

# Blueprint Guide to Blogger

How to Blog for Free

By: Joesy

<http://www.msnseosecrets.com>

<http://www.joesy.com>

<http://www.cheap-resell-rights.com>

## **Master Resale Rights License**

**Congratulations! You now have “Master Resale Rights” to this e-book. You may resell it at any price you wish, add it as a bonus to one of your products or give it to your subscribers.**

**However, ONE RULE is you CANNOT make any changes within this e-book.**

**Enjoy!**

### **Important Notice:**

**The creator of this ebook nor its affiliates or members are in no way affiliated with blogger.com. The material supplied in this e-book is my own interpretation of how to use blogger.com.**

**This information is for recreational purposes only. You and you solely are responsible with how you use this information. In any event or claim, by reading this ebook you do not hold Joesy nor its affiliates or members responsible whatsoever.**

# Index

**Step 1: Start**

**Step 2: Create Your Blog**

**Step 3: Create Your Account**

**Step 4: Name your Blog**

**Step 5: Choosing Your Template**

**Step 6: Post to Your Blog**

**Step 7: Posting to your blog**

- **Setting colours, fonts, hyperlinks, images**

**Step 8: Setting Basics**

**Step 9: Setting Publishing**

**Step 10: Setting Formatting**

**Step 11: Setting Comments**

**Step 12: Setting Archiving**

**Step 13: Setting Email**

**Step 14: Template “Pick New”**

**Step 15: Template “Adsense”**

**Step 16: Template “Edit Current”**

- **Adding Adsense**
- **Adding a newsletter sign-up responder**
- **Adding Hit/Stat counters**
- **Adding paypal payment buttons**
- **Changing text links**

**Step 17: Publish Your Blog**

**Quick Tips**

### Step 1:

Go to <http://www.blogger.com>

### Step 2:

Click on “**Create Your Blog Now**”



### Step 3:

**Choose your Username.** You will need to write this username down, as this will be used to log back into your blogger account.

Note: When choosing your username you will need to come up with something creative as a lot of username's are taken, using something like "John" or even "John1", "John2" etc. will likely be taken.

**Enter your Password:** Make sure you write this down too, so you can easily log back into your blogger account (it needs to be at least 6 characters in length) and then re-affirm your password.

**Display Name:** This name will come up on your blog so make it relevant to the topic of your blog. For Example: Here I am creating a blog for the website “MSN SEO Secrets” so I am using the Display Name: MSN Guru

**Enter your Email Address:** Make sure this is your email address. The reason for this is: Blogger.com has a tendency to delete blogs quickly if they suspect it is a “spam” blog. Often they will send you a notification first and request that you log in from the email request that they send you in order to “prove” your blog was manually created.

**Accept Terms:** Click the “I accept the Terms of Service” box available.

Then click “Continue”

The screenshot shows the '1 Create an account' step of the Blogger setup process. At the top, there are three steps: 1 CREATE ACCOUNT, 2 NAME BLOG, and 3 CHOOSE TEMPLATE. The main heading is '1 Create an account'. Below this is a form with five rows of input fields and a 'CONTINUE' button. Red circles and a red arrow highlight the labels and the 'CONTINUE' button. A red checkmark is next to the 'I accept the Terms of Service' checkbox.

Field Label	Value	Help Text
Choose a user name	msn-guru	You'll use this to sign in for future visits.
Enter a password	*****	Must be at least 6 characters long.
Retype password	*****	Enter it again just to be sure.
Display name	MSN Guru	The name used to sign your blog posts.
Email address	joesy_jo@hotmail.com	We will never share your address with third parties without your permission.

Acceptance of Terms:  I accept the [Terms of Service](#)

Indicate that you have read and understand Blogger's Terms of Service

**CONTINUE**

## Step 4:

**Blog Title:** This will be seen at the top of your blog and should be relevant to the content you plan to place into your blog.

**Blog Address:** Keep your address similar to your title (as above), if your address is taken you can also try entering more dashes. For example: msn—seo—secrets.blogspot.com. Click the “Check availability to see if your address is available for use.

**Word Verification:** This is something blogger uses to help prevent any automation of creating blogs (in other words, spam blogs)


Then click on “Continue”

**2 Name your blog**

**Blog title**  Enter a title for your blog.

**Blog address ( URL )**  You and others will use this to read and link to your blog.  
[Check Availability](#)  
This blog address is available.

**Word Verification**




Type the characters you see in the picture.

&

**OR**

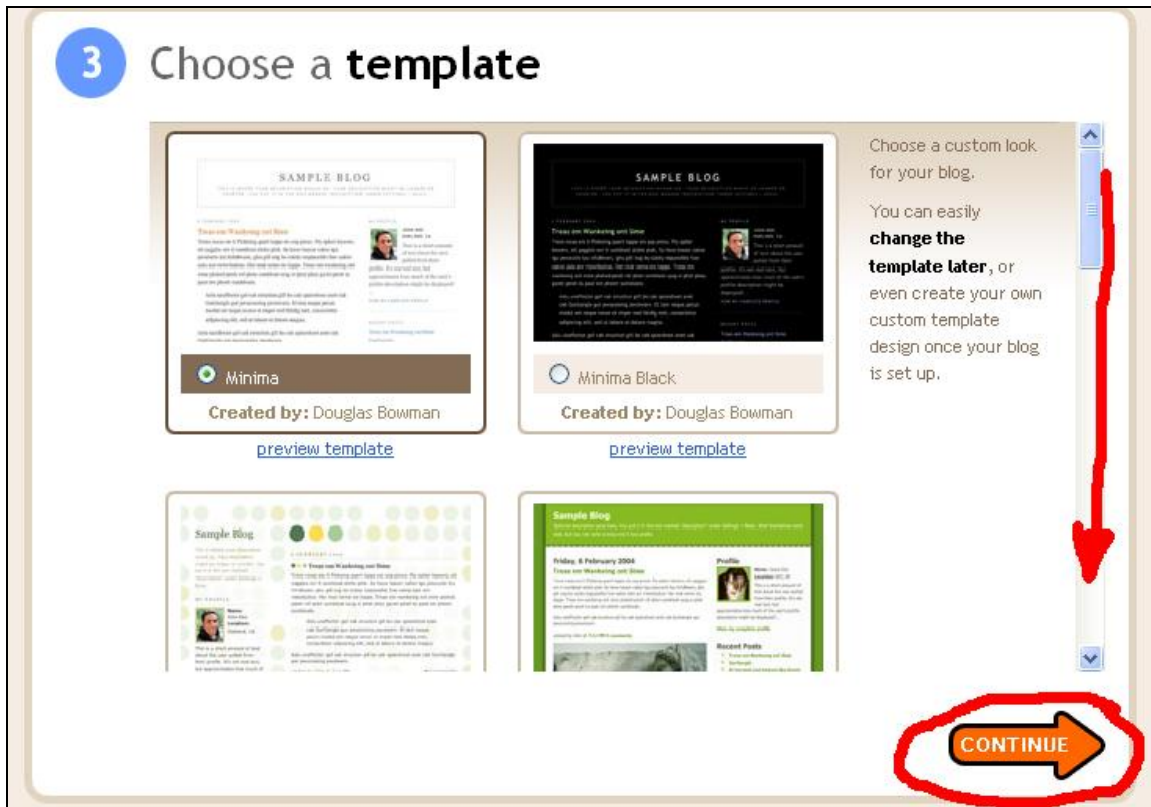
**Advanced Setup** Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.

