



## Review Guide

### About Blogger

Blogger is a free web-based tool people can use to publish on the web instantly without writing code or installing software. Hobbyists, families, celebrities, writers, politicians, as well as businesses and publications use blogs to communicate their thoughts, relay their experiences and make connections. Today many people use Blogger in lieu of the traditional personal site or home page, and increasingly, media outlets encourage their reporters to maintain public blogs.



### Blogger Background

Pyra Labs originally launched Blogger as a side project in 1999 to make it easy for a few web geeks to update their home pages. That project soon became the company's core product, and Google acquired Pyra Labs in 2003. Since then, as blogging has grown increasingly popular, the Blogger team has worked continuously on this groundbreaking service to make it easy to use, filled with features that users have requested. It is free of charge.

### Features

Blogger features we have recently added or refined include Blog Search, Blogger for Word, Blogger Images, Blogger Mobile, Flag as Objectionable, Group Blogging, Archives, Save as Draft, spell check, secure publishing, free hosting, FTP support, XML syndication, and an API for the development community. In addition to these standard tools, Blogger includes a number of features designed to lower the barrier to personal publishing more than ever.

**Blogger Dashboard.** After registering, or signing in to your Blogger account, you arrive at the Dashboard. This more personal version of the Blogger home page is where you review your existing blogs, create a new blog, get the latest news from Blogger, and get a top-level view of all your Blogger elements. There is also a link to your Profile page in the sidebar, plus links to blogs of note and recently updated blogs by others.

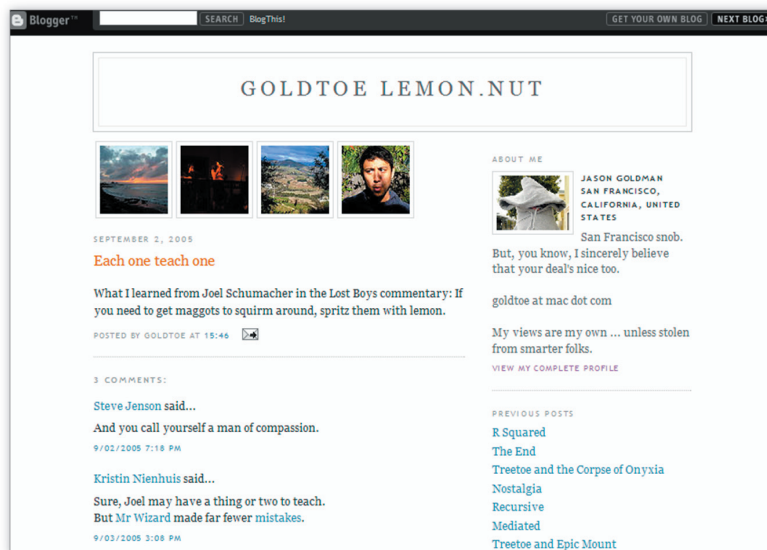


**Editing Posts.** When you click on one of your own blogs (listed in the main part of the Dashboard), you'll land on the Edit Posts page, which displays a list of your latest posts. From there you can scan your blog titles, view individual posts, and decide if you want to edit, view, delete, save internally (draft), or create a new post.

You'll also see tabs for Settings and Template options. If you visit these options, just click on the Blogger logo or the "back to Dashboard" button to go back there.

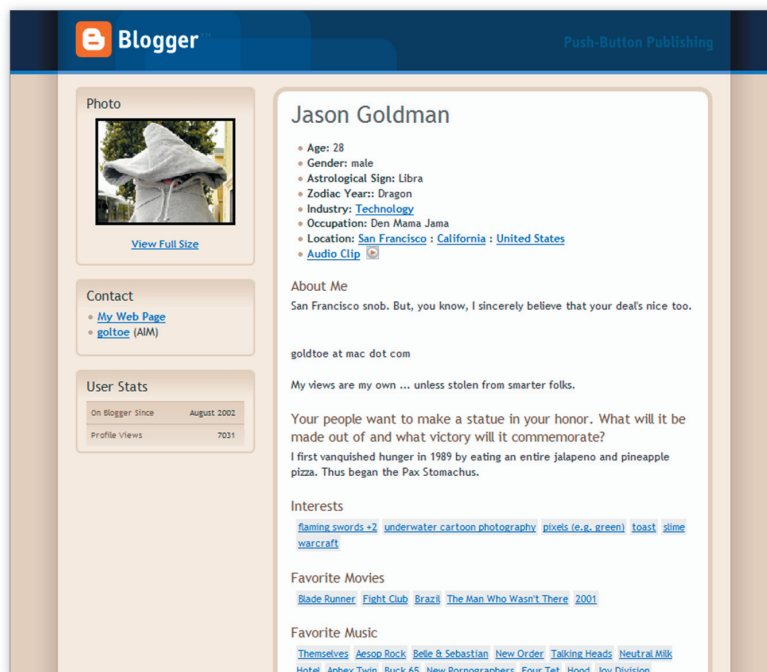


**Comments.** Comments enable readers worldwide to connect with you as well as each other, and to offer feedback. You control the level of commenting you'd like to see. Comments can be turned on or off at the individual post level, so you decide when to encourage or end discussion on any particular thread. Blogger comments also enable you to specify who can add their two cents, and how they should be identified.



