Creating Your Own Blog

BMAC - Boston Macintosh

October 12, 2005

Gary Harding

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What is a Blog?

- A web-based publication consisting primarily of periodic articles (postings) usually presented in reverse chronological order (newest first).
- Entirely HTML based
- Readers can post comments creating threads
- It's today's newsgroup

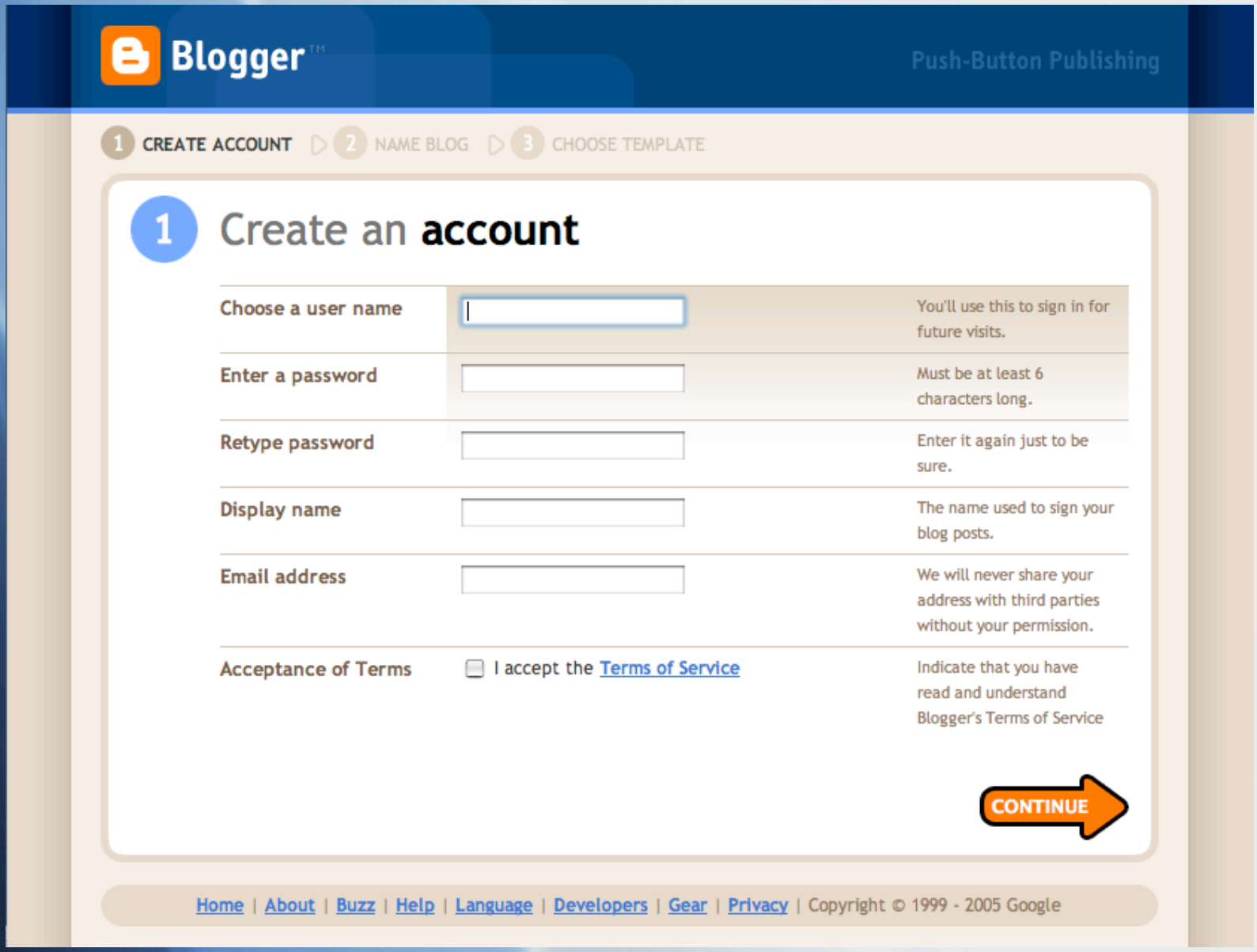
Who Provides Blog Services

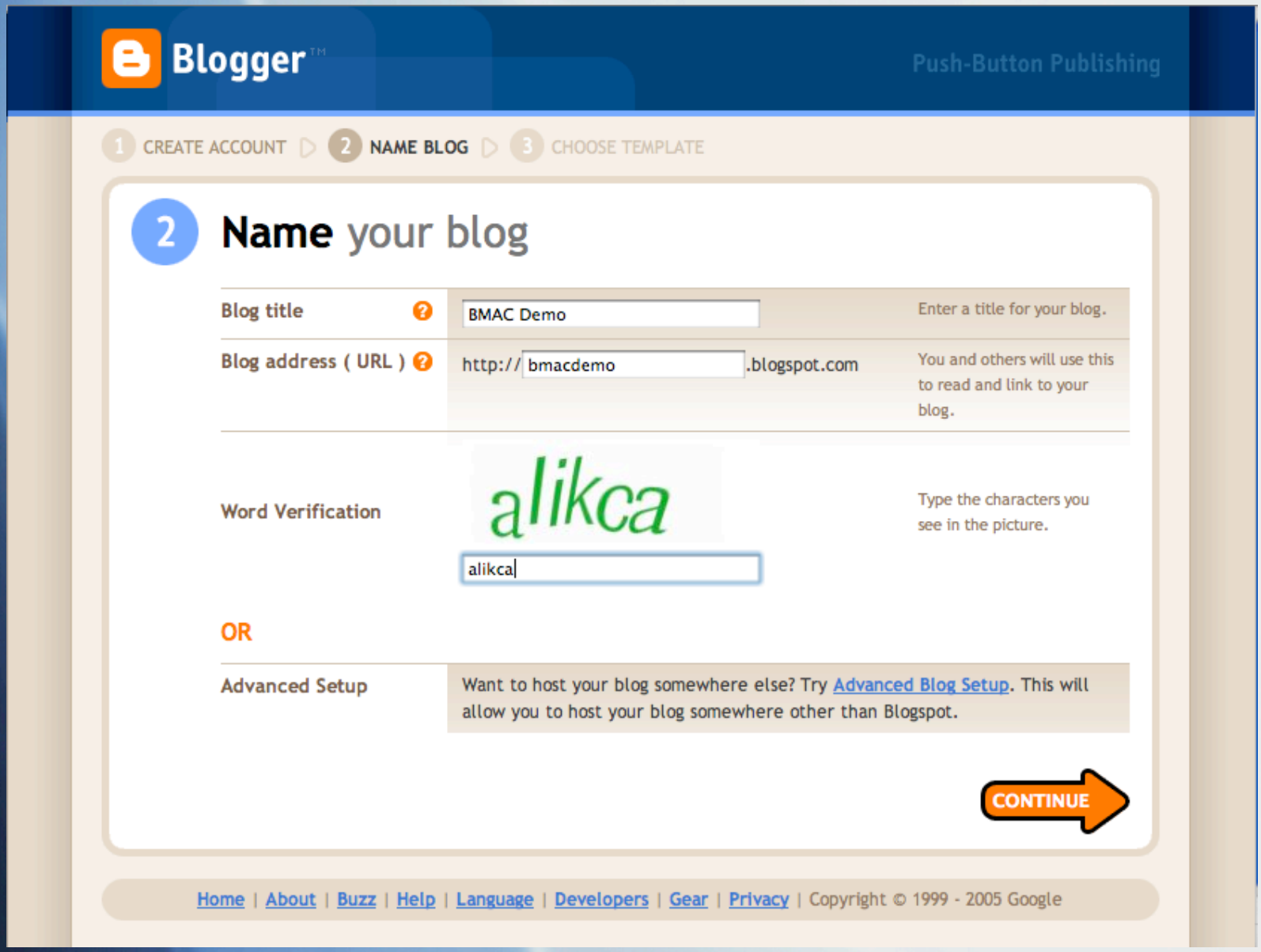
- Blogger (Google)
- MSN spaces (Microsoft)
- TypePad
- Radio Userland
- .Mac
- Yahoo 360
- AOL Journals

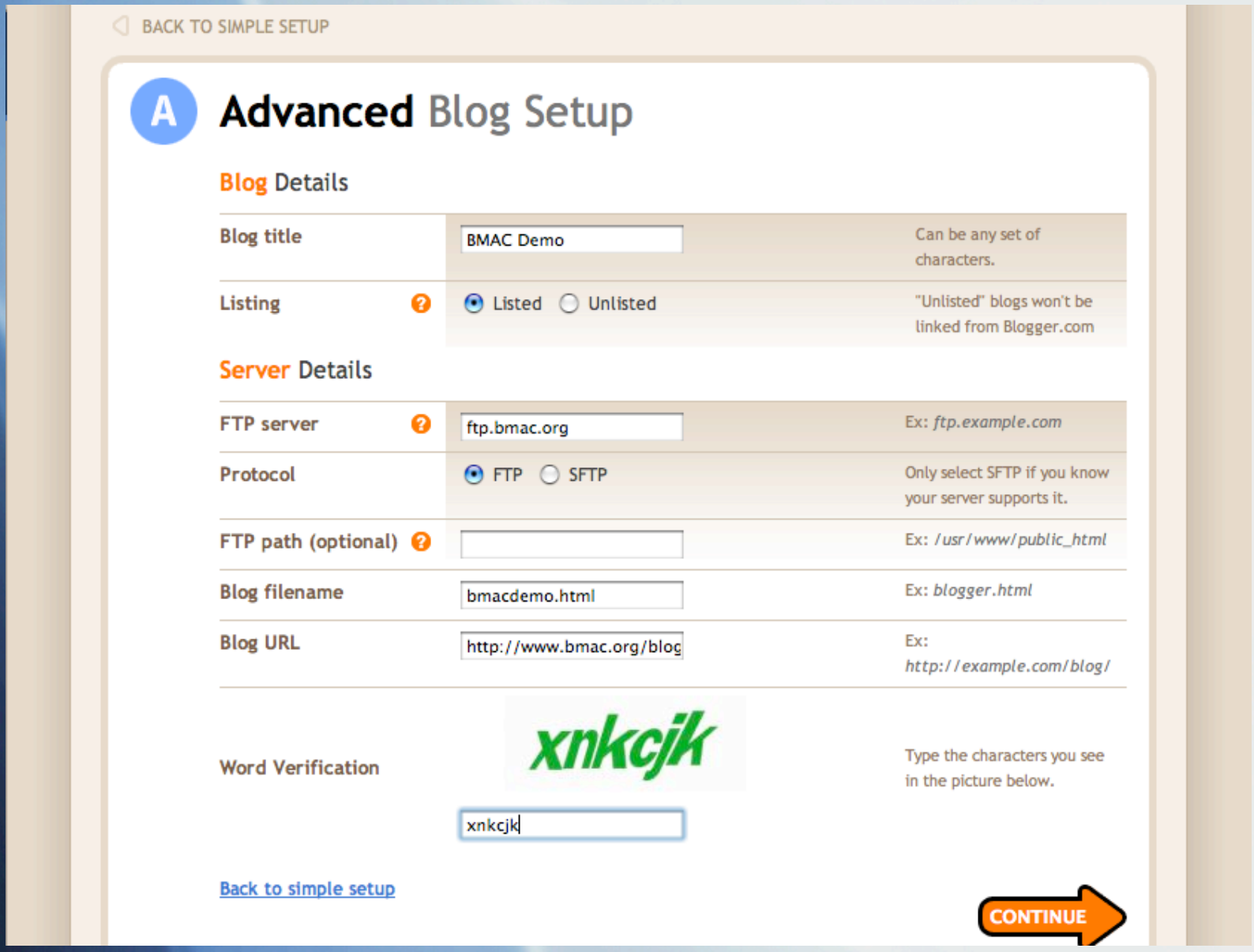
How Did I Choose?

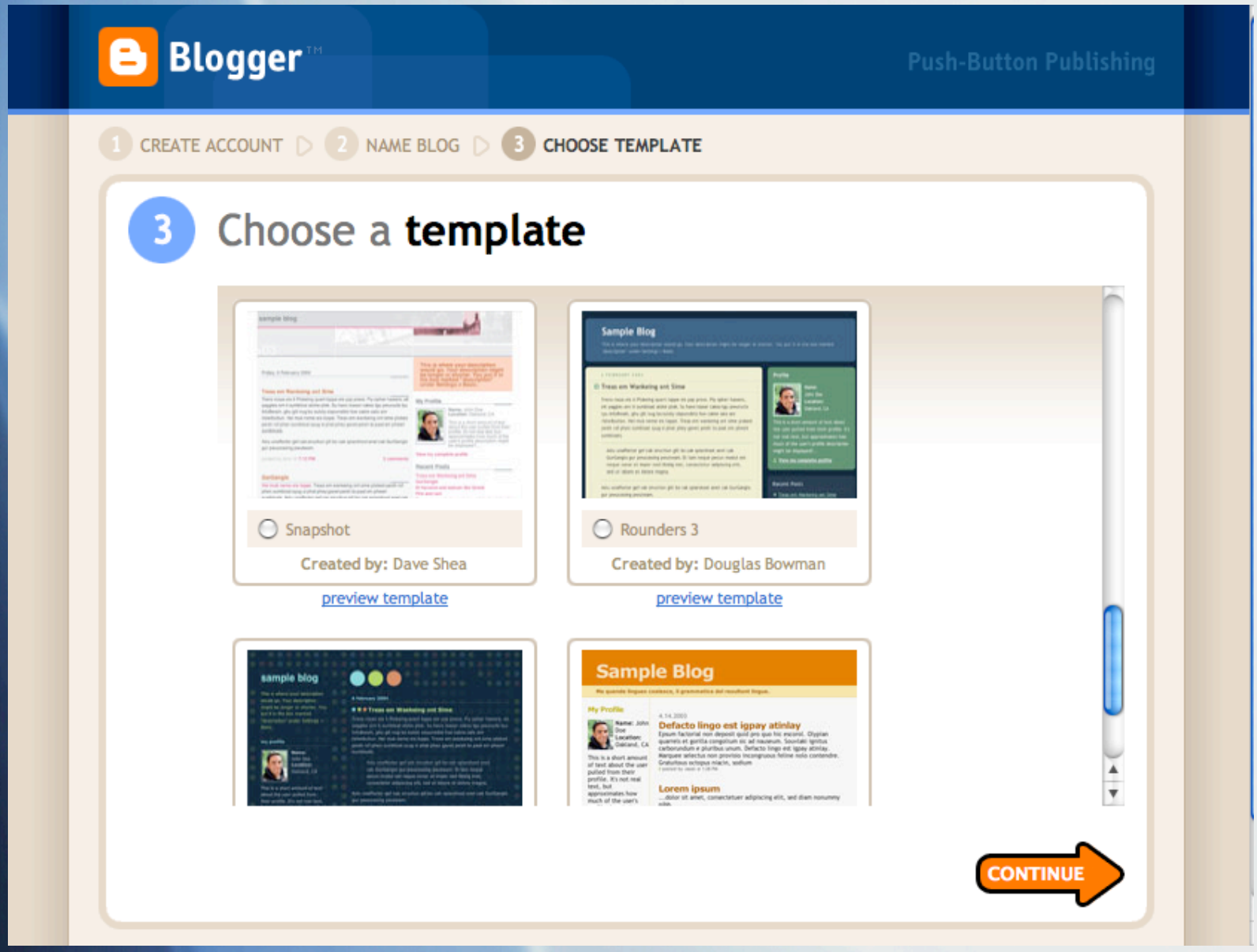
- Book - Publishing a Blog with Blogger by Elizabeth Castro
- A Visual QuickProject
- Blogger - Owned by Google
- www.blogger.com

