



LensRank: #924 Blogging 101 by Chris Yeo - (<http://www.squidoo.com/lensmasters/chrisyeo>)



Many people are blogging today. Yes, it seems that the whole world is blogging. But just how easy ... or hard is it to start a blog? After searching through the web for some easy step-by-step guide for blogging, I found that there were not many clear and concise guides that can help a real beginner to start blogging. With that, I have decided to start one myself and hope that my efforts will help many others to start their own blogs.

Updated Please rate me !

Hi! Thanks for dropping by. For all of you who have supported my work here, thanks. And for all of you who really like what I presented here, please rate me 5 stars hopefully !



Updated Freshness Guaranteed !

This lens is updated daily !
Hi all. Yep, this lens is definitely guaranteed to be updated daily ! So do come back frequently for fresh material.

p.s. I managed to do this using a clever combination of the RSS module and del-icio.us.



Updated What is a BLOG?

You really need to know what is a blog in the first place
Blog is short for weblog. A weblog is a journal (or newsletter) that is frequently updated and intended for general public consumption. Blogs generally represent the personality of the author or the Web site.

[A Wikipedia Definition - \(http://en.wikipedia.org/wiki/Blog\)](http://en.wikipedia.org/wiki/Blog)

A weblog (usually shortened to blog, but occasionally spelled web log or weblog) is a web-based publication consisting primarily of periodic articles (normally in reverse chronological order).

[A ProBlogger Definition - \(http://www.problogger.net/archives/2006/02/14/what-is-a-blog-2/\)](http://www.problogger.net/archives/2006/02/14/what-is-a-blog-2/)

By Darren Rowse from ProBlogger

Updated Step #1 : Decide what you want to blog about

Unless of course you already know what you want to tell the world about
Seems simple enough, but many people jump into blogging without first considering what they want to talk about. Its all about content, content and content. Is there something you know that people will want to know? Say Rhubarb Pie ?



Updated Step #2 : Go to Blogger and Create your first Blog !

Its as simple as 1-2-3-4
Blogger is one of the easiest place to create and host a blog. They make the whole process so seamless and straight forward.

1. Create a Blog at Blogger

- a. Register and create an account
- b. Name your blog
- c. Choose a template
- d. Publish your blog

That's it !

2. Additional material you might want to read - (<http://www.techsoup.org/howto/articles/internet/page2084.cfm>)

If you want to know more about creating blogs, you may want to read this additional material. Otherwise, its optional and you may skip to step #3.

Updated Step #3 : Go and promote your blog

You do want to drive traffic to your blog don't you?

1. Promote your blog - (<http://help.blogger.com/bin/answer.py?answer=1060>)

This article is a great step-by-step article on what to do to promote your blog. Go through it at your own pace. You will find many tips and tricks on how to drive traffic to your blog and website.

2. Set up your feeds

Feeds often come with either RSS or ATOM specifications. If you use Blogger, it is most likely to be the ATOM format. Many feed aggregators or websites tend to use the older RSS format. Use Feedburner to create a feed that can generate both formats.

- a. Register
- b. Burn your feed

Its that easy !

3. Register your blog with Technorati

Technorati is THE place where people go to when they want to search for blogs. Any blogger worth his/her salt will want to register or "claim" their blog at Technorati. With Technorati, it is even simpler to register your blog if you are using Blogger.

- a. Register your account
- b. Claim your blog using the feed created in step 2
- c. Track your blog's performance

That's it !

4. Register your blog with IceRocket - (<http://blogs.icerocket.com/>)

IceRocket is another Internet search engine specialized in searching weblogs (or blogs). Backed by Mark Cuban, IceRocket is headquartered in Dallas, Texas, USA. Its simpler to register than Technorati. You don't even have to register. Just follow the above link to "Add your Blog". I'm not too sure how effective this site is, I'm still monitoring the situation after adding my blog a few days ago.

5. Register your blog with PubSub - (<http://www.pubsub.com/index.php>)

PubSub is yet again another Internet search engine for searching blogs. The site operates by storing a user's search term, making it a subscription, and checking it against posts on blogs which ping the search engine. When a new match is found, the user is notified, even if it occurs months after the initial search. This feature has led PubSub to call itself a matching engine.