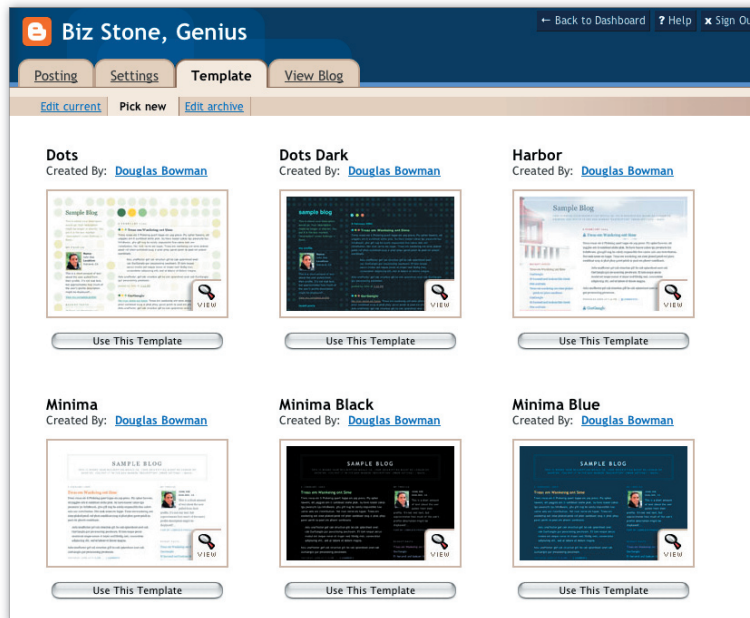
**Profiles.** With Blogger, it's easy to create your own "about me" page. You may add a photo, link to your bio and resume, list your interests, and more on your Profile page. Additionally, you can discover people with similar interests based on their profiles. Just click on an interest to see who else shares that particular activity or interest in music, film, and so on.

The Profiles area also tallies stats about your blog(s), such as the number of times your profile has been viewed, how many posts you've written, your average number of posts per week, plus links to your latest entries, across all your blogs (you can choose to show or hide specific blogs). And the Profile Tag renders a mini-Profile on your Main Page.



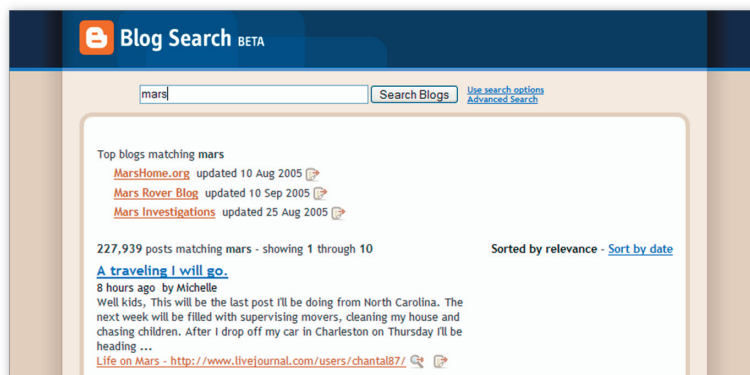
**Post Pages.** Turn on Post Pages to enable every single post to have its own page, including comments associated with that post. Blogger tags make it possible to have Post Pages look different than your Main Page.

**Templates.** Blogger includes 33 templates for blogs. Recently we've added templates by talented web designers including Jeffrey Zeldman, Douglas Bowman, and Dave Shea. All of the templates are compliant with web standards, machine readable, CSS-based, and tested for usability. You see the new templates when you sign in. Click the Template tab and see Pick New.