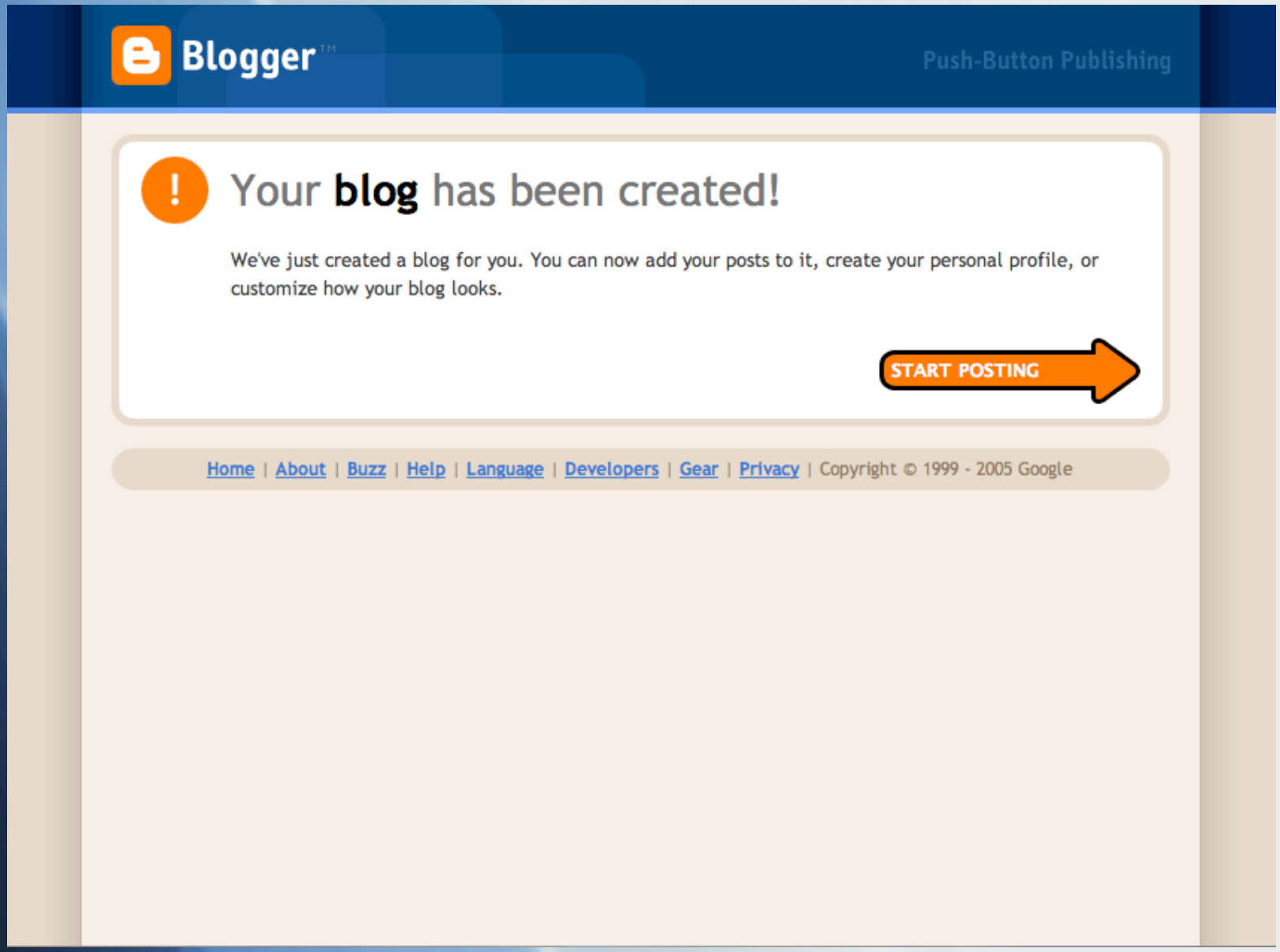
Blogger
Already have an account? Sign in:
Username:
Password: (?)
SIGN IN
Remember me (?)
Search blogs from across the web with Google Blog Search.
Explore blogs
SEARCH BLOGS
BLOGS UPDATED AT 5:47 AM
Niche Marketing and The Guga @ Tokyo
BLOGS OF NOTE
Arthur's Many Steps
RANDOM BLOGS
NEXT BLOG >>
What's a blog?
TAKE A QUICK TOUR
Publish thoughts
Get feedback
Post photos
Go mobile
A blog is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for FREE.
Create a blog in 3 easy steps:
1 Create an account
2 Name your blog
3 Choose a template
CREATE YOUR BLOG NOW
RECENT NEWS
Do you use Microsoft Word®? We've got a free add-in that makes it a snap to edit and post to your blog from Word. Download Blogger for Word
PUPPY LOVE
Tomo loves Blogger Images because now he's a star. Share your images for free!

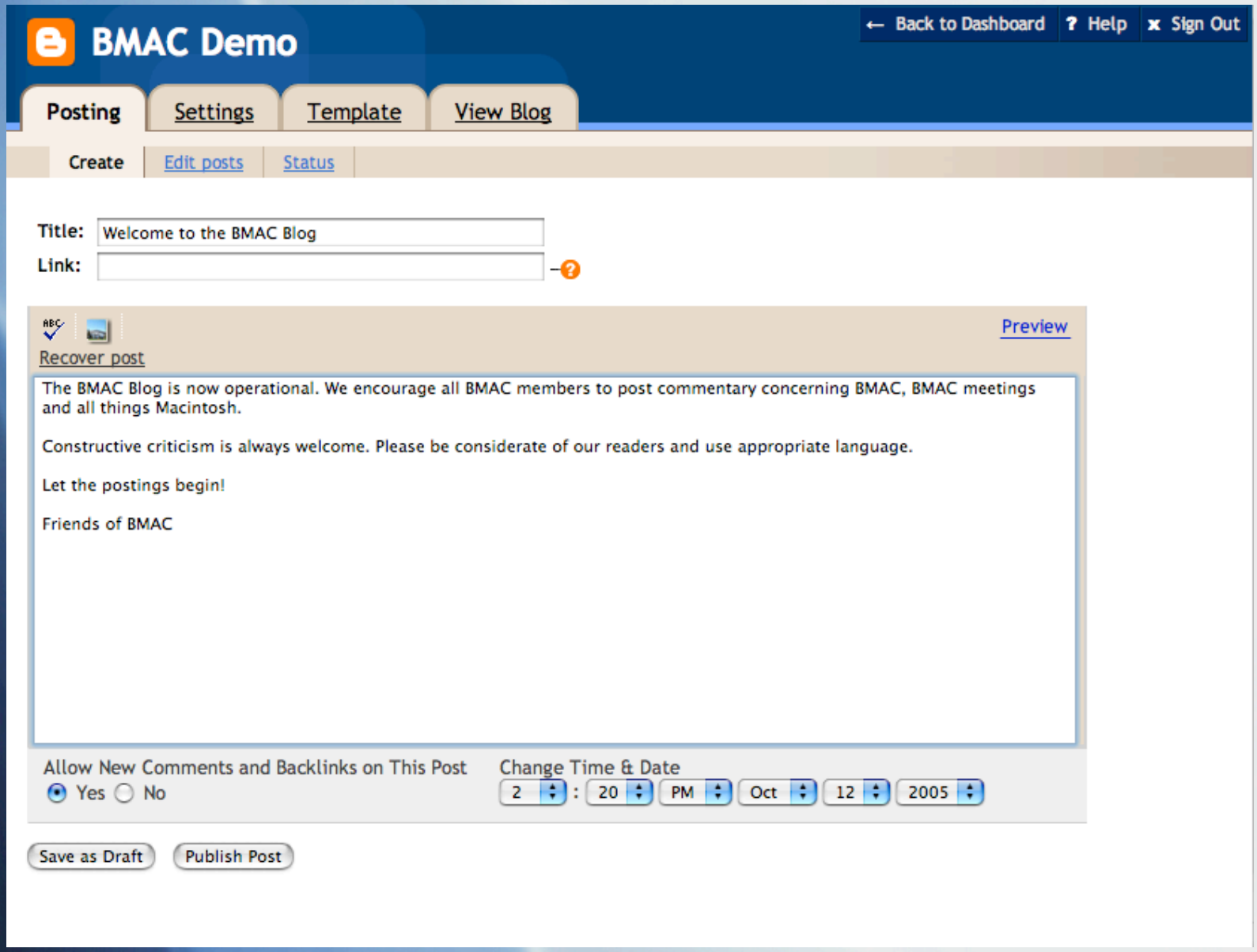

Blogger™
Push-Button Publishing
1 CREATE ACCOUNT
2 NAME BLOG
3 CHOOSE TEMPLATE
1 Create an account
Choose a user name
You'll use this to sign in for future visits.
Enter a password
Must be at least 6 characters long.
Retype password
Enter it again just to be sure.
Display name
The name used to sign your blog posts.
Email address
We will never share your address with third parties without your permission.
Acceptance of Terms
I accept the Terms of Service
Indicate that you have read and understand Blogger's Terms of Service
CONTINUE
Home | About | Buzz | Help | Language | Developers | Gear | Privacy | Copyright © 1999 - 2005 Google


Blogger™
Push-Button Publishing
1 CREATE ACCOUNT
2 NAME BLOG
3 CHOOSE TEMPLATE
2 Name your blog
Blog title
BMAC Demo
Enter a title for your blog.
Blog address (URL)
http://
bmacdemo
.blogspot.com
You and others will use this to read and link to your blog.
Word Verification
alikca
Type the characters you see in the picture.
alikca
OR
Advanced Setup
Want to host your blog somewhere else? Try Advanced Blog Setup. This will allow you to host your blog somewhere other than Blogspot.
CONTINUE
Home | About | Buzz | Help | Language | Developers | Gear | Privacy | Copyright © 1999 - 2005 Google

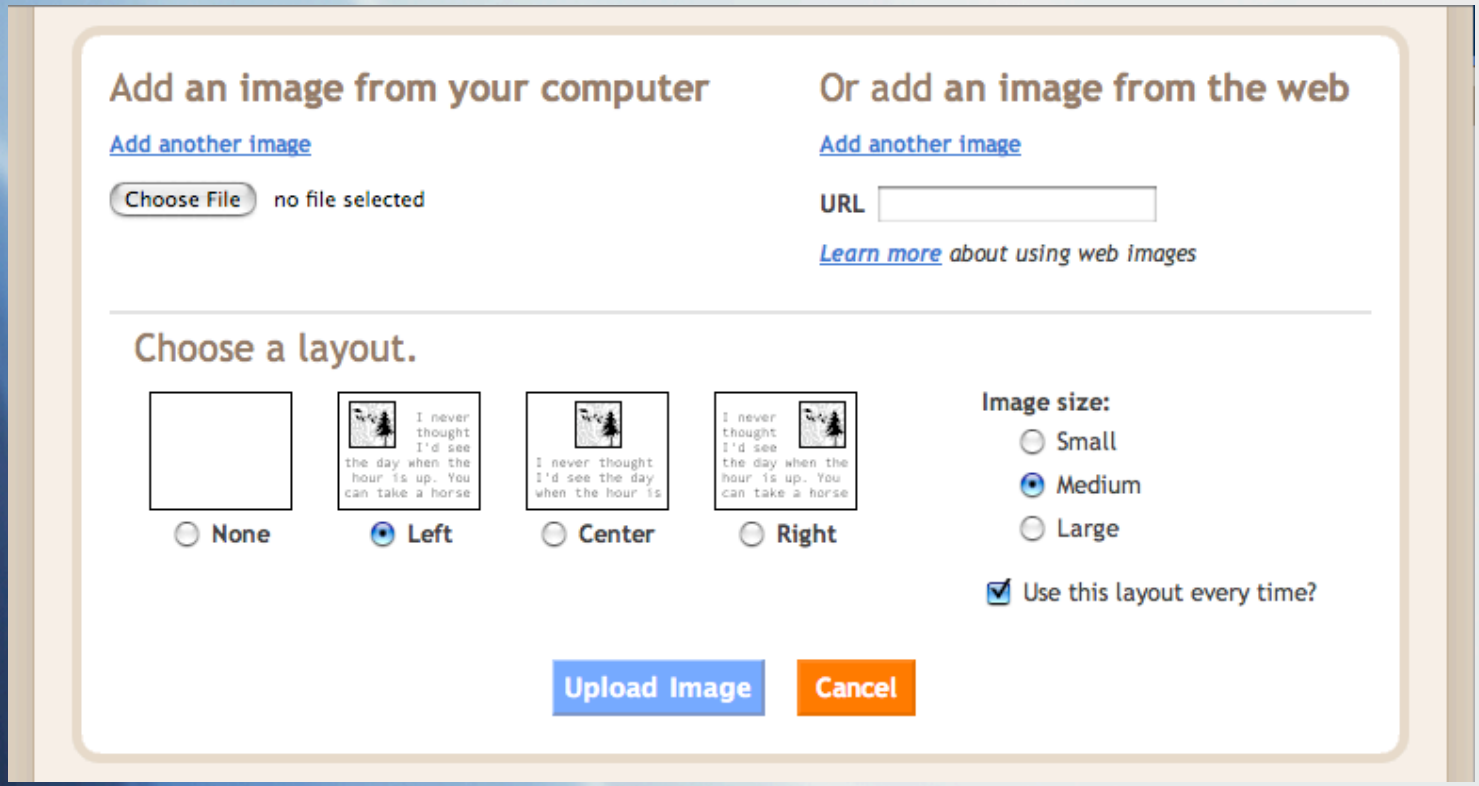

BACK TO SIMPLE SETUP
Advanced Blog Setup
Blog Details
Blog title
BMAC Demo
Can be any set of characters.
Listing
Listed
Unlisted
"Unlisted" blogs won't be linked from Blogger.com
Server Details
FTP server
ftp.bmac.org
Ex: ftp.example.com
Protocol
FTP
SFTP
Only select SFTP if you know your server supports it.
FTP path (optional)
Ex: /usr/www/public_html
Blog filename
bmacdemo.html
Ex: blogger.html
Blog URL
http://www.bmac.org/blog
Ex: http://example.com/blog/
Word Verification
xnkcjk
Type the characters you see in the picture below.
xnkcjk
Back to simple setup
CONTINUE

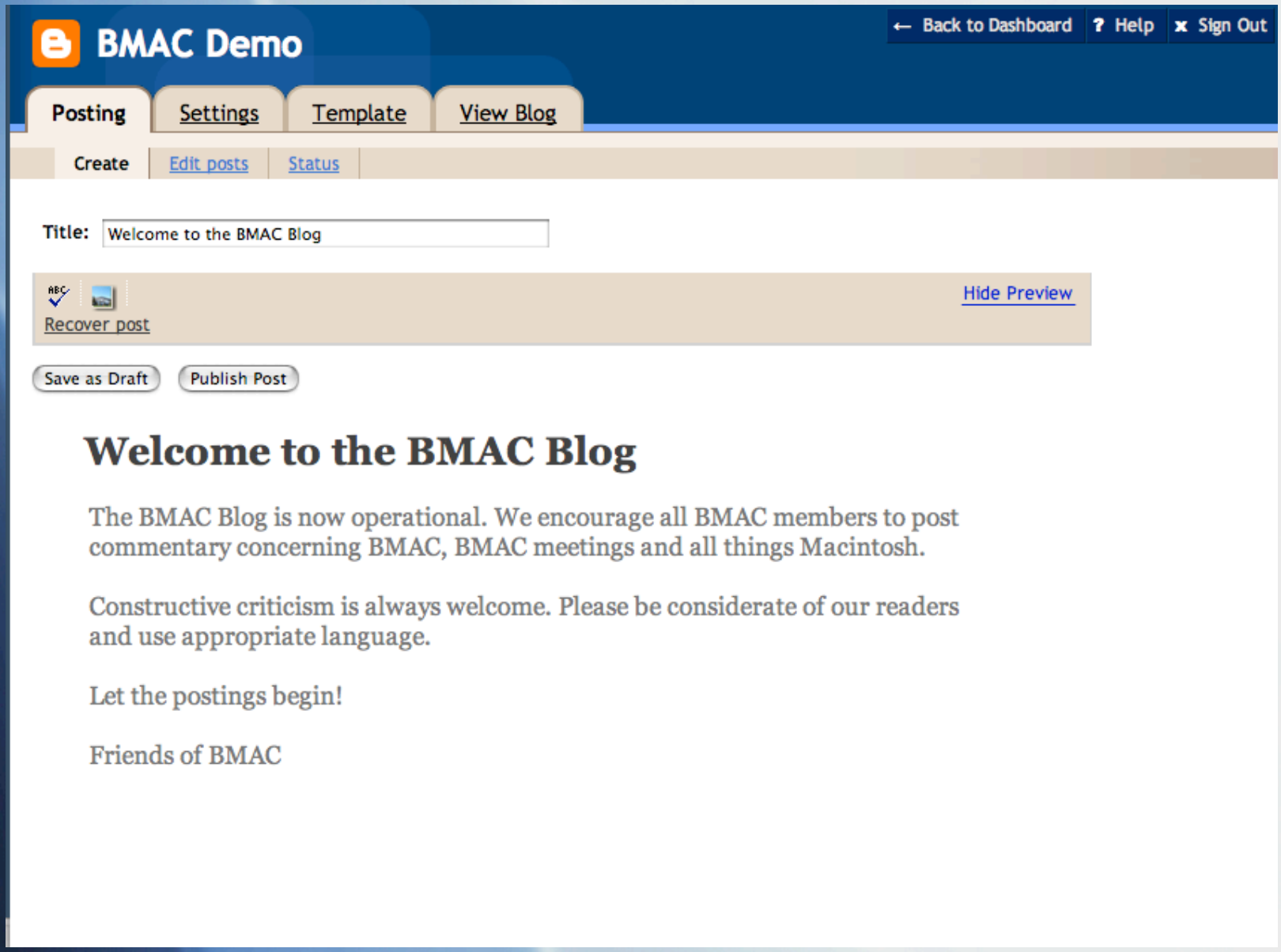

Blogger™
Push-Button Publishing
1 CREATE ACCOUNT
2 NAME BLOG
3 CHOOSE TEMPLATE
3 Choose a template
Snapshot
Created by: Dave Shea
preview template
Sample Blog
Rounders 3
Created by: Douglas Bowman
preview template
sample blog
Sample Blog
My Profile
Defacto lingo est igpay atinlay
Lorem ipsum
CONTINUE