**CONTINUE** 

## Step 5

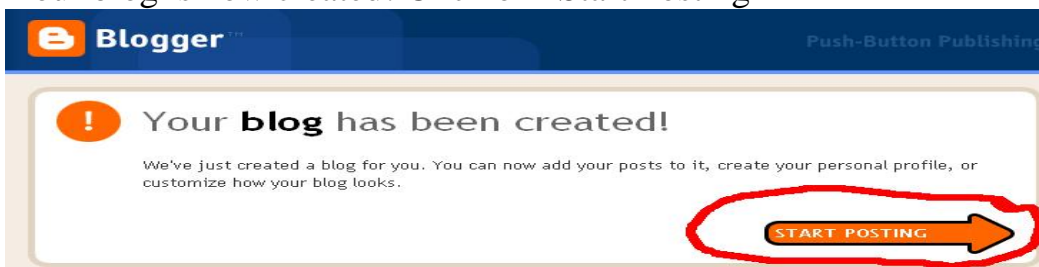
**Choose a template:** It doesn't really matter which template you choose, you can always change it at a later date anyways but for this example I will choose "Minima"

Once you have chosen your template then click on "Continue"



## Step 6:

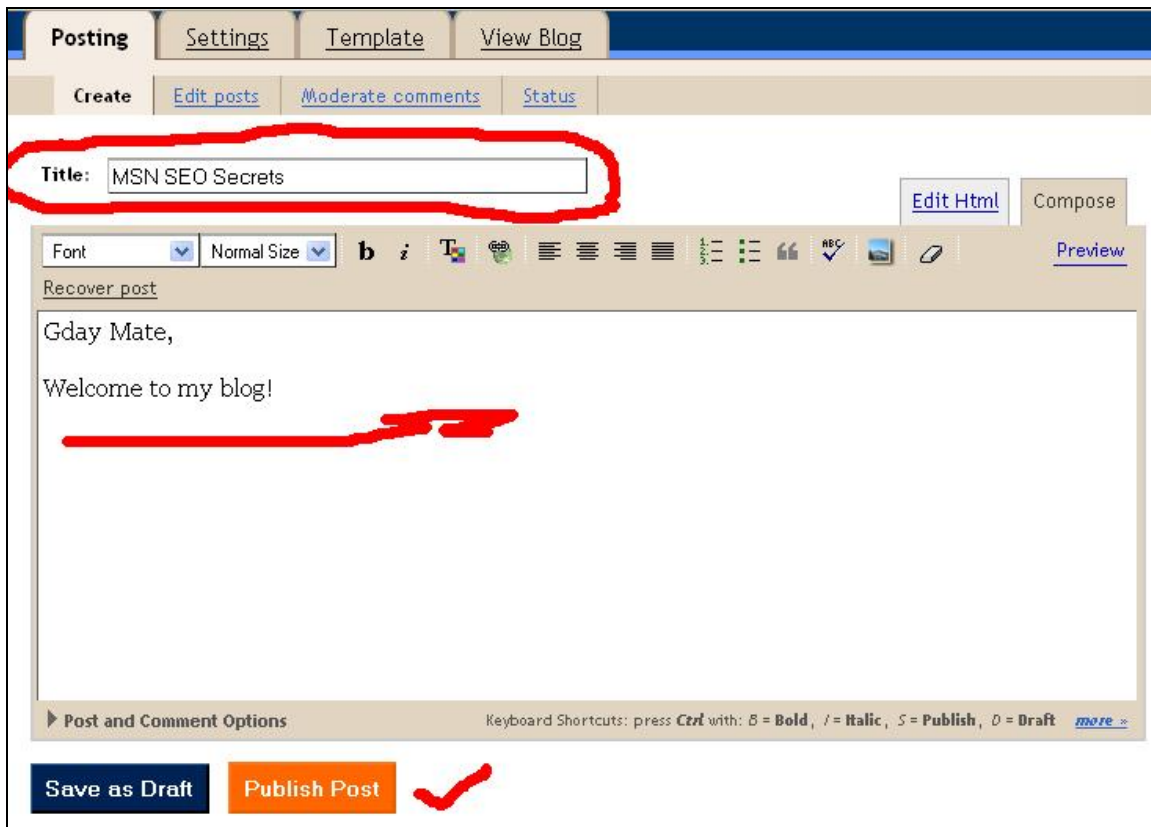
Your blog is now created! Click on "Start Posting"



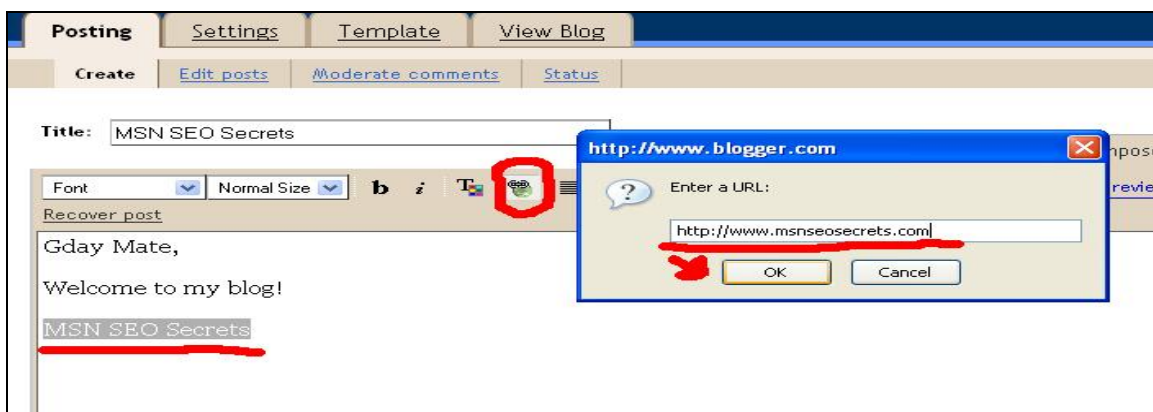
## Step 7:

Enter your title of your post. (This is what your post will be about) and enter in your content.

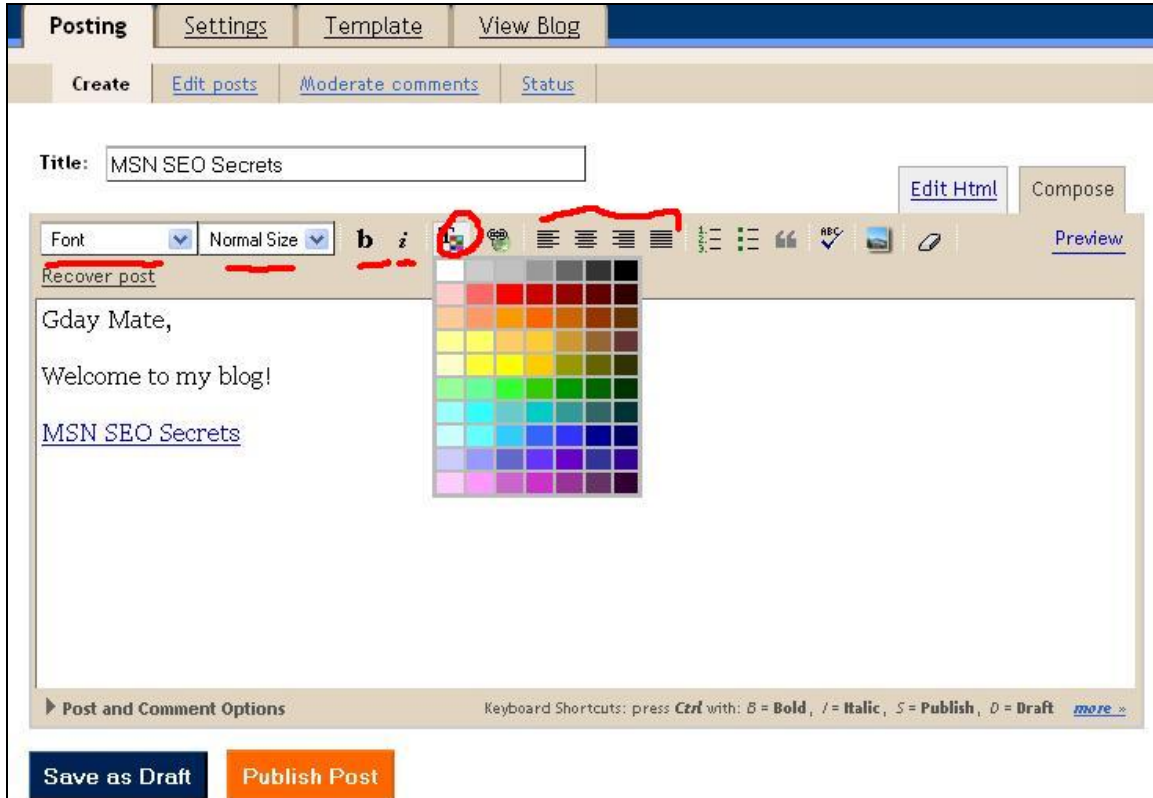
You can go back and change what you place in here at anytime.



