

The Ogbonge “Blogger’s Guide”

A Complete Guide On How To Create and Monetize A Blogger Blog.

By

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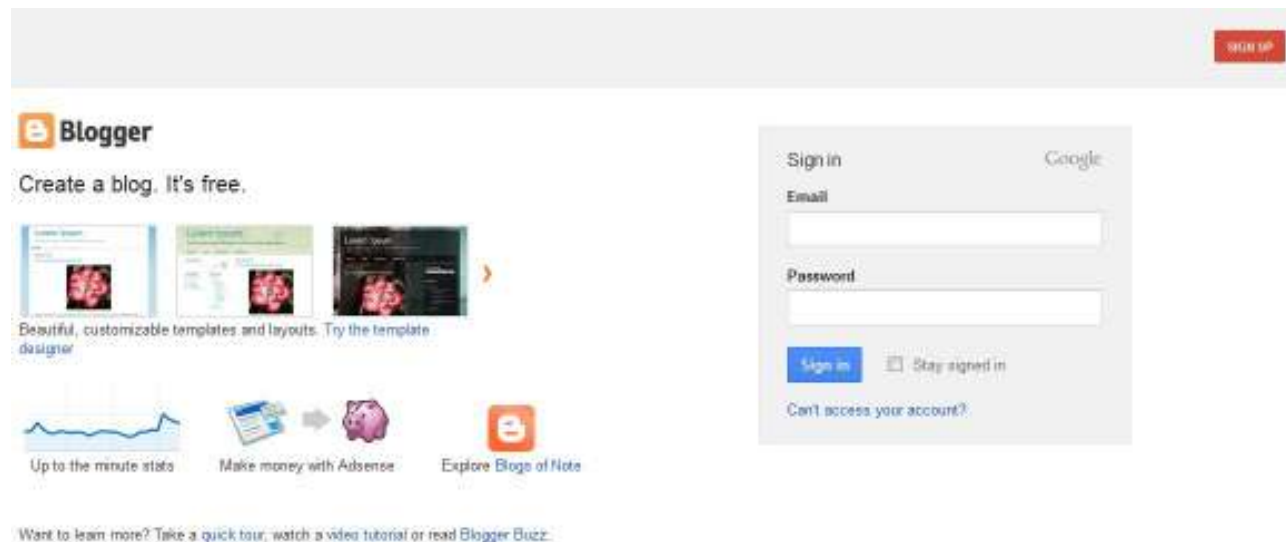
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I recommend you create your blog using a **computer**. After setting it up with a computer, you can be updating the blog with your mobile phones thereafter. If you do not have a personally computer, you can use a friend's computer or a public computer available at libraries, cyber cafes etc.

Just follow the steps below carefully.

Step 1:

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



Step 2:

If you have a Gmail account, enter your Gmail address and password, then click the “**Sign in**” button on the page.