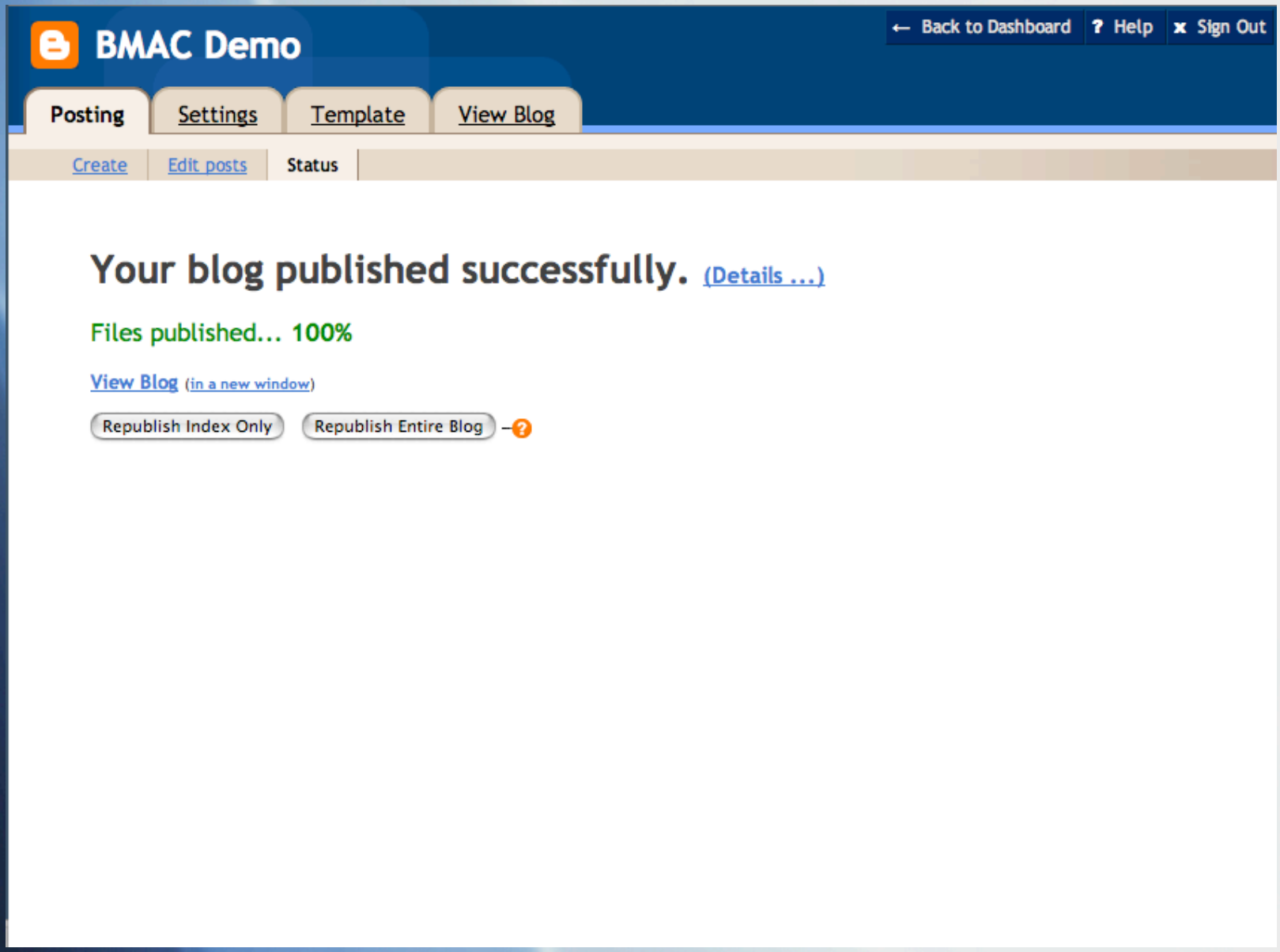

Blogger™
Push-Button Publishing
Your blog has been created!
We've just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.
START POSTING
Home | About | Buzz | Help | Language | Developers | Gear | Privacy | Copyright © 1999 - 2005 Google

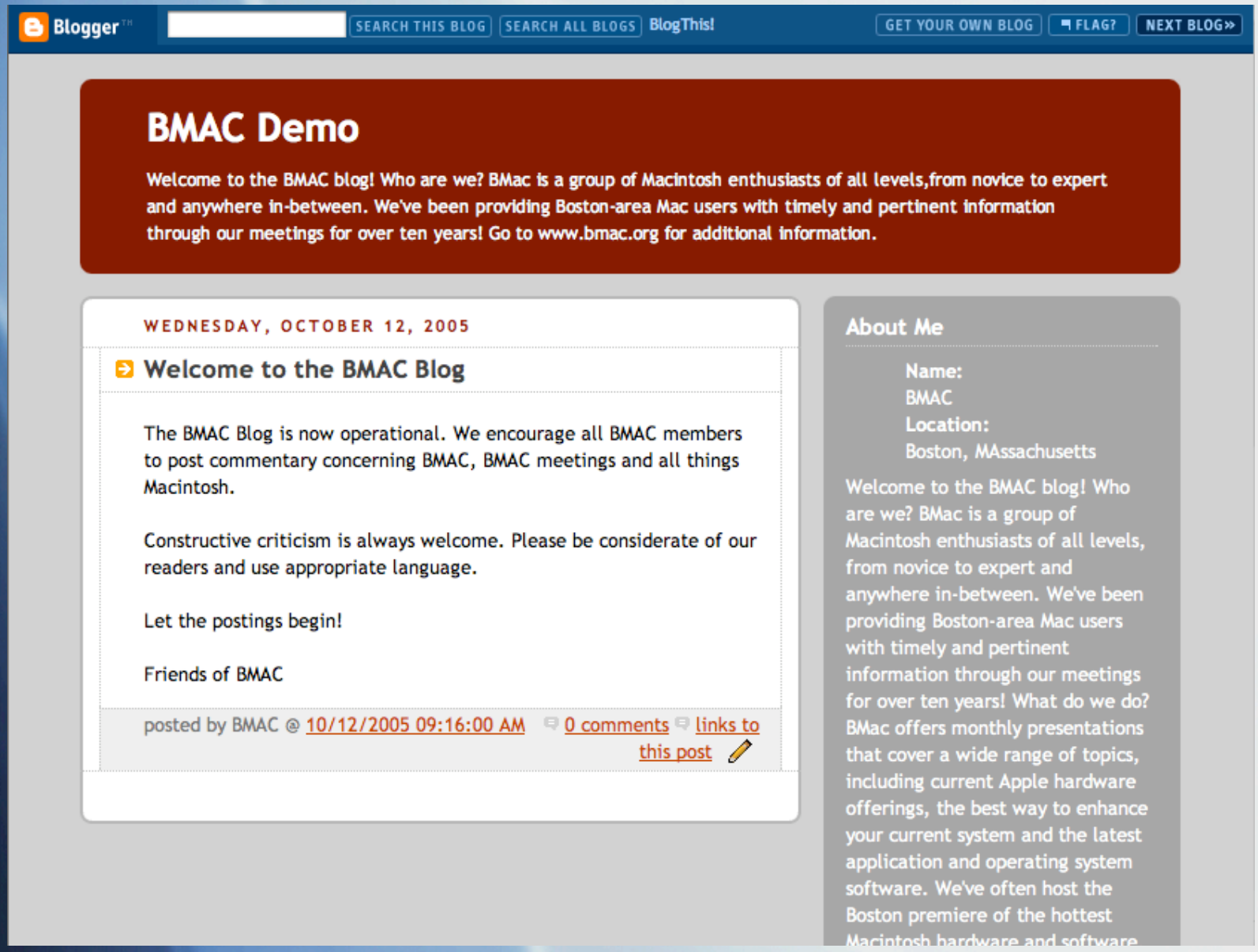

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Create
Edit posts
Status
Title:
Welcome to the BMAC Blog
Link:
Preview
Recover post
The BMAC Blog is now operational. We encourage all BMAC members to post commentary concerning BMAC, BMAC meetings and all things Macintosh.
Constructive criticism is always welcome. Please be considerate of our readers and use appropriate language.
Let the postings begin!
Friends of BMAC
Allow New Comments and Backlinks on This Post
Yes
No
Change Time & Date
2
20
PM
Oct
12
2005
Save as Draft
Publish Post

Add an Image

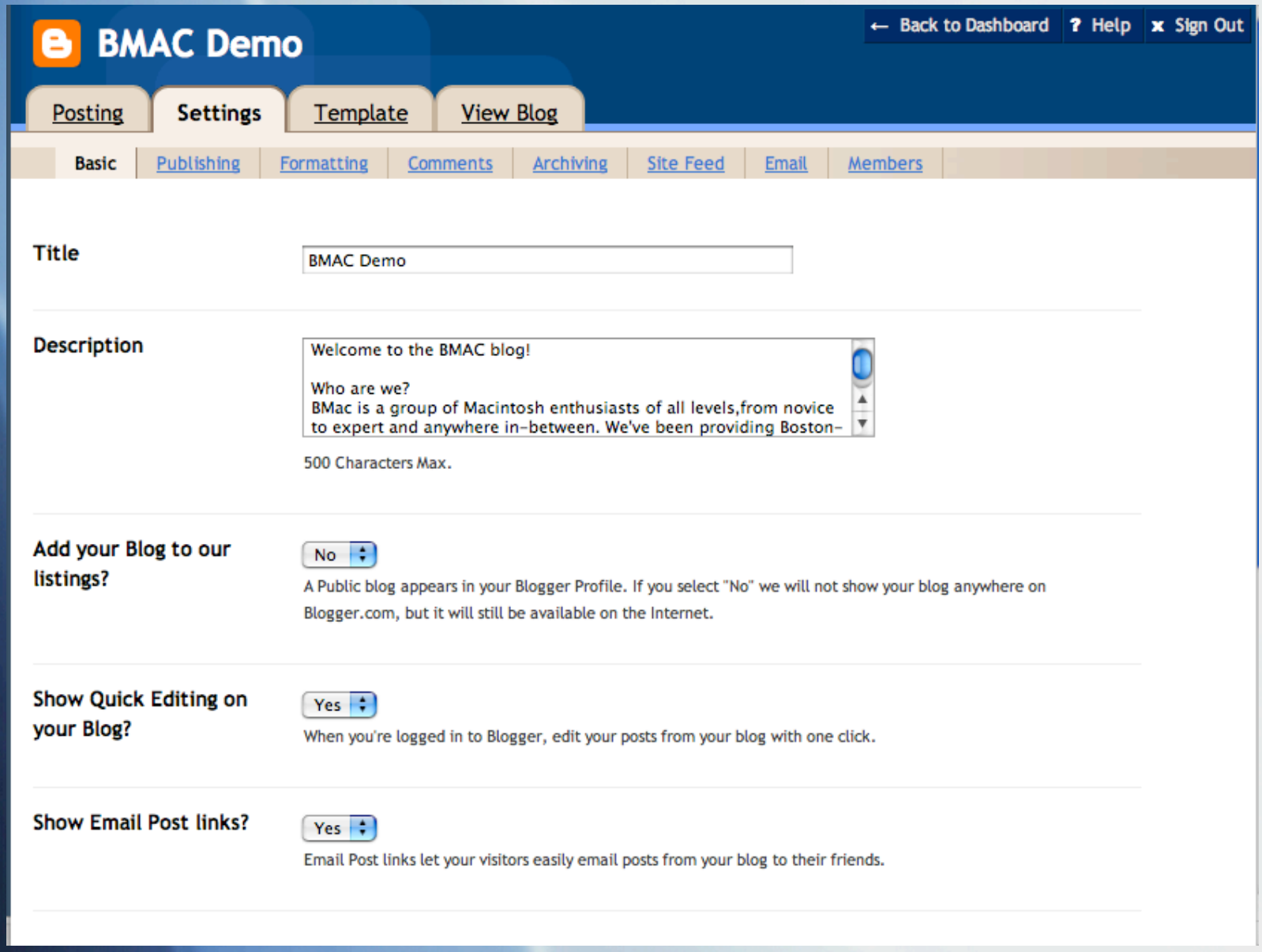

Add an image from your computer
Add another image
Choose File
no file selected
Or add an image from the web
Add another image
URL
Learn more about using web images
Choose a layout.
None
Left
Center
Right
Image size:
Small
Medium
Large
Use this layout every time?
Upload Image
Cancel


BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Create
Edit posts
Status
Title:
Welcome to the BMAC Blog
Hide Preview
Recover post
Save as Draft
Publish Post
Welcome to the BMAC Blog
The BMAC Blog is now operational. We encourage all BMAC members to post commentary concerning BMAC, BMAC meetings and all things Macintosh.
Constructive criticism is always welcome. Please be considerate of our readers and use appropriate language.
Let the postings begin!
Friends of BMAC