You need to register to use this service. After which you need to go to your account's homepage, look for the "Add your feed" link on the left side bar. Then follow the instructions to add your feed. I'm also not too sure about the effectiveness of this site, I will monitor the situation and let you guys know soon.

Results can be read on the service's website or on an optional sidebar, available for both Internet Explorer and Mozilla Firefox.

6. Register with Google Site Maps - (<http://www.google.com/webmasters/sitemaps/docs/en/about.html>)

Search engines such as Google discover information about your site by employing software known as "spiders" to crawl the web. Once the spiders find a site, they follow

links within the site to gather information about all the pages. The spiders periodically revisit sites to find new or changed content. Google Sitemaps is an experiment in web crawling. By using Sitemaps to inform and direct Google's crawlers, Google hopes to expand its coverage of the web and speed up the discovery and addition of pages to their index.

Updated Step #4 : Set a monitor for your blog

You should track and monitor your blog

[Register your blog trace at tracksy.com - \(http://tracksy.com/\)](http://tracksy.com/)

Monitoring your blog statistics is so easy using this website. If your blog is on Blogger, its even easier with tracksy as it embeds all the necessary track and trace code for you automatically. tracksy's reports are also very comprehensive. Try it !

Updated Step #5 : Enjoy your blog !

Well, that's it ! You've created your first blog !

Well done ! That's it ! You have created your first blog. Now remember, keep your content constantly updated. Only if you do this "will they come !". Have fun !



Updated Step #6 : Improving your blogs

Read these if you want to do more for your blogging

- [9rules vs. Squidoo - \(http://9rules.com/blog/2006/05/9rules-vs-squidoo/\)](http://9rules.com/blog/2006/05/9rules-vs-squidoo/)
This article was written by Mike Rundle of 9rules. After Michael Arrington published his blog entry about how he thinks Squidoo might be dead in the water, the crew in 9rules thought it might be fun to do a comparison between the 9rules Network and Squidoo
- [FeedBlitz - Email Blog and RSS Subscription Services - \(http://www.feedblitz.com/\)](http://www.feedblitz.com/)
FeedBlitz turns blogs and feeds (RSS and Atom) into emails to subscribers. FeedBlitz reads your blog's RSS feed - a computer-readable form of your blog produced by all the blogging tools out there. It then figures out what's new and sends the updates to s
- [Zookoda - \(http://www.zookoda.com/\)](http://www.zookoda.com/)
Zookoda is an email marketing application designed specifically for bloggers. Zookoda enables you to send a daily, weekly or monthly summary of your latest blog posts directly into your visitors inbox.
- [Introduction to Blogging](http://codex.wordpress.org/Introduction_to_Blogging) ♦ [WordPress Codex - \(http://codex.wordpress.org/Introduction_to_Blogging\)](http://codex.wordpress.org/Introduction_to_Blogging)
"Blog" is an abbreviated version of "weblog," which is a term used to describe web sites that maintain an ongoing chronicle of information. A blog is a frequently updated, personal website featuring diary-type commentary and links to articles or other Web
- [HOW TO: Boost Your Blog Traffic - \(http://paulstamatiou.com/2005/11/03/how-to-boost-your-blog-traffic/\)](http://paulstamatiou.com/2005/11/03/how-to-boost-your-blog-traffic/)
Many first time bloggers automatically assume that once their blog is setup and they put a few posts on it, they will get some hits and regular readers. This is quite untrue. You won't get any traffic if no one knows about your website. This article hop
- [Blogging for Beginners: ProBlogger Blog Tips - \(http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/\)](http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/)
ProBlogger is a very nice resource website for all those who want to know more about blogging, whether you are a beginner or a pro.
- [Online Journalism Review's Blog Software Comparison Chart - \(http://www.ojr.org/ojr/images/blog_software_comparison.cfm\)](http://www.ojr.org/ojr/images/blog_software_comparison.cfm)
This chart is a companion to the article "Time to check: Are you using the right blogging tool?," published July 14, 2005 in the USC Annenberg Online Journalism Review. Do note that this chart reflects only standard features of the tools' installation, an
- [feedmap.net \(BETA\) : Where Blogs Meet Maps - \(http://www.feedmap.net/BlogMap/\)](http://www.feedmap.net/BlogMap/)
Using FeedMap you can geo-code your blog, browse already geo-coded blogs and search for blogs. Once geo-coded, you can get your own BlogMap location using a simple url that allows you to network with your local bloggers and much more!
- [Programs make it easy to get started on making your blog - \(http://www.quampdn.com/apps/pbcs.dll/article?AID=/20060405/LIFESTYLE/604050321/1024\)](http://www.quampdn.com/apps/pbcs.dll/article?AID=/20060405/LIFESTYLE/604050321/1024)
Ready to join the blogging revolution? Creating a personal Web site or a blog never has been easier:

