered and right-brain people to get the hang of constantly changing internet technologies.

But blogging has so many advantages – its low cost being just one – that it can't be ignored by authors, teachers, speakers, women business owners and anyone with a “soapbox” message – as a way to reach more people.

#### **4. Why Typepad?**

I chose the **Typepad blogging platform** as my instructional basis for the simple reason that it's easier to learn than the more advanced Wordpress blog. Someday I'll learn Wordpress and maybe pass along some tips.

But for us non technical (right brain) folks, Typepad is an excellent choice. Reasonable price, nice designs to choose from, very easy to post, lots of built-in “widget” add-ons and subscriber options, too.

#### **5 - Is Blogging Right For You?**

**Yes** - If you like to write and are happy to spend a little extra time editing and proofreading your writing before publishing it on your blog... and to the world.

**Yes** - If you have a message to share with a particular group of people.

**Yes** - If you are happy writing new, relevant material at least once a week.

**Yes** - If you have the time and discipline to stick with it.

**Yes** - If you like getting attention. Blog posts can go out far and wide, through the linking efforts of your readers.

**Yes** - If you have time to read other people's blogs and occasionally post comments about them or write about them on your own blog.

**Yes** - If you enjoy “socializing” online... and just plain being online.

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**Yes** - If you're able to write on a consistent theme and give subscribers something enjoyable, entertaining, valuable or inspiring.

**Yes** - If the technology doesn't scare you away (that's why I'm writing about Typepad blogs - they're easier to work with than most).

**Yes** - If you know that people are looking for the information you're offering.

**Yes** - If you can see yourself writing on the same topic for at least 12 months.

**No** - If you're a person who is more comfortable with face-to-face relationships than virtual ones.

**No** - If you don't want to invest the time and research to make yourself well known through blogging.

**No** - If you haven't figured out your niche topic or niche audience.

**No** - If you don't have cable, DSL or some fast way of connecting to the internet. (You can do it, but it will probably drive you nuts trying to blog via dial-up.)

**No** - If you don't have much to say or teach or if writer's block is a problem. The best bloggers tend to be passionate about their subject and attract others with a similar passion.

**No** - If you're really thin-skinned. Blog posts can be seen by a lot of people, not all of whom will agree with you. And bloggers don't mind letting you know this, through comments or trackbacks.

#### 6 - Cool Blog Ideas (Part 1)

The information you post on your blog will depend on your area of interest or passion, your business niche, your teaching expertise - what you feel compelled or drawn to talk about. (One of my women friends wants to teach manners to teenagers ;-)

If you're new to blogging, then you may not be aware of the multitude of political, entertainment, news, hobby and personal commentary blogs that currently exist (to merely scratch the surface).

But (1) if you have something of value to contribute to others and (2) if you know enough about your subject that you can write about it (at least) weekly and (3) if you can write in a "voice" that your readers can relate to and (4) if they agree that there is value for them in reading your words - then you really should consider starting your own blog.

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You just need to decide what your blog will be about (its focus) and who it is likely to appeal to (its audience).

When I think about the types of blogs “bloggers with a message” could have fun with, get known for and create income around, these are some of the ideas that come to mind.

Teachers can write free mini-lessons on their blog to attract students to their paid teleclasses.

Channelers can post their channeled information and sell their compiled works as e-books.

If you're in the “blessing” business, you could post a blessing every week on different topics and offer your book of blessings for sale.

Healers can post healing tips and sign folks up for distance healing sessions.

Cooks and food lovers can give away recipes on their blog and sell their cookbooks or recipe files.

Authors can gain a following for their new books by creating a “blook” - i.e.) posting chapters of their book on a blog. In essence, they are writing their book in public to obtain feedback and book reviews as they're writing. Seth Godin works this way. He already has his audience of buyers before the book is sent to the printer.

Natural living experts can educate many people through a blog... and sell organic products on the sidebar.

Nutritionists can post information about specific products for various ailments and sell the same products on the blog.

Astrologers can keep interested people up to date on planetary happenings for free and offer their services for personal astrology readings for a fee.

Ministers can blog their weekly lessons and sermons, for parishioners who missed church. They could actually create a “blog church” this way (a blurch??). With audio capabilities, they could even include the hymns. Or why not create a podcast RSS feed each week of the entire service? Most churches have some type of recording capability.

Blogs are terrific tools to send uplifting messages out into the world, whether you choose to earn income from them or not. On the other hand, take a look at [Steve Pavlina's blog](#) to see how he makes thousands a month on a personal development blog.

You can deliver prayers, meditations, class lessons, predictions, speeches and more using podcast RSS feeds via your blog.

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You can highlight customer success stories - giving your clients extra internet attention and yourself a pat on the back at the same time.

## **2. Blog Definitions**

### **6. Basic Blog Definitions**

#### **Weblog (blog for short):**

A chronological publication or journal that is available on the web and updated with regular frequency. In other words, a blog is a website you update yourself instantly, frequently and easily – from anywhere in the world.

