Contents at a Glance

Introduction 1

1 Beginning the Story: Blogging Then and Now 7

2 Installing and Setting Up Your First Blog 17

3 Creating Content for Your Blog 55

4 Building a Community Around Your Blog 77

5 Creating a Personal Blog with WordPress.com 91

6 Creating a Business Blog 123

7 Creating a Website 143

8 Creating a Visual Artist’s Portfolio Blog 177

9 Blogging with Tumblr 191

10 Creating a Multimedia Blog 205

11 Making Money Through Your Blog 237

Index 257
# Table of Contents

## Introduction
- About the Second Edition ........................................... 2
- It’s All About Storytelling ............................................. 2
- Wait, You’re a Professional Blogger? .............................. 3
- How to Use This Book .................................................. 4

## 1 Beginning the Story: Blogging Then and Now
- A Brief History of Blogging .......................................... 8
  - The Blog Heard Round the World: Blogging Gets Mainstream
    Attention .......................................................... 9
  - Blogging Comes into Its Own ....................................... 12
  - Culture of Sharing, Connecting, and Caring ...................... 13
  - Blogs, Society, and the News ...................................... 13
  - Gaze into the Looking Glass and the Future of Blogging ....... 15
- Summary ..................................................................... 16

## 2 Installing and Setting Up Your First Blog
- Starting Your First Blog ............................................... 18
  - Choosing a Topic for Your Blog ..................................... 18
  - Picking a Name for Your Blog ....................................... 19
  - Choosing a Domain Name ............................................. 23
- Choosing a Blog Engine ............................................... 23
- Getting Started .......................................................... 30
  - Signing Up for a Blog on WordPress.com ......................... 30
  - Setting Up a Self-Hosted Blog ...................................... 32
- Touring Your Blog’s Dashboard ....................................... 38
  - Content Block: Posts, Media, Links, Pages, and Comments 38

## Administration Block: Appearance, Plugins, Users, Tools, and Settings ......................................................... 40

## Tweaking Your Blog Setup .............................................. 42

## Tweaking and Tuning a WordPress.com Blog ....................... 42

## Setting Good Permalinks ................................................ 47

## Antispam ..................................................................... 48

## SEO Tuning .................................................................. 49

## Categories and Tags ...................................................... 50

## Blogrolls ..................................................................... 50

## Comments and Trackbacks ............................................. 51

## Security ....................................................................... 51

## About Page ................................................................... 51

## Themes and Colors ....................................................... 52

## Tracking Your Blog’s Stats ............................................. 53

## Summary ..................................................................... 54

## 3 Creating Content for Your Blog ..................................... 55

## Turning an Idea for a Blog into Blog Posts ......................... 56

## Capture Inspiration Whenever and Wherever It Strikes ........ 57

## Finding Your “Voice” .................................................... 60

## To Anonymously Blog or Not: The Line Between Public and Private ................................................................. 62

## Write Until You’ve Said Your Piece .................................. 64

## If You Post It, They Will Come: Posting Frequency Answered 65

## Your First Post ................................................................ 66
10 Creating a Multimedia Blog 205
   All About Audio and Video Content 206
   Podcast Gear 208
   Recording Your First Podcast 209
     Laying Down the Main Track 211
   Podcast Editing Basics 213
     Adding Audio Tracks 214
     Fades 214
     Podsafe Music 215
   Exporting to MP3 217
   Video Gear 219
   Recording Your First Video Blog 221
   Video Editing Basics 224
   Exporting, Compression, and Video Formats 227
     Resolutions 228
   Where and How to Host Your Podcast or Video Blog 230
     Posting Podcasts and Video to Your Blog 230
     Submitting Your Show to iTunes 232
   Summary 234

11 Making Money Through Your Blog 237
   Nuts and Bolts of Making Money from Blogs 238
     Making Money Directly 238
     Making Money Indirectly 244
   Final Word on Ads 250

Pulling It Together on Your Blog 250
   Ad Codes 101 250
   Optimizing Your Blog’s Template 252
   Tracking Your Performance 253
   Summary 255

Index 257
About the Author

Tris Hussey started blogging on a whim and then found himself as Canada’s first professional blogger. Tris has worked for several blogging and media startups and has taught new media at the British Columbia Institute of Technology. Tris teaches blogging, WordPress, and podcasting through the University of British Columbia.

In addition, Tris finds time to speak, guest lecture, and contribute to the social media community in and around Vancouver. When not doing all this, Tris manages the marketing and social media for Simply.ca.

Dedication

For my Dad, who always told me to read the manuals.
Acknowledgments

When I started the first edition of this book, I never in my wildest dreams would have thought that I would have not only written two more books since, but also be writing a second edition to this book! I feel blessed and honored that I’m able to do this. Of course, writing a book—even a second edition—isn’t an easy job. So I have tons and tons of people to thank.

This book couldn’t have happened without the help, direction, and prodding of many, many people. Thanks to Paul Chaney for believing that I could do this book in the first place and letting the publisher know this. Thank you to my brilliant technical editor, Catherine Winters, for keeping me straight. Thanks to the whole editorial team at Pearson—I couldn’t ask for better editors and support. Michelle Newcomb, my acquisitions editor, patiently waits for my tardy email replies. Someday I’ll get better, Michelle. Thanks to Rob Cottingham of Social Signals for the cartoon at the beginning of Chapter 5, and to my friends and family for inspiring and supporting me while I’ve been writing this book. Most importantly, thank you to my beloved wife, Sheila, for supporting me and believing in me through this whole process—again!
We Want to Hear from You!

As the reader of this book, you are our most important critic and commentator. We value your opinion and want to know what we’re doing right, what we could do better, what areas you’d like to see us publish in, and any other words of wisdom you’re willing to pass our way.

You can email or write me directly to let me know what you did or didn’t like about this book—as well as what we can do to make our books stronger.

*Please note that I cannot help you with technical problems related to the topic of this book, and that due to the high volume of mail I receive, I might not be able to reply to every message.*

When you write, please be sure to include this book’s title and author as well as your name and phone or email address. I will carefully review your comments and share them with the author and editors who worked on the book.

E-mail: consumer@sams Publishing.com

Mail: Greg Wiegand
      Editor-in-Chief
      Sams Publishing
      800 East 96th Street
      Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at informit.com/register for convenient access to any updates, downloads, or errata that might be available for this book.
CHAPTER 5

Creating a Personal Blog with WordPress.com

Hi! My name’s Kelly, and I’ll be blogging about this later tonight.
It seems a little redundant to talk about creating a personal blog, because in the beginning all blogs were personal. To have a business blog was anathema to bloggers. Making a blog that is all about “you” is the heart of personal blogging. You is in quotes because, as you’ve learned, who “you” are online depends on how much or how little you want to reveal. Because this is a personal blog, it’s intended to reflect your beliefs, hobbies, and family—essentially, who you are.

I think many people dismiss personal blogs as less serious than “professional” or “business” blogs, but I think it’s just the opposite. Personal blogs are very serious, even if the subject matter isn’t. What’s more important than who you are? Because the origins of blogging center on the personal blog, it’s important not to dismiss them out of hand.

I first started blogging to learn about it for professional reasons and to have an outlet for things I wasn’t doing at work. My blog was the epitome of the personal blog. In my case, my blog was mostly about collaboration tools, software, and other geek esoterica. Still, it was personal, and, because I expressed myself well and made some local connections, my humble blog became a springboard to my present career. However, there is a strange hybrid here that is worth noting, the personal-business blog. My blog falls under that category because it is my personal blog, but it serves to drive and support my professional career and business life.

This chapter takes what you’ve learned in the previous four chapters and builds on it so you can go from a general blog to something that’s more your style. Roll up your sleeves here and get to work.

I’ve written this chapter to serve as a quick start for a blog using WordPress.com. I could have chosen Blogger or a few other engines—Tumbl will get a chapter of its own—to serve as the example, but I’ve found that starting a blog on WordPress.com gives you a great foundation to build a blog, or a website (which I cover in Chapter 7, “Creating a Website”), with a clear and easy path to grow and expand over time.

Unlike the first edition of this book, I don’t cover how to start podcasting or video blogging in this chapter—both of those topics are covered in Chapter 10, “Creating a Multimedia Blog.” Over the years of teaching people how to blog and create websites with WordPress.com, I’ve found that people want to do the following:

- Post content
- Post images
- Embed videos from YouTube (and other places)
- Personalize the theme or design of their blog

That’s pretty much it. This chapter puts the focus squarely on those goals. Technology will, for the most part, take a backseat to getting things done simply and easily.

Getting Started with WordPress.com

In Chapter 2, “Installing and Setting Up Your First Blog,” I talked about setting up a blog on WordPress.com. I’m going to go into the process in more detail in this chapter to get more into the nitty gritty of things.
Before we get started on creating this new blog of yours, let’s first create a place for it to live.

**NOTE**

Remember, **WordPress.com** and **WordPress.org** are related, but different. **WordPress.com** is a commercial venture run and owned by Automattic. **WordPress.org** is the home of the open-source version of WordPress that you can download and install yourself on your own servers. Automattic set up and supports the WordPress Foundation that runs and maintains things needed for WordPress.org to continue.