Updated Step #7 : More lenses about blogging

Read these if you want to learn more from the lensmasters

- [Blogging Starter Checklist - \(http://www.squidoo.com/blogstarter/\)](http://www.squidoo.com/blogstarter/)
A very Squidoo lens on how to blog and how to drive traffic to your blog.
- [Blogging for Beginners - \(http://www.squidoo.com/bloggingforbeginners/\)](http://www.squidoo.com/bloggingforbeginners/)
Blog...blogging...what is it? Why is everyone talking about it? Do I need it? Will it hurt? A guide to blogging for novices and beginners.
- [Free internet presence on Squidoo - \(http://www.squidoo.com/freeweb/\)](http://www.squidoo.com/freeweb/)
How to get yourself, product and service on the internet for free and hey you might just get yourself noticed. The catch is time and effort and you know what they say about time...time is money so that is where your cost is involved, but with most things
- [Blogger Hacks & Categories - \(http://www.squidoo.com/bloggerhacks/\)](http://www.squidoo.com/bloggerhacks/)
Links to hacks and add-ons for Google's Blogger service to make your blog behave the way you want it to. Add categories, tags, trackback or other features using these hacks.
- [Blogger Hacking - \(http://www.squidoo.com/hackingblogger/\)](http://www.squidoo.com/hackingblogger/)
This Lens is about making your Blogger (a Google Tool) blog even better. You can use Blogger straight out of the box or follow along as Mary Kindred turns the "Scribe" template into something a little more personal.

Updated Books on Blogging from Amazon

Need more reference materials for blogging ? Try these !



http://www.amazon.com/exec/obidos/redirect?tag=squidoo6923-20%26link_code=xm2%26camp=2025%26creative=165953%26path=http://www.amazon.com/gp/redirect.html
[Blogging For Dummies \(For Dummies \(Computer/Tech\)\) -](http://www.amazon.com/gp/redirect.html)
http://www.amazon.com/exec/obidos/redirect?tag=squidoo6923-20%26link_code=xm2%26camp=2025%26creative=165953%26path=http://www.amazon.com/gp/redirect.html

by Brad Hill

Amazon Price: \$14.29 (as of 06/03/2006)

[See more results -](#)

<http://www.amazon.com/gp/associates/link-types/searchbox.html?tag=squidoo6923-20&creative=374001&campaign=211041&adid=10V1CTF7ZF574RM84ZYT&mode=blended&k>

Updated What's Happening Today?

Where technology impacts ordinary lives

Ever felt that you can't keep up with the fast changing pace of technology? Suffering from information overload? Gadget obsolescence? The purpose of this blog is to examine how technology impacts our everyday lives. It chronicles the impact of technology on the life of an ordinary guy living in ordinary Singapore. So here we go, a blog called "Open Book"

- [Digg and the news junkie - \(http://chris-open-book.blogspot.com/2006/06/digg-and-news-junkie.html\)](http://chris-open-book.blogspot.com/2006/06/digg-and-news-junkie.html)
The internet has definitely turned many ordinary people today in addicts, news junkies that is. And...
- [Limiting The Digg Effect - \(http://chris-open-book.blogspot.com/2006/06/limiting-digg-effect.html\)](http://chris-open-book.blogspot.com/2006/06/limiting-digg-effect.html)
In my previous blog post, I talked a little bit about Digg, a community driven, tech-news site. Its...
- [Diq this - Digg Digg Digg ! - \(http://chris-open-book.blogspot.com/2006/05/diq-this-digg-digg-digg.html\)](http://chris-open-book.blogspot.com/2006/05/diq-this-digg-digg-digg.html)
Now this is interesting. Although I've heard about Digg for quite some time now, I've just begun to...