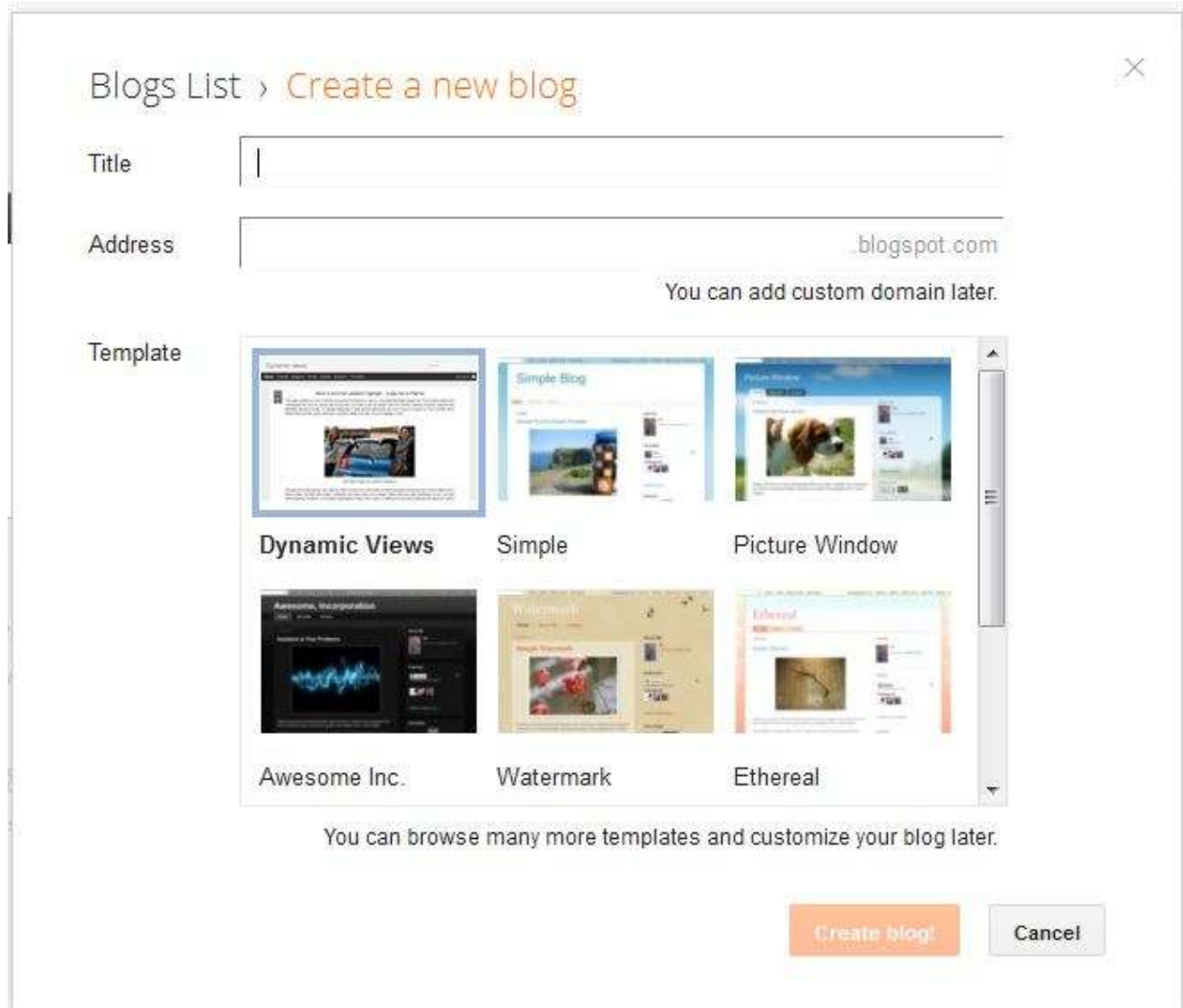
If you do not have a Google account, click on the “**Sign Up**” button. You will see a page where you will create a Google account which you will use for your blog and other Google services. Fill the form accordingly.

If you sign in successfully or successful with creating your new Google account, you will be logged into the Blogger dashboard.

Click on the “**New Blog**” button.

Step 3:

After clicking on “New Blog” as indicated above, you will see:



Title: This will be seen at the top of your blog and should be relevant to what you plan to be posting on the blog. For example: if you want to be talking about tips on making money online, then you can give it a title like “Money Making Secrets”. Be creative.

Address: Keep your address similar to your title (as above).

<http://www.freedomaingenerator.com/> can suggest addresses for you.

If the address you entered is not available, you will be prompted to enter another one. Make sure the .com, .net, .org and other extensions of the address you chose is not already taken. You can confirm this by entering www.your-address.com into your browser and see if it will bring up any web page. Ensure uniqueness.

If you prefer having a .com address instead of a .blogspot.com address for your new blog, do not worry. You can create and add the custom domain later.

Template: Right here, choose any template you like. It doesn't really matter which template you choose, you can always change it at a later date.

Once you have chosen your template, then you can click on the “**Create Blog**” button.

Step 4:

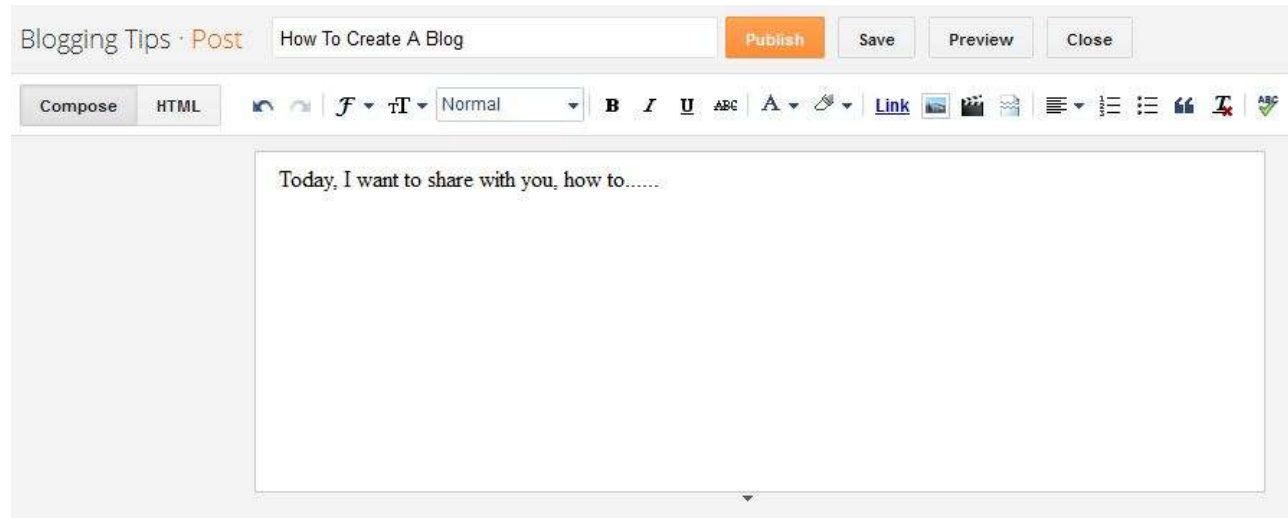
After clicking on “Create Blog”, you should see a notification that your blog has been created successfully.

Your Blog is now created! Click on “Start Posting” as seen in the picture below:



Step 5:

After clicking “Start Blogging”, you will see the “**Post Editor**” as seen below:



Enter the **title** of your post (this is what your post will be about) and enter the **content** of your post as seen in the picture above. You can edit whatever you type there at anytime.

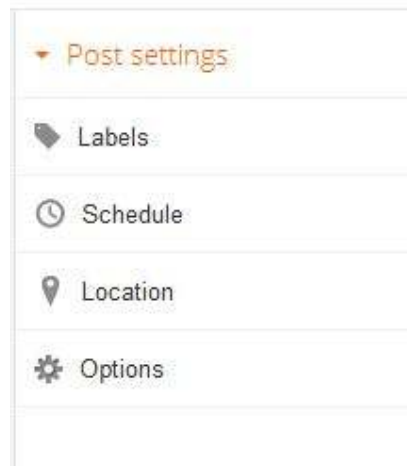
Take note of the “**Preview**” button, the “**Publish**” button and the “**Save**” button.

The “**publish**” button publishes your post to the web.

The “**Preview**” button enables you to preview what your blog post will look like once published.

The “**Save Now**” button saves your composed post as draft.

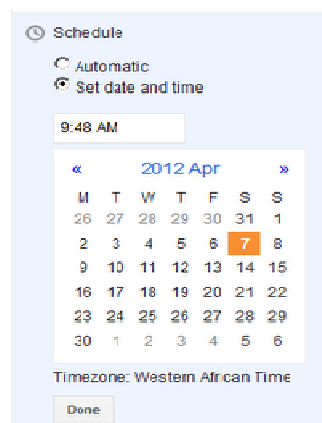
If you look at the right-hand side of the page, you should see the “**Post Settings**” as seen in the picture below:



Labels: This is where you set the category of your post. As an example, if your post is “How to create a blog”, you can enter “blogging tips” in the “**labels**” box and when you write another post maybe on “How to make money”, you can then enter “money making tips” inside the box. You can change the label of your post anytime you want.

Schedule: This is where you can set your post to be published on a future date and time.

If you select “Set date and time” below, you can choose a date and time on a calendar for your post to be automatically published.

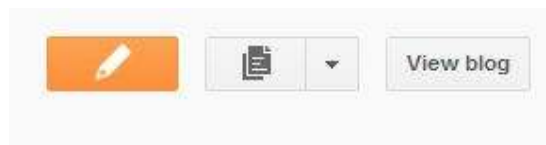


Once you've selected a new date and time, be sure to click **Done**, then **Publish**. Don't worry -- your post will only publish at the date and time that you've determined in the settings.

Still under “**Post Settings**”, you can ignore the “**Location**” while you can enable and disable comments via “**Options**”.

