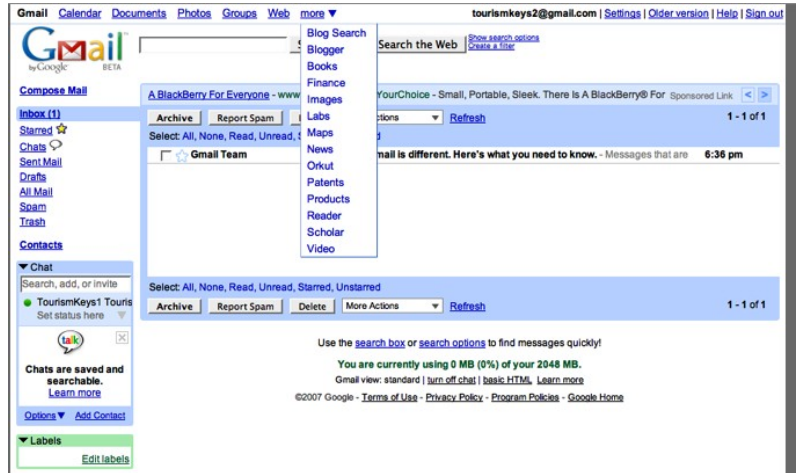


Create a Blog at Blogger.com: 3a

Access Blogger from your Gmail Account.

In this section, you'll create a blog and your first blog post including adding a hyperlink and an image.



or just type - <http://www.blogger.com> in the address bar of your browser

You'll need to enter your username and password from your Gmail / Google Account.



Quick Set Up of your Blog

Display Name - you can use a pseudonym or your real name. Accept terms of service, then **Click Continue.**

1 Sign up for Blogger

Once you complete this process, you'll be able to log in to Blogger using your Google account email and password.

Email address	TourismKeys2@gmail.com	Use a different account
Your name	TourismKeys1 TourismKeys1	
Display name	Todd Lucier	The name used to sign your blog posts.
Acceptance of Terms	<input checked="" type="checkbox"/> I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service

CONTINUE

Name your Blog

You can change the name of your blog at any time, but for starters use your business name.

Record the blog address (URL): http://_____.blogspot.com

Put this Web address into your **Tourism Keys appendix iii.**

When you get home, add a link from your Web site home page to your new blog!

(advanced users can host the blog on their own domain. All that is required is your ftp Web site address, ftp site username, ftp site password)

You can get these from your Web site host or Internet Architect (Web designer).

2 Name your blog

Blog title	Your Business Name Blog	Enter a title for your blog.
Blog address (URL)	http://YourBusinessName.blogspot.com	You and others will use this to read and link to your blog. Check Availability

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

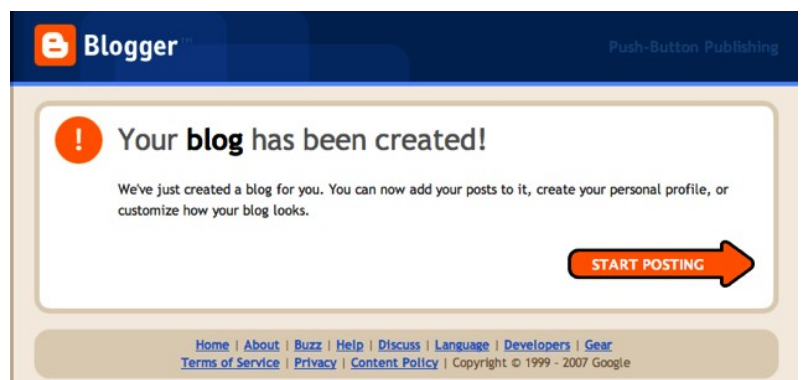
Choose a Template

What do you want your blog to look like? Again, you can change this at any time.

2 Choose a template



Congratulations!!