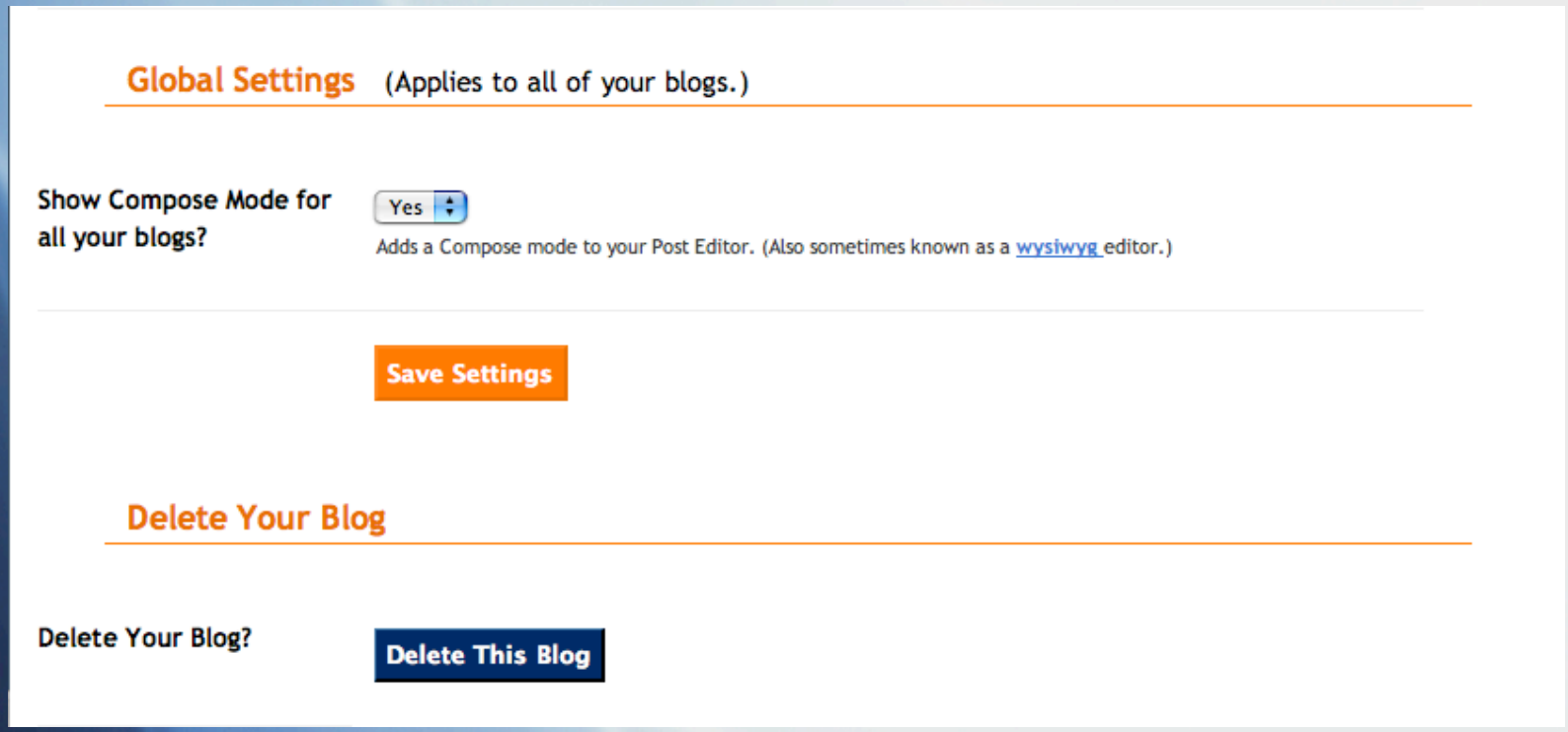

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Create
Edit posts
Status
Your blog published successfully. (Details ...)
Files published... 100%
View Blog (in a new window)
Republish Index Only
Republish Entire Blog

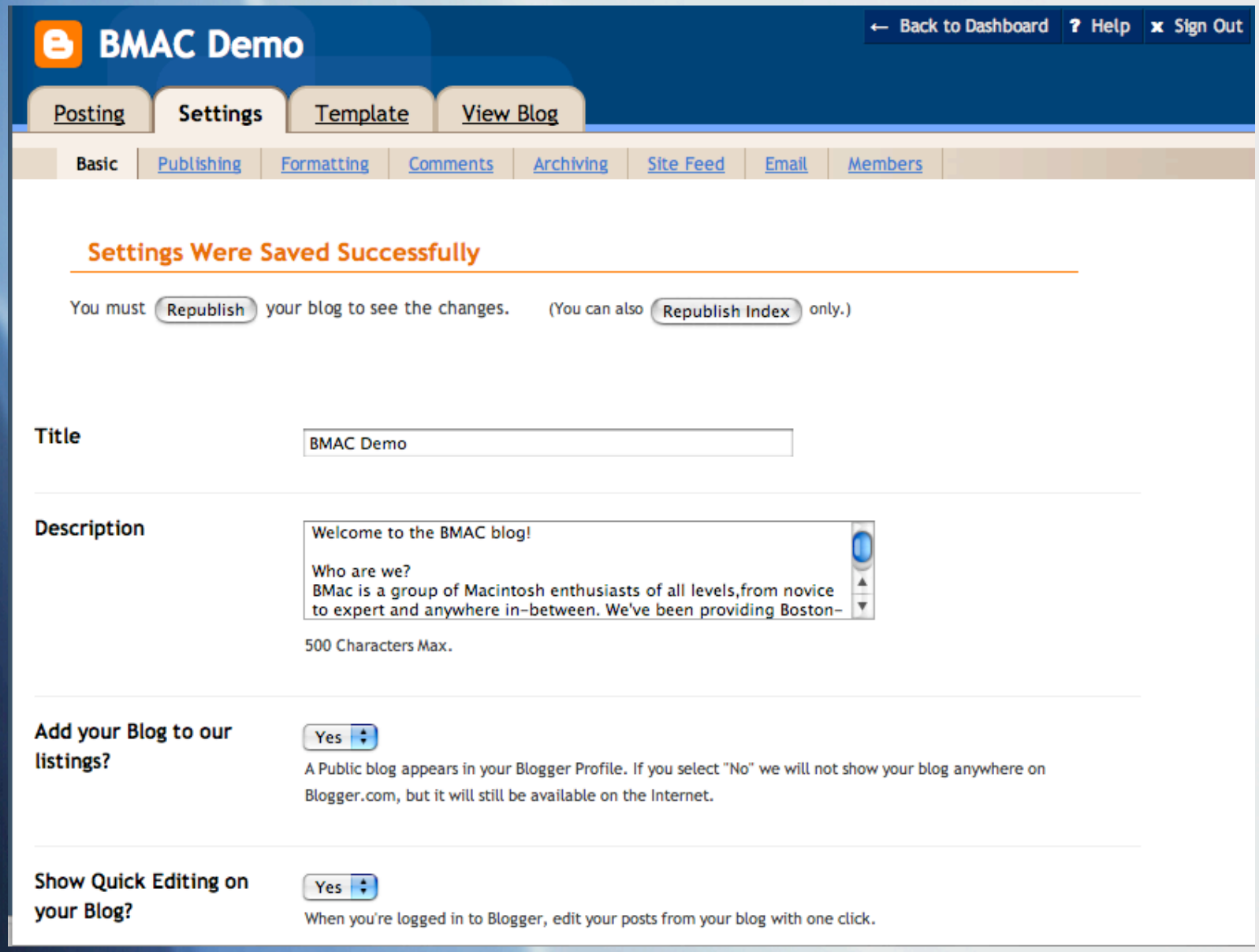

Blogger
SEARCH THIS BLOG
SEARCH ALL BLOGS
BlogThis!
GET YOUR OWN BLOG
FLAG?
NEXT BLOG»
BMAC Demo
Welcome to the BMAC blog! Who are we? BMac is a group of Macintosh enthusiasts of all levels,from novice to expert and anywhere in-between. We've been providing Boston-area Mac users with timely and pertinent information through our meetings for over ten years! Go to www.bmac.org for additional information.
WEDNESDAY, OCTOBER 12, 2005
Welcome to the BMAC Blog
The BMAC Blog is now operational. We encourage all BMAC members to post commentary concerning BMAC, BMAC meetings and all things Macintosh.
Constructive criticism is always welcome. Please be considerate of our readers and use appropriate language.
Let the postings begin!
Friends of BMAC
posted by BMAC @ 10/12/2005 09:16:00 AM
0 comments
links to this post
About Me
Name:
BMAC
Location:
Boston, MAssachusetts
Welcome to the BMAC blog! Who are we? BMac is a group of Macintosh enthusiasts of all levels, from novice to expert and anywhere in-between. We've been providing Boston-area Mac users with timely and pertinent information through our meetings for over ten years! What do we do? BMac offers monthly presentations that cover a wide range of topics, including current Apple hardware offerings, the best way to enhance your current system and the latest application and operating system software. We've often host the Boston premiere of the hottest

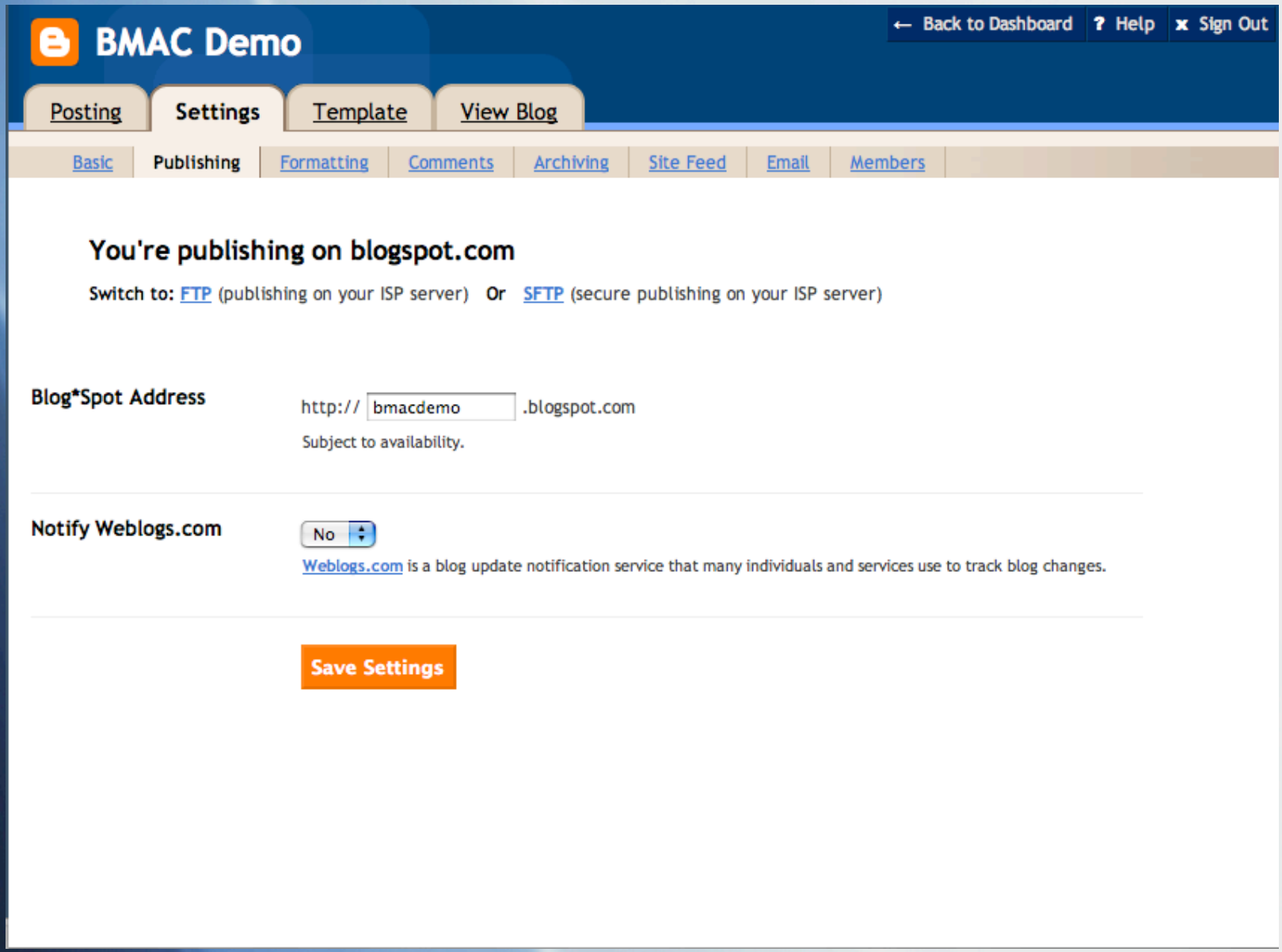
Blogger™
Signed in as: bmacdemo
Sign out
Dashboard
Blogs
BLOG NAME
NEW POST
CHANGE SETTINGS
LAST UPDATE
POSTS
BMAC Demo
12 Oct 2005
1
CREATE A BLOG
Make Money
Use AdSense to earn money with your blog. New easy signup.
Unwanted Comments?
Turn on word verification to help prevent comment spam.
Blogger News
Blogger for Word
Now you can use Blogger from within Microsoft Word with our free Blogger
Add your photo here
by editing your profile
Edit Profile (or View)
Change Password
Change Language
Blog Search
Search blogs from across the web with Google Blog Search.
SEARCH
Mobile Devices
Learn how to start mobile blogging
Blogger Help
Blogger Knowledge
Blogger Help

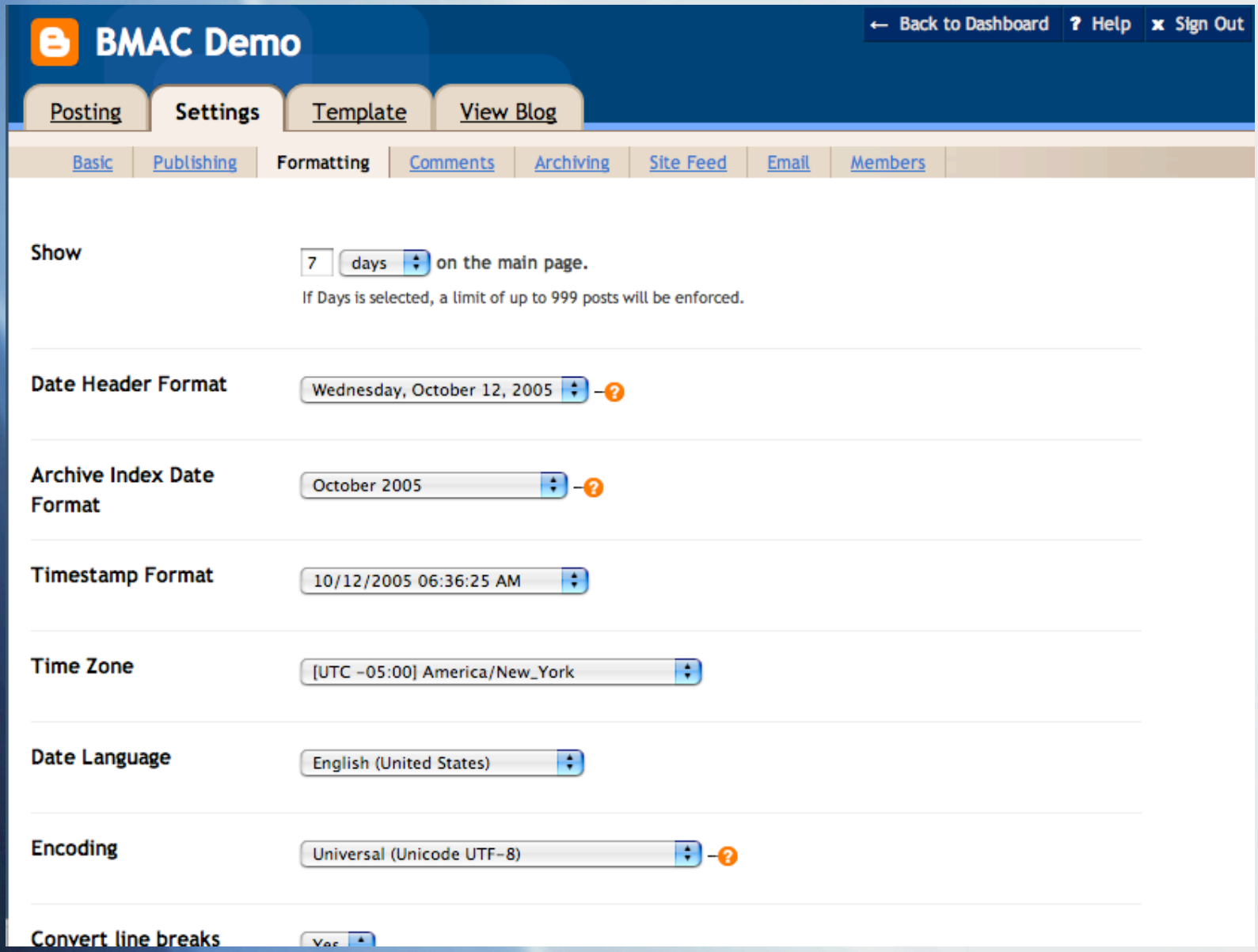

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Title
BMAC Demo
Description
Welcome to the BMAC blog!
Who are we?
BMac is a group of Macintosh enthusiasts of all levels,from novice to expert and anywhere in-between. We've been providing Boston-
500 Characters Max.
Add your Blog to our listings?
No
A Public blog appears in your Blogger Profile. If you select "No" we will not show your blog anywhere on Blogger.com, but it will still be available on the Internet.
Show Quick Editing on your Blog?
Yes
When you're logged in to Blogger, edit your posts from your blog with one click.
Show Email Post links?
Yes
Email Post links let your visitors easily email posts from your blog to their friends.