**Creating Your Account**

Creating an account on WordPress.com is fast, easy, and free. WordPress.com provides a tremendous number of features for free. In fact, it’s pretty easy to start and stick with WordPress.com for years and years.

The first step is to go to WordPress.com and look for the big Get Started Here button (see Figure 5.1)

**CAUTION**

**INTERNET EXPLORER 6 NOT WELCOME HERE**

Microsoft’s Internet Explorer 6 was, for a very long time, the most popular browser on the Internet. It was first introduced more than 10, yes 10, years ago. Although IE 6 was great for its time, its time has long since passed. However, many companies and users hadn’t taken the time to update their computers to use newer versions of IE or other browsers like Firefox, Chrome, or Safari.

Continuing to support IE 6 was keeping many sites like WordPress.com from taking full advantage of newer technologies, and supporting a decade-old browser just didn’t make sense. So, if you try to use WordPress.com using IE 6, you won’t be able to sign up until you come back with a “modern” browser.

Sure, it might be harsh, but IE upgrades are free, and sometimes, you have to let go of the past to move forward.

---

**FIGURE 5.1**

When you click the button, you’ll see a screen that looks something like Figure 5.2. Note that I had to scroll down and shrink things down so you could see all the form fields in one image.

In Figure 5.2, you see that I’ve picked “createyourownblog2ndedition” for the name. The menu that is open shows that I can have createyourownblog2ndedition.wordpress.com for free, but other options, like createyourownblog2ndedition.com, for a cost. You don’t have to decide right this minute whether you want to buy or use a domain for your blog. We’ll talk about buying and using domains with WordPress.com later in the chapter.

You’ll also note that my **username** for this blog is also createyourownblog2ndedition. On WordPress.com, you can keep your username and blog name the same, or you can put a different name in the field. Something shorter, like cyob2nded, might have been a good choice here. Why? Shorter URLs are easier for you, and everyone else, to type.

---

**NEW TERM**

A **username** is the word, phrase, or name you use to log in to a computer or service. It’s different from your password. Some services use an email address as your username; others, like WordPress.com, ask for a different name to use.

---

I entered a password and confirmed it in the field, as well as an email address. It is very important that you enter your email address correctly because before you can start your blog, you have to click a link sent to that email address to confirm your account. When you click Sign Up, you go to a screen, like Figure 5.3, to put in a little information about yourself while waiting for that confirmation email to arrive.
When the email arrives in your inbox, you need to click the Activate Blog button. When you do, you’ll see a screen like Figure 5.4.

At this point, if you’re ready, you can start blogging! But maybe you’d like to know what some of the import settings and configuration steps are before you dive into blogging.
Key WordPress.com Settings and Configuration

Despite WordPress.com adding more and more features to the service, they’ve kept the number of things you need to do to get started to a bare minimum. Technically, you’ve completed all of them (signing up and confirming your account), but there are a few things I suggest you do to get started on the right foot.

First is updating a few of the basic settings. On the left side of the screen, click the Settings menu item (refer to Figure 5.4). This brings you to the General settings screen. You’ll see that the Site Title field is the name you created when you signed up for WordPress.com. You’ll also notice that the Tagline is “Just another WordPress.com site.” In Figure 5.5 you can see I’ve updated those fields to things that are more descriptive and interesting. Try to keep the site title reasonably short, but be more descriptive in the Tagline field. The Tagline is supposed to tell visitors a little about what they can expect to read when they come to your site. The last thing I change on this screen is the Timezone. Just pick your city from the menu.

Scroll to the bottom of the screen, click Save Changes, and you’re done!

Note

Did you notice that on the settings screen, it doesn’t say Blog Title, but rather Site Title? That change was made to reflect the fact that blogs have become synonymous with websites and that many people are creating traditional “websites” using WordPress as the engine to power them—as you will read in Chapter 7.
Now that the basic settings are updated—yes, believe it or not, that’s all you really need to do—let’s fix up a couple other things that will help you get off on the right foot.

When you start any WordPress.com blog or install WordPress yourself, the software automatically creates a new post and adds a comment to it. This is great so that you can see that everything worked, but leaving the “Hello World” post on your site isn’t needed. So, let’s delete the post—which will delete the comment as well.

First, click Posts from the menu on the left side. This brings up a list of all (right now, all one of them) posts on your blog. Pass your mouse pointer right below the title of the post until you see the menu that has Trash as an option. Just click Trash and you’re done (see Figure 5.6)!

One last thing, and then you are set to get off and running. Just like creating a default Post, WordPress also creates a default About page. Again, on the left menu (you’re going to be clicking this menu a lot, by the way), click Pages and you’ll see a list of all the pages currently available (see Figure 5.7).

Just like with the Posts listing, pass your mouse below the title, but instead of clicking Trash, click Edit. You can also just click the title About, and you’ll get to the same editing screen (see Figure 5.8).
CHAPTER 5  CREATING A PERSONAL BLOG WITH WORDPRESS.COM

What you’re going to do here is update the content. Maybe you’ll change the title to something more than just “About” (about what?) and edit the content of the Page as well. Don’t worry if you’re not sure about what you’re going to say; you can always come back and edit this Page as much as you’d like. Nothing is set in stone here. When you’re done, click Update. If you want to see how it looks, click View Page and a new tab or window will open.
with the results. Figure 5.9 shows what I did for this demo blog.

We’re ready to start with the next step of getting this blog ready for action. Are there more things you can update? Certainly. If you pass your mouse pointer over the Users menu item on the left, a menu will pop out. If you choose My Profile, you can update the picture that is connected to your account and edit other bits of information (see Figure 5.10).

**FIGURE 5.9**  
My updated About page, as meager as it might be.

**FIGURE 5.10**  
The profile page on the blog, where you can update more information if you want.
Do you need to update this? Eventually, but not right away. Right now we have more fun things to do. The next step is picking a cool and awesome theme for your blog.

Themes and Customizations

One of the best things about WordPress (and most other blogging engines) is that, on a whim, you can change the look and feel of your site with a click. Your content (Posts and Pages) isn't affected at all. You might have to put widgets and menus back in place, but the important stuff—the stuff you've written—will be safe and sound.

Choosing the Right Theme for Your Blog

To get started picking a theme for your blog, first click the Appearance menu on the left. You'll come to a page showing about 30 of the more than 190 themes available to you on WordPress.com. If you see what you like on the first screen, that's great, but most of us want to browse around a little first.

To try to narrow down your theme choices, you can put a term into the search box (for example, “blue”) and click search, but you still might find yourself faced with a large number of theme choices. What I prefer to do is use the feature filter, as shown in Figure 5.11.

NOTE

WHAT ARE “PREMIUM THEMES”?

When WordPress.com first launched, it offered a selection of some of the best themes available—the best free themes available. If you use self-hosted WordPress you can use one of the thousands of other free themes and have the option to buy a premium theme to use on your blog. Automattic felt that WordPress.com users were missing out on some great themes, so starting in February 2011, WordPress.com users could make a purchase from a selection of the best Premium themes. They cost about $45–$100, but often they offer more flexibility and professional polish than the free themes. The choice is yours, and choice is grand.

FIGURE 5.11

The feature filter with a few choices made.
After you’ve made your selections, click Apply Filters; you should see a few themes to pick from, like in Figure 5.12.

It is possible you’ll see no results at all. Why? Well, because you might have narrowed the field so closely that there are no themes that appear to fit those criteria. Theme designers put in their own keywords and features, and sometimes they don’t do the most thorough job of it. So, the best suggestion when you get no results is to reduce the number of filters you’re applying and try again. Sometimes I’m reduced to looking for things like “three columns” or “blue” or “light” when looking for the perfect theme for the job. It just depends on what catches your eye for the task at hand.

After you pick the theme you’re interested in, you can select Preview to get an idea of how it looks (but there isn’t much to see, because you haven’t posted anything yet). Click Activate if you like what you see—at least for the time being—you can always change your mind later and pick a new theme.

** Headers and Backgrounds**

Many themes allow you to set a custom header image. Themes like Twenty Eleven and Twenty Ten come with several images that you can choose from (or have chosen at random). The theme I’m using for the examples here is called Dusk to Dawn and doesn’t come with any images, but you can easily add your own. You start by clicking the Header submenu under Appearance. In Figure 5.13 you can see that if you upload an image that is 870×220 pixels it will be used as is; if it’s larger you’ll be able to crop it (very handy that you can crop the image right within WordPress!). I made an image for this demo blog, uploaded it, cropped it a bit, and you can see the result in Figure 5.14.
Although the ability to have a custom header is built into WordPress, not all themes take advantage of the functionality. I particularly like being able to easily have a custom header image (and one that I can change easily), so I make sure that’s one of the features I select in the feature filter.

Some themes go even a step further and allow you to use a featured image on a Post to be the...
header for just that Post (like Twenty Ten and Twenty Eleven).

Being able to change your header as easily as uploading a new image makes updating your blog with a fresh look very, very easy. Changing things around doesn’t just end with the header; many themes allow you to choose new background images and colors as well.

Dusk to Dawn is one of those themes that allows you to mix things up a bit. Start by clicking Background under Appearance and, just like the Headers section, you’ll be given options for what to do next.