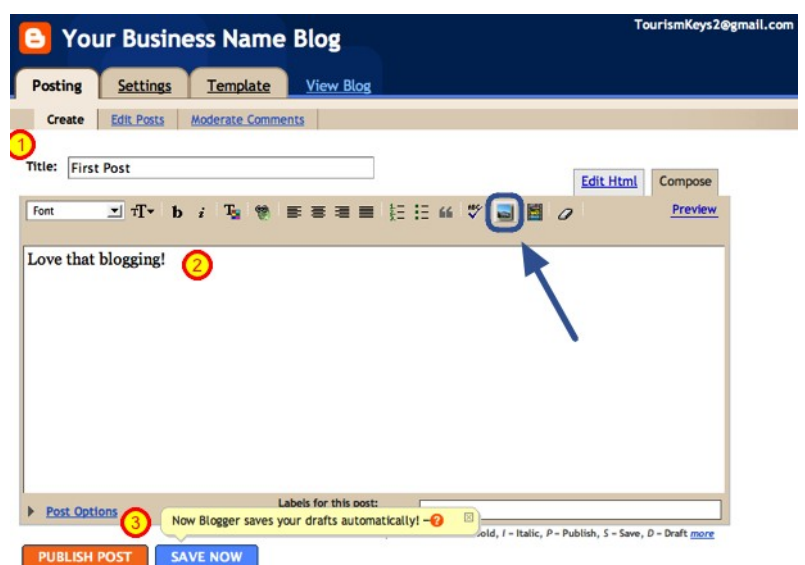


The Blogging Interface

A blog post is essentially an email that ends up getting sent or posted to the Internet. Each time a post is created with a

1. **title**
2. **body content** that can include text and/or photos, other media (more about this later)
3. then it is published or posted to the Internet.

Images and Video can be added by pressing the buttons along the formatting toolbar. Click on the photo

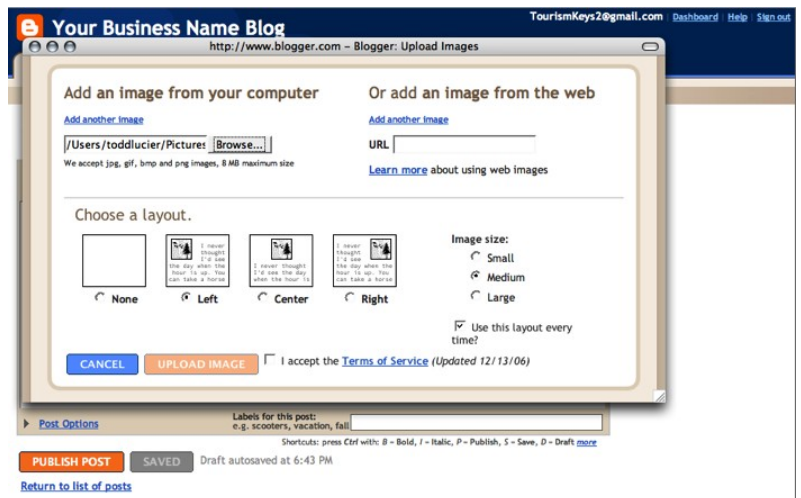


button as shown.

Add images from your computer or the Internet

To add an image from your computer, use the box at left and browse your computer and select the image you wish to put on the new page you are creating.

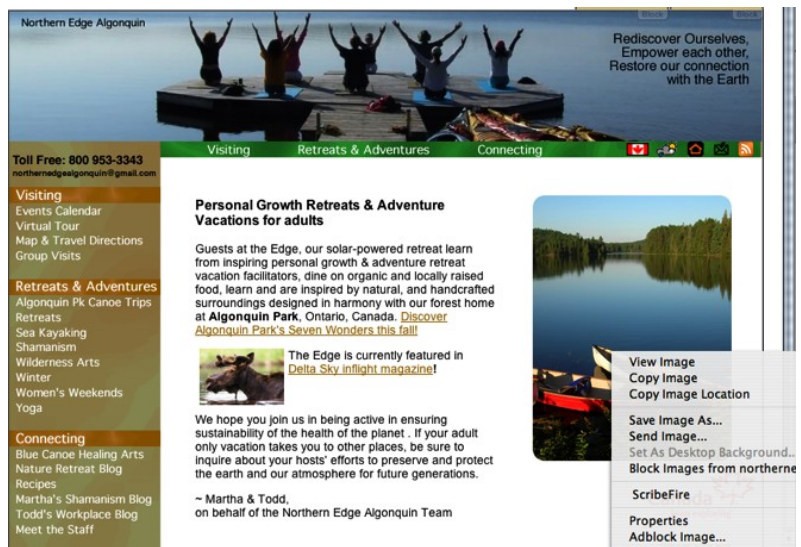
(Images can be formatted left, right or centre and sized according to your desire)