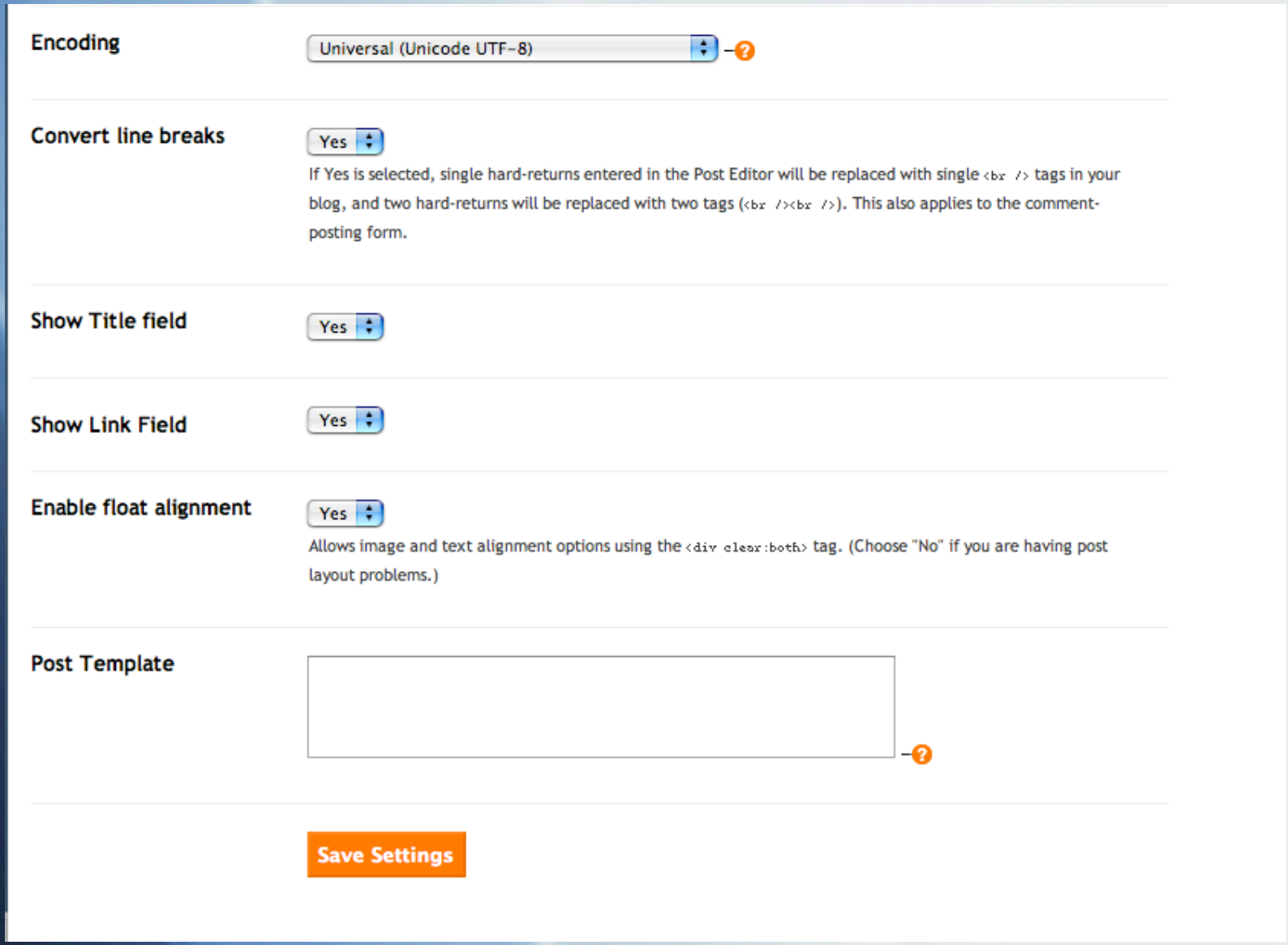
Basic Settings



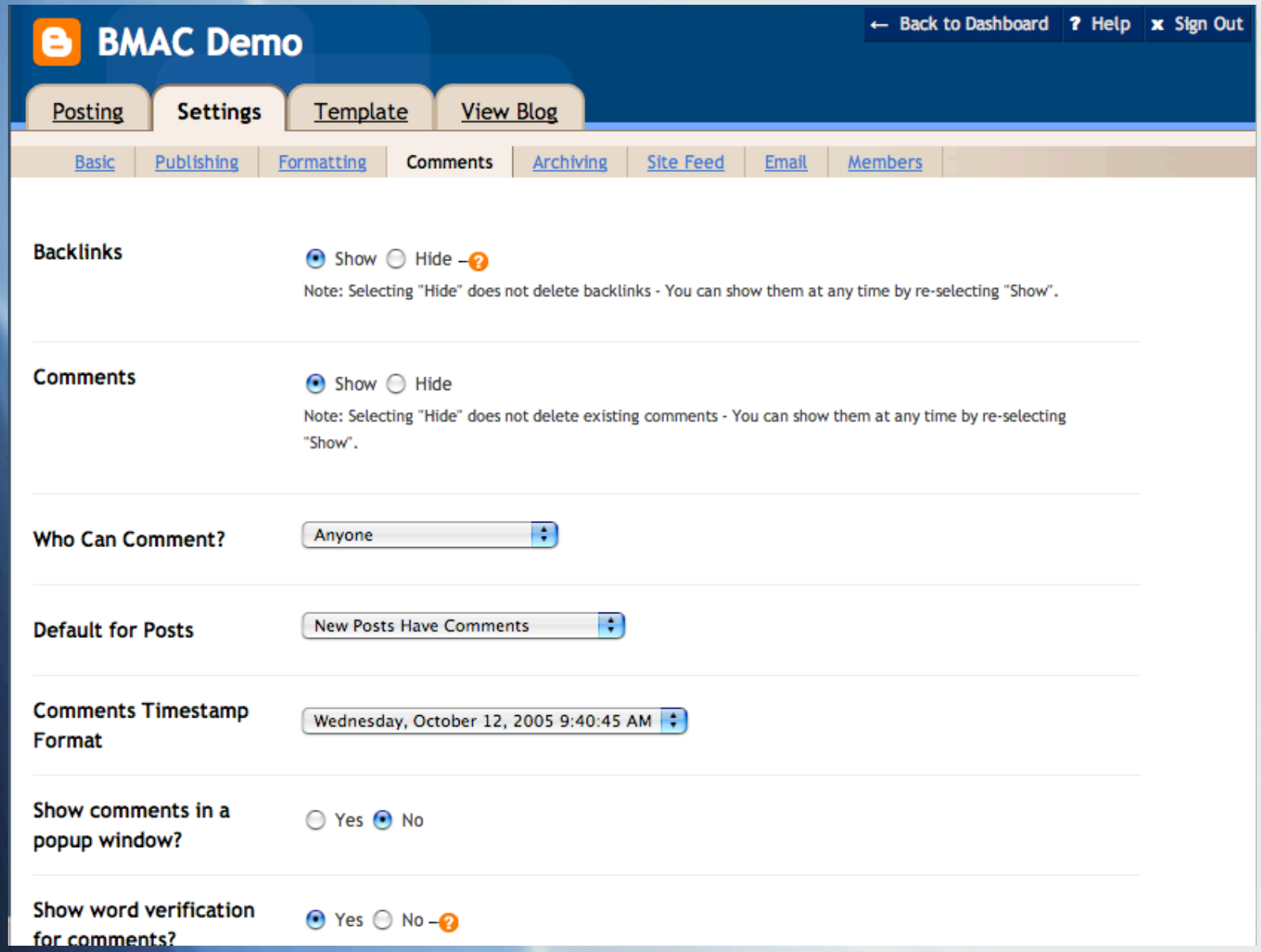

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Settings Were Saved Successfully
You must Republish your blog to see the changes.
(You can also Republish Index only.)
Title
BMAC Demo
Description
Welcome to the BMAC blog!
Who are we?
BMac is a group of Macintosh enthusiasts of all levels,from novice to expert and anywhere in-between. We've been providing Boston-
500 Characters Max.
Add your Blog to our listings?
Yes
A Public blog appears in your Blogger Profile. If you select "No" we will not show your blog anywhere on Blogger.com, but it will still be available on the Internet.
Show Quick Editing on your Blog?
Yes
When you're logged in to Blogger, edit your posts from your blog with one click.

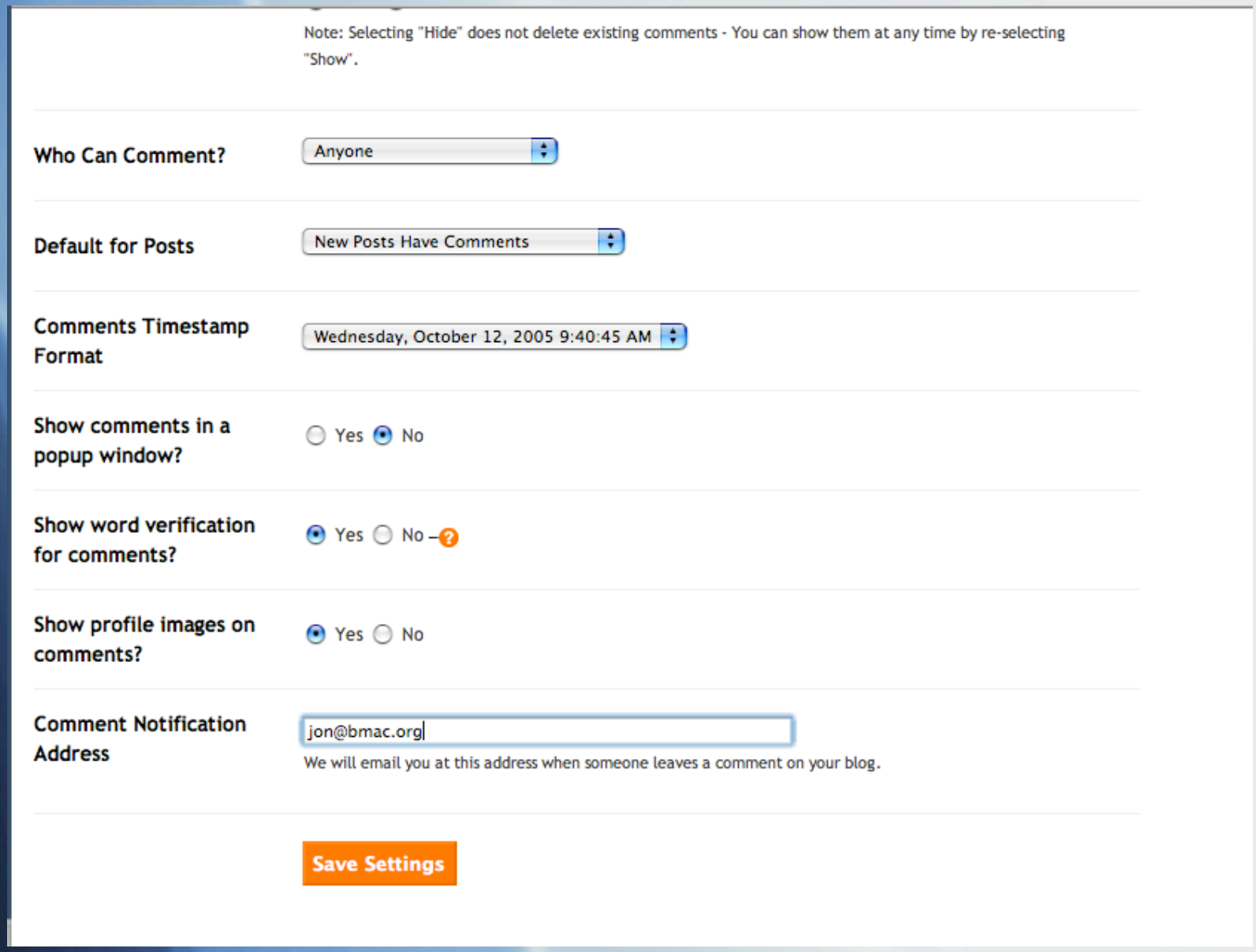

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
You're publishing on blogspot.com
Switch to: FTP (publishing on your ISP server) Or SFTP (secure publishing on your ISP server)
Blog*Spot Address
http:// bmacdemo .blogspot.com
Subject to availability.
Notify Weblogs.com
No
Weblogs.com is a blog update notification service that many individuals and services use to track blog changes.
Save Settings

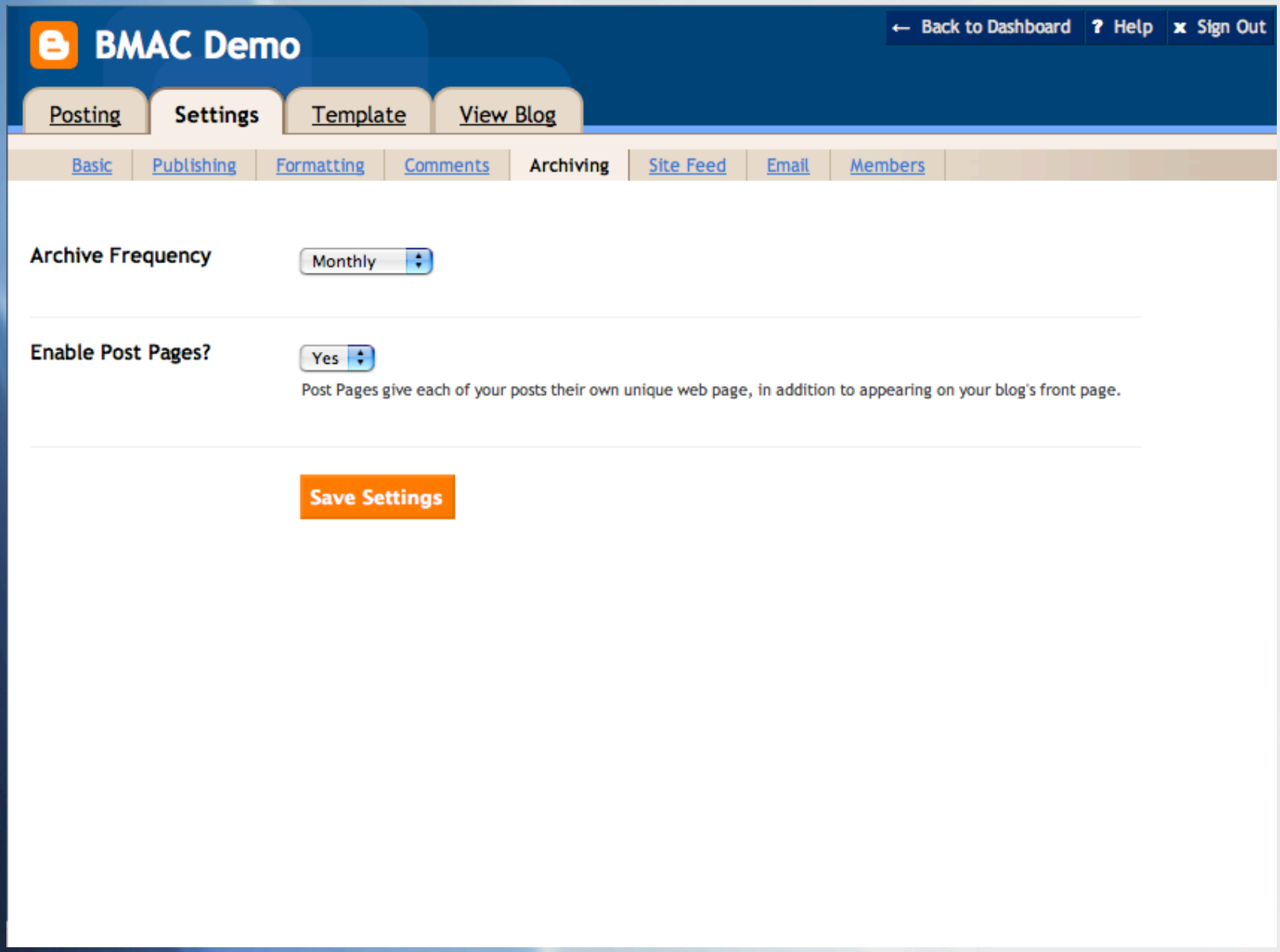

BMAC Demo
← Back to Dashboard
? Help
✖ Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Show
7
days
on the main page.
If Days is selected, a limit of up to 999 posts will be enforced.
Date Header Format
Wednesday, October 12, 2005
Archive Index Date Format
October 2005
Timestamp Format
10/12/2005 06:36:25 AM
Time Zone
[UTC -05:00] America/New_York
Date Language
English (United States)
Encoding
Universal (Unicode UTF-8)
Convert line breaks

