

Blogging

Advanced



Blogging is a type of online self-publication. The word 'blog' comes from the word weblog. Which was how blogging began. It was ordinary people logging (recording) their everyday activities on the web. Blogging usually takes the form of diary-like-entries and can include pictures and videos. Blogging normally entails frequent updates, informal language and the opportunity for the readers to engage and start a conversation. In this lesson you will learn the essentials about blogging and how you can create your own blog.

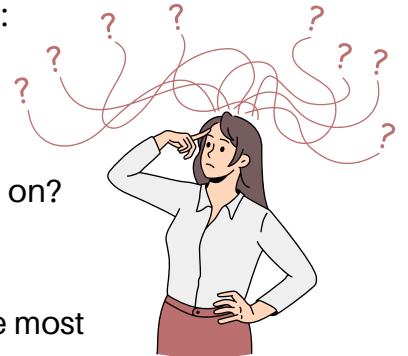
Step 1: Choose a blog topic

Choose a topic which you will be writing about most frequently. Make sure that your topic is specific but broad enough to be able to write about and explore. A few things to consider that will help you choose a topic are:

What do you enjoy doing in your free time?

What would you like to learn more about?

Do you have any future plans or projects you are going to be working on?



Blogging has no restrictions! You can talk about your personal or professional life and interests. Just make sure to select a topic you are most passionate about and will enable you to enjoy the journey of blogging.

Step 2: Choose a name for your blog

A good blog name should be descriptive. This way potential readers can instantly understand what the blog is about just from the name. Your name does not have to be one word, but its best to keep it short.

Tip: If you are having a hard time, don't focus too much on a specific word, eg. if your blog is about cooking your name can include the word recipe instead of food.

Additionally, if you are going to create a personal blog you can use your name or some variation of it, eg. *Blogging with Santa*

Tip: Make sure it is easy to type and pronounce so your potential readers can remember and find you easily.





Step 3: Get your blog online

There are two things to keep in mind when preparing to get your blog online.

- Blog hosting / web hosting: a company that stores all of the files for your blog and delivers them to the user when they type in your blog name
- Blogging software: the software to build your blog

There are multiple platforms you can use for blogging such as WordPress, Blogger and Tumblr. The most popular platform is WordPress as it is the most customizable and easy to use.



Some blogging platforms are free of charge, however the free version comes with limitations, thus if you are serious about blogging it is recommended you get the paid version as it allows for more control of your blog.

This module will elaborate further on how to use WordPress as it is the most popular blogging software and easy to use. In order to use WordPress you need a web host.



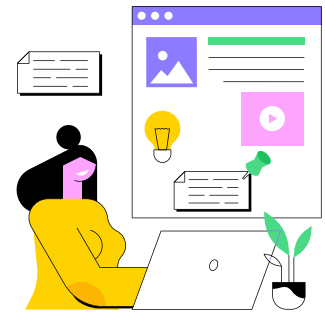
A web host WordPress recommends is BlueHost.

Blue Host powers over 2 million websites online and over 850,000 blogs.

BlueHost is not a free web host but is highly recommended for the below reasons:

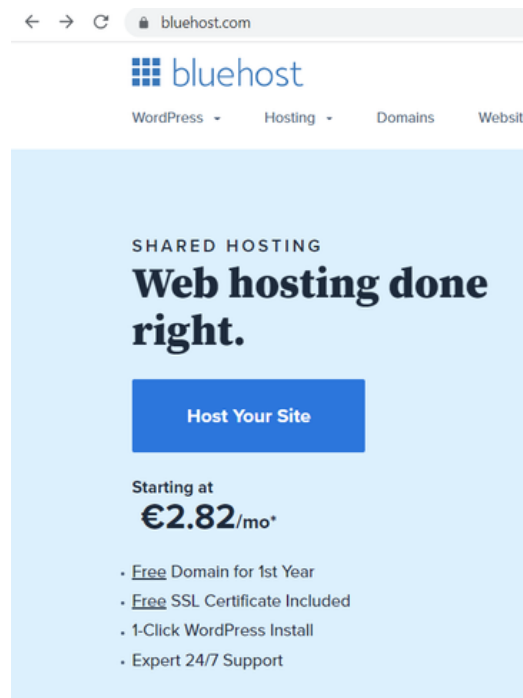
- They will register your custom domain name for free, making sure no one else can take it (domain name is your websites name).
- They have a 30 day money back guarantee if you are unsatisfied for any reason.
- They offer a free, automatic installation of the WordPress blogging software.
- They have 24/7 customer service via phone or web chat.