#### **Blog Platform:**

Blogging software for creating and updating your blog. Free platforms include Blogger and Wordpress.com. I work on the Typepad blogging platform (which I suggest for people who are “technologically nervous”). More advanced blog platforms include Movable Type and Wordpress.org, which require some expertise to set up.

#### **Blog Post:**

An article that you publish on your blog. “Posts” are also called entries. Blog posts are arranged in chronological order, with the newest at the top. Posts can also be sorted into monthly “archives” or categorized by topic.

#### **Archives:**

Because blogs tend to have many posts per month, most blogging software arranges the posts by month and year. When the bottom-most post gets bumped off the blog’s home page by the newest post, it is stored in the archive for the month in which it was written. Archives are like a filing cabinet. In addition to the monthly files, you can create categories by topic and “file” your posts in one or more categories as well, for easier lookup by your blog visitors.

#### **Comments:**

You can choose to activate or de-activate comments by your blog's readers. These are responses typed into the “comments” section of a particular post by readers who wish to comment on what you have said. When someone clicks the comments link, they are taken to a form where they enter their name, email, comment and a link to their blog, if they have one.

#### **Trackback:**

A comment on your blog about someone else’s blog post (and vice versa).

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Instead of commenting on their blog, you comment on yours and link back to the original post. If that person's blog accepts trackbacks, the readers of their blog can see who else is writing about them and what is being said (and vice versa). I guess the idea is that it "tracks back" from you and your blog to the original article's blog.

### **3. Create Your Blog**

#### **7. Naming Your Blog**

Typepad comes with a default typepad.com name. You name the first part and the ending is .typepad.com. You do this part of the naming when you join Typepad.

For example, the "real" name of my blog is <http://bloggingwithbarbara.typepad.com>.

I highly recommend that you also register your own dot com domain name (I use **GoDaddy**) and point your name to your blog. You can also domain map your name, with an upgraded Typepad account (lessons upcoming on pointing and domain mapping). You'll especially want to do this if your blog is also your website. Besides, it helps you build your brand and web insignia.

Your blog URL can be [www.yourname.com](http://www.yourname.com) (if it's available), [www.yourbusinessname.com](http://www.yourbusinessname.com) (ditto) or a keyword rich name that describes what your blog will be about.

A "keyword" is a word or phrase that search engines use to find internet references on particular topics. Therefore, it helps to have keywords as part of your blog's URL, your blog title and subheadings, or at a minimum in the content of your posts.

The dot com name for my blog – [www.bloggingwithbarbara.com](http://www.bloggingwithbarbara.com) – uses my first name and the keyword "boggng." My tag line reiterates the blogging keyword and I'll use keywords and phrases within my posts.

Preferably, your blog URL should be easy to spell, look good when written (not too many vowels running together) and give a brief idea of the blog's content.

What you can't say in a short URL name, you can complete in your descriptive tag line (e.g. - How-to guides for bloggers with a message. "Your blog is your soapbox.")

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Here are a few blogs you could look at to get some ideas cooking. Note the names and tag lines. Some blogs are tied in with websites, so their names reflect that and help bring more attention to a brand the owners are trying to promote.

[www.getknownnowblog.com](http://www.getknownnowblog.com)

[www.blogher.org](http://www.blogher.org)

[www.copyblogger.com](http://www.copyblogger.com)

[www.thejuicywomanblog.com](http://www.thejuicywomanblog.com)

[www.vermontshortblog.com](http://www.vermontshortblog.com)

Check out the style of these different blogs, too. Do you get a sense of personality? Are the posts long or short? Is there an identifiable theme? Who is the intended audience for each of the five blogs?

Here are some questions to ask yourself when planning and naming your blog.

The people I wish to speak to on my blog.

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The focus of my blog.

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The **tone/style** of my blog will be:  
formal/informal/conversational/newsy/controversial/humorous/journal-style/business-like/motherly/juicy/inspirational/butt-kicking, etc. You get the picture. And you get to decide.

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The **purpose** of my blog.

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**Keywords** that describe my topic and have enough searches per month to attract visitors to my blog. A couple of nifty keyword research tools are

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available at **NicheBot** and **Overture**. (It's a good idea to bookmark these sites for future keyword research.)

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List of possible blog names (dot coms). Make a list of a few names, in case your first few choices are not available. **GoDaddy** fees are reasonable for registering your URL (\$9.20 US per year at this writing). GoDaddy registration instructions coming in the next post.

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My **Typepad** blog name possibilities (<http://xxxx.typepad.com>). Again, do a few, in case someone else had the same brainwave you did... only earlier.

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My 5-10 word tag line. The catchy phrase that describes my blog to a "t."