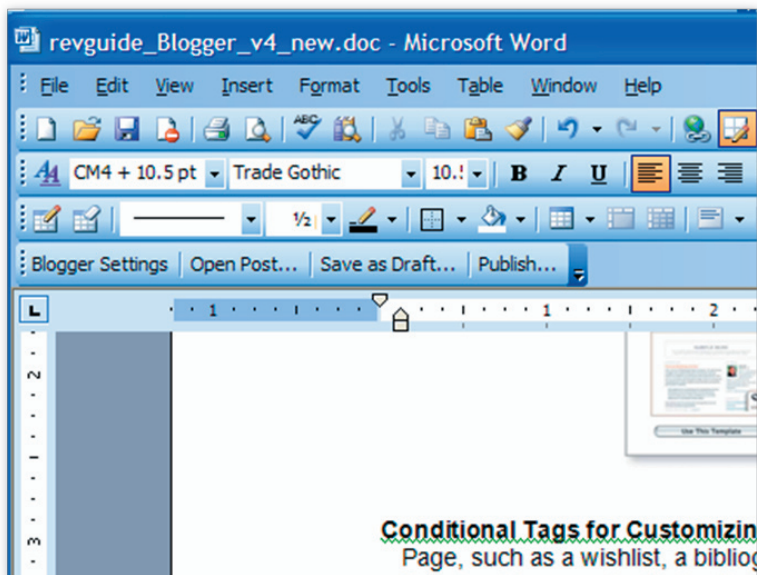


**Conditional Tags for Customizing.** Bloggers often add links and extra items on a Main Page, such as a wishlist, a bibliography, or a blogroll (links to other blogs). Conditional Tags enable users to display these links on a Main Page or just on Post Pages as desired. Instead of multiple templates for different pages, these Conditional Tags wrap around specific items within the template that should be shown or hidden depending on location.

**Blog Search.** Blog Search is the easiest way to search for blog content on the web. Using the same technology that powers Google's web search, Blog Search provides fresh, relevant search results from millions of feed-enabled blogs across the web, not just Blogger blogs. Users can search blog posts, blog names, authors, or over a specific date range. Blog Search also features Google's SafeSearch technology, giving users control over the content of search results. Check out Blog Search at [search.blogger.com](http://search.blogger.com).



**Blogger for Word.** Blogger for Word is a plug-in for Microsoft Word that lets users save a Word doc as a post to their Blogger Blog with a few clicks, without opening up a browser. Users simply install the plug-in, and four buttons appear in their Word toolbar, giving them the options of editing their last 15 Blogger posts in Word, publishing their document to the web, or saving it as a private draft, where it will appear in the dashboard but not publicly on their blog. Check out Blogger for Word at <http://buzz.blogger.com/bloggerforword.html>



**Free Image Hosting.** Blogger Images is a quick and easy way to post photos to your BlogSpot-hosted blog. To upload images, click on the picture icon on the Create Post page. You will see the option to browse for an image on your hard drive, or enter the location of an image on the web. Images can be stretched and scaled, and you can drag them around the text of your post. With Blogger Images, you don't have to use outside photo hosting services or know HTML to share pictures with your readers.

**Blog from your phone with Blogger Mobile.** When you're on the go, send photos and text straight to your blog with Blogger Mobile. All you need to do is send a SMS or MMS message to [go@blogger.com](mailto:go@blogger.com) from your phone and it will be added as a new post to your blog. If you don't have a blog already, the message itself is enough to create a brand new blog and post whatever photo and text you've sent. Later, if you want to claim your mobile blog or switch your posts to another blog, just sign in to [go.blogger.com](http://go.blogger.com) and use the claim code Blogger sent to your phone.

**Email Blogging with Mail-To-Blogger.** By selecting this option in Blogger Settings, you can write posts in your favorite email application and send them to your blog, where they are instantly posted (or drafted, according to your preference). This is handy if you want to report on events and thoughts from a business conference, a vacation spot, or when you're just away from the Web.

**Blogger Buzz.** The section called Blogger Buzz most closely resembles an online 'zine. More than a how-to guide, Blogger Buzz provides feature articles with insights into blogging for work or for play. Look to Knowledge for news stories about blogging trends, tips and tricks, Q&A with blog professionals, and other explorations and experiments with this new media category. Visit [buzz.blogger.com](http://buzz.blogger.com) to get there directly.



**Flag as Objectionable.** Available via the Blogger Navbar, the “Flag?” button allows the blogging community to easily note questionable content which in turn helps us take action when needed. When a person visiting a blog clicks the “Flag?” button in the Blogger Navbar it means that they believe the content of the blog may be potentially offensive, illegal, or otherwise against our Blogger Code of Conduct. We track the number of times a blog has been flagged as objectionable and use this information to determine what action is needed

**Blogger Help.** Blogger Help is a continually expanding repository of documentation about the Blogger application, featuring how-to guidance for both novices and experienced bloggers. Search for help three ways: browse the categories, conduct a keyword search, or send email to the full-time team of Blogger support professionals, who respond quickly to every query.

You can find lots more about Blogger at <http://www.blogger.com> or the help section at <http://help.blogger.com>.

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