Once you are through writing your post, click on the “Publish” button. You just created your first blog post. This is the same way you will be creating posts whenever you want to add new posts to the blog.

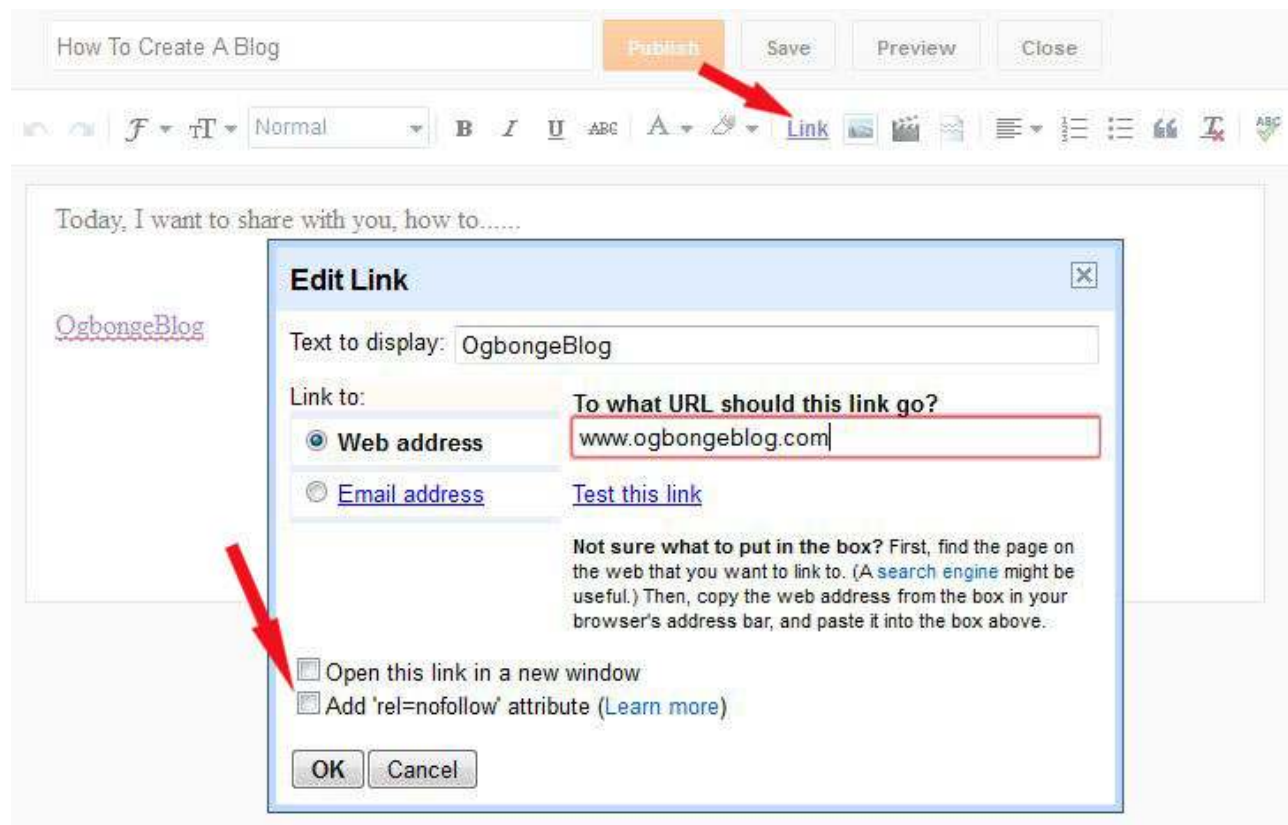
Whenever you want to write a new post, log in to www.blogger.com and click on the “**New Post**” tab or the ***pen*** tab seen in the picture below



Clicking the "New Post" tab will open the "Post Editor".

Inserting Links into Blog Posts

To enter links in your post, hi-light the text you want to use as a link (e.g “ogbongeblog” in the picture below), click "**LINK**" as shown in the picture below and enter the url you wish to link the text to. If you click the "open this in a new window" box, the link will open in another window when anyone clicks on it when reading your article.