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#### 9 - Register Your Domain Name (with GoDaddy)

If you already have a domain name registrar you like, by all means use them. I started using GoDaddy.com a few years ago and find them easy to deal with and very reasonable for domain registration fees (\$9.20 a year at this writing.)

To set up an account with GoDaddy, go to [www.godaddy.com](http://www.godaddy.com) and click on "Domains" in the green bar and then on "Register Domains" on the drop-down menu. OR enter a domain in the domain search box and hit "Go."

You'll be informed (in capital letters) whether the domain name (URL) you typed in the search box is "already taken" or "available." It's already taken, you could check the names in "More Options" to see if any of them appeal to

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you... or go back to the second choice on your list and try again. (See my post [Naming Your Blog](#) for help with this.) Sometimes it takes a few tries to get a domain name that's not already being used by someone else.

When you get to a name you like that's available, click the orange "Continue" button.

I don't really think it's necessary to get the .biz, .net or .info if you were able to find the right .com... and we're trying to keep things simple here, for starters. So click on the "No Thanks" link and Continue to Checkout.

Next you'll need to decide how many years you want to reserve your name for. I'd start with 1 to 2 years, especially if you haven't blogged before and are not sure if your muse will sustain you longer than a year or two. If your blog is going to act as your main website, then you might opt for a longer period. It wouldn't be much fun to inadvertently lose your domain name, through missing the renewal notices.

You can also choose whether to automatically renew your domain name via credit card or remember to do it manually, when you receive your reminder emails.

If you don't want your personal or company name to appear in public as the owner of the domain, you could pay a little extra for private registration. When people do a "Who Is" search for your domain, the private registration company will show, instead of you. Or click on "standard registration" if it doesn't matter.

Click "Quick Checkout" (since this is for your blog which will be hosted elsewhere) and click "Continue."

You'll be asked which GoDaddy account you want to register the URL under, or if you wish to create a new account. If you have a GoDaddy account, you can enter your customer number and password in the box.

If you're new to GoDaddy, you'll need to give them some information about yourself to finish the registration process, including valid credit card or PayPal information, your mailing address and email address.

**\*\*IMPORTANT:** Make sure the email address you give GoDaddy is one you'll be keeping for awhile - or make sure you change it in the account information section - so you get your renewal notices on time. I know people who lost domain names with entire websites built around them because they didn't get these renewal emails. GoDaddy starts reminding you at 90 days before expiration and sends notices at 60, 30, 15 and zero days. You'll have lots of renewal notice, as long as they have the right email address for you.

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Read the “Domain Registration Agreement” and “Universal Terms of Service” and check both boxes indicating you have done so. Then click “Checkout Now.”

**\*\*IMPORTANT:** When you're taken to the page where you set up your GoDaddy account information, please make a note of the “Login ID” number for future use and write down the password you create for the account, too.

I have a GoDaddy file folder, with this information hand-written on the cover, for easy look-up.

Once you enter your personal info, there are a few more radio buttons to check (or uncheck) depending on whether you want to receive newsletters and promotional offers from GoDaddy.

Then click on “Continue with Checkout” and finish the process.

You'll see a “Receipt” page online which you can print for your files and you'll also receive an email confirmation of your registration.

#### 10 - Set Up Your Blog's Email Account

To set up an email account for your new domain name, log in to your **GoDaddy** account with your user number and password.

Click on “My Account.”

Click on “Hosting & Email” and then click on “Email Accounts” on the drop-down list.

Click on “Manage Free Accounts.”

Click on “Setup Free Domain Email Account (25 MB/1 Box).” This is for non GoDaddy-hosted domain names (we're hosting your domain on Typepad or some other blog server).

#### Enter your Email Account:

You can say (yourname)@(yourdomain).com or info@yourdomain.com. For example, I chose Barbara@bloggingwithbarbara.com.

**Enter a password** (twice) that you'll remember and that's between 5 and 32 number and/or letter characters. Don't forget to record your email password in your GoDaddy file folder.

#### Enable Spam Filtering?

Your choice. If you set spam filtering too high, you might miss customer emails.

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You can come back and set that up later, after you see how big the spam issue is. The default setting is “No.”

#### **Incoming Mailbox Size:**

The default size is already set.

#### **Is this a catch-all account?**

Check “No.”

#### **Accept Non-Western Messages?**

Depends on how many non Latin-based languages you and your customers know and what country you live in.

#### **Forward Carbon Copy?**

Leave blank.

#### **Outgoing Mail - SMTP Relaying:**

Leave as is for now.

#### **Set An Autoresponder for This Account?**

Check “No.” Only do this for vacation “away” messages. If you set it for every email you receive, you’ll tick people off who get your automated messages every time they try to reach you.

Click “**Save Settings.**”

Now you’re back on your “Manage Free Email Accounts” page.

You have two different ways of handling your email – either with a web-based email box or through email forwarding.