How to get started on BlueHost:

Begin by visiting bluehost.com and choose the below option:



← → ↻ bluehost.com

bluehost

WordPress - Hosting - Domains - Websites

SHARED HOSTING

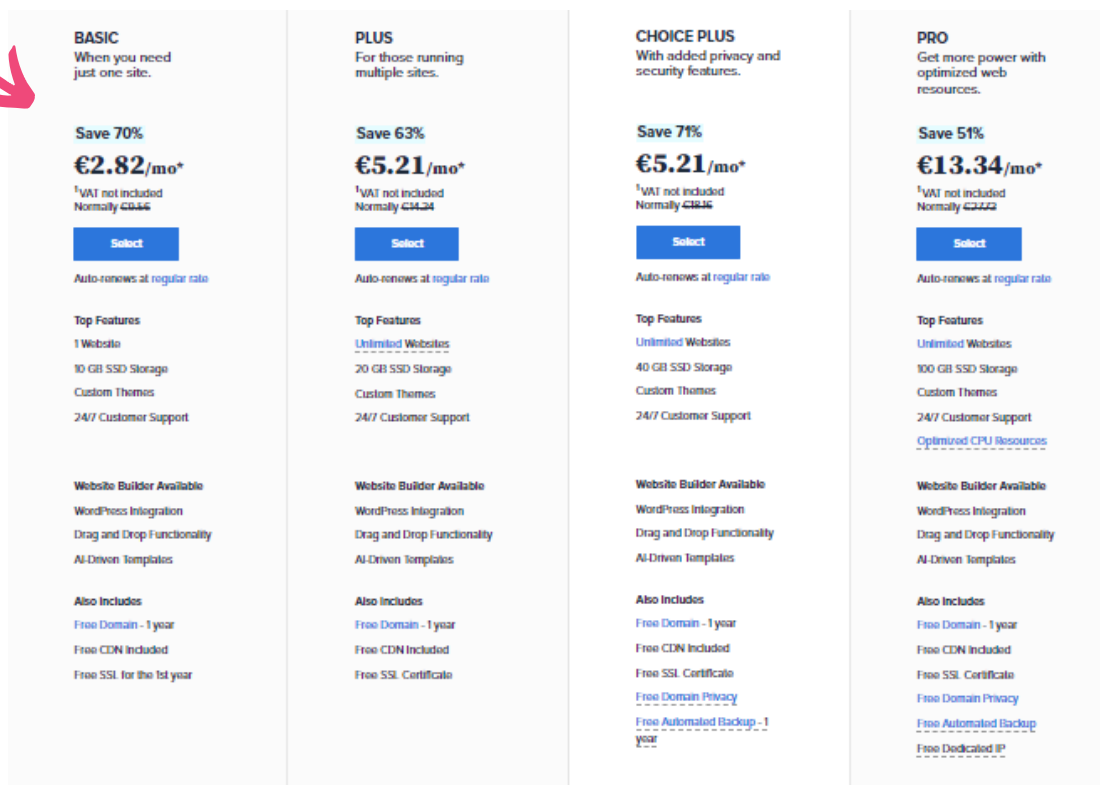
Web hosting done right.

[Host Your Site](#)

Starting at
€2.82/mo*

- [Free](#) Domain for 1st Year
- [Free](#) SSL Certificate Included
- 1-Click WordPress Install
- Expert 24/7 Support

It will then take you to a page where you can select which plan you want. For beginner bloggers the basic plan is recommended.



Plan	Description	Save	Price	WAT	Normal Price
BASIC	When you need just one site.	70%	€2.82/mo*	1	€9.46
PLUS	For those running multiple sites.	63%	€5.21/mo*	1	€14.24
CHOICE PLUS	With added privacy and security features.	71%	€5.21/mo*	1	€14.24
PRO	Get more power with optimized web resources.	51%	€13.34/mo*	1	€27.22

BASIC
When you need just one site.

Save 70%

€2.82/mo*

¹WAT not included
Normally €9.46

[Select](#)

Auto-renews at regular rate

Top Features

- 1 Website
- 10 GB SSD Storage
- Custom Themes
- 24/7 Customer Support

Website Builder Available

- WordPress Integration
- Drag and Drop Functionality
- AI-Driven Templates

Also Includes

- Free Domain - 1 year
- Free CDN Included
- Free SSL for the 1st year

PLUS
For those running multiple sites.