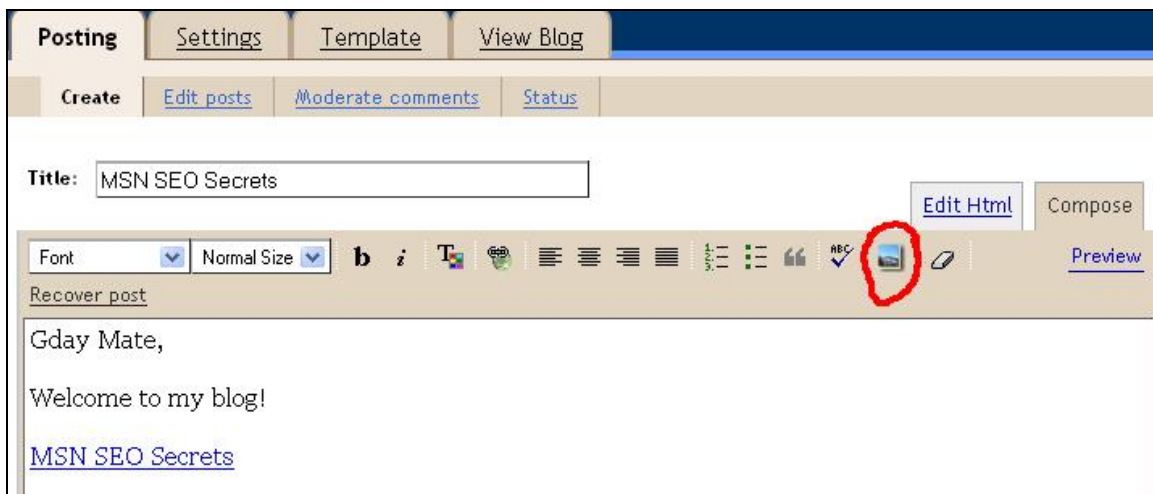
To enter links in your posts, hi-light the text you want to use as a link, click the hyperlink icon as shown in the picture below and enter the url you wish.



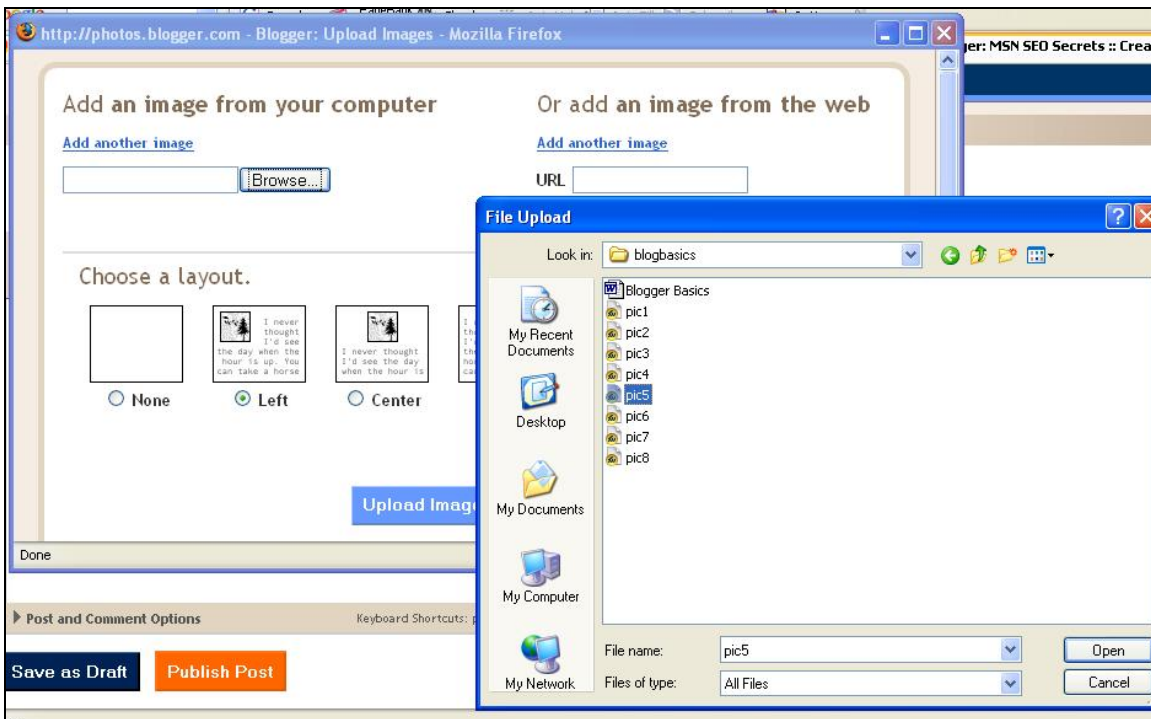
You change your font size, font style, bold, italics, colours & position your text by using the icons available on the top middle of your posting (as shown in the picture below).



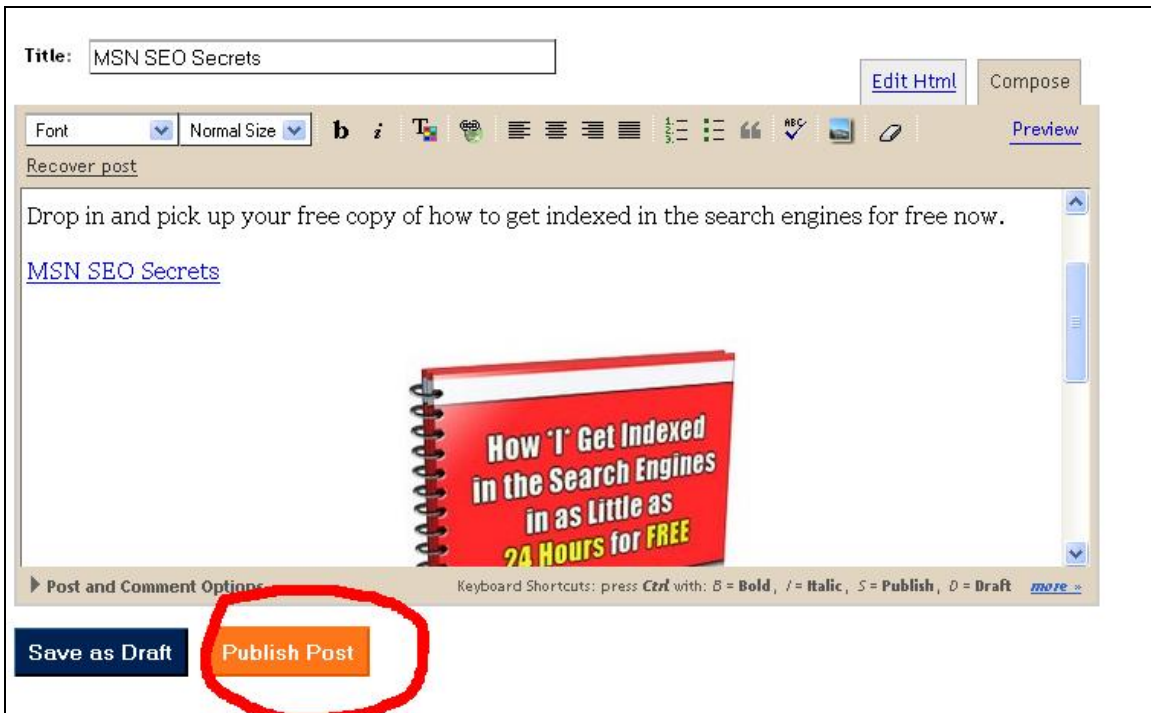
To add image click on the image icon as shown in the picture below...