#### **View Mail in Your Web-Based Email Box:**

Click on “Launch Web-Based Email” to open up your mailbox. Bookmark the page so you can access it easily to check your mail every day.

You can set your spam settings, make file folders to store saved mail, add contacts into you address book. Just remember this is web-based email and only holds 25 MB. You can upgrade to a paid email account plan if this isn’t enough storage...

**OR**

#### **Forward (Redirect) Your Email:**

You can re-direct (forward) your blog’s email to your main email account (or any other email account).

Click on “Manage Email Forwarding” and then on “Setup Account.”

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Click on “Use a domain name hosted or registered at GoDaddy.” Enter the email address you want to forward (for example: Barbara@bloggingwithbarbara.com).

In the “Redirect Mail” box, enter the email address where you normally receive your email (or some other email address where you’d like your blog’s email forwarded). Click “Save Settings” and you’re done.

#### **11 - Register at Typepad.com**

Go to [www.typepad.com](http://www.typepad.com).

Click on “Free Trial” - it’s free for the first 30 days!

**Create your account.**

##### **Member Name:**

This can be your own name (if it’s not already in use), your business name or something catchy you made up. (I recommend that you make a file folder called “Typepad” and write your member name on the front. You’ll need this to log in each time you work on your blog.)

##### **Password:**

These are a combination of numbers and letters, between 6-15 characters, with NO spaces in between letters or words. (Write your password on the file folder, too. You’ll need it also when you’re blogging.)

##### **Name:**

Use your real name.

##### **Email:**

Because your email address could be visible on your blog, if you include an “Email me” link in the sidebar, you might want to use your domain name email here, rather than your main email. For a lesson on domain name email registration and setup with GoDaddy, [click here](#). If you don’t plan to include an email link in the sidebar, just use whatever email account you’ll remember to look at.

##### **Birthday:**

Enter your birthday if you’re over 13. People under 13 must have a parent or guardian register for them.

##### **Create Your Blog Address:**

Here’s where you find out if the possible names you chose for your Typepad blog are available.

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**Enter your payment information** (even for the free trial). If you're planning to write one blog, choose the \$4.95 a month version. You get more bells and whistles with each upgrade, but you don't need to decide right away. Start with one and upgrade when your 30-day trial is up, if you think you'd like more blogs or the ability to create photo galleries, tip jars, customized templates, and so on.

#### **Title Your Blog:**

You have a little leeway about your "blog title." Your blog title is not the same as your blog's URL. You can say more here, if you like. Your title is displayed in bold at the top of each page. You can even use a brief description as part of your blog title to identify what it's about.

#### **Choose a Layout Structure:**

If your blog will mostly be about your writing and not affiliate program links or promoting other people's blogs, you could use a basic 2-column layout. You can always switch to a different layout later, once you've had a chance to play with it. I like a 3-column blog, because I'm always creating or finding resources to share and I need both sidebars to display them in.

#### **Choose a Design Style:**

At the moment, the design and color choices are "bold, classic, cool, pale, or special interest." If you upgrade your account, you can hire a designer to tweak your blog for you to make it look the way you want.

#### **Blog Privacy:**

If your blog is meant for public viewing, check "Publicized." If you use your blog just to converse with family or colleagues, you could password protect it.

#### **Confirm Your Registration:**

Click to "Get Started" and you're now on the control panel which will become very familiar to you as we go along.

## 12 - Point Your Domain Name to Your Blog

After you have set up your new blog with Typepad, you can "point" the domain name you registered directly to your Typepad blog name.

I'm using GoDaddy instructions, because that's who I use as my domain registrar. If you use a different registrar, they'll either tell you how to point your URL in the HELP section, or they might do it for you, if you ask.

In [GoDaddy](#), log in to your account with your user ID and password, click on "Domains" in the green bar, then on "Manage Domains."

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Check the domain name you wish to point (forward) to your blog and click on the “Forward Domains” button.

Make sure “single domain” is checked and then type your entire Typepad URL in the “Forward To” box (including the http://). It will be http://\_\_\_\_\_.typepad.com (insert your Typepad name).

Later, I'll figure out how to do “domain mapping.” This will keep your blog's name the same as your domain name, without the .typepad part. So instead of www.bloggingwithbarbara.com turning into http://bloggingwithbarbara.typepad.com, it'll stay as the former. Stay tuned.

### 13 - Setting Up Your Typepad Blog

Okay, let's get your blog up and running!

#### CONTROL PANEL

Click on the “Control Panel” tab.

#### OVERVIEW:

Click on “**Edit Your Profile.**”

Change anything that needs correcting, including the time zone, so your readers will know how fresh your posts are.

#### Profile:

Here you can enter a brief one-line bio and a longer one as well. You can also upload a JPG or GIF photo of yourself from your computer. To do this, click on the “Browse” button where it says “Choose an image file.” Find the picture where you have it stored on your computer and click “Open.” This picture will appear on your “About” page. You'll also be able to place photos elsewhere on your blog. Click on the “About” page tab to set your preferences, including whether you want your real name or email to appear there.