- [The Role of Squidoo in Blogosphere](http://chris-open-book.blogspot.com/2006/05/role-of-squidoo-in-blogsphere.html) - (http://chris-open-book.blogspot.com/2006/05/role-of-squidoo-in-blogsphere.html)
Is Squidoo irrelevant in the age of weblogs or blogs?
In the internet, content can be static or dyn...
- [Creating Dynamic Content in Squidoo Lens](http://chris-open-book.blogspot.com/2006/05/creating-dynamic-content-in-squidoo.html) - (http://chris-open-book.blogspot.com/2006/05/creating-dynamic-content-in-squidoo.html)
Over the last few days, I was fiddling around with using the RSS Module in Squidoo in conjunction wi...
- [Compare online prices for the Nokia 770](http://chris-open-book.blogspot.com/2006/05/compare-online-prices-for-nokia-770.html) - (http://chris-open-book.blogspot.com/2006/05/compare-online-prices-for-nokia-770.html)
Yep, the Nokia 770 is now on sale on a number of websites. This is what C|Net has to say about the i...
- [Combining the use of del.icio.us and Squidoo](http://chris-open-book.blogspot.com/2006/05/combining-use-of-delicious-and-squidoo.html) - (http://chris-open-book.blogspot.com/2006/05/combining-use-of-delicious-and-squidoo.html)
Want to know how to create dynamically updated fresh content for your Squidoo lenses? It was only to...
- [Making use of Feedblitz in your Blogs](http://chris-open-book.blogspot.com/2006/05/making-use-of-feedblitz-in-your-blogs.html) - (http://chris-open-book.blogspot.com/2006/05/making-use-of-feedblitz-in-your-blogs.html)
Wow, this is one really cool tool to use to drive traffic to your blogs. Feedblitz uses email to pro...
- [Something new in Blogosphere ---- Its SPHERE !](http://chris-open-book.blogspot.com/2006/05/something-new-in-blogsphere-its.html) - (http://chris-open-book.blogspot.com/2006/05/something-new-in-blogsphere-its.html)
Here's a blog search engine that has overtaken IceRocket and PubSub.
Sphere is an impressive blog s...
- [The 25 Worst Technology Products](http://chris-open-book.blogspot.com/2006/05/25-worst-technology-products.html) - (http://chris-open-book.blogspot.com/2006/05/25-worst-technology-products.html)
So what would that be? The Omega Zip Disk, or the IBM PCjr? Or how about the Windows O/S itself? I'...

Updated My Blogs

Chronicing how technology and spirituality impacts our everyday lives
What has technology got to do with spirituality? Well, a human race immersed in technology alone will not survive if it doesn't find its soul and spirit. Everyone has a heart shaped vacuum that yearns for a creator, regardless of the technology prevailing at the time.

- [My Flickr Favourites](http://flickr-favourites.blogspot.com/) - (http://flickr-favourites.blogspot.com/)
I dedicate Flickr Favourites to all my Flickr contacts who have so carefully and lovingly created their truly beautiful and amazing photo compositions. I would like everyone to enjoy their excellent work, so enjoy these photos !
- [Supply Chain Digest](http://supply-chain-digest.blogspot.com/) - (http://supply-chain-digest.blogspot.com/)
Did you ever wonder how things that you buy at your favourite shops get there? How did they arrive at the shops from the various factories? How does one know how much to make and transport in order to ensure that retailers do not run low on your favourite
- [Purpose Driven Life](http://purpose-driven-life.blogspot.com/) - (http://purpose-driven-life.blogspot.com/)
Ever wondered why we are here on this earth? Are we here by chance? Well, do take a look at my blog as it chronicles my thoughts regarding who God is and what is our destiny.
- [My Open Book](http://chris-open-book.blogspot.com/) - (http://chris-open-book.blogspot.com/)
Ever felt that you can't keep up with the fast changing pace of technology? Suffering from information overload? Gadget obsolescence? The purpose of this blog is to examine how technology impacts our everyday lives. It chronicles the impact of technology