You can choose to either upload your image from your computer file, or from the web. And then click “Upload Image”



Once you are happy with your post, then click on “Publish Post”



## Step 8:

Once you have published your post, and then click on **“Settings”** at the top.

Enter a description that describes your blog in the description box.

If you want your blog to be public then leave the **“Add your Blog to our listings”** marked as YES. Any extra exposure is good if you want to lure more visitors to your blog.

Leave **“Show Quick Editing on your Blog”** as YES for easier editing of your blog.

The screenshot shows the Blogger Settings interface. At the top, there are tabs for 'Posting', 'Settings', 'Template', and 'View Blog'. The 'Settings' tab is circled in red. Below this, there are sub-tabs: 'Basic', 'Publishing', 'Formatting', 'Comments', 'Archiving', 'Site Feed', 'Email', and 'Members'. The 'Basic' sub-tab is underlined in red. The main content area has three sections:

- Title:** A text input field containing 'MSN SEO Secrets'.
- Description:** A text area containing the text: 'Welcome to my blog about getting to the top of the MSN Search engine. Grab my vlosely guarded secrets on getting first page rankings from the MSN search engine everytime!'. Below the text area is the label '500 Characters Max.'. The entire description section is circled in red.
- Add your Blog to our listings?:** A dropdown menu set to 'Yes'. Below it is a note: 'A Public blog appears in your Blogger Profile. If you select "No" we will not show your blog anywhere on Blogger.com, but it will still be available on the Internet.'
- Show Quick Editing on your Blog?:** A dropdown menu set to 'Yes'. Below it is a note: 'When you're logged in to Blogger, edit your posts from your blog with one click.'

The screenshot shows a settings interface with two sections. The first section, 'Show Email Post links?', has a dropdown menu set to 'Yes' and a red arrow pointing to it. Below it is a description: 'Email Post links let your visitors easily email posts from your blog to their friends.' The second section, 'Global Settings (Applies to all of your blogs.)', contains 'Show Compose Mode for all your blogs?' with a dropdown menu set to 'Yes' and a red arrow pointing to it. Below this is a description: 'Adds a Compose mode to your Post Editor. (Also sometimes known as a [wysiwyg](#) editor.)'. A red circle highlights an orange 'Save Settings' button. At the bottom, there is a 'Delete Your Blog?' section with a dark blue 'Delete This Blog' button.

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

**Global Settings** (Applies to all of your blogs.)

Show Compose Mode for all your blogs?    
 Adds a Compose mode to your Post Editor. (Also sometimes known as a [wysiwyg](#) editor.)

**Save Settings**

**Delete Your Blog**

Delete Your Blog?

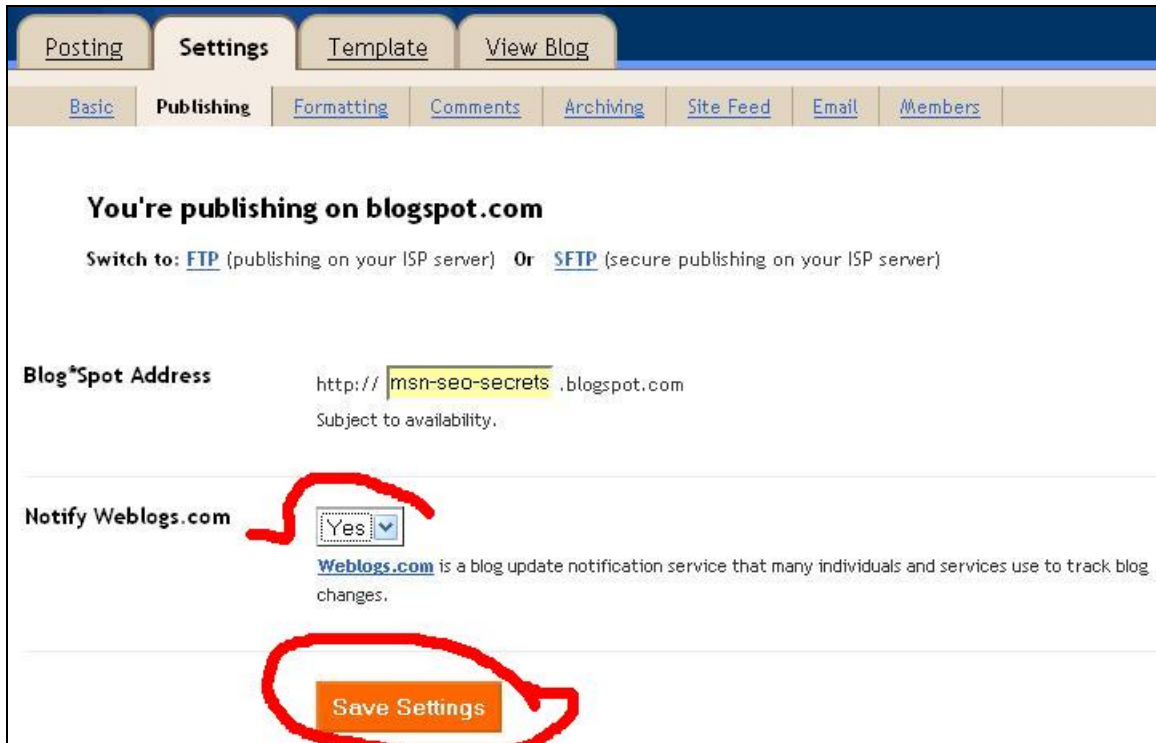
Again, if you are wanting more visitors to your website then mark **“Show Email Post Links”** as YES so your visitors can easily email your posts to their friends.

And I leave **“Show Compose Mode for all your blogs”** marked as YES.

Now click on **“Save Settings”**

### **Step 9:**

In **“Settings”** click on the sub-heading **“Publishing”**. In this section I leave it as it is and click on **“Save Settings”** (as shown in the picture below).



## Step 10:

In “**Settings**” click on the sub-heading “**Formatting**”.

The main one’s here that will need altering are:- How many posts you want shown on the front page. You can do this either by “days” or “number of posts”.

Plus, change to your time zone.

I mark everything else as “YES”.

Then click on “**Save Settings**”.

Posting Settings Template View Blog

Basic Publishing Formatting Comments Archiving Site Feed Email Members

Show 7 days on the main page.  
If Days is selected, a limit of up to 999 posts will be enforced.

Date Header Format Monday, October 02, 2006

Archive Index Date Format October 2006

Timestamp Format 4:49 AM

Time Zone [UTC +10:00] Australia/Lindeman

Date Language English (United States)

Show Title field Yes

Show Link Field Yes

Enable float alignment Yes  
Allows image and text alignment options using the <div clear:both> tag. (Choose "No" if you are having post layout problems.)