Save 63%

€5.21/mo*

¹WAT not included
Normally €14.24

[Select](#)

Auto-renews at regular rate

Top Features

- Unlimited Websites
- 20 GB SSD Storage
- Custom Themes
- 24/7 Customer Support

Website Builder Available

- WordPress Integration
- Drag and Drop Functionality
- AI-Driven Templates

Also Includes

- Free Domain - 1 year
- Free CDN Included
- Free SSL Certificate

CHOICE PLUS
With added privacy and security features.

Save 71%

€5.21/mo*

¹WAT not included
Normally €14.24

[Select](#)

Auto-renews at regular rate

Top Features

- Unlimited Websites
- 40 GB SSD Storage
- Custom Themes
- 24/7 Customer Support

Website Builder Available

- WordPress Integration
- Drag and Drop Functionality
- AI-Driven Templates

Also Includes

- Free Domain - 1 year
- Free CDN Included
- Free SSL Certificate
- Free Domain Privacy
- Free Automated Backup - 1 year

PRO
Get more power with optimized web resources.

Save 51%

€13.34/mo*

¹WAT not included
Normally €27.22

[Select](#)

Auto-renews at regular rate

Top Features

- Unlimited Websites
- 100 GB SSD Storage
- Custom Themes
- 24/7 Customer Support
- Optimized CPU Resources

Website Builder Available

- WordPress Integration
- Drag and Drop Functionality
- AI-Driven Templates

Also Includes

- Free Domain - 1 year
- Free CDN Included
- Free SSL Certificate
- Free Domain Privacy
- Free Automated Backup
- Free Dedicated IP

The next step is to set up your domain.

To create a new domain use the left box, if you already own a domain and want to use the same one use the right box.

Next we'll set up your domain.

Your domain will be your website's address.
You can create a new domain or use one you already own.

Create a new domain

Search available domains

Use a domain you own

Enter your existing domain name

Create a new domain

Search available domains

Or you can use this:

- .co.uk
- .org.uk
- .uk
- .com
- .net
- .org
- .online
- .site
- .website
- .space
- .tech
- .store
- .co
- .blog
- .biz
- .info
- .us
- .club

Tip: You can choose how you want your domain to end eg. .com, .org etc. The most popular is .com.

Once you have chosen your domain you will have to create an account by filling in your personal information:

Create your account

Use Google Single Sign-On to make creating your account even easier.



Account Information

All fields are required unless otherwise noted.

First Name

Last Name

(optional) Business Name

Country

Street Address

City

Postal Code

Phone Number Ext

*Email Address

*Your receipt will be sent to this address.

Following your personal information you will need to choose your hosting package. For this you can also click to pay for further addons. It will automatically have two of them clicked for you the first one is:

Codeguard Basic which will provides:

- Daily Backups: Secure all your hard work with an automatic, daily backup of your site.
- Monitoring: CodeGuard diligently checks your site for changes every day.
- One-Click Restore: Revert back to a previous version of your website with just one click.

The second one is **SiteLock Security** which protects your site from malicious attacks:

- It provides protection to your website from malicious attacks, spammers and hackers. It is an automatic monitoring tool that guards your site against landing on search engine blacklists, detects malware and protects you from costly downtime.

This addons are not necessary for you to get started with blogging, thus if you do not want to pay extra for these services you need to **unlick** them before you proceed with payment.

Package Information

Account Plan	Basic 12 Month Price - €2.82/mo. ▾
Hosting Price	€33.86 (€2.82 for 12 months)
Let's Encrypt SSL	Free - terms

Package Extras

Codeguard Basic	<input checked="" type="checkbox"/> - € 2.86 per month (Billed annually at €34.32/yr) More information
Yeast SEO Premium	<input type="checkbox"/> - € 2.86 per month (Billed annually at €34.32/yr) More information
Single Domain SSL	<input type="checkbox"/> - € 3.19 per month More information
SiteLock Security - Essential	<input checked="" type="checkbox"/> - € 2.86 per month (Billed annually at €34.32/yr) More information
Savings	€80.81 (70% off)
Total	€102.50

Tip: For many of these additional addons you can find free alternatives online which you can use instead. Before purchasing any make sure to search for free or cheaper alternatives.



Next, you will have to fill in your banking information. Once you are done you should read the Terms of Service, Cancellation Policy and Privacy notice before clicking on the box that you agree with their terms and conditions. The last step is to press submit.