You can see what that default background looks like in Figure 5.14, but in Figure 5.15, you can see that I’ve picked a lighter shade of blue (if you’re reading this in black and white, trust me, it’s a lighter shade of blue). Figure 5.16 shows the result, which I think makes the details of the default background image stand out more.

Headers and backgrounds are nice window dressing, but what about something a little more useful, like a navigation menu? That’s our next stop.
Menus

Another feature built in to WordPress that themes can take advantage of is the custom menus function. Not long ago, editing your navigation menus was more than a bit of a chore. WordPress Menus allow you to create, edit, rearrange, and manage menus by just dragging and dropping. Like Headers and Background, choose Menus under Appearance to get started (see Figure 5.17).

This particular theme uses menus, but has them only on the sidebar. Other themes have menus horizontally across the top, either above or below the Header (sometimes even both places).

Working with Menus is easy. The first step is to create the menu by giving it a name in the Menu Name box and then clicking Create Menu. We don’t have a lot to add to our menu right now, but I added a custom link to my home page (trishussey.com) and added the About page we edited earlier in this chapter to my navigation menu. After I clicked Save Menu, I also made sure to pick the name of my menu from the menu in the Theme Locations box (and then clicked Save). This ensured that my menu would appear on my blog (believe me, I’ve missed that step before and wondered what was going on).

You can see the menu on the sidebar in Figure 5.18.

The last bit of fun we’re going to have here in the themes department (and before we get to the good stuff—writing!) is talking about widgets. I talked a little about widgets in Chapter 2, but here I’m going to show you how they are used on a WordPress-based site.
 widgets

Like everything else theme related, you’ll find the Widget screen under the Appearance menu by clicking Widgets. In Figure 5.19 you can see what the default widget screen looks like for this theme. Like headers and backgrounds, each theme can define which and how many widgets are displayed at first.

 FIGURE 5.17

The custom menu configuration screen.

 FIGURE 5.18

My custom menu in place on the sidebar.
Adding a widget to your sidebar is very easy—just drag and drop it into place! In Figure 5.20 you can see a number of widgets that I’ve dropped onto this theme’s sidebar. I left the configuration area for the Facebook Like widget open so you could see how that looks.

Some themes have widget areas only in the sidebars, but other themes have them in the header, footer, and even in the middle of the page. In Chapter 2, I said that a widget is just an easy way to contain extra code to display things like Twitter feeds, Facebook Like buttons, a list of your recent posts, or all the pages on your blog. Because the widgets move in and out like little boxes or containers, you can add and remove interesting interactive elements to your site without needing to know how to code them yourself.

Figure 5.21 shows what some of the widgets on this demo site look like in place. Again, as I said in Chapter 2, widgets are great and can you can add really neat stuff to your blog using widgets, but you can also go overboard. Too many widgets slows down how fast your blog loads. When in doubt, have a friend check your site on their computer to see if it still loads okay for them. If it takes a minute or two to completely load, you probably have too many widgets!
That’s about all we need to do to your site at the moment to get you going to the next step—writing. If you’re feeling a little lost with WordPress, don’t worry—it’s Help section is great. You can refer to it anytime from the Help menu, and it should clarify something for you if one of the features has changed between my writing this book and your reading it.

With the foundation in place, let’s get to writing—or at least creating content.

Focus on the Content—What to Put in a Personal Blog

Because this is a personal blog, what kind of content you post is up to you. You might have posts, videos, podcasts, pictures, or whatever suits you at the moment—whatever tells your story. This is fantastic, really, because it gives you a tremendous depth and breadth of things you can have on your blog. This range of ideas is perfect for when you get hired for your first professional blogging gig or when your boss asks you to write, set up, or own the company’s blog.
What do you put on a personal blog? Well, the sky’s the limit. Throughout this chapter, I’ll cover the different ways you can fill your personal blog with content. Let’s start with the simplest; the basic blog post.

Writing
Chapter 3, “Creating Content for Your Blog,” discusses writing in a general way, but in a personal blog, giving readers a look into your life is what brings people back to read more posts. Some of my favorite blogs have been ones where the posts were about the lighter side of family life, or a person’s struggle with cancer, or a recovery from an accident. A very popular blog told the stories of a paramedic in London, UK. He related what life was like for him when saving lives, witnessing tragedy, and even the drudgery of his job. This was a great read.

What pulled it all together was the writing style or voice. Personal blogs are more informal. This isn’t where you’d expect a long treatise on the meaning of life; it’s where you might find the funniest street signs you see on your way to work. How about the guy you buy your paper from? There can be great stories there.

NOTE
If you are like many people, you might also have a business blog at work where you can’t talk about everything freely, so having a personal blog frees you to do that. I do this myself because there are things that I want to write about that just aren’t appropriate for my work blog (even if my personal blog is admittedly somewhat of a business blog, too).

If you intend to run both personal and professional blogs, it won’t take long to realize it’s a bit of a high-wire act. I was fortunate in this regard because my bosses accept that I have both kinds of blogs; because I keep those lines very clear, they don’t censor me at work or at home. Okay, sometimes I slip a bit from one side to another, and so will you, but we are all human, after all.

TIP
It’s hard to just sit down and pound stories out on command, so if you’re trying to capture these kinds of stories, try to jot them down as they happen.

Don’t worry that your writing isn’t “good enough,” because it is good enough; just write your stories. No matter what your stories are, write them with passion and realism, and people will enjoy them.

Also in Chapter 3, I gave basic instructions on how to write posts on a WordPress-based blog. In this chapter I’ll add to those points as needed—primarily in the sections related to images and videos—but for the most part I’ll talk about “the other stuff” that makes a great personal blog.

Topics
One of the unfortunate examples of blogger stereotypes is the infamous “cat blog,” which refers to personal blogs that are just writing about and having lots of pictures of an owner’s cat (or dog). Okay, it’s true. Cat owners often do mention them from time to time, some people far too often.
FOCUS ON THE CONTENT—WHAT TO PUT IN A PERSONAL BLOG

You can gather a lot, though, from the way people write about their cats. They love their cats and want to share their cats’ lives with the world. The topic is close to them and, most of all, personal. It’s something with which other obsessive pet owners can identify. This is the key for your blog. You’re not writing for the people who have no interest in your passion, but rather those who share it. It doesn’t matter if the topic is cats, crocheting, or reflecting on the nature of humanity; topics for your personal blog are entirely of your own choosing.

With that said, let’s take a look at some popular categories of personal blogs.

TIP

Ideas for topics and posts come at the strangest times and places. Keep a small notebook and pen handy to jot them down! You could even email them to yourself, and that’s really geeky.

Hobbies

We all have hobbies, even geeks like me. Often it’s a hobby that you’re really passionate about (such as woodworking, stamp collecting, fishing, wines, cooking, trains, or photography) that are often some of the best and most rewarding topics for personal blogs. Write your blog like you’d talk about it to another enthusiast. Share tips, tricks, pictures of your latest creation, and in-jokes that only a true aficionado would get.

On my personal blog (which does get professional often), I have talked about my passions for cooking and photography. I’ve shared recipe creations and photography tips/finds.

There are a ton of personal blogs out there that I like and respect, but the following are a few of my favorites:

- Marshall Kirkpatrick—marshallk.com
- Erin Kotecki Vest “Queen of Spain”—queenofspainblog.com

Spend some time reviewing these blogs, because they might give you some ideas for what to do with your own blog.
The comments I get on those posts are something that I truly look forward to. How often do you get to “geek out” on your hobby?

**Write your blog like you’d talk about it to another enthusiast. Share tips, tricks, pictures of your latest creation, and in-jokes that only a true aficionado would get.**

I know that often the other people in our lives get a wee bit tired of hearing about how you just found a great way to store all your sandpaper so you could find them and keep them sorted by grade, or about the awesome new pattern for knitted laptop covers you found. However, an audience of like-minded hobbyists never gets tired of those things. Whether it’s just one facet of your personal blog or the primary focus, talk about your hobbies. Make this your little corner of the world where you can wax poetic on good-fitting lens caps and not feel like it’s strange at all. (It isn’t strange, by the way. I hate poorly fitting lens caps!)

**Life**
Yes, “Life” is a broad category, I know, but life is like that, isn’t it? Whether you talk about love found or love lost, your partner, or your kids, sharing the stories of your life is something that can be very therapeutic. Savoring the victories and sharing the defeats is something everyone can relate to and enjoy reading. Not in a shallow, schadenfreude kind of way, mind you, but rather in that more positive and constructive way all individuals like to share their lives.

In my personal blog, for example, you can find entries about dealing with divorce and loss, mourning and marking the anniversaries of my father’s passing, and marking the rite of passage of my first “heart scare.” These are the real, gritty parts of life, which are the things that connect humans and people. Don’t shy away from them; embrace them. Yes, there is a limit to what you should share, and I’ll delve into that later in this chapter. There are some things that you might not feel comfortable sharing or that you feel comfortable sharing, but the other people in your life don’t. Respect that line and try to stay on the “good” side of it. Yes, you will slip now and then, but if your heart is in the right place, it might escape unscathed.