Post Template

Save Settings

~~NO~~ YES

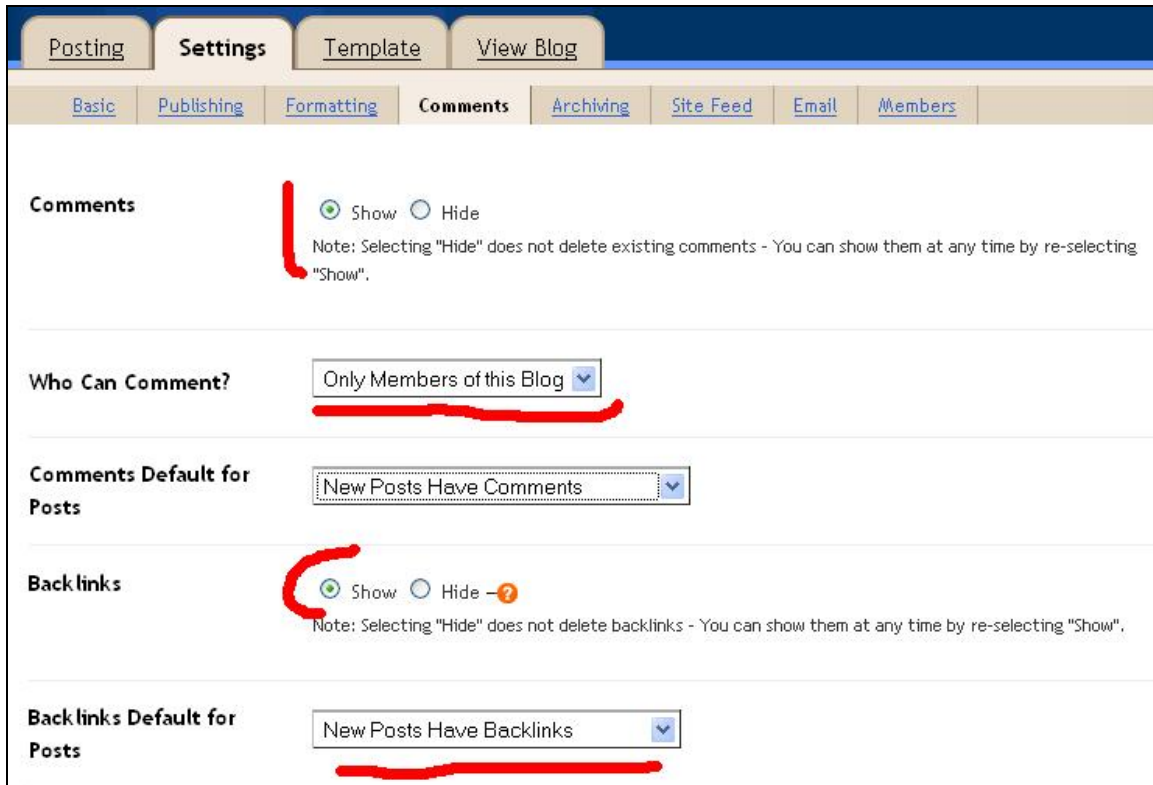
## Step 11:

In “Settings” click on the sub-heading “Comments”.

Now a lot of this is up to your personal choice. Below pictures are the examples of how I like to set this sub-heading up. If you don’t want to receive “spam” to your blog then I recommend **moderating** comments received.

When you are done, click on “**Save Settings**”.

The screenshot shows the WordPress Settings page with the 'Comments' sub-heading selected. The 'Comments' section has the 'Show' radio button selected. A note below it states: "Note: Selecting 'Hide' does not delete existing comments - You can show them at any time by re-selecting 'Show'." The 'Who Can Comment?' dropdown menu is set to 'Only Members of this Blog'. The 'Comments Default for Posts' dropdown menu is set to 'New Posts Have Comments'. The 'Back links' section has the 'Show' radio button selected. A note below it states: "Note: Selecting 'Hide' does not delete backlinks - You can show them at any time by re-selecting 'Show'." The 'Back links Default for Posts' dropdown menu is set to 'New Posts Have Backlinks'. Red annotations highlight the 'Show' radio buttons and the dropdown menus.



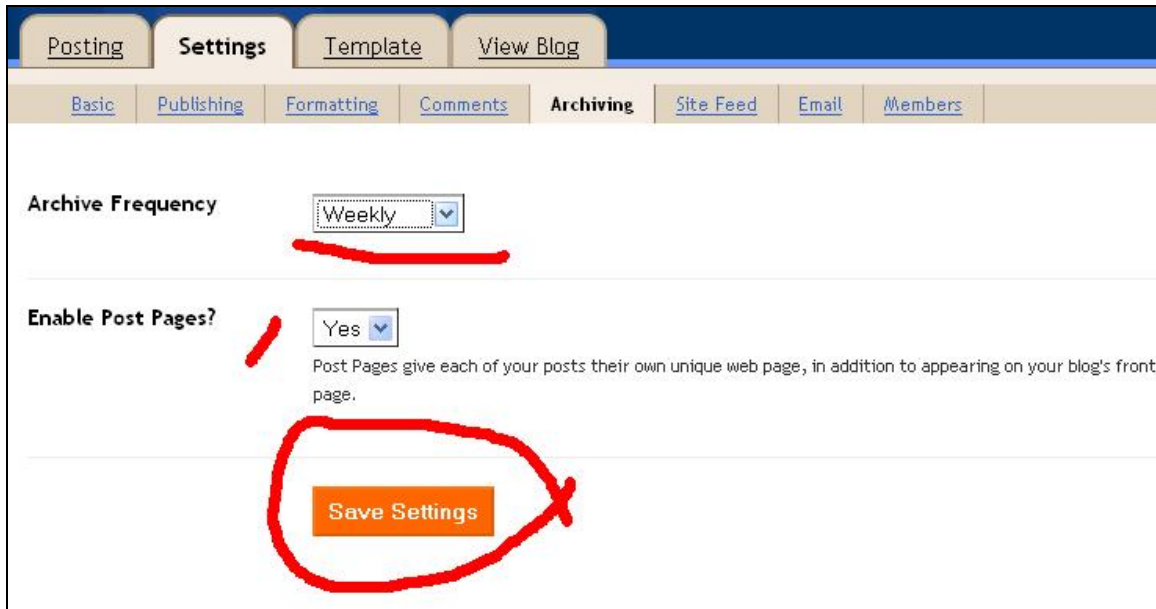
## Step 12:

In “Settings” go to sub-heading “**Archiving**”.

Choose the frequency you want “**Archiving**”. I’ve chosen “**Weekly**” in this example.

I also leave “**Enable Post Pages**” marked as YES. This will also make a separate page for each post you create at your blog.

Once you have completed this, click on “**Save Settings**”.