If you have set up an **Amazon associate** account already, enter your ID in the appropriate box. If you'd like people to know your instant messenger, Skype or Yahoo ID, enter those on this page, too.

When you're done, click “Update Author Profile.”

Because we're doing a basic blog setup here, we can address mobile settings later.

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#### **Site Access:**

I'd wait to tackle this section until your blog gets lots of comments and trackbacks. There may be some cuss words you'll want to ban, but unless and until you attract those kinds of posters, I wouldn't worry about this yet.

#### **Stats:**

Right now, your blog statistics will show zeroes. As you promote your blog and people come to read it, you can keep track of the number of visitors and where they are coming from.

#### **Earnings:**

You'll need to upgrade for the Tip Jar and Kanoodle ad features.

#### **Account Info:**

You can change credit cards, upgrade or downgrade your account, or cancel your account [here](#).

#### **WEBLOGS TAB**

Click on the weblogs tab and we'll do a little tweaking to your blog.

Click on your blog's name.

Click on the "Configure" tab.

#### **Weblog Basics:**

"Weblog Basics" is where you can add your tag line or blog description. This info will appear under your blog's title.

You can either keep the default folder name that Typepad gives you or you can create a short, simple one word file name. This is what will be used for your RSS feeds and will show in your browser window, too.

Save your changes.

#### **Archiving Options:**

The default options are monthly date-based, plus individual posts, plus category archives. This will work for most of us. If you write lots of posts, you could change monthly to weekly.

Click "Save Changes."

#### **Categories:**

Thirteen suggested categories are clicked by default. Unclick the ones that are not likely to apply to your blog. You can add categories yourself that are more suitable - at any time.

Scroll down to add your customized "starter" categories. You don't want hundreds of categories, but you do want visitors to be able to find previous

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posts they might be interested in. Take a bit of time thinking about your categories. What will you write about and how will folks find what they want to know? Your category list is kind of like a filing cabinet, with files/posts within each section/category.

On this blog, I numbered my categories, so they would appear in a particular order, because it's a how-to blog, and some instructions need to be done before others. I also numbered individual blog posts for the same reason. At this writing, I don't even know yet what all of the categories will be, so will add new ones as the need arises. That's the beauty of blogs. You can adjust, adapt and make it up as you go along.

#### **Publicity:**

Check "Publicize this weblog." Your blog is automatically entered into Technorati's and Google's blog databases. Also check the boxes for blo.gs (a weblog directory now owned by Yahoo) and weblogs.com (a ping server that notifies the blogosphere every time you update your blog.) We'll set up Feedburner in the "Feeds" part of the control panel. (More on Technorati and pings in another section.)

Save your changes.

#### **Feedback:**

It's easiest to keep all the default settings. If you'd like to review people's comments before they are posted, check the "Moderation" box. It's an option to consider if you get cranky commentators. A good feature is CAPTCHA (unless your readers tell you they find it cumbersome). It helps eliminate automated spam comments.

Some blogs do not accept comments at all. This is something you'll want to play with. Many bloggers prefer to get trackbacks - comments about your posts on other people's blogs (which also includes a link back to your blog, a good thing.)

#### **Feeds:**

Check "Publicity On."

You'll need to decide whether you want your complete post or a partial post to appear in the RSS readers. It depends whether you want your subscribers to be able to see the full post in the RSS reader window or you want them to click on the post's title to read the "rest of the story" back at your blog site. There are good reasons for doing it each way.

One reason for checking "full post" is to not tick readers off by making them leave their blog reader program. It's faster to browse the many blog updates without clicking back and forth. On the other hand, if you have things in your sidebar that you want to draw to their attention (for example, a Trumba

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calendar Widget with upcoming teleclasses, you'll want them to visit your blog. In this case, choose "post excerpts." I receive blog updates both ways.

You'll want to get a Feedburner account, but we'll do that after you publish your first post. We'll set up some other subscriber options then, too.

#### **Preferences:**

For now, choose the default settings.

The one you might want to alter is "Feed Preferences," if you chose to show an excerpt of your post rather than the full post in the feed readers. Choose an excerpt length that makes sense. Right now it shows 40 words, which is less than the length of this paragraph. I'd show a minimum of 120 words, at least.

#### **DESIGN TAB:**

##### **Edit current:**

Edit your template's sidebar content here.

Click on "Change Content Selections."

Some items are set up for you automatically. You'll want to make sure your archive links, category list, recent posts, about page, subscribe link and syndicate link are checked. Check "Your Photo" if you'd like to include it in the sidebar as well as on the "About" page. This will depend on whether it suits that location, or perhaps you already included it in your header (with an upgrade). You upload your photo in the "Profile" section.

