

How-To Blogging: Part 1- Set an idea

*It's a new segment! I want to help **you** get into blogging! Here's a guide to help you do it.*

Look, Blogging is fun. But it is only fun when you know people enjoy what you are talking about, When you know people are coming to your blog, and when you know people are reading your blog. For example, in this blog I share my thoughts about the world, in gaming, in my life, in technology, in WHATEVER.

So, to start a good blog that people want to come back to, **set an idea**. Some people want to hear about Brittany Spears, some want to hear about the iPhone. You need to decide what you'll be talking about. (No, Britney and iPhones aren't your only choices.) People will come back to your blog if they like what you have to say. If they want to know about what you think, about everything, give them that. If they want Gaming news, give them that. So, think of an idea and stick with it.

Now, you need a good title. So Busy I Could die is a lot about my (sometimes) busy life and what I am doing in it. David Is Me is all about—David. The Singing Geek is about Shea's Geeky Lifestyle (Had to say it Shea, You know I am kidding with you!) and what he thinks about all things tech, hence the term Geek.

Don't make you title something stupid. "Alligators True Love LOL" is not a theme, its just you being a total weirdo. Unless you're Britney Spears, or writing about her, that title doesn't make any sense.

In Part 2, I am going to help you with your writing. Part 3, Driving Traffic to your blog. Part 4, Web stuff you need. Part 5, Stuff you might want. Part 6, Interactive features that appeal to your audience.

How-To Blogging: Part 2- Write Nice.

*It's a new weekly segment! I want to help **you** get into blogging! Here's a guide to help you do it.*

Treat your blog nice. If you are writing a report, you don't write:

"And then my dog rolld off the bed rofl huh"

You write:

"And then my dog rolled off the bed. I almost started rolling on the floor laughing!"

In other words, when **writing a post, don't write an Instant Message**. Don't ever write lol or g2g in a post. A post should be like writing a newspaper article, or even a book.

You don't want crazy acronyms everywhere. No one will want to decode all of them.

Ending your post: I'll say it again. **NEVER USE G2G AT THE END OF YOUR POST!** It is stupid. You don't even need to say goodbye at the end of your post. If it is a well written post, you should be able to end with a good conclusion. If you can't, you probably need to elaborate more or just scratch that post.

Some things are better left in a tweet (www.twitter.com), especially if you are just saying something like

"I just went to the mall and got this really cool shirt! It is so AWESOME!"

So, I recommend getting a twitter, not a blog, if that's what you plan to be talking about.

Posting: Try to post once a week. On a certain day, too. That way you get into a good routine, and people always know (without subscribing) when a post will be up.

Follow these guidelines, and you'll have noteworthy posts in no time!

In Part 3, I'll help you with Driving Traffic to your blog. Part 4, Web stuff you need. Part 5, Stuff you might want. Part 6, Interactive features that appeal to your audience.

How-To Blogging: Part 3- Driving Traffic

*It's a new weekly segment! I want to help **you** get into blogging! Here's a guide to help you do it.*

Traffic is People coming to your blog. You want readers. There is several ways to do it. Let's begin with Google. If you search So Busy I Could Die on Google, it is first result. So Busy I Could Die and then I'm Feeling Lucky, and it goes right to here. If you have an original name, you will probably show up on Google.

Next: Knowing some other Bloggers. If you know me, and you have good posts, I'll probably link to you (sbicd.yrt@gmail.com with your blog link). Any other places you can get your blog link on is good, too.

Commenting! Go comment on your friend's blogs. The Unspoken rule of blogging is that when someone comments on your post, you go comment on their blog. So go find some blogs, and you may find some regulars! Also, make sure to keep commenting, almost as a reminder for them to come to your blog.

RSS feeds. You may be reading this in a feed reader or an email right now, because you have subscribed to a blog. When you subscribe, you are subscribing to and RSS feed. A RSS feed displays all your posts and notifies others when you post. This doesn't necessarily drive traffic to your blog, but it does mean people are viewing the most important thing: posts.