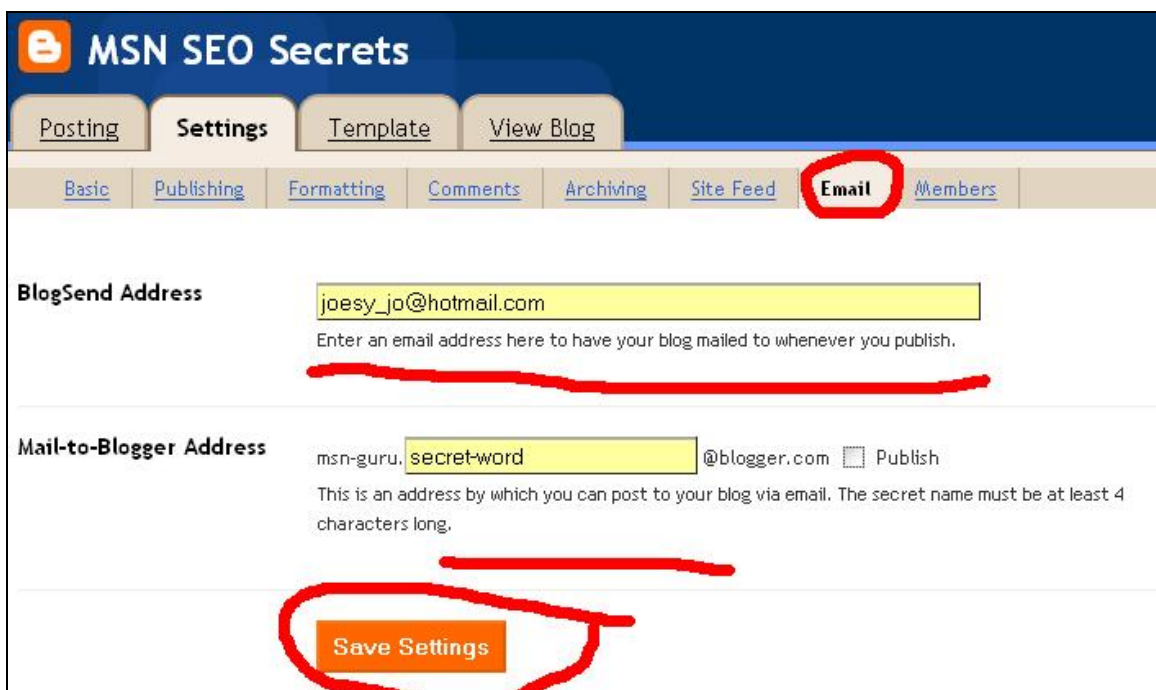


### Step 13:

This is optional.

In “Settings” go to the sub-heading “Email”

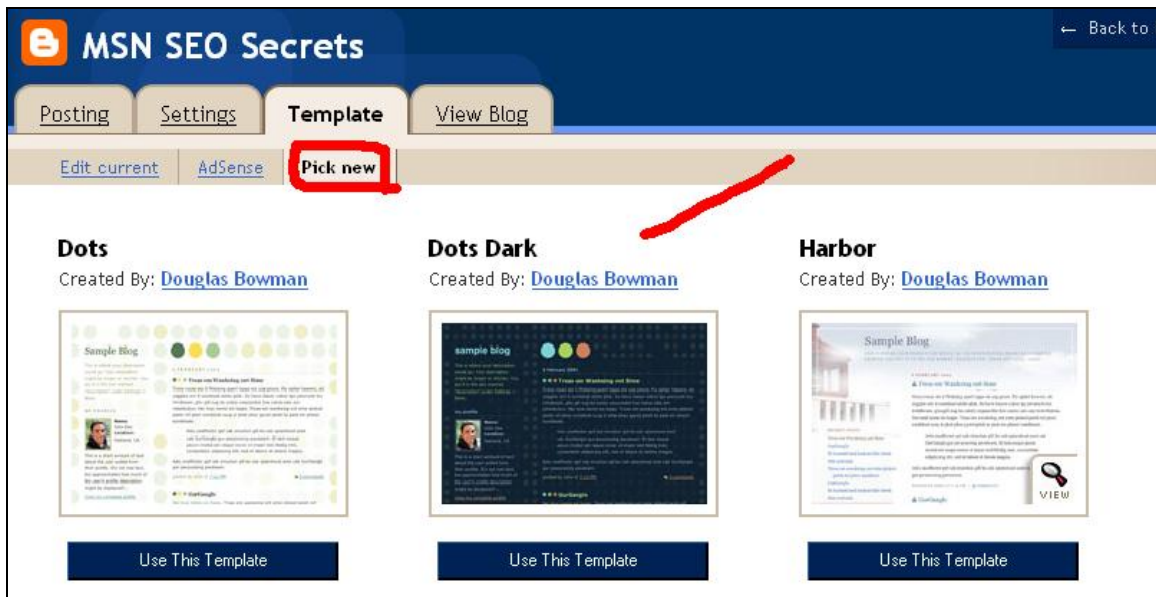
If you would like the ability to create posts simply by email then fill this section in.



## Step 14:

Optional

Click on **“Template”** then go to sub-heading **“Pick New”**. If you wish to change your template, you can do this in here...



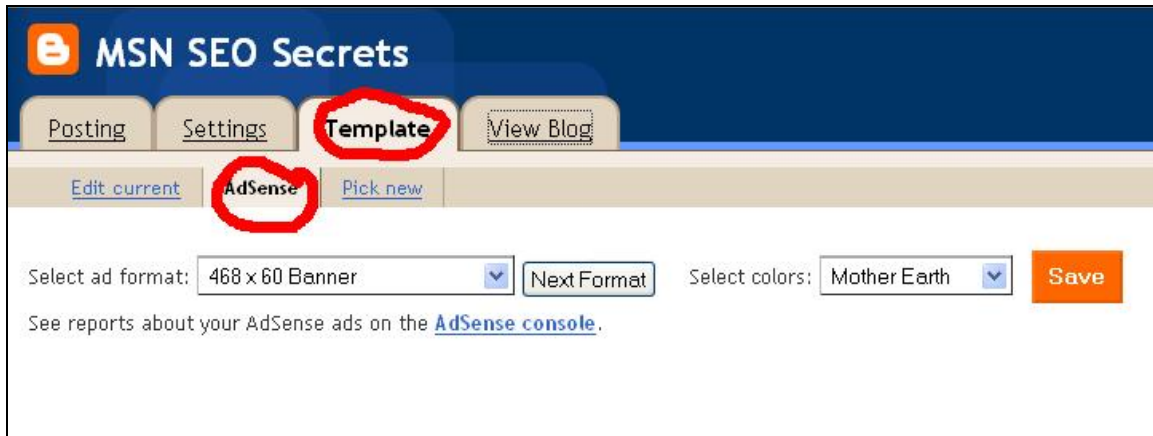
## Step 15:

Optional

If you choose to add AdSense to your website you can do it in one of two ways. First way:

In **“Template”** click on **“AdSense”**

When you log in for the first time it will ask you to sign in to your AdSense from blogger.com and you will receive an email from Google to confirm to your request.



## Step 16:

You can also place your AdSense where you wish from copying & pasting the code into the template code manually. This is the option I prefer.

In “**Template**” click on “**Edit Current**”

In here your options are wide open with what you can add, it’s not just limited to AdSense. You can also add images, banners, hit counters, paypal buttons, email sign-ups etc.



This will be the trickiest part, learning to navigate through the html code and edit it as you wish.

I will run you through a few things here to help you.

Firstly, most code that you enter will go below this point here (see picture below).

Make Money! Use AdSense to earn money with your blog. [New easy signup.](#)

**Change the Blogger NavBar** Blue ▾

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

```
<!-- Begin #content - Centers all content and provides edges for floated columns -->
<div id="content">

<!-- Blog Header -->
<div id="header"><div>

  <h1 id="blog-title">
    <ItemPage><a href="<{$BlogURL$}"></ItemPage>
      <{$BlogTitle$}
    <ItemPage></a></ItemPage>
  </h1>
  <p id="description"><{$BlogDescription$}</p>
</div></div>
```

[Save Template Changes](#) [Preview](#) [Clear Edits](#)

You can enter your AdSense codes wherever you wish them to be viewed on your blog. Header is obviously near the top of your blog. You can at any stage upload your blog and view it to see where your ads or anything else you have placed on here.

In this example, I have placed my AdSense ads at the top of my blog along with a sign up form to my newsletter...

[Edit current](#)   [AdSense](#)   [Pick new](#)

**Change the Blogger NavBar**

Blue

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

```

<!-- Begin #main - Contains main-column blog content -->
<div id="main"><div id="main2"><div id="main3">
<script type="text/javascript"><!--
google_ad_client = "ca-pub-1234567890";
google_ad_width = 234;
google_ad_height = 60;
google_ad_format = "234x60_as";
google_ad_type = "text";
google_ad_channel = "";
//--></script>
<script type="text/javascript"
  
```

Which in turn looks like this:

**MSN SEO Secrets**  
 Welcome to my blog about getting to the top of the MSN Search engine. Grab my wlosely guarded secrets on getting first page rankings from the MSN search engine everytime!