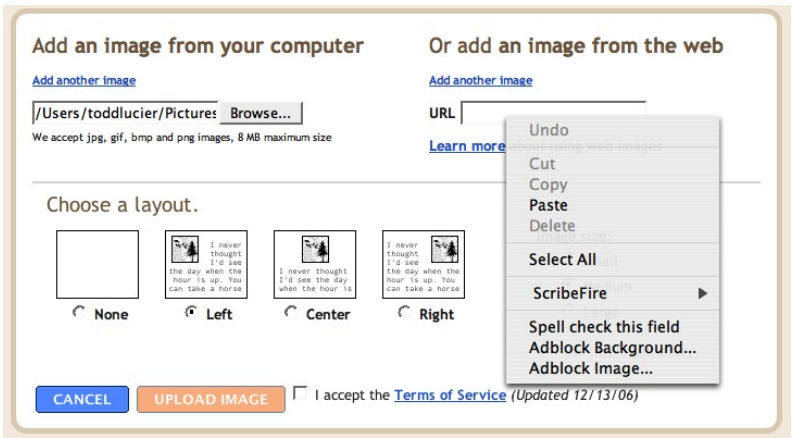
Add images from your existing Web site or your Internet Image Library

In your browser open a new tab and open your Web site.

Browse to the page with the image you wish to copy. Right click on the image and choose: **Copy Image Location.**



Paste the image location into the right side of the add image window.



Loading

Your images are being uploaded to Blogger.



Your image has been added.

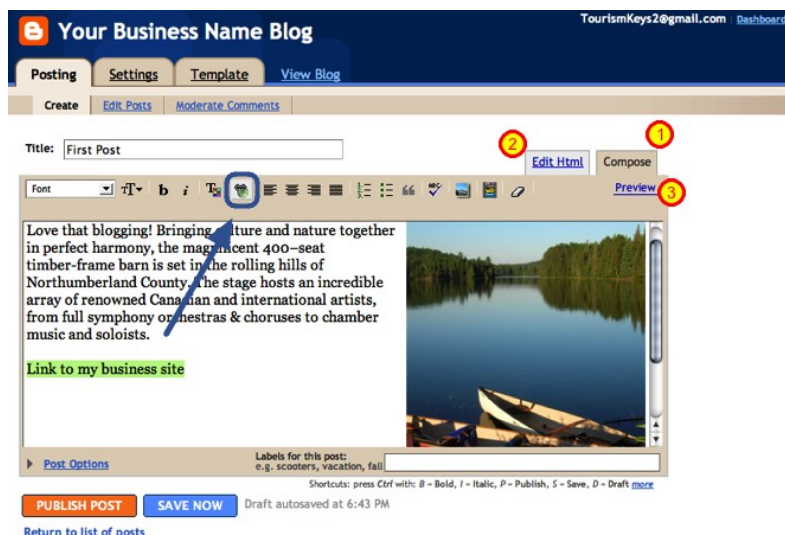


After clicking "Done" you can change your post and publish to your blog.



Three Views: Seeing your Post

1. **Compose Mode** is beginner friendly. It is the easiest way to see what you have created. In this view you can see images as they are added and how they are aligned.
2. **Edit html** view (advanced mode): This code makes your page appear the way it does. We'll use this mode when pasting code from other services into your blog.
3. **Preview** Mode is used primarily alongside code view to see how changes are affecting the actual page.



Creating Hyperlinks

Hyperlinks are a good way of linking blog readers to the content on your Web site that provides additional information.

To create a link:

1. Highlight the text you wish to link. Then click on the link icon in the menubar.

Creating Hyperlinks (con'd)

You may wish to open another tab and browse to the Web page that you want to link to.

Go to the Address Bar in the browser and copy the entire string of text that starts with: **http://**

Paste this text, or type the link address in the space provided.



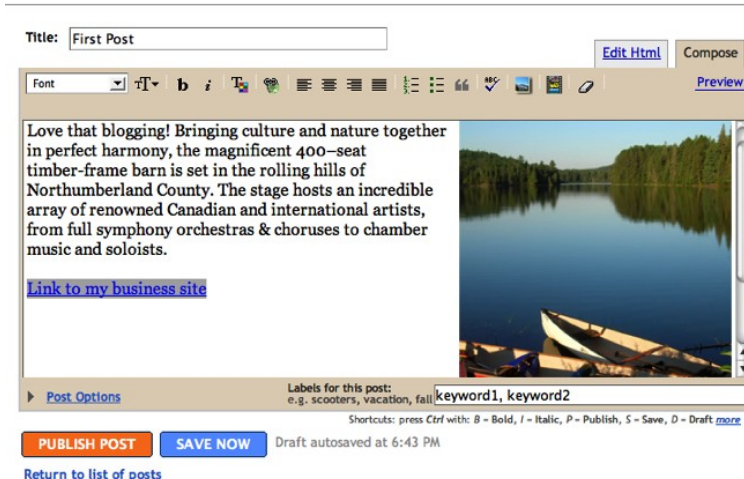
Creating Hyperlinks (con'd)

The text changes colour and is underlined, indicating that it now links to the address you indicated.