Now, the next step is to find out when and if you are getting people subscribing to your feed and viewing your blog. The Service I use for both of these is: FeedBurner (www.feedburner.com). It makes you an RSS Feed, and if you want to track visitors on your site, it can do that too. If you need help setting this up, email me at sbicd.yrt@gmail.com. In the next podcast, David and I will demonstrate how to do that, so be sure to [subscribe](#).

In Part 4, I'll show you some Web stuff you need. Part 5, Stuff you might want. Part 6, Interactive features that appeal to your audience.

How-To Blogging: Part 4- Web Stuff You Need.

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Some things don't come with your blog. Here's what you need to get along.

Intense Debate Comments: Super easy install. Just go to www.intensedebate.com and enter your blog address. It'll guide you through the steps from then on. Why use this and not Blogger comments? With this you can sort comments by how good they are, reply to comments to keep everything organized, and more. Also, all commenters need is an account from <http://www.intensedebate.com/signup> and they can comment on all the blogs that use it. In other words, if you apply this commenting system, and so does all the other bloggers you get to sign up, they could all comment the same way on all the blogs.

www.Ustream.tv account: If you'll be doing live shows or Podcasts. See part 6.

FeedBurner: Was mentioned in part 3. www.feedburner.com

Twitter: Besides telling people what you are doing, this is another way for people to find out when stuff gets posted to you blog, if they don't want to use RSS (part 3). www.twitter.com

Google Reader: Only if you'll be wanting to not want to fill up your email inbox with posts of other blogs you like to read. www.google.com/reader How To Here: <http://mattisneverfree.blogspot.com/2008/05/google-reader-how-to.html>

Skype: For Recording Podcasts if you both (or more than 2) have mikes. www.skype.com

In Part 5, I'll show you some Stuff you might want/need. Part 6, Interactive features that appeal to your audience.

How-To Blogging: Part 5- Stuff You Might Want (or Need)

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You think blogging is cheap, huh? Well, it can be. But if you want to really have some fun, you might want to have some money. Ill Show the stuff you need in neat organized Groups.

If you'll be doing a podcast: (Part 6)

If it is just you: A headset (\$10-30). More than Just you: Use a webcam mike (webcam: \$15-60)

Video: If you have space behind your computer, A webcam (\$15-60). If you don't, or want more flexibility than one spot, a video camera (\$70-600) (**not your digital camera's video setting**. It doesn't hold enough video, and quality usually is crud.)

Live Shows: (Part 6)

Webcam (\$15-60).

Video Blogging, or YouTubing. (Part 6)

Video Camera (\$70-600)

This should do. Go ahead, spend your money. It is (usually) worth it.

In Part 6, I'll tell you about Interactive features that appeal to your audience.

How-To Blogging: Part 6- Interactive Features That Appeal to Your Audience

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People Don't want to just read. In order of most loved: Interactive features.

Live Shows: Everybody loves to chat with all of there friends. www.ustream.tv live shows combine a interactive TV show and a group chat to make great internet TV.

Talking about Blogs, TV, Playing video games, whatever, people love it. Why? Cause they can practically change the channel without moving from a show, from hosts, from web pages. Whatever the audience says, whatever they feel like watching you do, goes.

Podcasts: Everybody has an iPod. Everybody. If they don't want to read, if they can't attend a live, Podcasts work great. You can promote your blog, you can do almost anything. It is a great way to promote your blog, and it is fun to do.

YouTube: Are you funny? Are your friends idiots? Do you want to direct? Youtube is great: people surf for hours. Make a funny video, and people love watching it. Add your blog link, and there's another reason for people to want to come to your blog. They want more laughs. Or maybe crying. Who Knows!

Comments: 'Nuff said.

Polls: Let them voice their opinions, about whatever: a news piece, what to talk about in a live show, do they like the podcast, and whatever!

Make sure to let the readers have fun.

Next Week: A quick wrap up of what happened in this tutorial.