[Create a Better Blog](#)  
 An innovative new way to put your blog, and more, online.

Ads by Goooooogle

For More Information

Your Name:   
 Your E-mail Address:

MONDAY, OCTOBER 02, 2006

**About Me**  
 Name:  
 MSN Guru  
[View my complete profile](#)

**Links**

Red arrows in the image point to the 'Create a Better Blog' link, the 'Ads by Goooooogle' text, the 'For More Information' text, the 'Submit' button, and the 'MONDAY, OCTOBER 02, 2006' date.

I used [Aweber](#) to set up my newsletter. This was just a simple cut & paste. If you would like to run a newsletter and do not yet have [Aweber](#), you can sign up to receive it from here: <http://www.joesy.com/aweber.html>

To add a visitor counter to your blog, it's basically the same process. I use <http://addfreestats.com> (it's free) to monitor your website visitors and also monitor how they landed on your website.

I usually place this in the side bar (see picture below)

Edit current   AdSense   Pick new

**Change the Blogger NavBar**   Blue ▾

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

```
<BloggerArchives>
<li><a href="<{$BlogArchiveURL$}"><{$BlogArchiveName$}</a></li>
</BloggerArchives>
<ArchivePage><li><a href="<{$BlogURL$}">Current Posts</a></li></ArchivePage>
</ul>
</MainOrArchivePage>
<p id="powered-by"><a href="http://www.blogger.com">
<script type="text/javascript">
<!--
var AFS_Account="";
var AFS_Tracker="auto";
var AFS_Server="www";
var AFS_Page="DetectName";
var AFS_Url="DetectUrl";
// -->
</script>
```

Save Template Changes   Preview   Clear Edits

The end result will look like this... (See picture below)

**Links**


- [Google News](#)
- [Edit-Me](#)
- [Edit-Me](#)


**Previous Posts**

- [MSN SEO Secrets](#)

**Archives**

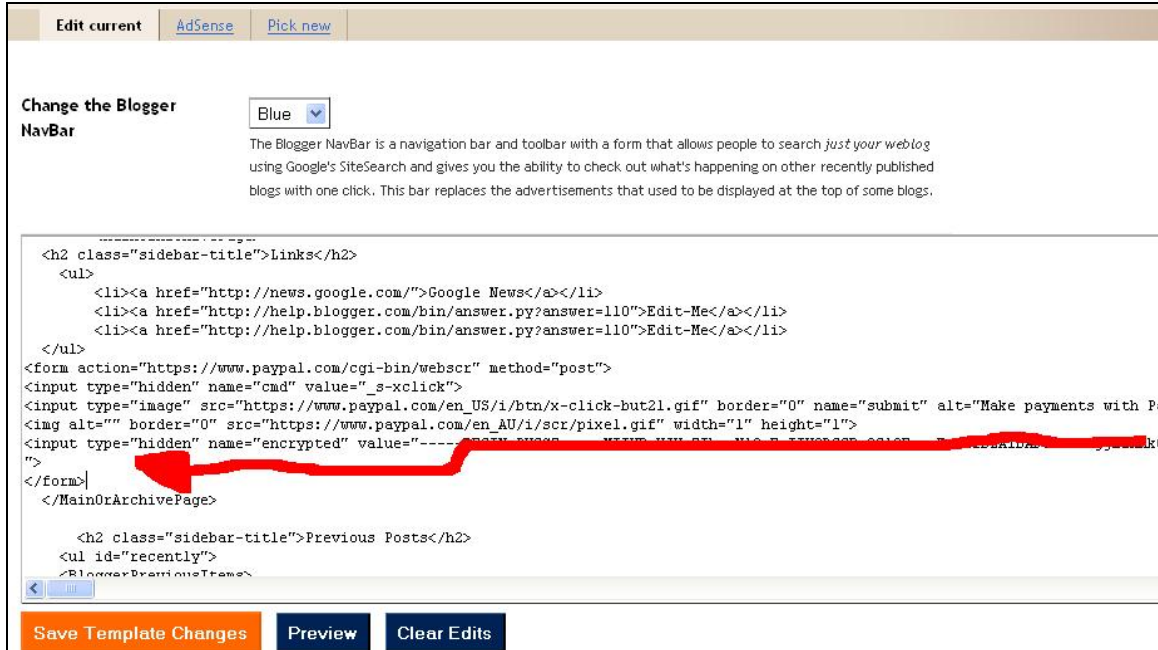
- [2006-10-01](#)





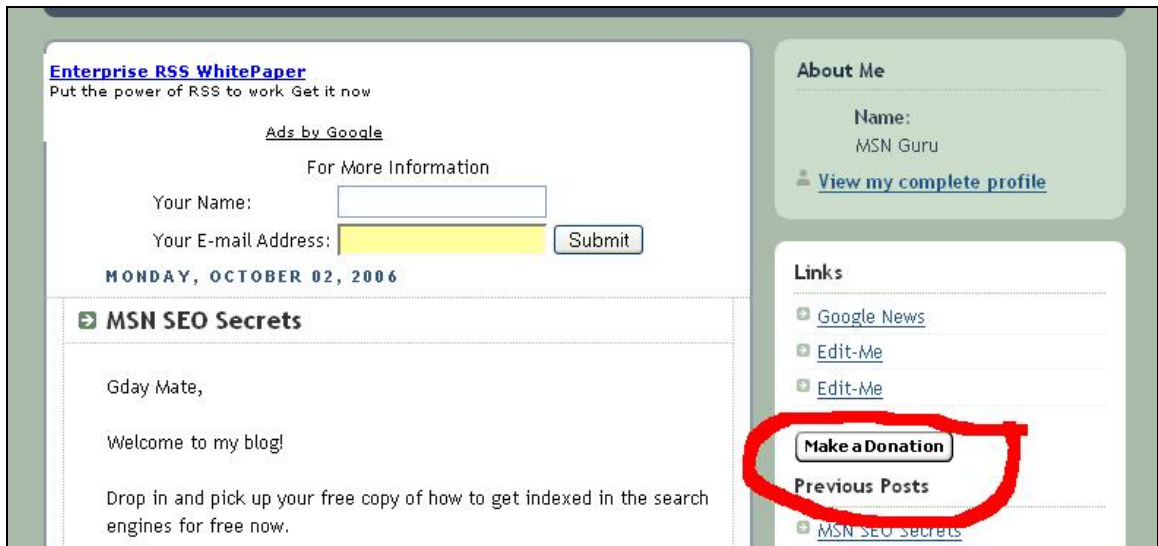
web   Go

To add a Paypal payment or donation button, simply copy & paste the code into your blog where you wish it to appear. In this example, I am placing a “donations” Paypal button in the sidebar of my blog. (See picture below)



The screenshot shows the Blogger template editor interface. At the top, there are tabs for "Edit current", "AdSense", and "Pick new". Below this, there's a section for "Change the Blogger NavBar" with a "Blue" dropdown menu. The main area contains HTML code for a sidebar titled "Links". The code includes links to Google News, a help page, and a PayPal donation form. A red arrow points to the "encrypted" value in the PayPal form code, which is partially obscured by a red scribble. At the bottom, there are buttons for "Save Template Changes", "Preview", and "Clear Edits".

It will look like this on the blog. (See picture below)



The screenshot shows a blog page layout. On the left, there's a section for "Enterprise RSS WhitePaper" with a form for "Your Name" and "Your E-mail Address" and a "Submit" button. Below this is a date "MONDAY, OCTOBER 02, 2006" and a post titled "MSN SEO Secrets" with the text "Gday Mate, Welcome to my blog! Drop in and pick up your free copy of how to get indexed in the search engines for free now." On the right, there's an "About Me" section with "Name: MSN Guru" and a "View my complete profile" link. Below that is a "Links" section with "Google News", "Edit-Me", and "Edit-Me" links. At the bottom of the sidebar, there's a "Previous Posts" section with a "Make a Donation" button circled in red, and a link to "MSN SEO SECRETS".