One note that I reiterate later is that when you publish something online, it’s there forever. Delete isn’t really delete, because the content is cached and stored all over the Internet. As my friend and journalist for the *Vancouver Sun* Gillian Shaw says, “Don’t put something online that you don’t want to see printed on the front page of the paper.”

**Just “Stuff”**
There is a lot of space between life and hobbies, so I’ve called that space “stuff.” It’s not the most eloquent descriptor, but it works. This category includes movies, music, books, and day-to-day issues that are general chit-chat. For like-minded people, it’s always good to read about what someone thinks about a movie or book. Where else can you post those silly pictures you find online or those bad jokes that proliferate on the Internet like rabbits?

**Privacy**
When you choose to blog, you are choosing to live a portion of your life in the public eye.
Sure, most of the things you write are innocuous, but sometimes they aren’t. Again, that’s fine because you’re choosing to reveal those things about yourself. What about the other people in your life? Yes, there’s the rub. Although deciding your own level of privacy online, and that “line” will float and change over time, is relatively easy, you have to also consider other people and how they might or might not be included in your writing.

“Don’t put something online that you don’t want to see printed on the front page of the paper.” —Gillian Shaw, Vancouver Sun

**Relationships**

Because this is a personal blog, delving into the world of relationships seems like a natural topic area. Many of the women I know write about their (mis)adventures in dating, being married, or being a parent. Interestingly, not as many men write about the same things, with the exception of parenting. In any case, my friends who write about their relationships do so either with the full knowledge of their partners or write so their partners (or dates) remain anonymous. For married couples who both blog, there is an even more interesting dynamic, but again, there are agreed-upon rules. Don’t be surprised that the first question you’re asked when you announce, “Honey, I’m starting a blog!” is “What are you going to write about?” which isn’t really about your topic per se as much it is asking, “Are you going to be blogging about me/us/the kids?” This is the moment to have the ground rules established.

**When you write about your partner, show him or her the post before you post it. If your partner wants something gone, make it gone.**

Even if you’re going to be blogging about your pets, model trains, or knitting patterns, because blogs become a personal outlet, the other people in your life creep into your writing. Figure out early on how comfortable your partner is with being included in your writing. When you write about your partner, show him or her the post before you post it. If your partner wants something gone, make it gone. Even if you’re just referring to him or her as “my dear hubs” or “my darling wife” or “the love of my life,” give your snookie-poo a chance to say no. As time goes on, the rules and lines might change. This is a natural evolution, so don’t push it at the beginning. Respect the boundaries that have been established, and if later on you want to push them, ask first.

**Children**

Where kids are concerned, it’s a horse of a different color. The world today is not like the world I grew up in—not at all. My personal line is that pictures of my children online are private to friends and family only. I don’t use their full names, and I avoid discussion that makes them personally identifiable online. Other friends of mine have pictures of their children online and use their names. The line you draw is up to you and your partner. Where children are concerned, you’re not just talking about personal privacy but their personal safety. When your children are old enough,
they can participate to a degree in the discussion. My daughter has veto rights on pictures that I put up even for friends and family to see. In the end, you are going to have to make your own decision. Honestly, don’t take it lightly.

Comments

Chapter 4, “Building a Community Around Your Blog,” explores more about comments in detail, mostly in terms of how they relate to building a community. For a personal blog, commentary is continuing the discussion or the story. As I said in Chapter 4, although individuals might leave comments that are inappropriate or abusive, the best way to engage them is to not engage them at all. Sadly, these sorts of comments are one of the dark sides of the Internet. I’ve known bloggers who have had serious run-ins with people who crossed the line, but these have been the glaring exceptions and not the rule. I have found comfort, solace, support, congratulations, and good laughs from the comments left on my blogs over the years. Rarely have I ever had a comment that strayed into the realm of troll, and when they did, the comments were so asinine that I let them stand as a testament to their own stupidity.

Although I started this section with the caveat of the bad things that commenters can bring, let me close with the good. I have found that when I have written deeply personal posts, ones that talk about life struggles or successes, the comments have always been the best parts of the posts. They have not only shown me the depth and warmth of the human spirit, but also that as a writer that I moved people. When the story I tell elicits the emotions in my
readers that I felt while writing it, then “I done
good.” People relate to and comment on things
like struggles with grief and loss but also
successes. I’ve written about missing my father,
but also how he is still my greatest inspiration
(this book is dedicated to him). When I’ve
written about topics that everyone can relate
to, I get the best and most heart-warming
comments. Enjoy your comments. They might
very well be the best part of the blog.

Multimedia

In 2009, the World Wide Web turned 20 years
old, and the Internet itself turned 40. From the
beginning of the Web and the first websites, it
was more than just text. Images and sounds
played a huge role in bringing it to life. These
days, seeing a site barren of pictures seems like
an error, and often it is. Although you might
not think your personal blog will contain
“multimedia,” you’d be wrong. Pictures, videos,
music, and podcasts are all forms of multime-
dia that are getting richer and richer by the
day—you’re likely to find a use for at least
some of them on your blog.

This section explores using pictures, video, and
audio (podcasts) in your personal blog. In this
chapter, I’m not going to delve into the how-to
aspects of videos or podcasting—that’s saved
for Chapter 10, “Creating a Multimedia Blog.”
This chapter talks about what most
people
want to do—share things they find online (like
YouTube videos) in their posts.

Pictures

Putting pictures, whether yours or ones you like
by others, on your blog is one of the easiest
ways to punch up your blog and add some
color and spice. WordPress keeps making it
easier and easier to add pictures into your
posts, so the hardest thing might be taking the
picture in the first place! Before discussing how
you get a picture into your post, let’s talk about
copyright.

Make Sure You Have the Right to
Post It

I know this seems like a really strange thing to
say, but one of the biggest problems online is
people posting and republishing images
without the permission of the artist or even
giving the artist attribution for the work.
Clearly, this doesn’t apply to photos you’ve
taken or other works you create yourself, but it
applies to pictures other people take and other
art online. Often the easiest way to find out
whether you can use the image is to look at
the information around it. For example, I put
this as part of the description of pictures I post
online: ©Tris Hussey, 2009.

When you see “Non-commercial use permitted
with attribution,” it means that if you aren’t a
company who makes money through your
website, you are free to re-post/use my picture
as long as you give me credit. If you’re a
company, you’re not allowed to use the image
without my permission. Sometimes that
permission comes with a price tag; sometimes
not. I love to see my works used on my friends’
websites. If someone really likes a picture I
took of him or her, I can’t think of a higher
compliment than for that person to want to
use it to represent himself or herself online. To
do this, my friends ask me before posting the
picture, and you should do the same for other
artists.

Always remember that just because you found
the picture online or in a Google Image search,
it doesn’t mean that you have the right to use the work of art. It doesn’t even matter if your intentions are good (for example, promoting the artist), because in most cases it’s illegal. So, look at the picture and determine what the “rights” are. See whether you can use it free and clear (public domain) or have limited rights (noncommercial use only) or all rights reserved (hands off, buddy). If you’re not sure, you need to ask.

Posting and Sharing Pictures Online

Putting your pictures into your blog posts is only half the battle. Since the advent of the digital camera, the number of pictures people can take and save has become tremendous. Because the pictures are already digital, moving them from your computer to blog is a pretty straightforward process. What if you want to have whole albums online, or even just a whole bunch of pictures? The answer is right there on your computer.

First, start with iPhoto (Mac), Windows Live Photo Gallery (Windows), or Picasa (Mac and Windows), which are all great solutions for managing your pictures on your machine. iPhoto is pictured in Figure 5.22.

After you start organizing your pictures on your computer, you can then start posting them online as well. Lots of photo-sharing services exist out there, ranging from Picasa and Flickr to SmugMug and SnapFish. Each of them offers its own additional services, but in the end its core service is uploading your pictures to the Internet and sharing them. Most services enable you to mark the pictures public or private, title them, and share them with family and friends through email. Some additional services include grouping pictures into sets, tagging, editing, and requesting physical prints (and other items) of the pictures. When you view a photo-sharing site, look at what you get free versus what you have to pay for. Look at how long the company has been around and how many users it has. For example, Picasa is owned by Google, and Flickr is owned by Yahoo!. Both of these Internet giants aren’t going anywhere anytime soon and have tens of thousands of users each. In my opinion, either of them is a safe bet. Personally, I use Flickr and have tens of thousands of pictures stored there.
Having your pictures online at one of these services does two things for you. The first is obvious—you can point readers easily to your set of pictures about your new project. The second is actually much cooler. You can often post pictures to your blog right from the online photo service. Flickr does a good job of enabling you to post all pictures as you upload them, or posting ad hoc as you need them. You can also get easy to copy and paste code for a given picture that you can use in a blog post (I usually do the latter).

As a personal blogger, this saves you both time in uploading and server space because Flickr or Picasa are storing the actual file, not your server or host (this is very important for WordPress.com users). How do you get a picture into a post? That’s what I’m going to show you next!

Getting a Picture into Your Post
The good part is how to get those pictures into your post. Assume for this example that your picture is on your local drive. You’ve exported it from iPhoto or Live Photo Gallery (optional),

TIP

There are a lot of popular online photo-sharing sites: Flickr (my preferred), Picasa, SnapFish, and SmugMug (more for pros).