When you add podcasts to your blog, you can check that box later. If you want people to know when you're online so they can instant message you (and you included your AIM or Yahoo ID in your profile), go ahead and check that box.

We'll add Widgets in upcoming **Blogging with Barbara** posts. You might want to explore them in the meantime. They're pretty easy to install and some of them are pretty nifty.

##### **Change Ordering:**

To adjust the order in which your sidebar items appear (and on which sidebar if you have both left and right ones), just click on "change ordering" and drag the item to the location you'd like it to appear. You can re-do this as many times as you need to, so your blog looks good and makes logical sense to visitors.

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#### **14. Creating Your First Blog Post**

Okay, you ready to enter your first post.

##### **POST TAB:**

Click on the “Post” tab; then click on “**New Post.**”

Give your post a catchy, keyword-rich title.

You can copy and paste from Microsoft Word right into your blog post section or type into the box where it says “**Compose Post.**” If you’re not sure about HTML, for now you can ignore that tab. If you do know how to copy and paste HTML code (for your affiliate links and banners, AdSense code, etc.) this tab opens up the HTML code for your entire post. Then you just need to decide where to place your additional code.

Before you begin, scroll down a bit and click “bigger” to make your posting area larger, while you’re working.

Scroll down farther and click “**Customize the display of this page.**” Check “**Keywords**” and “**Technorati tags.**” (Technorati is another service you’ll want to join... more in another post.)

“Feature This Post” is useful if you have a constant message you’d like to see at the top of your blog’s main page, such as a subscription box for your e-zine, or an introductory message you’d like readers to see. (You only do this once.)

In the “Keywords” and “Technorati” boxes, type in any keywords or references you think others might be blogging about... or that you think people will find interesting when they visit your blog, after searching for those terms. Separate each keyword or reference phrase with a comma.

Scroll down to choose whether to publish this post immediately, save it as a draft so you can work on it some more later, or set a time for a later delivery. You can set your “Comments” to open, closed or none. The reason for closing comments could be that the discussion is getting old, or there are too many comments and the list is just getting long. Open comments means anyone can comment on this post. Closed means no comments for this post. I’d check the “Accept Trackbacks” each time, because it helps you build an audience (unless you’re getting a lot of negative or cruel feedback on the post that doesn’t seem warranted).

At the top of the posting box, there are a few editor’s tools, including a Bold, Italics, Underline, Strikethrough, Font Color, Hyperlink, Email Link, Begin and End Quotes, Bullet List, Number List, Insert Image, Insert File, and Spell Check. If you use Microsoft Word, you’ll already know about most of these, but here’s a quick lesson on inserting Hyperlinks into your post.

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#### **(Hyper)linking to a website or blog in your post:**

If you're writing a post and make a reference to a website or to a page within a website, you can create a hyperlink that takes your readers directly there.

- (1) Copy the URL (including the http://) from the browser's address bar while you're on that particular page,**
- (2) with your mouse select a couple of words of the text in your post that contains that web page's reference,**
- (3) click the link icon above the posting area, and**
- (4) in the box that pops up, paste the URL (including the http://) you copied from the page you want your reader to visit.**

If you want to include an email link within a post, use the email link icon (the envelope) and make sure the link looks like: `mailto:soandso@someplace.com`. Again, you'll need to select the text where you want this link inserted.

#### **A word about font size...**

Your blog template comes with a default font size. If it seems too small or large when you publish your first post, you can tweak this by clicking on the drop down box to change "Normal" to "Small" or "Large." If you click "Smaller" and "Larger" you'll get even a bigger change either direction.

I'm writing this blog in Microsoft Word first, so I set my type in Word at 9.5 point Trebuchet. When I copy and paste into the post window, it shows as Normal. The font size that came as the default with my blog template was a little small for such wordy text as I'm creating here. Don't be afraid to play with this in the first few posts. It's best to get this right before you have too many subscribers, so you don't tick them off if they're receiving a notice each time you update your blog with a new font size ;-)

Don't forget to proofread via the "Preview" window and click the ABC icon to do a spellcheck (if you didn't already in Word).

You're ready to publish your first post!

Click "Save" to publish your post to the internet (making sure "publish now" is showing).

By the way, you can always go back and edit your post, if you see a glaring error. Just don't do it too many times, because your subscribers will be notified each time, too.

Next we'll alert the RSS feeds and put up your subscriber links.

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#### 15 - Adding “Subscribe” Buttons:

Sign up for a Feedburner account at “Weblogs” -> “Configure” -> “Feeds,” if you don’t already have one. Click on the “Get one now” link.

At the Feedburner site, click on “Register” on the top right. Create a user name and password and enter your email address, plus your “secret” question and answer. Once again, make a file folder (or place a note where you can find it easily) with your user name and password clearly indicated.