To change and add links on your side by simply add the links and the anchors text like so (see picture below)

[Edit current](#) [AdSense](#) [Pick new](#)

**Change the Blogger NavBar** Blue ▾

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

```
<{$BlogMemberProfile$}>
<!-- End #profile -->

<!-- Begin .box -->
<div class="box"><div class="box2"><div class="box3">
  <MainOrArchivePage>
  <h2 class="sidebar-title">Links</h2>
  <ul>
    <li><a href="http://news.google.com/">Google News</a></li>
    <li><a href="http://www.msensecrets.com">MSN SEO Secrets</a></li>
    <li><a href="http://help.blogger.com/bin/answer.py?answer=110">Edit-Me</a></li>
  </ul>
</div>
</div>
</div>
```

[Save Template Changes](#) [Preview](#) [Clear Edits](#)

### Step 17:

Now all you need to do is click on **“Save Template Changes”**

Edit current AdSense Pick new

**Change the Blogger NavBar** Blue ▾

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

```
<BloggerProfile>
<!-- End #profile -->

<!-- Begin .box -->
<div class="box"><div class="box2"><div class="box3">

  <MainOrArchivePage>
<h2 class="sidebar-title">Links</h2>
<ul>
  <li><a href="http://news.google.com/">Google News</a></li>
  <li><a href="http://www.msensecrets.com">MSN SEO Secrets</a></li>
  <li><a href="http://help.blogger.com/bin/answer.py?answer=110">Edit-Me</a></li>
</ul>
</div>
```

Save Template Changes Preview Clear Edits

Click on “**Republish**” (see picture below)

Posting Settings **Template** View Blog

Edit current AdSense Pick new

**Settings were saved successfully**

You must **Republish** your blog to see the changes. (You can also **Republish Index** only.)

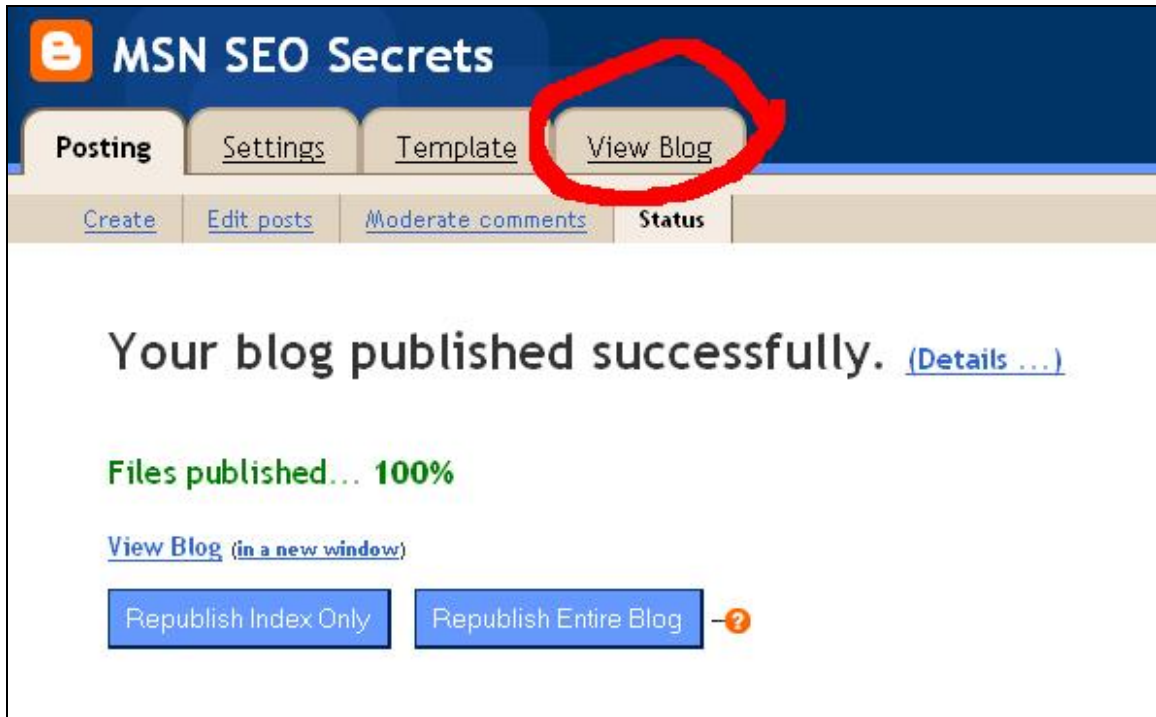
**Change the Blogger NavBar** Blue ▾

The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search *just your weblog* using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.

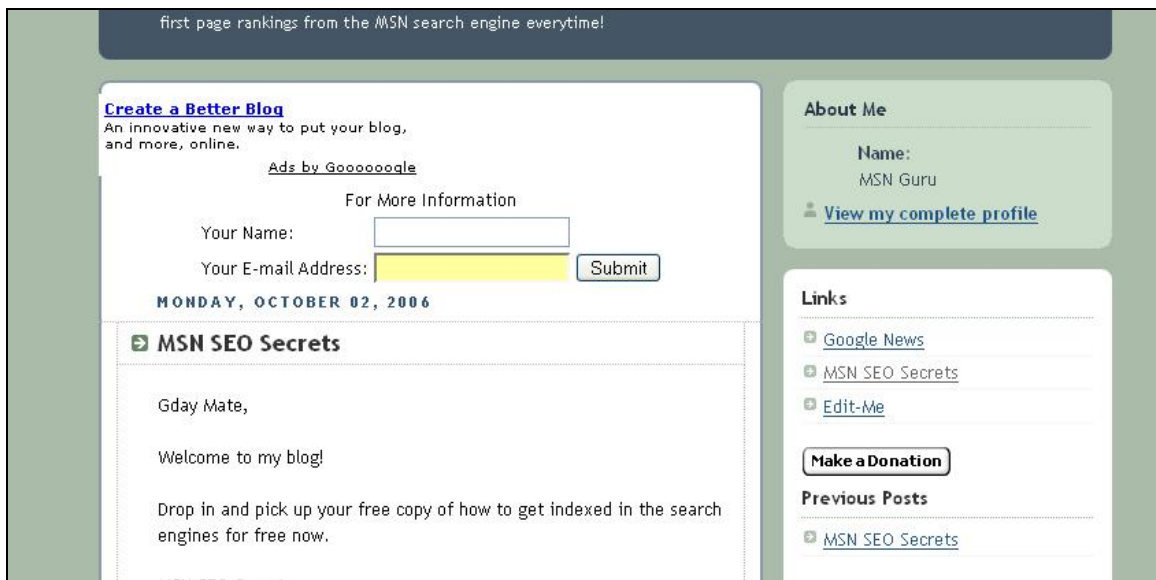
```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
  <title><BloggerPageTitle></title>
```

Then to view your new blog, click on “**View Blog**”



Note: If your blog doesn't look, as it should, try clicking the "refresh" button on your browser.



Walla! You now have your very first blog!

Some QUICK TIPS

ALWAYS save your entire template code. This is because blogger.com is notorious for deleting blogs if they suspect it is “spam”. I just generally copy & paste the entire code into notepad and save it to my computer.

This way, if blogger deletes your blog all you need to do is sign back up and copy the code into the template again. This saves a LOT of time!

Also, to get your blog indexed in as little as 24 hours in the search engines, sign up to receive your free ebook at: <http://www.msnseosecrets.com>

Enjoy!

Warmly,

A handwritten signature in black ink that reads "Joesy". The letters are cursive and stylized, with a large loop on the 'y'.

<http://www.msnseosecrets.com>

<http://www.joesy.com>

<http://www.cheap-resell-rights.com>