Payment Information

Pay by credit card, or see more payment options

Credit Card Number
VISA MASTERCARD AMERICAN EXPRESS

Signature/CVV2 Code

Expiration Date /

Provide code for instant verification. Example.

Auto Renewal Terms: Introductory prices apply to the first term. Money-back guarantee applies to hosting and domain privacy. **All plans and products automatically renew unless you cancel.** The renewal will be for the same term length and at the regular rates reflected in your Control Panel. The payment method you provide today, or we have on file, will be used for renewals, unless you change it or cancel. You may cancel at any time, prior to your renewal date, by logging into your account online or by calling customer support at +1 855 984 4546.

1

2

I have read and agree to Bluehost's Auto Renewal Terms, Terms of Service and Cancellation Policy and acknowledge receipt of the Privacy Notice.

submit

You will get a confirmation message that your purchase has been successful and that you need to create an account and a password.

Your purchase was a success!

We sent a confirmation email

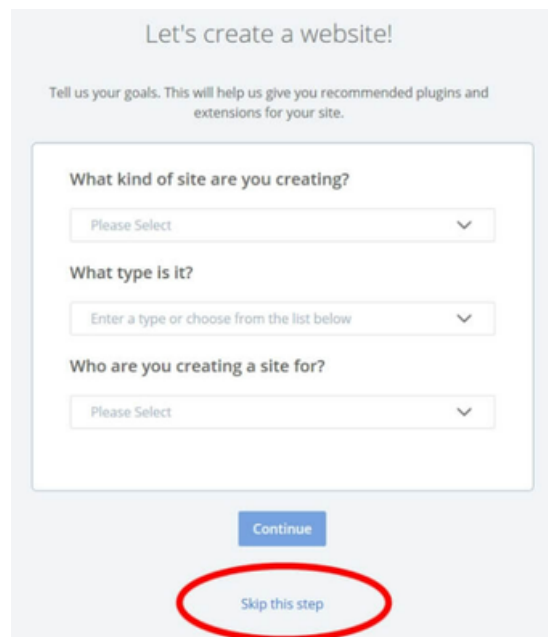


Set up your account to access features and work on your site.

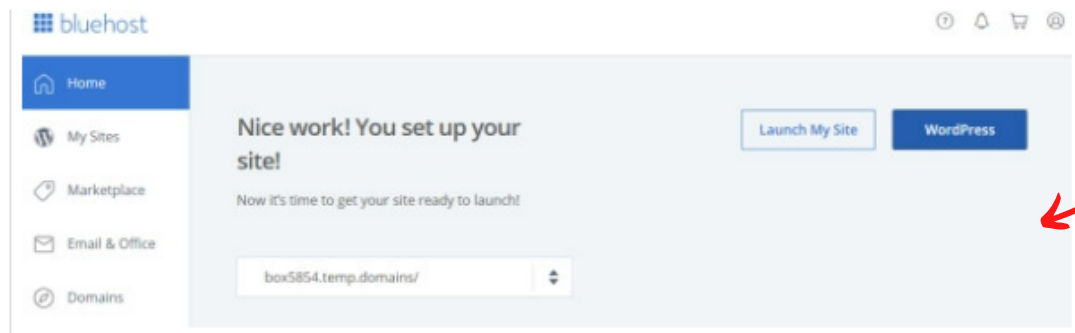
Create Account

Once you have created an account, BlueHost will provide you an installation helper which will provide step-by-step guidance on the next steps to take. If you are confident or have done this part before you have the option to 'skip this step'.

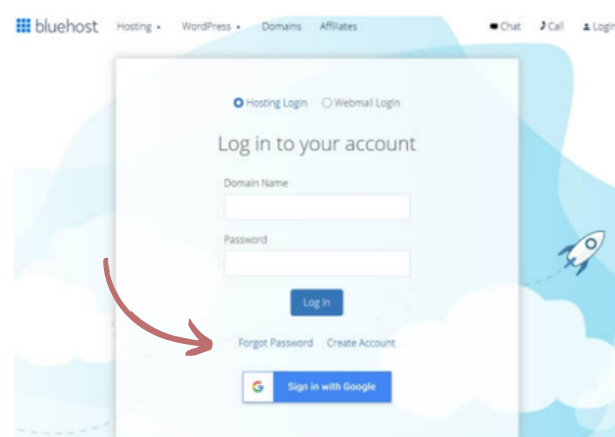
Tip: It is recommended you follow the installation helper for easier use.