Updated My Lenses in Squidoo

Power under focus

- [Squidoo 101](http://www.squidoo.com/squidoo-101/) - (http://www.squidoo.com/squidoo-101/)
Since the inception of Squidoo, it has been getting rave reviews around the internet. Just what is Squidoo? What impact does Squidoo have on our cyberspace lives? Well, this lens takes you through the basics of Squidoo and how to build squid lenses.
- [Blogging 101](#)
Many people are blogging today. But just how easy is it to start a blog? I found that there were not many clear guides to help beginners start their own blogs. With that, I present a Blogging 101 guide to help people start their own blogs.
- [Really Cool Nokia 770](http://www.squidoo.com/nokia-770/) - (http://www.squidoo.com/nokia-770/)
An internet tablet smaller than a laptop, but larger than the screen on a smartphone. You can now find WiFi hotspots in McDonalds, StarBucks, etc. What I don't like is to wait 5 mins for my laptop to boot up, just to catch up on my emails or websites.
- [Really Cool Websites](http://www.squidoo.com/reallycoolwebsites/) - (http://www.squidoo.com/reallycoolwebsites/)
Really cool websites jump up at you and keep you coming back to them. Throughout the years, many cool websites have come and gone. But some have survived the test of time and have become very popular. This is my list of really cool websites which I access

Updated Hey, why don't we work together ?

Come on ! Let's network !
Hello there ! If you think that my work here interests you, then maybe we can work together and create a network of links. All you need to do is:

1. Contact me using the "Contact the Lensmaster" link, that's the one located on the right side bar just beneath my profile
2. Tell me which blog or lens you want me to link to and feature in my blogs or lenses
3. If its a lens, I will go there and rate your lens
4. Please put a link to:
www.squidoo.com/blogging-101/
in a module within your lens or a link in your blog
5. Please rate me
6. That's it !



Updated About Me

Technopreneur, Businessman, Engineer, Christian, Father of 3
Hiya, thanks for taking the time to read my lenses. If you want to know a little bit more about me, do take a look at my websites. Thanks and have a nice day.

- [Chris Yeo's StumbleUpon](http://chrisyeo.stumbleupon.com/) - (http://chrisyeo.stumbleupon.com/)
Stumbleupon is quite an interesting community of people who share websites that they have common interests in.
- [Chris Yeo's Flickr Photos](http://www.flickr.com/photos/christopher-yeo/) - (http://www.flickr.com/photos/christopher-yeo/)
Over the years I have taken many photos, these are preserved here in Flickr for all to enjoy. Do tell me what you think about my photos !
- [Chris Yeo's Yahoo! 360](http://360.yahoo.com/chrisyeo1962) - (http://360.yahoo.com/chrisyeo1962)
Come take a look at my Yahoo network of friends
- [Hello ! I'm Chris on Squidoo](http://www.squidoo.com/christopheryeo/) - (http://www.squidoo.com/christopheryeo/)
Essentially, this lens is about me and my work. It lists all the lenses that I am currently working on, along with my other stuff on the internet.

[About This Lens - \(#\)](#)

[Lens Contents - \(#\)](#)

Related Tags

[101](http://www.squidoo.com/tags/101) - (http://www.squidoo.com/tags/101) [basics](http://www.squidoo.com/tags/basics) - (http://www.squidoo.com/tags/basics) [beginner](http://www.squidoo.com/tags/beginner) - (http://www.squidoo.com/tags/beginner) [blog](http://www.squidoo.com/tags/blog) - (http://www.squidoo.com/tags/blog) [blogger](http://www.squidoo.com/tags/blogger) - (http://www.squidoo.com/tags/blogger)
[More >> - \(#\)](#)

[Explore Related Lenses >> - \(http://www.squidoo.com/browse/related_lenses/bloggging-101\)](http://www.squidoo.com/browse/related_lenses/bloggging-101)

[Computers and Technology - \(http://www.squidoo.com/topics/computers\)](http://www.squidoo.com/topics/computers)

Last updated: 4 days ago

[Build My Own Lens](http://www.squidoo.com/lensmaster/referral/f2a5f40e94a525a966209b8c807ea1d4)

- (http://www.squidoo.com/lensmaster/referral/f2a5f40e94a525a966209b8c807ea1d4)

[About the Lensmaster - \(#\)](#)



Chris Yeo

About Me

Creating an online prescence is something that has been keeping me very busy everyday. I do have a day job, I run the Asia Pacific operations of a software

[More... - \(#\)](#)

[Contact the Lensmaster - \(http://www.squidoo.com/utility/c\)](http://www.squidoo.com/utility/c)

[v Other Lenses - \(#\)](#)

[Chris's Lensroll - \(#\)](#)

Copyright © 2006, Squidoo, LLC and respective copyright owners