The labels section of the post is the place where you can identify the keywords that are associated with this post. This helps search engines and blog readers find your content more easily.

When finished editing, click **Publish Post**.

(later, you can make changes to the post or remove it entirely)

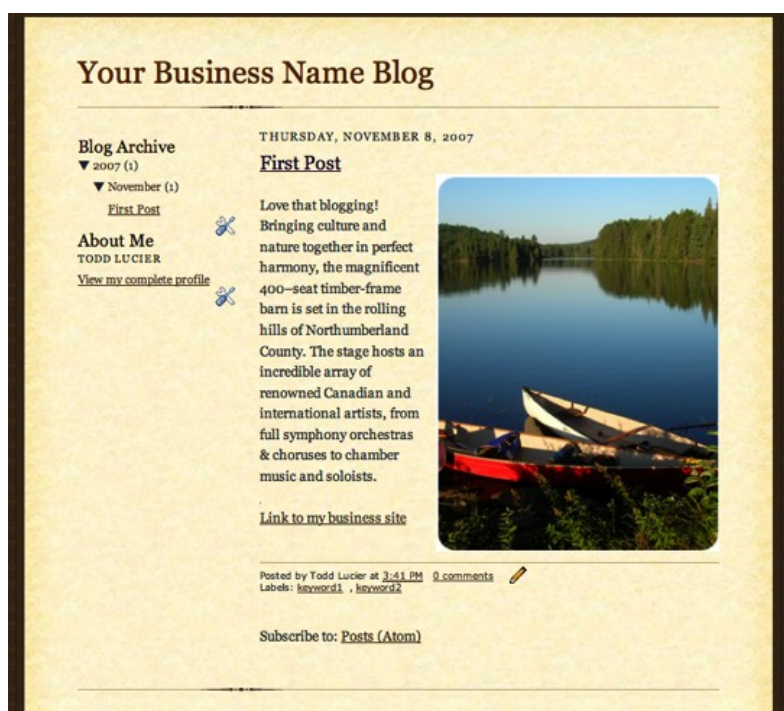


The screenshot shows the Blogger post editor. At the top, there is a title field containing "First Post" and buttons for "Edit HTML" and "Compose". Below the title is a rich text editor with a toolbar containing various formatting options like bold, italic, text color, background color, bulleted list, numbered list, link, unlink, undo, redo, and fullscreen. The main text area contains the following text: "Love that blogging! Bringing culture and nature together in perfect harmony, the magnificent 400-seat timber-frame barn is set in the rolling hills of Northumberland County. The stage hosts an incredible array of renowned Canadian and international artists, from full symphony orchestras & choruses to chamber music and soloists." Below this text is a blue underlined hyperlink "Link to my business site". To the right of the text is a preview window showing a photograph of a lake with a canoe in the foreground. At the bottom of the editor, there are "Post Options" and "Labels for this post" (e.g. scooters, vacation, fall) with the entered labels "keyword1, keyword2". There are also buttons for "PUBLISH POST" (orange) and "SAVE NOW" (blue), and a note that the draft was autosaved at 6:43 PM. A "Return to list of posts" link is at the bottom left.

Congratulations! View your first Blog Post

Your blog post published successfully!
[View Blog](#) (in a new window)

Need to change it? [Edit post](#) | [Create a new post](#)



The screenshot shows a published Blogger blog post on a light yellow background. The title is "Your Business Name Blog". The date is "THURSDAY, NOVEMBER 8, 2007". The post title is "First Post". The main text is: "Love that blogging! Bringing culture and nature together in perfect harmony, the magnificent 400-seat timber-frame barn is set in the rolling hills of Northumberland County. The stage hosts an incredible array of renowned Canadian and international artists, from full symphony orchestras & choruses to chamber music and soloists." Below the text is a blue underlined hyperlink "Link to my business site". To the right of the text is a photograph of a lake with a canoe in the foreground. Below the photo, it says "Posted by Todd Lucier at 3:41 PM" and "0 comments". At the bottom, there are "Labels: keyword1, keyword2" and a "Subscribe to: Posts (Atom)" link. On the left side, there is a "Blog Archive" section with a dropdown arrow and "2007 (1)" below it, and "November (1)" below that, with "First Post" listed. Below the archive is an "About Me" section for "TODD LUCIER" with a "View my complete profile" link and a small icon.