Today’s images from most digital cameras have very large file sizes, like 2–5 megabytes each, and dimensions of more than 4000×2000 pixels. Many blog engines, like WordPress, automatically create smaller versions for you, but the original is still stored on the server, taking up space in your account, and the server has to work pretty hard to resize those images. For my blog posts, I always resize images when I export them from iPhoto or other photo-management tools. I reserve my full-size, high-resolution images for Flickr.com, which is designed to host and manage high-resolution pictures.

Photo management tools like iPhoto and Picasa have an option to resize the picture when you export a copy to your hard disk. For a standard picture that you’d like to have people be able to click and see a larger version, having the longest edge scaled to 1500 pixels is fine. If you are going to put the image into a post, resize images to about 500 pixels max.

This an example of what this export process looks like in iPhoto.
and you’ve already resized it to fit your blog (optional). From there, use the following steps.

1. Click the Add Media button in the post editor (see Figure 5.23).

2. Find the image on your hard drive. You should already know where the picture is, but if you’re unsure, start your search in the My Pictures (PC) or Pictures (Mac) folders.

3. Drag the image file onto the window, and the image will be uploaded automatically (see Figure 5.24).

4. Adjust how it will appear (size, how the text wraps around it, and so on). This is where wrapping text around the image or having it stand alone comes in. What you’re looking for are buttons or option buttons that say, for example, Align Left, Align Right, or No Alignment. Align Left puts the text on the right, and Align Right places text on the left (see Figure 5.25). When you’re ready, click Insert into Post.
The result should look something like Figure 5.26.

### NOTE

When you upload an image, WordPress automatically does all the resizing for you. It creates a thumbnail, small, medium, and large versions of your image so it is less of an issue than it was previously, although I still resize images myself. It’s just a good habit to be in!

That’s pretty much it. It’s not exactly rocket science, is it? People often feel that placing images in a post is difficult, but like most things, after you get the hang of it, it really isn’t. If you’d like to make it harder on yourself, be my guest (maybe try doing it blindfolded), but I don’t think you really need to do that.

As you get more comfortable with putting images in, you’ll understand how and where to place images to give you the kind of look you’re after in your post. It just takes practice.
Adding Videos to Your Posts

As I said earlier, we’ll get into how you create video blogs and podcasts in Chapter 10. In this section we’re going to talk about how to add videos to your posts.

Even if you do wind up creating your own videos, you’ll still need to know how to put them into posts. And let’s face it, sometimes we want to embed a great video into our posts that isn’t ours, but is just awesome.

Because putting video clips into posts has become so popular, the folks at WordPress have made it drop-dead simple. Let’s go through it step by step:

1. Go to the video on YouTube and copy the URL of the video from the address bar (see Figure 5.27).
2. Start a new post and click in the post where you’d like to put the video. Paste the URL you copied in step one into the post area. You’ll need a blank line above and below the URL you’ve pasted for this to work (see Figure 5.28).
FIGURE 5.27
Video on YouTube to put into a post. We’ll copy the URL from the address bar at the top.

FIGURE 5.28
Pasting a YouTube video URL into a post.
3. When you’re done, click Publish—and you’re done! It’s really that simple. You can see the result in Figure 5.29.

That’s it. Really. I know lots of steps for basically copying and pasting a link. Regardless, I know lots of people who like to post short videos, just to mix things up a tad. Why not? It’s pretty easy. So fire up that web cam and start recording. Movie Maker and iMovie have all the tools you need to get started.

**Growing with WordPress.com**

Chapter 2, “Installing and Setting Up Your Blog,” explored the different ways to host a blog. Looking back at how I managed my blogs over the years, I don’t think I would do too much differently. I started on Blogger, and then I bought a domain and used that with my Blogger blog until I moved to Blogware and...
later to WordPress. Each step along the way, my blog grew as my blogging career grew. For most people, I suggest starting off with a WordPress.com blog. Get used to blogging and see whether you enjoy it. Dip your toes into the blogosphere a little at a time. If you think you’d like to be more serious about blogging, buy a domain name for yourself and pay for the domain mapping extra on WordPress.com.

If you grow beyond WordPress.com, shop around for a good web host and move your blog there. Moving a blog and domain is beyond the scope of this book, but trust me, it isn’t hard. With each step along the path, you and your blog are growing with each other.

If you want to jump right in with both feet, or have a strong geek network to help you get set up, by all means buy a domain straightaway and sign up for a hosting plan. I caution you that you are putting money on the line for this. A good web host is about $10–12 a month, plus your $10 a year for a domain. No, not a lot of money, but if you find yourself not blogging much after a month or two, you’re paying for a blog to just sit there. However, if you start with WordPress.com, which is free, if you don’t blog for a while, you haven’t spent any money to keep that blog there.

There is a “middle way” that you might consider, as well, which are some of the paid upgrades through WordPress.com. In the three years since the first edition of this book, Automattic has made WordPress.com a real contender in the hosted blog market. Frankly, if I didn’t need to have a hosting account to test new tools and services, I might very well just use WordPress.com with a simple domain upgrade (between $5–$12 a year) for all of my needs. Yeah, it’s that good.

Figure 5.30 gives you a look at what some of the upgrade options are on WordPress.com, which you can check out from the Store menu.
This is just something to think about.
There you have it. Everything you need to start a personal blog. Ready? Set? Blog!

**Summary**

Your personal blog is your own soapbox on the Internet, and building it is a rewarding experience. After deciding what you want to write about, even if it’s just your day-to-day life and experiences, figure out whether you’d like to use a hosted blog service like WordPress.com or do it all yourself. After you have your blog set up, pick a theme that pleases you and get going!

Don’t forget about your own levels of personal privacy and the privacy of those around you. It’s a good idea to know how much you want to share online and where you’re going to draw the line.

After you get going, you might like to start adding video and start podcasting. Remember it’s fun and easy, and you might have everything you need to get going already! Most of all, have fun. Never lose sight of the fact that this is your space online and you are doing this to share your passions with the world, whatever they might be. That’s how almost all bloggers started: They just wanted to tell their story.
Index
A

A View from the Isle, 20
About pages, 45, 51
accessing Tumblr, 195
accounts
  managing, 40
  Tumblr, 192-195
  WordPress, 93-95
ad hominem attacks, 129
Add Media button (WordPress), 116
Add New menu, 69
adding
  audio, 214
  backgrounds, 101-102
  colors, 52-53
  headers, 101-102
  images, 113-114, 132
  multimedia, personal blogs, 113-120
  music, 215-217
  shopping carts, 184
  slideshows, 183-184
  themes, 40
  video, 118-120, 136-137
  widgets, 45
addresses
  DNS, 33
  IP, 33
  permalinks, 47-48
administration
  Appearance tab, 40
  Media tab, 39
  menus, 169-171
  Pages tab, 40
  plugins, 150
  Posts tab, 38-39
  showcase blogs, 185-189
  users tab, 40
  widgets, 171-172
ads
  code, 250-252
  contextual, 246
  Google AdSense, 245-246
  networks, 249-250
affiliates
  links, 238
  programs, 247-249
Akismet, 156
All In One SEO Pack, 74
Amazon affiliate programs, 248-249
analog connections, 209
analyzing monetization, 253-254
anonymous blogs, 25, 62-64
antispam, configuring, 48-49
Appearance tab, 40
Apple
  iMovie, 224
  iTunes, submitting podcasts, 232-234
applications, Evernote, 57-58
applying
  filters, 101
  showcase blogs, formatting, 179-181
  widgets, 171-172
attacks, ad hominem, 129
Attribution-Noncommercial-No Derivative Works, 133
Audacity, 211-214
audience, selecting topics, 18
audio, 15
  adding, 214
  fades, 214-215
  overview of, 206-207
  podcasts, 135-136
    editing, 213-217
    exporting podcasts to MP3, 217
    recording, 208-211
  tracks, 226
  Tumblr, 196
Audio Video Interleave. See AVI
Automattic, 25
autostart/autoplay, websites, 174
AVI (Audio Video Interleave), 228

B
backgrounds
  formatting, 101-102
  themes, 169. See also themes
banner ads, 238
  Google AdSense, 245-246
BarCamp, 30
Belle de Jour, 62-63
Best Buy, 124
bios, 185
Blanc, Shawn, 57
Blip.tv, 137
blog bubble, 11
Blog Business Summits, 9