Back on Typepad, at the “Weblogs” tab, click on “Design” and then “Edit Design.” Make sure the “Syndicate” link is checked. That’s how you get a text blurb that says “Subscribe to this blog’s feed.” When visitors click on this link, they are taken to a Feedburner page with many RSS options for subscribing, including Bloglines, NewsGator, My AOL, My Yahoo, Google and more.

**NOTE:** If you check “Syndicate,” but don’t have a Feedburner account, the “Subscribe to this blog’s feed” link doesn’t work. So it makes sense to sign up for Feedburner, before doing all this sidebar work. Plus, Feedburner has some other bells and whistles worth checking out.

It makes sense to add a few other “subscribe here” options, since the Feedburner text link isn’t very prominent and people might miss it altogether. You’ll notice on this blog that I have added the Feedburner flame, plus subscribe buttons for My AOL, Google, Yahoo, and Bloglines, plus a signup box to get blog updates delivered by email through FeedBlitz.

Here’s how to fetch and arrange those subscribe buttons on your blog sidebar.

**NOTE:** You typically see “subscribe here” buttons and links in different places on blog sidebars. I like the idea of placing them at or near the top of your sidebar, so people can see at a glance how to get your updates.

On this blog, my picture and profile link are on one side, so I put the Feedburner subscriber text link under it. And on the second sidebar, I placed the graphic subscribe here icons right at the top.

First, you’ll want to subscribe to **Bloglines**. You can do this by clicking on your own “Subscribe to this blog’s feed” link, click on the Bloglines button and then at Bloglines, click on “Create an account” if you don’t already have one. Once again, you’ll be giving your email (which becomes your username) and password, so make sure to write these down and store them in your file folder with your other usernames and passwords.

At Bloglines, sign up for your own blog, so you’ll be able to see how your readers will be seeing it. Then click on “My Feeds” and scroll down the left navigation panel. Click on “Get a Subscribe to Bloglines Button.”

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Your blog's feed URL will be in one of these formats. Enter it in the appropriate box, using one of the formats below. (I used the index.rdf format.)

#### **Atom (xml)**

[http://yourblogname.typepad.com/web\\_folder\\_name/atom.xml](http://yourblogname.typepad.com/web_folder_name/atom.xml)

**RSS** (this goes directly to the Feedburner subscribe page)

[http://yourblogname.typepad.com/web\\_folder\\_name/index.rdf](http://yourblogname.typepad.com/web_folder_name/index.rdf)

**RSS 2.0** (used for podcasting)

[http://yourblogname.typepad.com/web\\_folder\\_name/rss.xml](http://yourblogname.typepad.com/web_folder_name/rss.xml)

Your full blog name (including your web folder name) is available at the "Weblogs" tab on Typepad. Just add / plus one of the endings to get your blog's feed URL.

To place this feed link on your sidebar, click on the "Typelists" tab.

On the "Create a New Typelist" section, click on "Notes" in the drop down box. This will enable you to enter the HTML code you'll copy and paste from the Bloglines site.

Name your list something like "Subscribe to this Blog" or "Subscribe Options" and click "Okay."

On the next page, where it says "Your new list has been created," click on "Add this list to your weblog(s) or About page." If you want it on your About page as well as the rest of the blog, make sure to check both. Click "Save Changes."

Now click on "Add an item."

You don't need a label, so go back now to your Bloglines page and copy the HTML code, starting with <a ..... and ending with </a>

Paste this into the empty (and unlabeled) "Note" and click "Save Item."

While we're adding subscriber links and buttons, let's do a couple more.

Head over to [www.feedburner.com](http://www.feedburner.com) and sign in.

Click on "My Feeds." Click on your blog's title. This takes you to your Feedburner dashboard, where you can see how many subscribers you have at the "Analyze" page.

Click on "Publicize." In the "Make it Easy to Subscribe" section, click on the "Friendly Graphic" link. Click on whichever chicklet (button) you wish to add to your sidebar for subscriptions. I recommend at least getting the small Feedburner flame icon, AOL, Google, and Yahoo. You already inserted the Bloglines icon. There are many more to choose from, including podcast feeds.

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To easily add these icons to your sidebar, add a new “Note” item under your “Subscribe Here” heading (actually, you’ll be adding a note for each of the subscribe buttons you choose). Click on the small Feedburner flame and scroll down to the box at the bottom where the HTML code is.

**NOTE:** If you don’t want large spaces between these buttons on your sidebar, delete the <p> at the beginning and the </p> at the end, so you’re starting with <a> and ending with </a>.

Copy the remaining code and then go back to your Typepad note and paste this code in the new (unlabeled) note item.

Repeat this procedure for each of the subscribe buttons you wish to include on your blog.

Don’t forget to click “Save Changes” each time and then you’ll need to republish your blog.

**NOTE:** The order in which your buttons will appear depends on which Note box you paste the HTML code in. If you want some symmetry, you might plan ahead which buttons will follow each other on your list.