When you have gone through the installation helper WordPress will be installed automatically. When installation is complete click the "Log into WordPress" button on the top right to be logged-in to the administrator area of your blog.



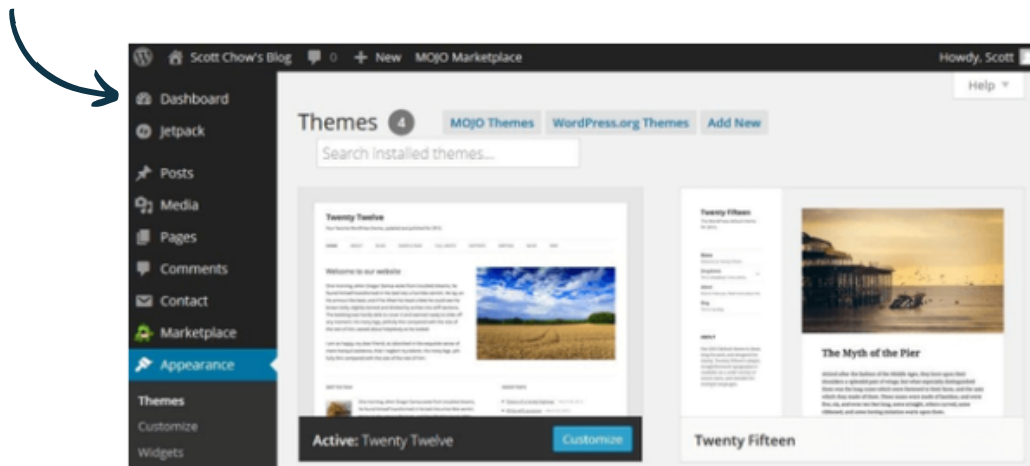
If you are not already Logged-in from the previous step then you can log in by filling in your domain name and password. If you have forgotten your password click on 'Forgot Password' and follow the process that BlueHost will guide you through.



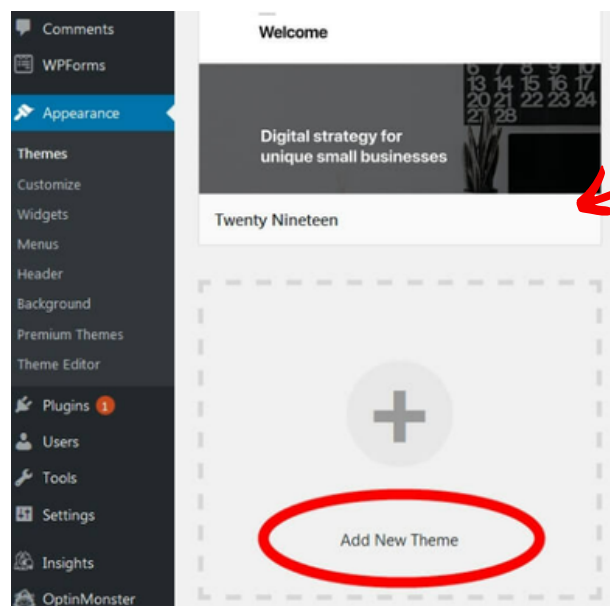


Design: Once you are logged in you will see the WordPress dashboard. This is where you will be able to customize your blog to your own style.

On the left menu, under the tab 'Appearance' you are able to choose your theme for your blog. WordPress has many themes you can choose from. Some of them are free and some of them you will have to pay for if you want to use them.



However, before paying for any theme make sure that you have checked all free options. WordPress has thousands of free Themes you can choose from, but not all of them are installed. If you want to install other Themes click the 'Add New Theme' option under the 'Appearance' on the left menu.