Changing Font Size, Colour, Style etc

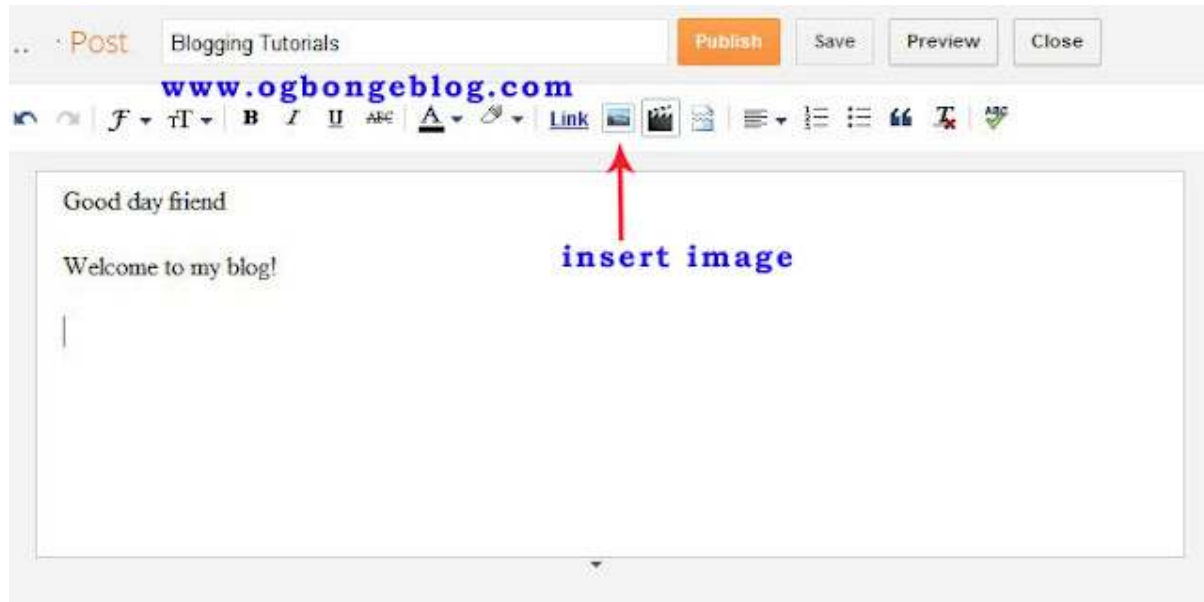
You can change the font size, font style, font colour and also underline your text, make your text bold or in *italics* by using the icons available on the top middle of your post editor. **Move your mouse on each icon to see what each icon can do for you.**



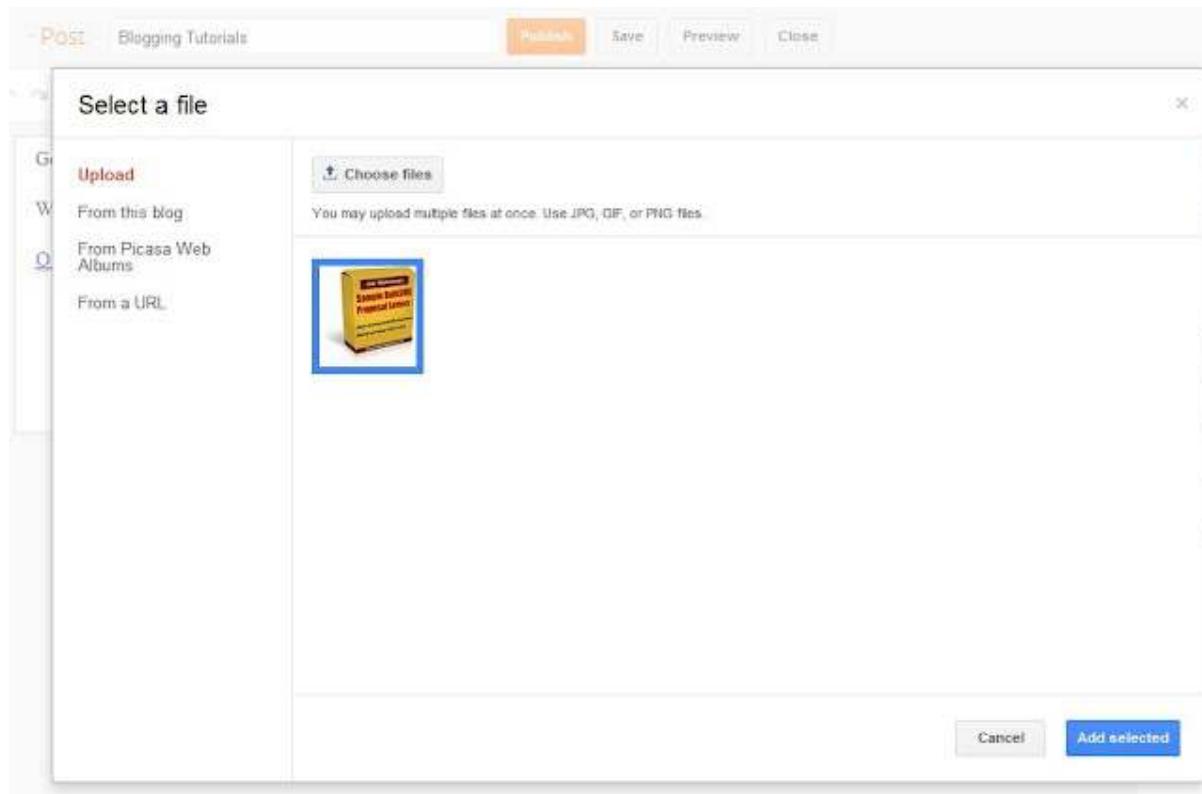
The "*insert jump break*" icon allows you to add jump breaks to any part of your post. This breaks your post into two, so that when such post appears on the homepage of your blog, your blog reader will have to click on a "read more" link to read the full article.