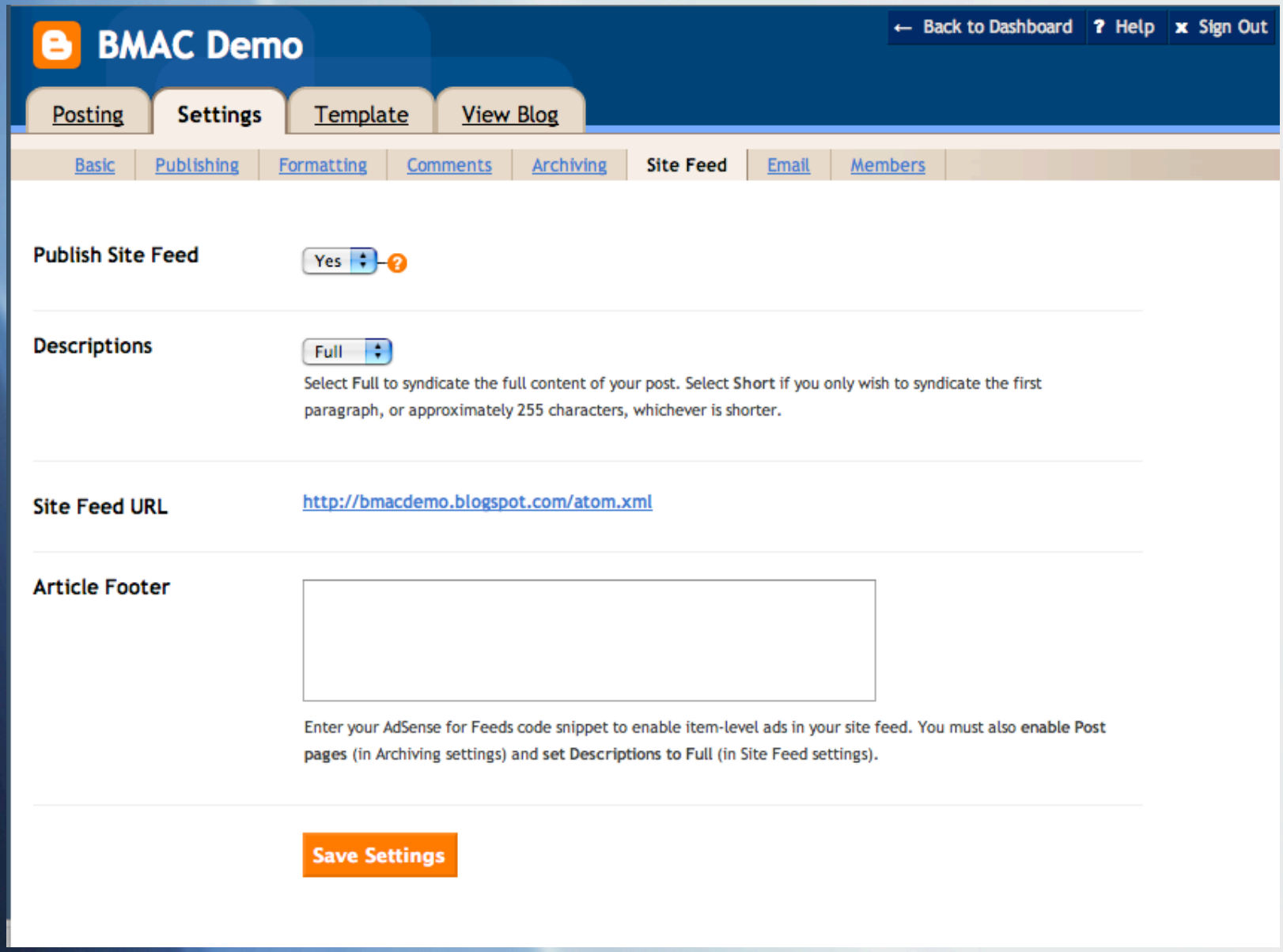

Encoding
Universal (Unicode UTF-8)
Convert line breaks
Yes
If Yes is selected, single hard-returns entered in the Post Editor will be replaced with single <br /> tags in your blog, and two hard-returns will be replaced with two tags (

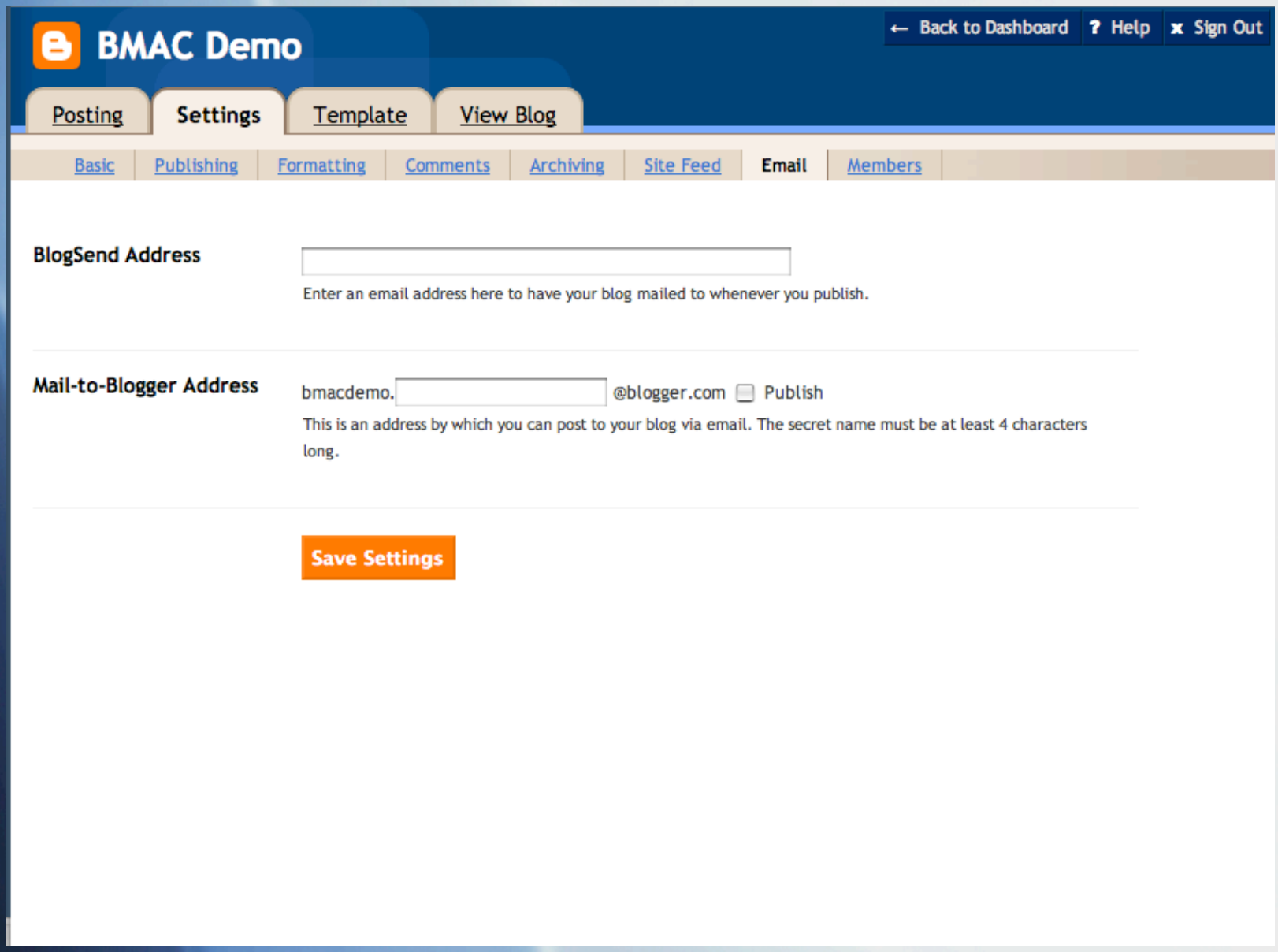
). This also applies to the comment-posting form.
Show Title field
Yes
Show Link Field
Yes
Enable float alignment
Yes
Allows image and text alignment options using the <div clear:both> tag. (Choose "No" if you are having post layout problems.)
Post Template
Save Settings

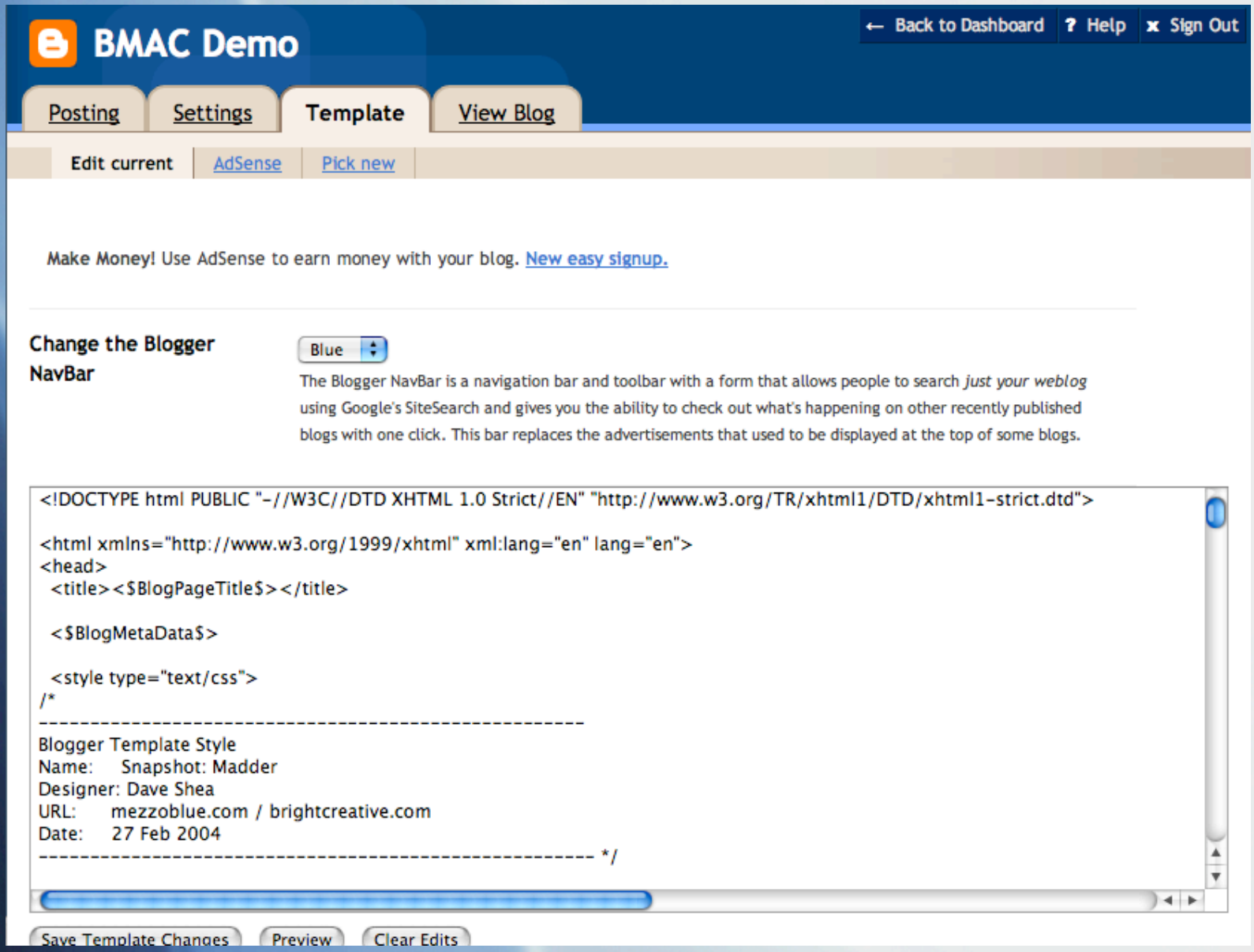

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Backlinks
Show
Hide
Note: Selecting "Hide" does not delete backlinks - You can show them at any time by re-selecting "Show".
Comments
Show
Hide
Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".
Who Can Comment?
Anyone
Default for Posts
New Posts Have Comments
Comments Timestamp Format
Wednesday, October 12, 2005 9:40:45 AM
Show comments in a popup window?
Yes
No
Show word verification for comments?
Yes
No

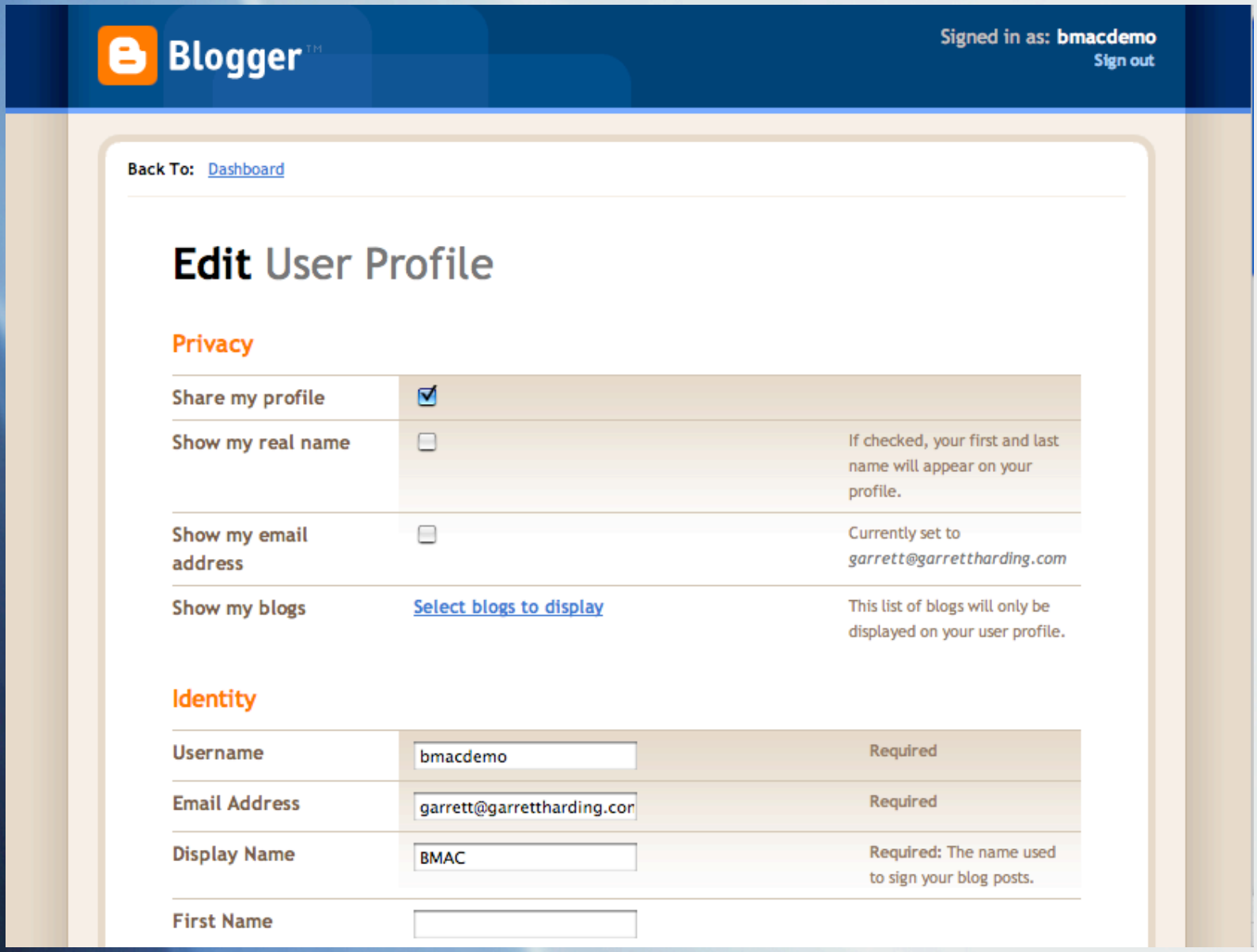

Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".
Who Can Comment?
Anyone
Default for Posts
New Posts Have Comments
Comments Timestamp Format
Wednesday, October 12, 2005 9:40:45 AM
Show comments in a popup window?
Yes
No
Show word verification for comments?
Yes
No
Show profile images on comments?
Yes
No
Comment Notification Address
jon@bmac.org
We will email you at this address when someone leaves a comment on your blog.
Save Settings