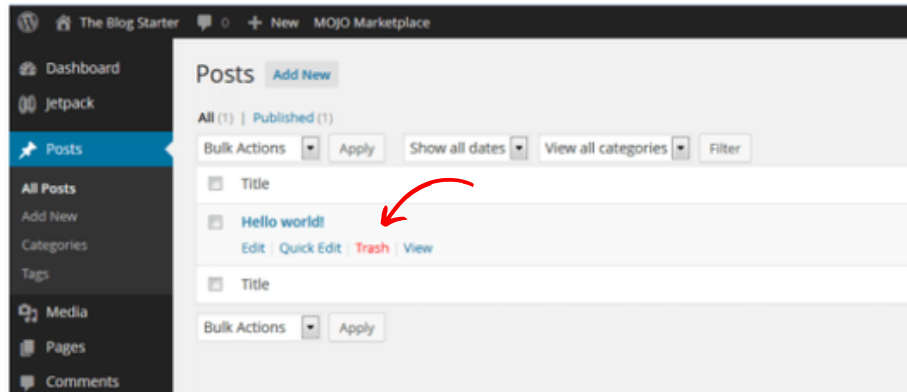




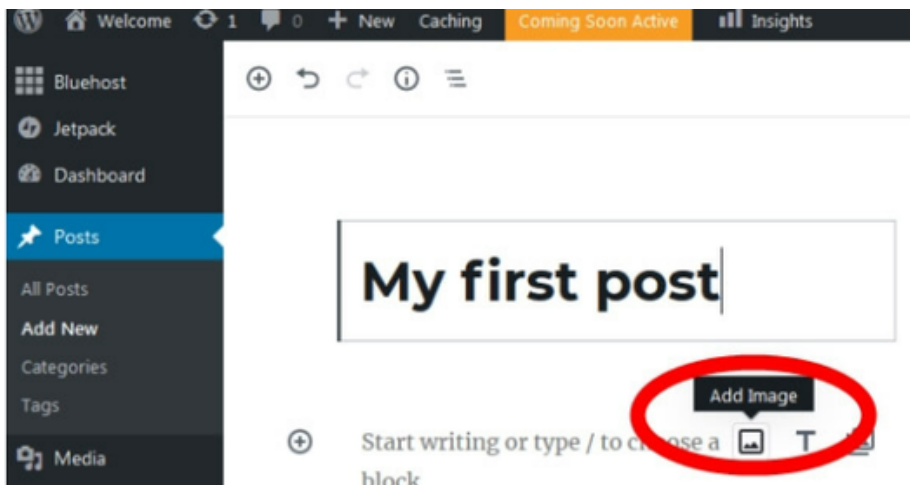
How to create a post:

Now that you have a Domain Name, and an active blog it is time to create your first post!

Go to the menu on the left and click the tab 'Posts'. There will already show that there is a post there, this is a default post by WordPress so go ahead and delete it. To delete a post just press the button 'trash' under the post.



To create a new post you can click the tab 'Add New' under the left menu. Once you click on 'Add New' you are able to get started on your post. On the top box you will add your title and on the bottom box you can add the content of your first Blog post. In addition, you will have the option to add pictures if you want.



Once you have written your Blog content click 'Publish' which you will find on the top right part of the page. Your Blog Post is now public for readers to read and comment on!

Tip: Make sure to interact with your readers on the comment section to keep them interested and active in your blog.



Activities

Exercise 1

Choose the correct answer

1. A good blog name should be:

- a. deceptive
- b. descriptive
- c. discreet

2. When it comes to blogging you can:

- a. Blog only about your personal life
- b. Blog only about your professional life
- c. Blog about both your professional and private life

3. A company that stores all of the files for your blog and delivers them to the user when they type in your blog name is called:

- a. Web host
- b. Web provider
- c. Web supplier

4. The most popular blogging software is:

- a. BlueHost
- b. Tumblr
- c. WordPress

Exercise 2

Fill in the blank

1. If you want to use BlueHost the first step is to visit their website bluehost..... .
2. A website's name is also called a name.
3. Under the tab 'Appearance' you are able to choose your blogs
4. To create a new you can click the tab 'Add New' under the left menu.
5. To delete a post just press the button under the post.

Exercise 3

Match the image to the word/phrase



- 1. Add Image
- 2. Add New Theme
- 3. WordPress
- 4. Posts

Answer Key

Exercise 1

Choose the correct answer

1. --->b
2. --->c
3. --->a
4. --->c

Exercise 2

Fill in the blank

1. .com
2. domain
3. theme
4. post
5. trash

Exercise 3

Match the image to the word/phrase

1. ---> b
2. ---> d
3. ---> a
4. ---> c

Sources:

<https://www.thebalancesmb.com/blogging-what-is-it-1794405#:~:text=Bloggng%20refers%20to%20writing%2C%20photography,into%20websites%20for%20many%20businesses.>

<https://firstsiteguide.com/start-blog/>

<https://www.theblogstarter.com/>

<https://www.youtube.com/watch?v=I9BLKyqeW30>