Blogger, 9, 24, 244
  domain names, 22
  free blogs, 26
blogrolls, 50
blogs
  as accepted forms of publishing, 12
  anonymous, 62-64
  business
    building, 138-141
    content, 125-132
    formatting, 124
    multimedia, 132-136
  communities
    building, 78
    connecting with other bloggers, 87
    encouraging comments, 78-80
    linking to other blogs, 85-86
    searching niche blogs, 83-84
    social media, 89
    troubleshooting negative comments, 80-83
    Twitter, 87-88
engine, 144
frequency of posts, 65
history of, 8-16
installing, 34-38
members only, 184
monetizing, 238
  e-commerce, 243
  formatting, 250-254
  indirect monetization, 244-250
  sponsors, 239-241
  writing posts on other blogs, 241-242
multimedia
  audio, 206-207
  creating, 206
  editing podcasts, 213-217
  exporting podcasts to MP3, 217
  recording podcasts, 208-211
  video, 206-207. See also video
self-hosted, 180
starting, 18, 30
  choosing domain names, 23
  customizing, 42-53
  engines, 23-29
  formatting self-hosted, 32-38
  naming, 19-23
  navigating Dashboards, 38-40
  registering, 30, 32
  selecting topics, 18
  tracking statistics, 53-54
Tumblr, 192-202, 204
visual artist’s portfolio
  applying tools, 179-181
  creating, 178
  managing, 185-189
  optimizing, 181-184
  selecting content, 178-179
WordPress
  accounts, 93-95
  content, 107-112
  creating, 92
  multimedia, 113-120
  settings, 96-100
  themes, 100-107
  updating, 120-122

Blogware, 239
BlogWorldExpo, 9
Blubrry, 230-231
bookmarks, 8, 41
Bradenburg, Karlheinz, 218
browsers. See interfaces
building
  business blogs, 138-141
  communities, 78
    connecting with other bloggers, 87
    encouraging comments, 78-80
    linking to other blogs, 85-86
    searching niche blogs, 83-84
    social media, 89
    troubleshooting negative comments, 80-83
    Twitter, 87-88
business blogs
  building, 138-141
  content, 125-132
  formatting, 124
  multimedia, 132-136
buttons, 183
buying themes, 100. See also themes

C
Camtasia, 136
caring, 13
categories, 50
  search engines, 76
  websites, 173
CBC (Canadian Broadcasting Corporation), 72
CES (Consumer Electronics Show), 10
chat, Tumblr, 196-197
children
  parental supervision, 112
  as topics for personal blogs, 111-112
Chrome, 93
classification, 50
click-through rate. See CTR
clients, FTP, 155
closing titles, video, 226
CMS (Content Management System), 144
CNN, 12-14, 72
code, ads, 250-252
codecs, MP3, 217. See also MP3
colors
  adding, 52-53
  backgrounds, 169
ColorWay, 166
comments, 51
  business blogs, 128-130
  encouraging, 78-80
  negative, 80-83
  personal blogs, 112
  readers, 73
commerce, 9
commercial use, 132
communication, 9, 15
communities
  building, 78
  connecting with other bloggers, 87
  encouraging comments, 78-80
  linking to other blogs, 85-86
  searching niche blogs, 83-84
  social media, 89
  troubleshooting negative comments, 80-83
  Twitter, 87-88
  Molson Coors Canada, 127
community outreach, 127
components, installing WordPress, 149-160
compression
  MP3. See MP3
  video, 227-229
conferences, 9
configuring
  antispam, 48-49
  blogs, monetizing, 250-254
  business blogs, 124
    building, 138-141
    content, 125-132
    multimedia, 132-136
  content, 56
    generating ideas, 56-59, 61-70
    Internet as source of inspiration, 70-73
    optimizing search engines, 73-76
domain names, 32-34
multimedia, 206
  audio, 206-207
  editing podcasts, 213-217
  exporting podcasts to MP3, 217
  recording podcasts, 208-211
  video, 206-207. See also video
permalinks, 47-48
Tumblr, 192-204
visual artist’s portfolio blogs, 178
applying tools, 179-181
managing, 185-189
optimizing, 181, 183-184
selecting content, 178-179
websites, 144-147
  blog engines to run, 144
  content, 147-148, 172-174
  customizing themes, 168-172
home pages, 161-167
installing WordPress, 149-160
optimizing, 174-176
WordPress, 92
  accounts, 93-95
  content, 107-112
  multimedia, 113-120
  settings, 96-100
  themes, 100-107
  updating, 120-122
connecting, 13
  with other bloggers, 87
  types of, 209
Consumer Electronics Show. See CES
Contact Form 7, 156
contact information, 185
content
  business blogs, 125-132
  formatting, 56
    generating ideas, 56-70
    Internet as source of inspiration, 70-73
    optimizing search engines, 73-76
  Internet as source of, 70-73
  moving, 68
  publishing, 70
showcase blogs
  applying tools, 179-181
  creating, 178
  managing, 185-189
  optimizing, 181-184
  selecting content, 178-179
  websites, 145-148, 172-174
WordPress, 107-112
Content Management System. See CMS
contextual ads, 246
copying text, 68
copyrights
  commercial use, 132
  images, 113-114, 186
  music, 215-217
  websites, 148
corporate images, business blogs, 134
costs, domain names, 22
Create Your Own Blog, 9
Creative Commons, 217
Creative Commons (CC) system, 133
creativity
  inspiration, 57, 60
  stories, 147. See also content
crowdsourcing, 9, 14, 134
CTR (click-through rate), 253
Custom Header images, 168
Custom Links section, 171
customizing
  blogs
    business, 124
    building, 138-141
content, 125-132  
monetizing, 250-254  
multimedia, 132-136  
content, 56  
generating ideas, 56-59, 61, 63-70  
Internet as source of inspiration, 70-73  
optimizing search engines, 73-76  
menus, 104  
multimedia, 206  
audio, 206-207  
editing podcasts, 213-217  
exporting podcasts to MP3, 217  
recording podcasts, 208-211  
video, 206-207. See also video  
podcasting, 135-136  
Tumblr, 192-204  
visual artist’s portfolio blogs, 178  
applying tools, 179-181  
managing, 185-189  
optimizing, 181-184  
selecting content, 178-179  
websites, 144-147  
blog engines to run, 144  
content, 147-148, 172-174  
home pages, 161-167  
installing WordPress, 149-160  
optimizing, 174-176  
selecting themes, 168-172  
widgets, 105-107  
WordPress, 92  
accounts, 93-95  
content, 107-112  
multimedia, 113-120  
settings, 96-100  
themes, 100-107  
updating, 120-122  

D  
Dashboards  
Google Analytics, 54  
navigating, 38-40  
Tumblr, 195  
dedicated servers, 29  
Delicious.com, 59  
DemoCamp, 30  
Detroit Free Press, 14  
devilla, Joey, 109  
discussions, encouraging, 78-80  
connecting with other bloggers, 87  
linking to other blogs, 85-86  
searching niche blogs, 83-84  
social media, 89  
troubleshooting negative, 80-83  
Twitter, 87-88  
DIY (do-it-yourself) blogs, 180  
DNS (domain name server), 33  
do-it-yourself. See DIY blogs  
documents, downloading from websites, 174  
domain names, 20-21  
configuring, 32-34  
selecting, 23  
websites, 146  
domain name server. See DNS  
downloading documents from websites, 174  
Dreamhost, 35
Drupal, 9
  templates, 138
  websites, 147

E-commerce, 243
  shopping carts, 184
Ebay, 184, 243
Edit Pages screen (WordPress), 46
Edit Profile page, WordPress.com, 95
Editing
  About pages, 45
  ID3 tags, 219
  podcasts, 213-217
  video, 224, 226
Editors
  posts, 67
  Tumblr, 196
  video, 226
Effects
  fades, 226
  formatting, 214-215
Elements of Style, 125
Email, Tumblr, 199
Encoders, LAME, 214
Encouraging comments, 78-80
Engines, 8
  Dashboards, navigating, 38-40
  selecting, 23-25, 29
  websites, creating, 144
Equipment
  podcasts, 208-209
  video, 219-224
Etiquette, blogrolls, 50
Etsy, 184, 243
Evernote, 57-58
Export dialog box (iMovie), 229
Exporting, 41
  images, 185-188
  podcasts to MP3, 217
  video, 227-229
Facebook, 60, 89
Fades
  formatting, 214-215
  video, 226
Fads, 61
Fair use, 216. See also copyrights
Fake Steve Jobs, 62-63
Fantastico, 243
Favorites toolbar, 41
Feature Filter, 158
Featured Content Gallery, 183
Features
  web hosts, 29. See also hosts
  WordPress, updating, 96-100
FeedDemon, 60
Feeds, RSS, 50, 57
Fees, web hosts, 24
fictional characters, authoring blogs, 125