#### 16 - Adding a FeedBlitz Subscribe by Email Box

For subscribers who would rather receive your blog updates by email, you can easily add a sign-up box with the FeedBlitz widget. (These Typepad widgets make things so much easier.)

Click on the Weblogs tab, then “Design,” and then “Edit Current.” You’ll see a Widget graphic. Click on it and you’ll land in the Widget Gallery.

Click on “FeedBlitz” and then on “Get this Widget Now.”

Enter your email address where indicated and type in the letters and numbers in the box. Click “Install.”

Back at “Weblogs,” on the “Add a SideBar Widget” check the blog(s) you want the FeedBlitz widget added to. Scroll down and click “Add Widget.”

Click on “Change content ordering” and drag your FeedBlitz to the top, either just above or just below your Typelist with the other subscriber options.

Click “Save Changes.”

Republish your weblog.

Now folks can subscribe and get your blog updates automatically.

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#### **17 - Adding the Sitemeter Statistics Widget to your Blog**

To see your daily and weekly traffic statistics - and to see where your blog visitors are coming from - you can add the Sitemeter widget very easily.

Go to the Weblogs tab, Click on “Edit Design,” then click on the Widgets graphic. At the Widgets Gallery, click on “Sitemeter.”

Click on “Sign up for a free Sitemeter.”

Your code name will be a letter and number prefix given by Sitemeter, plus a one word user name you choose (another user name to add to your list).

Fill in the information Sitemeter asks of you - email, zip code, etc. They're doing a little demographic research concerning who is using their tool.

When you're finished registering, you'll see a notice that your password and the HTML code for your meter will arrive shortly at the email address you gave earlier.

Get your emailed password and then go back to the Sitemeter page you were just on and click “Add the HTML for your counter to your web pages.”

Click on “Add a Sitemeter to a Typepad blog.”

Click on “Install Widget on Typepad.”

Back at Typepad's “Add a Sidebar Widget” page, check your blog's name and click “Add Widget.”

If you want the Sitemeter graphic to show in a different location, click on “Change content ordering” and move it to its new position. Republish your weblog.

Then log in to your account at [www.Sitemeter.com](http://www.Sitemeter.com) and click on “Manager” on the green bar.

One thing you'll want to do (if you don't mind having a cookie placed on your computer) is eliminate the visits you make to your own blog from the statistics counter. Where it says “Customizing Your Account,” click on “ignore your own visits” and then click on the bar that says “Do not track visits to my site from this browser.”

The other thing to do is make your Sitemeter statistics private. You don't want visitors to your blog to be able to view your stats.

Log in to your Sitemeter account (if you didn't sign out from the previous step, you're probably still there). Click on “Manager,” and under “Customizing Your Account,” click on “private.”

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I checked “high” for my privacy settings, because I couldn’t see the advantage of being displayed on public lists, as allowed by the medium setting.

If you want to change the Sitemeter graphic, you can do this via the “Manager” page also. When you get thousands of visitors a day, you can choose one of the graphics that displays your accumulated visitor count. This could be useful if you’re offering advertising space on your site’s sidebars, for example. It shows potential advertisers that your traffic is worth their spending money to place their ads on your blog.

#### **18 - Technorati and Its Tags**

After you have posted a few times and published your blog, joining Technorati is a good idea. It’s free and exposes your blog to a whole world of bloggers and blog watchers.

Creating “Technorati tags” is part of your set-up and posting procedure, but it’s also a promotional tool that allows other Technorati members to find your blog posts that may be of interest to them.

You’ll recall that when you created your first post you clicked on “Customize the display of this page” and checked “Keywords” and “Technorati tags.” In order to make those tags work, you’ll need to join Technorati.

When your new posts are published, Technorati will automatically be “pinged” (informed) of the post with these tags in it (tags being, essentially, keywords and topic references). Then when other members do a search on Technorati for the keywords you put in the Technorati box under your post, your blog’s post will show up in the list of other posts with the same tag words.

Go to [www.technorati.com](http://www.technorati.com). Click on “Claim my blog.” Enter the requested information in the bolded fields.

You can make a snappy, fun user name if it suits what you’re blogging, or you can use your real name or business name, if they’re available. You might need to be inventive here.

If you include your first and last name in addition to a user name, remember that they’ll be visible to other Technorati members. If your blog is for business, this shouldn’t be a problem.

Just follow the instructions for the rest of the process until you get to the “Add Typepad Widget” box.

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Back on Typepad, you'll see the familiar "Add a Sidebar Widget" page. Check your blog's name and click "Add Widget."

From time to time, you might want to see if Technorati is picking up your new tags. After you publish a post, head over to Technorati and type one of your tag words into the search bar and try searching for your word in both the "blog post" and "tags" categories. If you get high enough up on the page, people are more likely to notice and come visit your blog.

Compliments of [www.bloggingwithbarbara.com](http://www.bloggingwithbarbara.com)