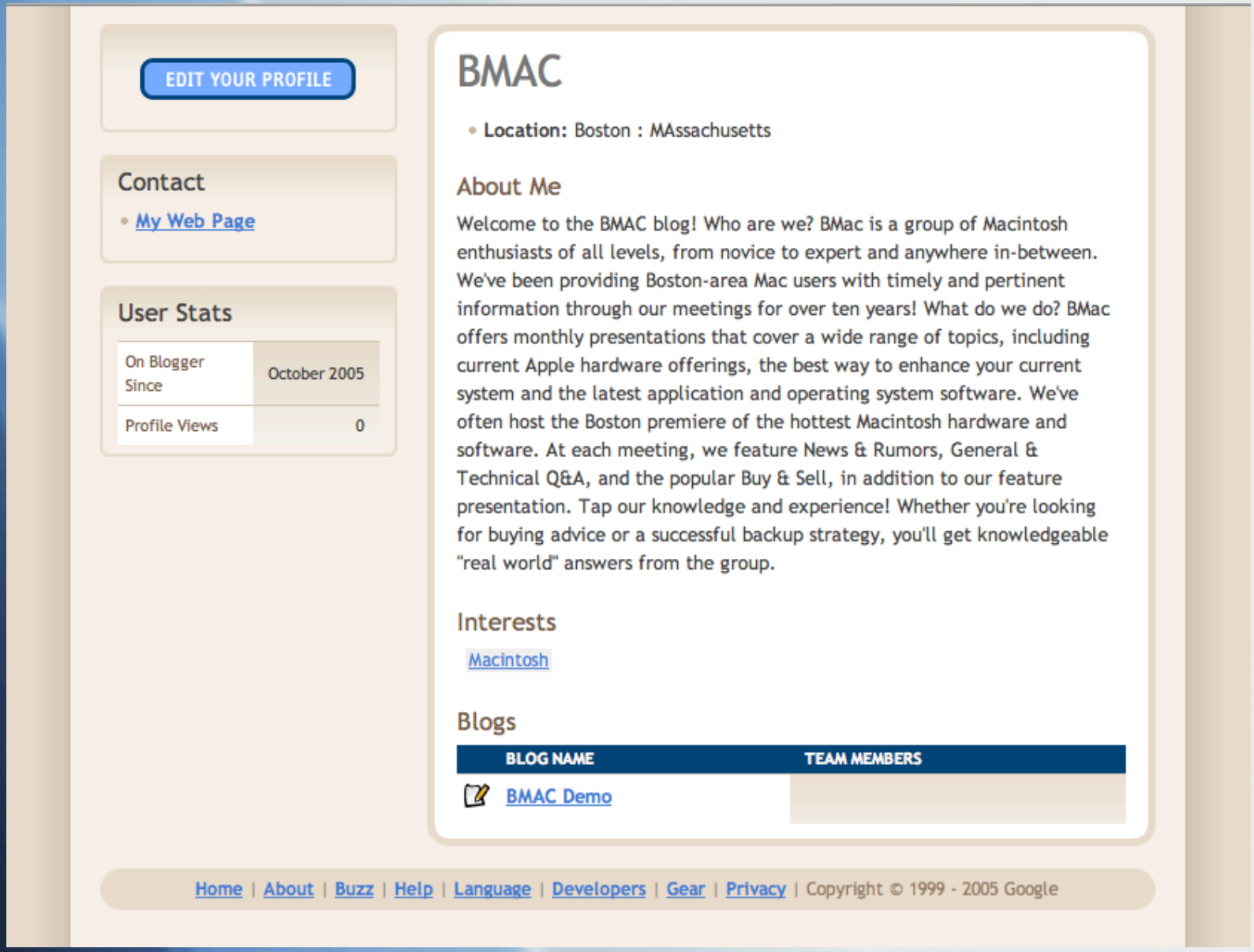

BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Archive Frequency
Monthly
Enable Post Pages?
Yes
Post Pages give each of your posts their own unique web page, in addition to appearing on your blog's front page.
Save Settings


BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
Publish Site Feed
Yes
Descriptions
Full
Select Full to syndicate the full content of your post. Select Short if you only wish to syndicate the first paragraph, or approximately 255 characters, whichever is shorter.
Site Feed URL
http://bmacdemo.blogspot.com/atom.xml
Article Footer
Enter your AdSense for Feeds code snippet to enable item-level ads in your site feed. You must also enable Post pages (in Archiving settings) and set Descriptions to Full (in Site Feed settings).
Save Settings


BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
Members
BlogSend Address
Enter an email address here to have your blog mailed to whenever you publish.
Mail-to-Blogger Address
bmacdemo.
@blogger.com
Publish
This is an address by which you can post to your blog via email. The secret name must be at least 4 characters long.
Save Settings


BMAC Demo
← Back to Dashboard
? Help
x Sign Out
Posting
Settings
Template
View Blog
Edit current
AdSense
Pick new
Make Money! Use AdSense to earn money with your blog. New easy signup.
Change the Blogger NavBar
Blue
The Blogger NavBar is a navigation bar and toolbar with a form that allows people to search just your weblog using Google's SiteSearch and gives you the ability to check out what's happening on other recently published blogs with one click. This bar replaces the advertisements that used to be displayed at the top of some blogs.
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<title><$BlogPageTitle$></title>
<$BlogMetaData$>
<style type="text/css">
/*
Blogger Template Style
Name: Snapshot: Madder
Designer: Dave Shea
URL: mezzoblue.com / brightcreative.com
Date: 27 Feb 2004
*/
Save Template Changes
Preview
Clear Edits


Blogger™
Signed in as: bmacdemo
Sign out
Back To: Dashboard
Edit User Profile
Privacy
Share my profile
Show my real name
If checked, your first and last name will appear on your profile.
Show my email address
Currently set to garrett@garrettharding.com
Show my blogs
Select blogs to display
This list of blogs will only be displayed on your user profile.
Identity
Username
bmacdemo
Required
Email Address
garrett@garrettharding.cor
Required
Display Name
BMAC
Required: The name used to sign your blog posts.
First Name


EDIT YOUR PROFILE
Contact
My Web Page
User Stats
On Blogger Since
October 2005
Profile Views
0
BMAC
Location: Boston : MAssachusetts
About Me
Welcome to the BMAC blog! Who are we? BMac is a group of Macintosh enthusiasts of all levels, from novice to expert and anywhere in-between. We've been providing Boston-area Mac users with timely and pertinent information through our meetings for over ten years! What do we do? BMac offers monthly presentations that cover a wide range of topics, including current Apple hardware offerings, the best way to enhance your current system and the latest application and operating system software. We've often host the Boston premiere of the hottest Macintosh hardware and software. At each meeting, we feature News & Rumors, General & Technical Q&A, and the popular Buy & Sell, in addition to our feature presentation. Tap our knowledge and experience! Whether you're looking for buying advice or a successful backup strategy, you'll get knowledgeable "real world" answers from the group.
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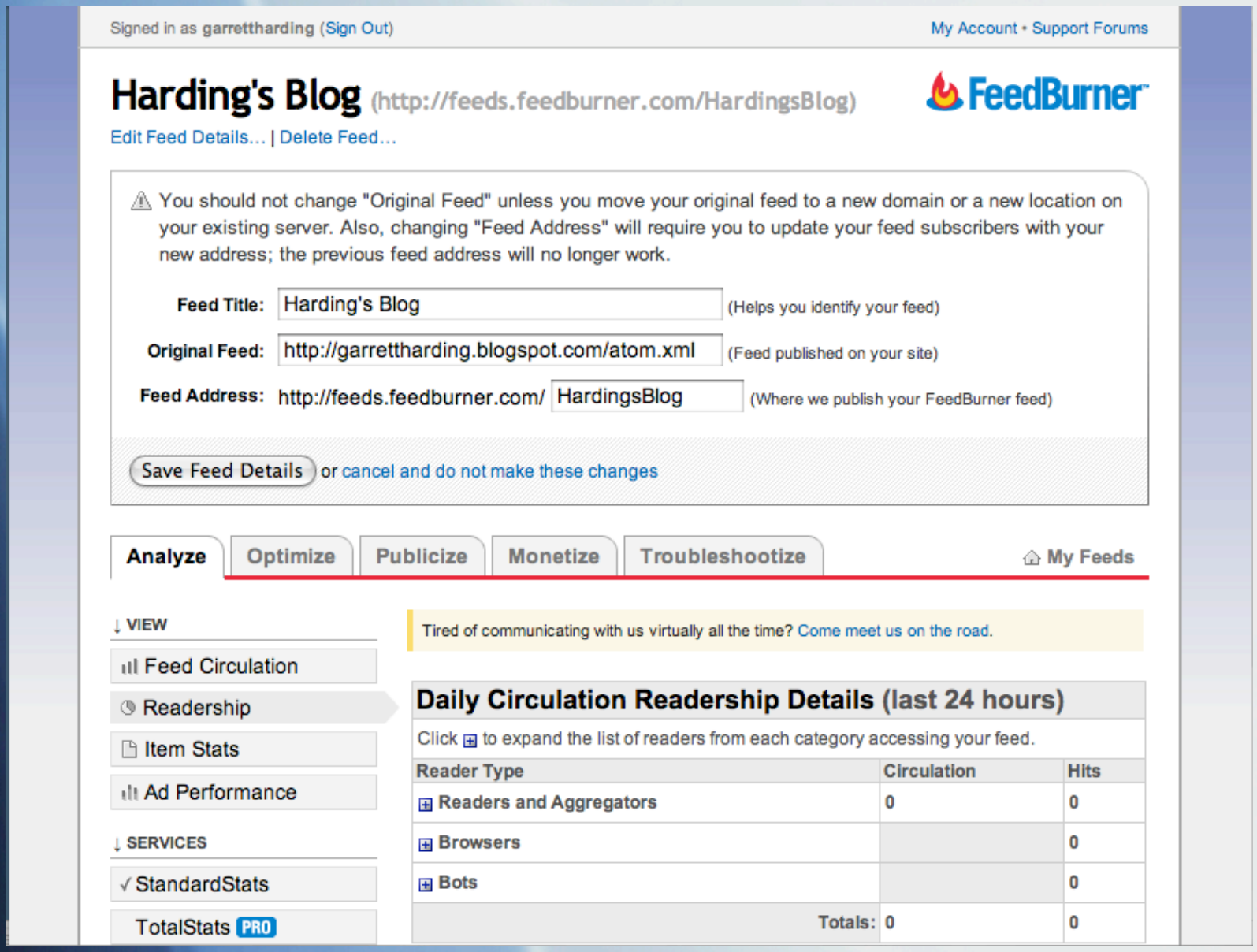
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Save Feed Details or cancel and do not make these changes
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Circulation
Hits
Readers and Aggregators 0 0
Browsers 0
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Harding's Blog

9 Total

Sir Paul

Gary Oct 2, 03:27 PM

I need to share an incredible experience last Monday, September 26th. Patti and I attended the Paul McCartney Concert. For me it ranks as the best concert I've ever seen. The opening act was a bit disappointing. It consisted of a DJ spinning Techno samplings from Paul McCartney's hits. It wasn't my cup of tea. Then a slide show appeared with Paul during the narrative. It consisted of his early days. What I always find appealing is his modesty. Here you have the wealthiest, most successful musician on the planet and he comes across like your friend down the street.

Paul began playing at 8:30 and continued without a stop until approximately 11:15. His vocals are still strong and only show the sign of aging in a few spots. The special effects were great. The effects weren't over done. They had loud bangs followed by five big balls of flame at the back of the stage. This appeared during Live and Let Die. There were also sparkler effects and colored flames at other points in the show. The colored flames appeared at the side and front corners of the stage. The colors were solid red and then solid green. I don't know how they did this but the colors were quite vivid.

Paul sang virtually every hit you could think of except When I'm 64. I assume he's saving that one. And, of course, he sang Yesterday.

Now a word about cost. I purchased the tickets from Ticketmaster minutes after they went on sale. The final cost was $140 per ticket. I bought two. Parking was $25. Food at the new Garden in Boston was $13 and 5 beers cost $30. Three shirts cost $112. Total - $460. I don;t know about you but I think this is outrageous. That kind of expense limits me to one large concert a year, maybe. Don't these people know that I would go to more concerts if they cost less?!

Now I have to admit that I'm spoiled. On the weekends I work as a bartender at the Sit N' Bull Pub in Maynard, MA. I see live music by decent bands in a small casual night club. The cover is $5 to $35 depending upon the band, with the average in the $7 to $10 range. Local bands include The Love Dogs, The Fools, Fat City, Peter Wolf, Bruce Marshall Band and BeatleJuice. It's a great deal.

Read more...