File Transfer Protocol. See FTP

files
  MP3, 217. See also MP3
  private, 184
  ZIP, 155

filters
  applying, 101
  searching, 158

Firefox, 93

first posts, writing, 67

Flash video. See FLV

Flickr, 10, 132, 137, 183-187, 196

FLV (Flash video), 228

folders, smart, 60

followers, Tumblr, 202-203

formatting
  backgrounds, 101-102
  blogs, monetizing, 250-254
  business blogs, 124
    building, 138-141
    content, 125-132
    multimedia, 132-136
  content, 56
    generating ideas, 56-61, 63-70
    Internet as source of inspiration, 70-73
    optimizing search engines, 73-76
  customizing, 42-53
  domain names, 32-34
  fades, 214-215
  headers, 101-102
  images, 113-114, 132, 185-188

members only sections, 184

menus, 104

multimedia, 206
  audio, 206-207
  editing podcasts, 213-217
  exporting podcasts to MP3, 217
  recording podcasts, 208-211
  video, 206-207. See also video

paragraphs, 64

podcasting, 135-136

private files, 184

self-hosted blogs, 32-38

SEO, 176

statistics, 175

text, length of, 64

themes, 52-53

Tumblr, 192-204

video, 118-120, 136-137, 227-229

visual artist’s portfolio blogs, 178
  applying tools, 179-181
  managing, 185-189
  optimizing, 181-184
  selecting content, 178-179

websites, 144-147
  blog engines to run, 144
  content, 147-148, 172-174
  customizing themes, 168-172
  home pages, 161-167
  installing WordPress, 149-160
  optimizing, 174-176

widgets, 105-107

WordPress, 92
  accounts, 93-95
  content, 107-112
  multimedia, 113-120
CREATE YOUR OWN BLOG

settings, 96-100
themes, 100-107
updating, 120-122

*Fortune*, 9

free
  blogs, 25. See also hosts
  speech practices, 79
  themes, 139. See also themes

freemium, 24-25

frequency of posts, 65

FTC (U.S. Federal Trade Commission), 240

FTP (File Transfer Protocol), 155

future of blogging, 15-16

Future Shop, 124

**G**

GarageBand, 211, 214

Gardner, Brian, 179

General Settings page (WordPress), 43

generating
  communities, 78
    connecting with other bloggers, 87
    encouraging comments, 78-80
    linking to other blogs, 85-86
    searching niche blogs, 83-84
    social media, 89
    troubleshooting negative comments, 80-83
  Twitter, 87-88

ideas, 56-59, 61-70
  Internet as source of inspiration, 70-73
  optimizing search engines, 73-76

Genuine Dad, 135

GeoCities, 244

Get Started Here button, 93

Gmail, 67

Google, 9, 13, 23
  AdSense, 238, 245-246
  AdWords Keyword tool, 75
  Analytics, 53, 175
    business blogs, 139-141
    monetization, 253-254
  Buzz, 16
  Reader, 57
  Wave, 16
  XML Sitemaps, 74

Google+, 9, 72, 89

Graphene, installing, 161

**H**

H.264, 228

headers
  formatting, 101-102
  themes, 168

headsets, 208-209

headshots, 185

history of blogging, 8-16

hobbies as topics, 109
home pages

websites
  customizing themes, 168-172
  formatting, 161-167
  WordPress.com, 93

HootSuite, 60, 71-72

hosts, 24
  blog solutions, 24-25, 28
  business blogs, 138-141
  domain names, 32-34
  self-hosted blog solutions, 28-38, 180
  video, 230-231
  websites, 146

Hotfix, 156

Hotmail, 67

HTML code, ads, 250-252

tumblr, 196
  websites, 173

iMovie, 224
  Export dialog box, 229

importing, 41

indexes, Google, 23

indirect monetization, 244-245
  ad networks, 249-250
  affiliate programs, 247-249
  Google AdSense, 245-246

inspiration, 57, 60
  Internet, 70-73

installing
  blogs, 34-35, 38
  plugins, 149-153
  themes, 156, 160
  WordPress, 29, 149-160

Instapaper, 57

integration, 9

interfaces, 93

Internet
  history of blogging, 8-16
  radio, 135-136
  as sources of inspiration, 70-73

Internet Explorer, 93

IP (Internet Protocol), 33

iPad, 14, 58

iTunes, submitting podcasts, 232-234
create your own blog

j

Jetpack, 156
jobs, searching professional blogger, 242
Jobs, Steve, 62
Joomla, 147
journalism, 14

k

keywords, 74-75
Kirkpatrick, Marshall, 109

l

LAME encoders, 214
Larix Consulting, 20
laying down podcast tracks, 211-212
length of text, 64
liability, comments, 79
Libsyn, 230
life as topics for personal blogs, 110
links, 8
  affiliate, 238
  blogrolls, 50
  to other blogs, 85-86
  Custom Links section, 171
  permalinks, configuring, 47-48
  Tumblr, 195-199
Linux, 29
LiveJournal, 9
lossy compression, 217
Lyons, Daniel, 63

m

mainstream media. See MSM
maintenance, websites, 176
managing
  Appearance tab, 40
  Media tab, 39
  menus, 169-171
  Pages tab, 40
  plugins, 150
  Posts tab, 38-39
  showcase blogs, 185-189
  themes, 44
  Users tab, 40
  widgets, 171-172
Manscaping411.com, 254
marketing plans, 124
measurement, Google Analytics, 175
media images, business blogs, 134
Media tab, 39
members only blogs, 184
menus
  Add New, 69
  formatting, 104
  themes, 169, 171
metrics, 141. See also statistics
microblogging, 71. See also Twitter
microphones, 208
Miller, Derek K., 8, 217
mobility, 10
modifying
   About pages, 45
   appearance, 40
   DNS settings, 33
modular home pages, 166. See also home pages
Molson Coors Canada, 127
monetizing blogs, 238
   e-commerce, 243
   formatting, 250-254
   indirect monetization, 244-250
   sponsors, 239-241
   writing posts on other blogs, 241-242
MOV (QuickTime) files, 228
Movable Type, 9
   shopping carts, 184
   templates, 138
   websites, 147
Movie Maker, 224. See also video
moving
   images, 185-188
   text, 68
MP3 podcasts, exporting, 217
MPEG-4/M4V, 228
MRSA (Methicillin-resistant Staphylococcus aureus), 18
MSM (mainstream media), 8
multimedia
   blogs
      audio, 206-207
      creating, 206
      editing podcasts, 213-217
      exporting podcasts to MP3, 217
   recording podcasts, 208-211
   video, 206-207, 219-227, 229-234
   business blogs, 132-136
   websites, 174
   WordPress
      configuring, 113-120
      updating, 120-122
music. See also audio; sound
   adding, 215-217
   video, 226
MySpace, 25

N
NameCheap.com, 21, 34
naming
   blogs, 19-23
   domain names, 20-21, 146
   configuring, 32-34
   selecting, 23
Napster, 217
navigating
   Dashboards, 38-40
   themes, 169-171
negative comments, 80-83
NetNewsWire, 60
networks, ads, 249-250
news, 13
newspapers, 13
Newsweek, 63
NextGen Gallery, 183
niche blogs, searching, 83-84
CREATE YOUR OWN BLOG

Northern Voice conference, 9
Notepad, 67
NowPublic, 9, 14

0

one-click installs, 38. See also installing
online press kits, business blogs, 127
opening titles, video, 226
optimizing
  blogs, 42-53
  recording, 210
  search engines, 73-76
  SEO, 49-50
  showcase blogs, 181-184
  templates, 252-253
  Tumblr, 202-204
  video, 231
  websites, 174-176

P

Pages, 40, 172
paragraphs, formatting, 64
parental supervision, 112
passwords, WordPress, 94
pasting text, 68
pay-per-click. See PPC
PayPal, 184, 243
Penmachine.com, 8, 217
permalink, configuring, 47-48

personal blogs, WordPress
  accounts, 93-95
  content, 107-112
  creating, 92
  multimedia, 113-120
  settings, 96-100
  themes, 100-107
  updating, 120-122

perspective, 19
Picasa, 132
pictures. See images
platforms, websites, 147
player, video, 230
plugins
  antispam, 48-49
  Blubrry, 231
e-commerce, 243
recommended, 156
search engines, 74
showcase blogs, 183-184
video, 230
websites, installing, 149-153

PodBean, 230

podcasts
  editing, 213-217
  formatting, 135-136
  iTunes, 232-234
  MP3, exporting to, 217
  posting, 230-234
  promoting, 234
  recording, 208-211

policies
  business blogs, 130-132
  comments, 129
Polldaddy Polls & Ratings, 156
portfolio sites, 179. See also showcase blogs
Posterous, 12, 16, 24
posting
  frequency of, 65
  ideas, generating, 56-59, 61-70
  images, 114-117, 132-134
  monetizing blogs, 241-242
  publishing, 70
  Tumblr, 195-199
  video, 118, 120, 230-234
    business blogs, 137
    websites, 172
Posts tab, 38-39
PPC (pay-per-click), 253
practice posts, 66
premium themes, 139. See also themes
prerequisites, 29
press kits, business blogs, 127
previewing, 44
privacy
  business blogs, 128
  files, 184
  personal blogs, 110-111
  private blogs, 62-64
  websites, 148
processes, selecting domain names, 22
professional bloggers, 242
promoting, 241
  ad networks, 249-250
  affiliate programs, 247-249
  Google AdSense, 245-246
  podcasts, 234
propagation, 33
protocols
  FTP, 155
  IP, 33
public blogs, 62-64
publishing
  blogs as acceptable form of, 12
  posts, 70
Pyra Labs, 8-9
Q
QuickTime, 228
quotes, Tumblr, 196-198
R
radio (Internet), 135-136
readers
  comments, 73
    connecting with other bloggers, 87
    encouraging, 78-80
  linking to other blogs, 85-86
  searching niche blogs, 83-84
  social media, 89
  troubleshooting negative, 80-83
    Twitter, 87-88
  RSS feeds, 57
Really Simple Syndication. See RSS feeds
reblogging, Tumblr, 195-199
recommended plugins, 156