Adding Image To Your Blog Post

To add image, click on the image icon as seen in the picture below:



There are different options of adding image to your post. Click the "**Choose Files**" button to select pictures from your computer. Then, click "**Add Selected**"



Once you are happy with your post, click on "**Publish**" tab at the top of the post editor.



Once you are happy with your post, click on “**Publish**”.

After clicking the “Publish” button, you will always see a list of your posts similar to the picture below:



Clicking on each post in the list, will bring up the post editor, enabling you to edit your post accordingly.

Setting the Settings

Basic Settings

Once logged into your dashboard, click on your blog and look by the left menu. Click on **Settings** → **Basic** as seen in the picture below:

The screenshot shows the Blogger dashboard interface. At the top, there's a navigation bar with a home icon, a pencil icon, a document icon, and a 'View blog' button. Below this, the breadcrumb path is 'My blogs > OgbongeSMS Weblog > Settings > Basic'. On the left, a sidebar menu lists various settings categories: Overview, Posts, Pages, Comments, Stats, Earnings, Layout, Template, Settings (highlighted), Basic (highlighted), Posts and comments, Mobile and email, Language and formatting, and Other. The main content area is divided into sections: 'Title' (OgbongeSMS Weblog, Edit), 'Description' (BulkSMS Nigeria, Send CustomizeSMS in Nigeria, BulkSMS Africa, WorldWideSMS, Edit), 'Privacy' (Add your blog to our listings? Yes/No, Let search engines find your blog? Yes/No, Save changes, Cancel), 'Publishing' (Blog Address: ogbongesms.blogspot.com, Edit, + Add a custom domain Point your own registered domain to your blog.), 'Permissions' (Blog Authors: Jide Ogunsanya, @gmail.com, Admin, + Add authors), and 'Blog Readers' (Anybody, Edit).

On the page, you will see list of settings you can edit. You can edit them by clicking the "**Edit**" link next to each setting.

Enter a description that describes your blog in the **description** box. Whatever you type in the description box appears beneath your blog title in the blog header area. You can disable it though.

Using the picture below as an example, the description of the blog is “News in Nigeria, Latest Gists”.