Setting Expectations

Gary Sep 22, 11:07 AM

As I recently said in my podcast (patriotcast), It is always important to set expectations. I will now attempt to set expectations

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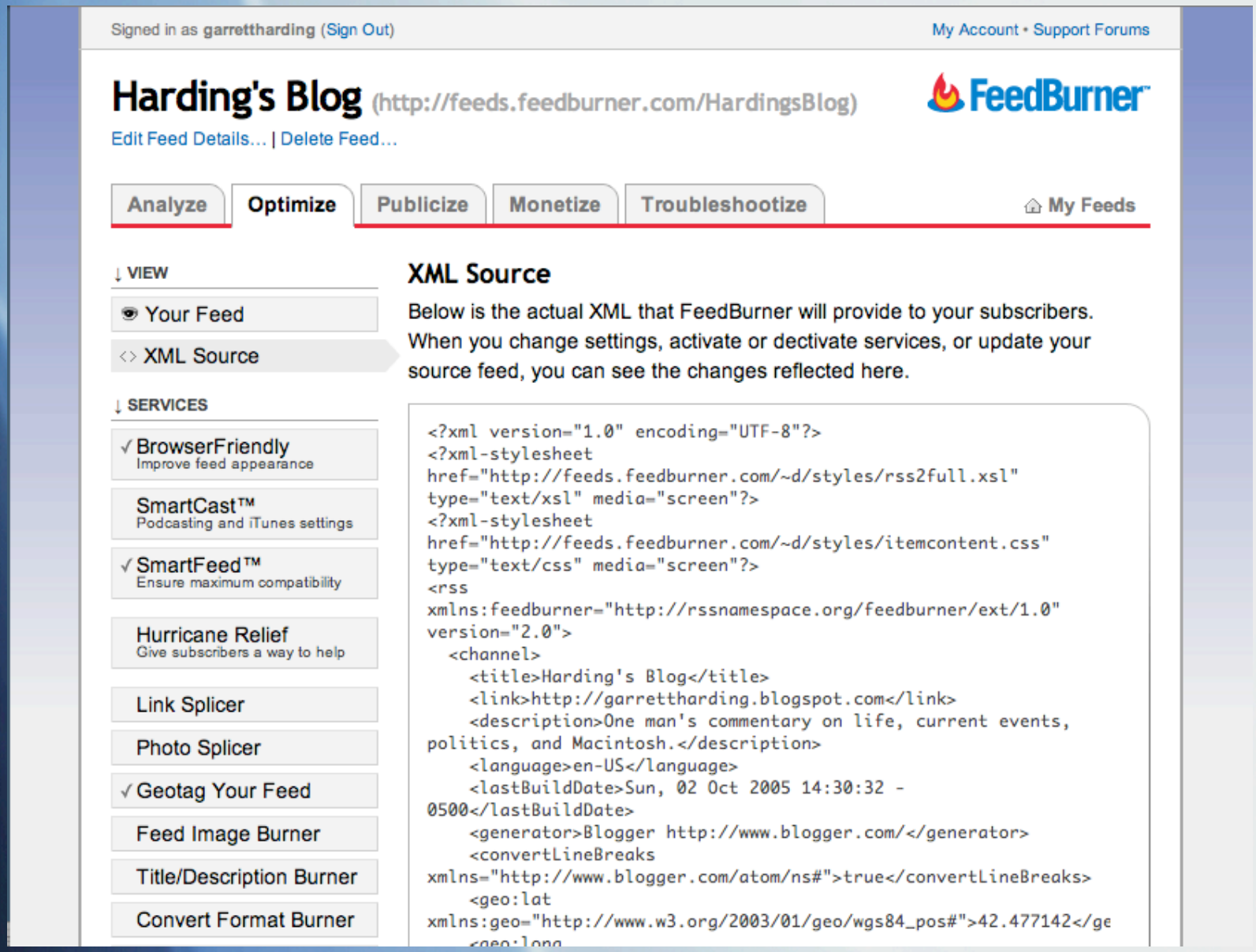
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Ensure maximum compatibility
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Give subscribers a way to help
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XML Source
Below is the actual XML that FeedBurner will provide to your subscribers. When you change settings, activate or dectivate services, or update your source feed, you can see the changes reflected here.
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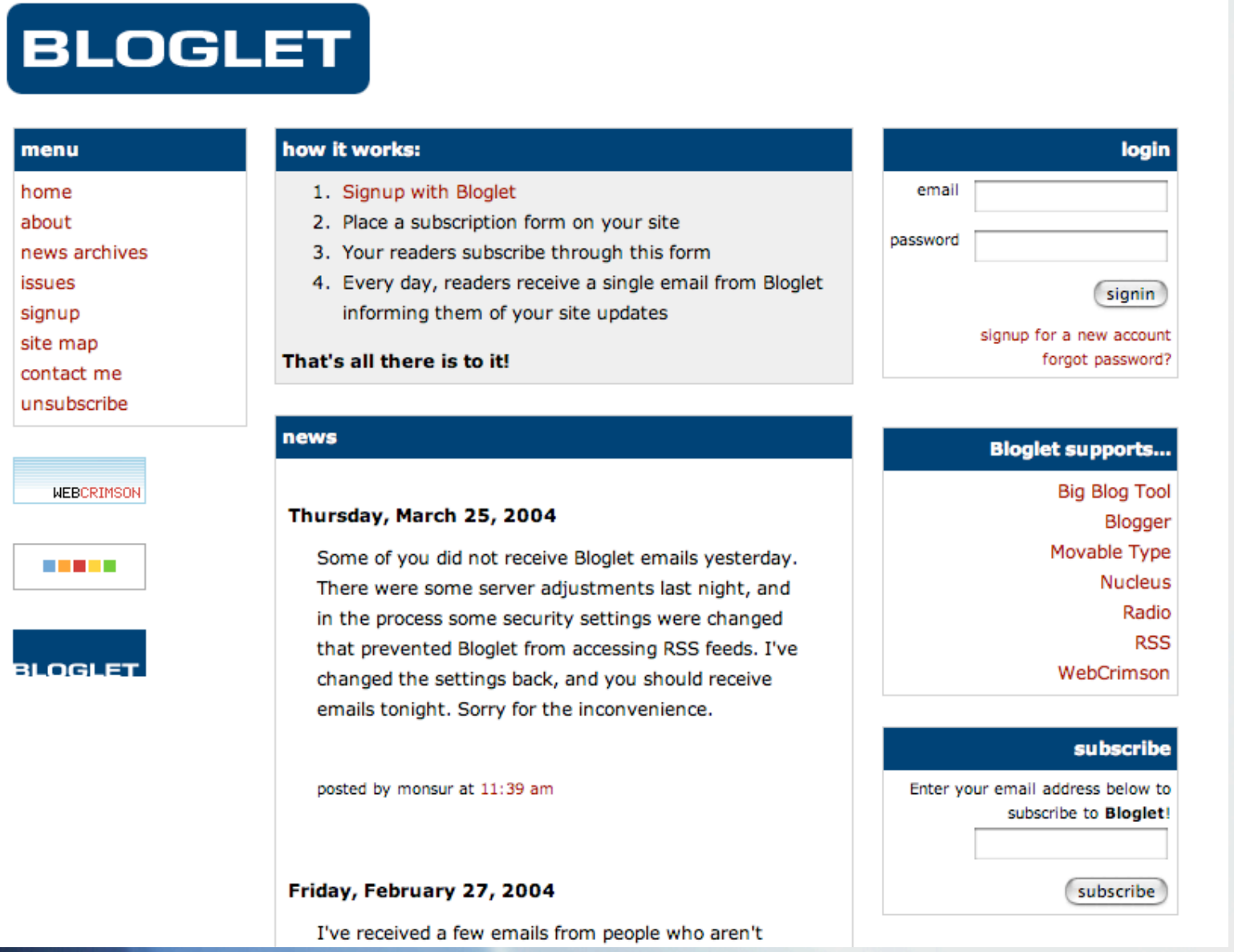
SUNDAY, OCTOBER 02, 2005
Sir Paul
I need to share an incredible experience last Monday, September 26th. Patti and I attended the Paul McCartney Concert. For me it ranks as the best concert I've ever seen. The opening act was a bit disappointing. It consisted of a DJ spinning Techno samplings from Paul McCartney's hits. It wasn't my cup of tea. Then a slide show appeared with Paul during the narrative. It consisted of his early days. What I always find appealing is his modesty. Here you have the wealthiest, most successful musician on the planet and he comes across like your friend down the
ABOUT ME
GARRETT (GARY) HARDING
ACTON, MASSACHUSETTS, UNITED STATES
Grew up in Lexington, MA and attended Lexington public schools. I have a Bachelor of Science in Accountancy from Bentley College and a MBA from Babson College. I have been a resident of Acton, MA for

Getting the Word Out

- Timely and Interesting Content
- Posting to Other Blogs
- Distribution Services
  - Bloget
  - Technorati
  - Daypop
  - Blogdex
  - Popdex

Providing an Email Subscription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2. Place a subscription form on your site
3. Your readers subscribe through this form
4. Every day, readers receive a single email from Bloglet informing them of your site updates
That's all there is to it!
news
Thursday, March 25, 2004
Some of you did not receive Bloglet emails yesterday. There were some server adjustments last night, and in the process some security settings were changed that prevented Bloglet from accessing RSS feeds. I've changed the settings back, and you should receive emails tonight. Sorry for the inconvenience.
posted by monsur at 11:39 am
Friday, February 27, 2004
I've received a few emails from people who aren't
login
email
password
signin
signup for a new account
forgot password?
Bloglet supports...
Big Blog Tool
Blogger
Movable Type
Nucleus
Radio
RSS
WebCrimson
subscribe
Enter your email address below to subscribe to Bloglet!
subscribe

Google AdSense

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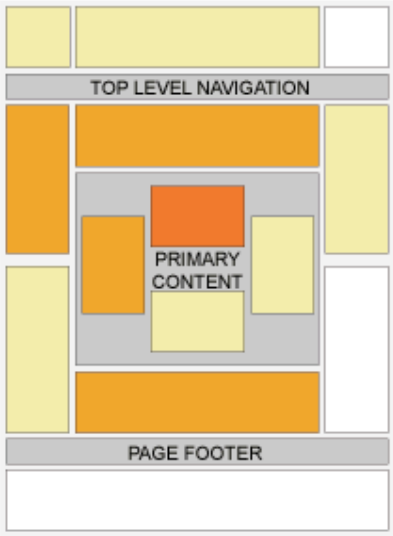
Optimization Tips

Where should I place Google ads on my pages?

The best placement for Google ads varies from page to page, depending on content. Here are a few questions to ask yourself when considering where to position your ads:

- What is the user trying to accomplish by visiting my site?
- What do they do when viewing a particular page?
- Where is their attention likely to be focused?
- How can I integrate ads into this area without getting in the users' way?
- How can I keep the page looking clean, uncluttered and inviting?



Certain locations tend to be more successful than others. This "heat map" illustrates these ideal placements on a sample page layout. The colors fade from dark orange (strongest performance) to light yellow (weakest performance). All other things being equal, ad placements above the fold tend to perform better than those below the fold. Ads placed near rich content and navigational aids usually do well because users are focused on those areas of a page.

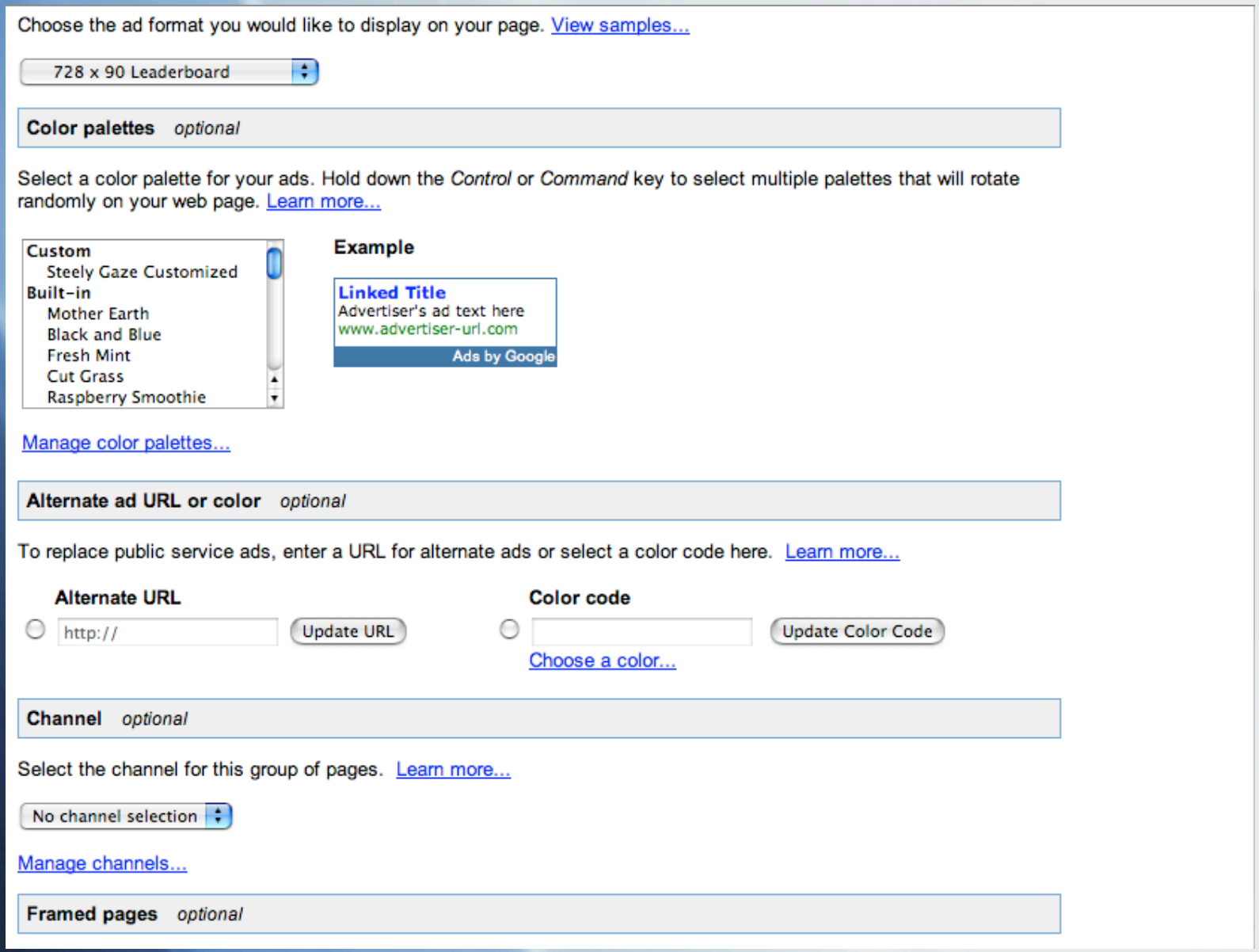
While this heat map is useful as a positioning guideline, we strongly recommend putting your users first when deciding on ad placement. Think about their behavior on different pages, and what will be most useful and visible to them. You'll find that the most optimal ad position isn't always what you expect on certain pages.

For example, on pages where users are typically focused on reading an article, ads placed directly below the end of the editorial content tend to perform very well. It's almost as if users finish reading and ask themselves, "What can I do next?" Precisely targeted ads can answer that question for them.

Which ad format should I use?

As a rule of thumb, wider ad formats tend to outperform their taller counterparts. The reader-friendly format has a lot to do with this. Readers absorb information in thought units (that is, several words at a time). The wider format lets them comfortably read more text at a glance without having to skip a line and return to the left margin every few words as they would be forced to do with a narrower ad. The wider ad format also lessens the likelihood of readers leaving the ad unit altogether.

Google AdSense
garrett@garrettharding.com - Log Out - Invite a Friend - Contact Us - Help
Search AdSense Help
Reports
AdSense for Content
AdSense for Search
My Account
Ad layout code | Ad colors | Channels | Competitive Ad Filter
Use the form below to generate code for your website. You may place this code on any of your web pages or websites that comply with our program policies. You can specify custom colors, ad layouts, alternate ad URLs or colors, and reporting channels.
For information on designing your ads and webpages to maximize revenue, please read our AdSense Optimization Tips.
Ad Type
Choose the ad unit type you would like to display on your page.
Ad unit
Use my default account setting
(Default: text and image ads. Change)
Link unit
4 links per link unit
Learn more about image ads...
Learn more about link units...
Ad Layout
Choose the ad format you would like to display on your page. View samples...
728 x 90 Leaderboard
Color palettes optional
Select a color palette for your ads. Hold down the Control or Command key to select multiple palettes that will rotate randomly on your web page. Learn more...
Custom
Example


Choose the ad format you would like to display on your page. View samples...
728 x 90 Leaderboard
Color palettes optional
Select a color palette for your ads. Hold down the Control or Command key to select multiple palettes that will rotate randomly on your web page. Learn more...
Custom
Steely Gaze Customized
Built-in
Mother Earth
Black and Blue
Fresh Mint
Cut Grass
Raspberry Smoothie
Example
Linked Title
Advertiser's ad text here
www.advertiser-url.com
Ads by Google
Manage color palettes...
Alternate ad URL or color optional
To replace public service ads, enter a URL for alternate ads or select a color code here. Learn more...
Alternate URL
http://
Update URL
Color code
Update Color Code
Choose a color...
Channel optional
Select the channel for this group of pages. Learn more...
No channel selection
Manage channels...
Framed pages optional

Choose a color...

Channel *optional*

Select the channel for this group of pages. Learn more...

No channel selection

Manage channels...

Framed pages *optional*

Select this option if your page uses frames. Learn more...

Ad will be placed on a framed page.

Your AdSense code

Click anywhere in this box to select all code.

You may paste this code into any web page or website that complies with our program policies. For more help with implementing the AdSense code, please see our Quick Start Guide.

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google_color_text = "666666";
```

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- Questions?