recording
  podcasts, 208-211
  editing, 213-217
  exporting podcasts to MP3, 217
video, 219-224
  editing, 224-226
  exporting, 227, 229
hosting, 230-231
posting, 230-234
redirecting, 23
registering
  blogs, 30-32
  domain names, 32-34
  Tumblr, 192-195
registrars, domains, 21
relationships
  comments
    connecting with other bloggers, 87
    encouraging, 78-80
    linking to other blogs, 85-86
    searching niche blogs, 83-84
    social media, 89
    troubleshooting negative, 80-83
    Twitter, 87-88
  personal blogs, 111
reporting, 14
requirements website content, 148
resizing images, 116
resolution
  backgrounds, 169
  video, 228-229
rights
  commercial use, 132
  images, 113-114, 186
  music, 215-217
RSS (Really Simple Syndication) feeds, 50, 57
S
Safari, 93
SAY Media, 9
screencasts, 136. See also video
screens, backgrounds, 169
search engine optimization. See SEO
search engines, optimizing, 73-76
searching
  domain names, 21
  filters, 158
  music, 217
  niche blogs, 83-84
  professional blogger jobs, 242
sections
  Custom Links, 171
  members only, 184
  websites, 148
security, 51
  shopping carts, 184
selecting
  blog engines, 23-25, 29
  content
    showcase blogs, 178-179
    websites, 172-174
domain names, 23
plugins, 183-184
templates, 138-139
themes, 168, 181-183. See also themes
tools, showcase blogs, 179-181
topics, 18
business blogs, 126
personal blogs, 109-112
Tumblr, 192
types of blogs, 180
self-hosted blog solutions, 28-38, 180
selling items on blogs, 243
SEO (search engine optimization), 22-23, 73-76
business blogs, 139
formatting, 176
optimizing, 49-50
servers, 29
DNS, 33
services, web hosts, 24
settings. See also configuring; formatting
DNS, 33
WordPress, 96-100
sharing, 13
business blogs, 132-134
images, 114-117
Shaw, Gillian, 11, 63
Shopify, 184, 243
shopping carts, 184
showcase blogs
content
applying tools, 179-181
managing, 185-189
optimizing, 181-184
selecting, 178-179
creating, 178
sidebars
star rating, 155
widgets, 46
signing up
blogs. 30-32
Tumblr, 192-195
Six Apart, 9
sizing images, 116
slideshows, showcase blogs, 183-184
smart folders, 60
Smashing Magazine, 183
SmugMug, 132, 183, 188
SnagIt, 136
SnapFish, 132
social media, 60-61, 89
software, installing, 34-35, 38
songs, adding, 215-217. See also audio
sound
fades, 214-215
podcasts, 135-136
editing, 213-217
exporting podcasts to MP3, 217
recording, 208-211
Tumblr, 196
Sound Recorder application (Windows), 214
SoundCloud, 230
soundtracks, 226. See also music
spam
antispam, 48-49
comments, troubleshooting, 80-83
sponsors, monetizing blogs, 239-241
spreadsheets, 34
CREATE YOUR OWN BLOG

star ratings, 155

starting blogs, 18, 30
  choosing domain names, 23
  customizing, 42-53
  engines, 23-29
  formatting self-hosted, 32-38
  naming, 19-23
  navigating Dashboards, 38-40
  registering, 30, 32
  selecting topics, 18
  tracking statistics, 53-54

static home pages, 162-166. See also home pages

statistics
  business blogs, 139-141
  formatting, 175
  tracking, 53-54

stories, 147. See also content

StudioPress, 166, 179

styles. See also configuring; formatting
  business blogs, 126
  writing, 60-61

subdomains, 204. See also domains

submitting podcasts to iTunes, 232-234

Suffusion, installing, 158

Sun Microsystems, 131

T

tabs
  Appearance, 40
  Media, 39
  Pages, 40

Posts, 38-39

Users, 40

tags, 10
  categories, 50
  ID, 219
  search engines, 76
  websites, 173

TalkShoe, 135

Techmeme, 60

technology, 9, 15

Technorati, 9-10

Techsmith, 136

templates
  business blogs, 138-139
  home pages, 162
  optimizing, 252-253

terms of service. See TOS

text, 15
  copying, 68
  headers, formatting, 168-169
  length of, 64
  pasting, 68
  titles, selecting, 19-23
  Tumblr, 196

TextEdit, 67

themes, 40
  business blogs, 139
  formatting, 52-53
  home pages, 162
  managing, 44
  portfolio sites, 179
  showcase blogs, 181-183
  Tumblr, 201
websites
  customizing, 168-172
  installing, 156, 160
  WordPress, configuring, 100-107

Time, 9-10
Timelines, 9. See also history

titles
  blogs, 19-23
  video, 226
TLD (top level domain), 23
tone of business blogs, 126
tools
  Google AdWords Keyword, 75
  Instapaper, 57
  showcase blogs, 179-181
  WordTracker free keyword, 74
ToomMorel Lite, 166
top level domain. See TLD
topics
  business blogs, 126
  hobbies as, 109
  keywords, 74
  life as, 110
  personal blogs, 108
  selecting, 18
  titles, 19-23
  turning off comments, 78
TOS (terms of service), 25, 244
trackbacks, 51
tracking
  monetization, 253-254
  statistics, 53-54
tracks
  audio, 214, 226
  podcasts, 211-212
traffic statistics, tracking, 53-54
transactions, shopping carts, 184
Tribune Media Group, 14
Tris, 9
TrisHusseyDotCom, 19
trolls, 80-83
Trott, Ben, 9
Trott, Mena, 9
troubleshooting
  antispam, 48-49
  negative comments, 80-83
  websites, 176
Tucows, 239
Tumblr, 9, 12, 16, 24, 192-204
Turner, Jim, 64, 135
turning off comments, 78
Tweetdeck, 60
Twitter, 71, 87-88
TypePad, 9, 24, 27
types
  of blog hosts, 24-28
  of blogs, 180
  of connections, 209
  of self-hosted blog solutions, 28-38
CREATE YOUR OWN BLOG

U

U.S. Federal Trade Commission. See FTC
unique perspective, 19
UNIX, 29
updating WordPress, 96-100, 120-122
uploading
  plugins, 155
  podcasts, 231. See also podcasts
USB (universal serial bus) connections, 209
usernames, formatting, 94
users, managing, 40
Users tab, 40

V

Vancouver Sun, 11, 63
Vega, Suzanne, 218
Vest, Erin Kotecki, 19, 109
Viddler, 137
video, 15, 219-224
  business blogs, formatting, 136-137
  editing, 224, 226
  exporting, 227, 229
  hosting, 230-231
  iTunes, submitting, 232-234
  overview of, 206-207
  posting, 118-120, 230-234
  Tumblr, 196
  websites, 174
viewing
  backgrounds, 169
  images, 185-188

Vimeo, 196. See also video
visual artist’s portfolio blogs
  applying tools, 179-181
  creating, 178
  managing, 185-189
  optimizing, 181-184
  selecting content, 178-179
voice, finding, 60-61. See also writing

W

Washingtonienne, 62
watermarks, images, 186
web hosts, 24
  blog solutions, 24-28
  domain names, configuring, 32-34
  self-host blog solutions, 28-38
websites. See also blogs
  blog engines to run, 144
  content, 147-148, 172-174
  creating, 144-147
  optimizing, 174-176
WordPress
  customizing themes, 168-172
  home pages, 161-167
  installing, 149-160
widescreen laptops, formatting backgrounds, 169
widgets, 27
  formatting, 105-107
  sidebar, 46
  themes, formatting, 171-172
Windows, 29
  Movie Maker, 224. See also video
  Sound Recorder Application, 214
Windows Media Video. See WMV

Wired Magazine, 217

WMV (Windows Media Video), 228

Word, pasting text, 68

WordCamp Whistler (B.C.), 144

WordPress, 67. See also blogs
  accounts, 93-95
  business blog templates, 138
  content, 107-112
  creating, 92
  domain names, 9, 22, 156
  fees, 25
  installing, 29, 34
  multimedia, 113-122
  registering, 26
  settings, 96-100
  shopping carts, 184
  showcase blogs, 180
  starting, 30
    customizing, 42-53
    navigating Dashboards, 38-40
    registering, 30-32
    tracking statistics, 53-54
  themes, 100-107
  Tumblr, comparing to, 204
  websites
    content, 147-148, 172-174
    creating, 146-147
    customizing themes, 168-172
    home pages, 161-167
    installing, 149-160
    optimizing, 174-176

WordTracker free keyword tool, 74

WordTwit, 156

WP Super Cache, 156

WP-DBManager, 156

WPtouch, 156, 184

writing
  business blogs, 125-132
  contextual ads, 246
  first posts, 67
  frequency of, 65
  ideas, generating, 56-61, 63-70
  Internet as source of inspiration, 70-73
  length of text, 64
  personal blogs, 108-109
  posting on other blogs of money, 241-242
  publishing, 70
  titles, 19-23
  topics, 18

www.jingproject.com, 136

Y

Yahoo Mail, 67

Yahoo!, 10

YouTube, 137. See also video
  Tumblr, 196
  video, 228-229
  websites, 174

Z

ZIP files, 155