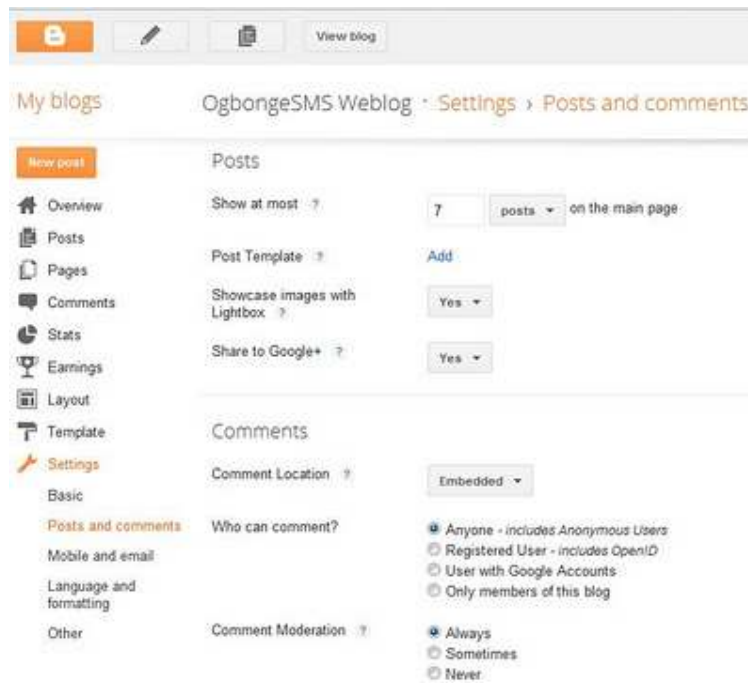
Take some time to write a useful description that not only describes what your blog is about but also entices visitors to read more.

If you click the **PRIVACY** edit link, you will see two settings you can configure. Select "**YES**" for "Add your blog to our listings" and also select "**YES**" for "Let search engines find your blog".

Leave the "**Publishing**" and "**Permissions**" settings as they are and make sure you set the "**Blog Readers**" to "Anybody".

Posts and Comments Settings

Click on **Settings** → **Posts and Comments** as seen in the picture below:



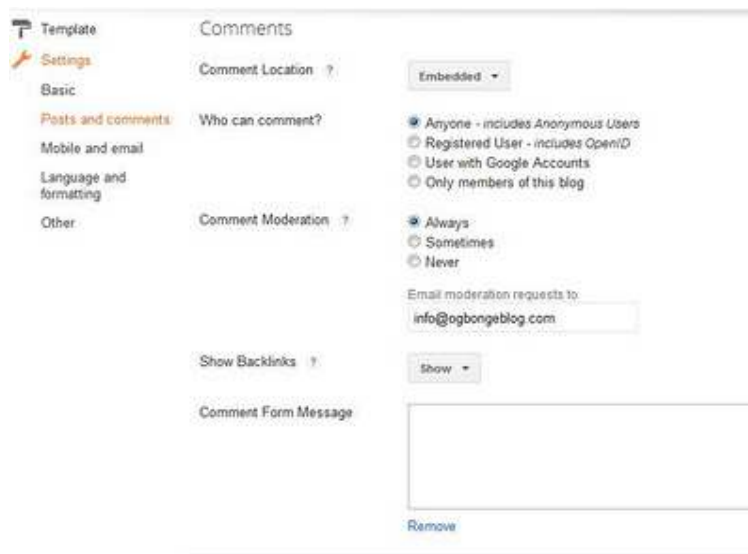
Here, you will see two sub-headings: **Posts** and **Comments**

The small question mark next to each setting gives a brief of each setting.

Under the "**Posts**" sub-heading, the main setting that will need altering is the "**Show at most....on the home page**". I set mine to 7 posts on the home page. Feel free to alter it the way you like. Mind you, the more posts that appear on your main/home page, the more it takes your blog to load.

You can set the "showcase images with Lightbox" and "share to [Google+](#)" to **YES**.

Under the "Comments" sub-heading, you can set the settings according to your choice. The picture below shows how I like to set this sub-heading:



I set "Comment Location" as "**embedded**" so that the blogger comment form can appear right below each of my posts and it will allow users to reply from the post without taking them away to a new page.

I set "who can comment" to "**anyone**" so as to also give room for anonymous users to comment on my blog posts.

I set "comment moderation" to "**always**" because I prefer reviewing comments before they are published. A link will appear on your dashboard when there are comments to review. If you enter your email address in the "Email moderation requests to" box, you will always receive an email whenever someone comments on your blog post.

You can set the "show backlinks" to "**show**". Backlinks enable you to keep track of other pages on the web that link to your posts.

Anything you enter in the "comment form message" appears directly above your comment form. You can use this to let your readers know that their comments will be appreciated.

That's all for the "**Post and comments**" settings.

At this stage, you can start adding more posts to your blog via the “New Post” button whenever you log in to www.blogger.com and enjoy blogging;

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