

Chapter 1

WORLD OF BLOGGING

Let me introduce you to....

Your !



Personal diary at Web or Internet or Website....

It is quite possible that you would have heard about blogs. They are **very popular** across **internet** and **social media**.

These are some categories of blogs that you might have come across

- ✚ Travel blog
- ✚ Photography blog
- ✚ Food blog
- ✚ Political blog
- ✚ Entertainment blog

But,

What is Blog:

Before we look into the informal or technical definition of blog. Let me first ask you !

What is a diary or journal ?

Write down your thoughts on diary in the below space...

- ✓ -----
- ✓ -----
- ✓ -----
- ✓ -----

Diary - Is a **book** in which you can **write down things**

- ✚ you want to **do**...
- ✚ you have to **remember**...
- ✚ what **happens** to you every day...
- ✚ **places** you want to **visit**...
- ✚ your favourite **memory**...

In other words

Diary is your personal space where you can write anything you want. It is also your choice whether to show that diary to someone or not.

Similarly,

Blog is also your diary but on internet. A digital diary !

Technical Definition / Meaning of blog:

A **blog** (a shortened version of “weblog”) is an online journal or informational **website** displaying information in **reverse chronological order**, with the **latest posts** appearing **first**, at the **top**. It is a platform where a writer or a group of writers share their views on an individual subject.

Why should you consider writing a blog:

There are many reasons! They can be categorized into personal or business reasons.

Personal reasons –

- May be you just want to keep track of your daily diet !
- May be you just want to write your monthly study progress !
- May be you just want to write your daily routine !
- May be you just want to write a story !

Business reasons – Let's assume that you are an owner of multi-cuisine restaurant. Blogging can help

- You to update your customer regarding any new event !
- You to promote your new recipe !
- You to let your customer know about your speciality !
- You to grab attention of new customers !
- You to update your potential customers regarding ambience by means of pictures and videos !

So, the main purpose of a blog is to connect you with your relevant audience.

Examples: Let us look into some of the blogs which are publicly available!

- **First example** we are going to look into is
“<https://icodet.com/blogs/f/icodet>”

Go ahead and open the above url !

You should be seeing something like this picture.

Remember, a blog is like a diary. You can put anything in the blog.

Similarly, this blog tells the visiting audience about
“iCodeT's Story”.

How did the company started, what was the problem we were trying to solve and so on...

iCodeT
4 June 2020

iCodeT simply pronounced as “I Code It”



- **Second example** we are going to look into is “<http://traveltalesfromindia.in/>”

Go ahead and open the above url !

In the above URL you will find blogs written by “*Mridula Dwivedi*” on “Going Places in India”, “Covid”, “Dress Code”, “Food” and so on.

Mridula Dwivedi has been writing on her blog [Travel Tales from India](#) for almost **12 years** now.

It began with just articles about **travel in India**, but as she has expanded her horizon since she gave up her academic career and decided to focus solely on writing, her blog now covers articles from her personal travels **outside India** as well. Whether it is about **how to handle the monsoons of Kerala** or **where to stay in the deserts of Rajasthan**, this blog has you covered.

So you see ! How useful the blogs can be !

Research: By now you are familiar with the concepts of “Internet Surfing”, “Blogs”, “Website” and “URL”.

This research based exercise is for you to

- Surf the Internet for 3 meaningful blogs
- Locate their URL
- Write the summary about these blogs

Blog 1:

- URL: _____
- Summary: _____

Blog 2:

- URL: _____
- Summary: _____

Blog 3:

- URL: _____
- Summary: _____

Blog 4:

- URL: _____
- Summary: _____

Blog 5:

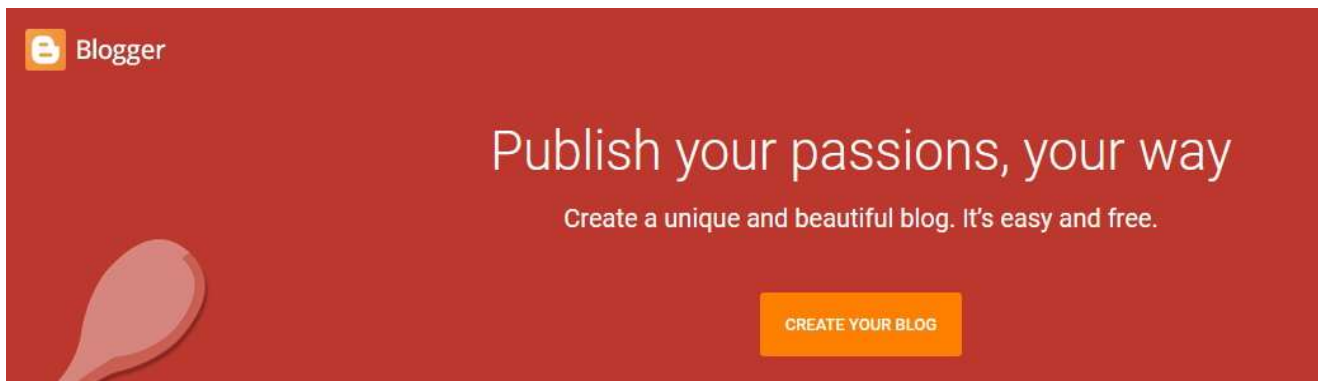
- URL: _____
- Summary: _____

Step-by-Step creation of Blog:

Following are the steps on how to create your first blog using “Google’s Blogger” platform. The steps mentioned here are latest at the time of writing the book. Depending upon the future “Blogger’s software update”, these steps may vary! Contact your instructor if you find it difficult to follow the exact steps.

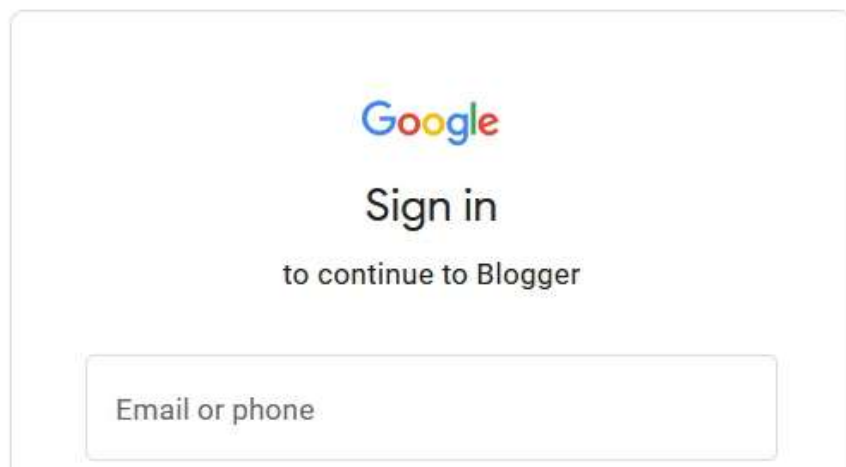
Step 1: Locate and Launch “<https://www.blogger.com/>”

- ✚ Open your web browser
- ✚ Type the url <https://www.blogger.com/>
- ✚ And “Enter”
- ✚ This should open the home page of “blogger”



Step 2: Click on “CREATE YOUR BLOG”

- ✚ You will see a labelled box “CREATE YOUR BLOG”
- ✚ Click on it !
- ✚ This will take you to the “Sign IN” box



Step 3: Enter your “Gmail ID” and “Password”

- ✚ At the “sign in” page. Enter your credentials like “Gmail ID” and “Password”.
- ✚ Click on NEXT.
- ✚ If you have entered the right credentials than it will take you to the bloggers home page.

Here You have two options

- Template Based – You have to provide Title Name and Summary before hand Or,
- SKIP and DO these later.
- For now we will continue to provide what it asks and not skip anything !

Step 4: Choose a name of your blog

- ✚ This is going to be the title or name of your Blog.
- ✚ So Enter the meaningful blog name and
- ✚ Click on NEXT.



The screenshot shows a web form titled "Choose a name for your blog". Below the title is a subtitle: "This is the title that will be displayed at the top of your blog." There is a text input field with the placeholder text "Title" and the entered text "iCodeT Test Blog". A red underline is visible under the input field, and a character count "16/100" is shown on the right side. At the bottom of the form, there are three buttons: "SKIP" (highlighted in orange), "CANCEL", and "NEXT" (highlighted in orange).

Step 5: Choose a URL of your blog

- ✚ This is going to be the URL of your Blog.
- ✚ This is how you will access your blog on the internet.
- ✚ This is also how the others can access your blog.
- ✚ So Enter the meaningful blog URL and
- ✚ Click on NEXT.
- ✚ Also note the url for future reference.

Choose a URL for your blog

This web address is how people will find your blog online

Address

icodetblog .blogspot.com

This blog address is available.

PREV CANCEL NEXT

Step 6: Confirm your display name

- ✚ This is where the name of blog's author is displayed.
- ✚ So provide your display name.
- ✚ Click on FINISH.

Confirm your display name

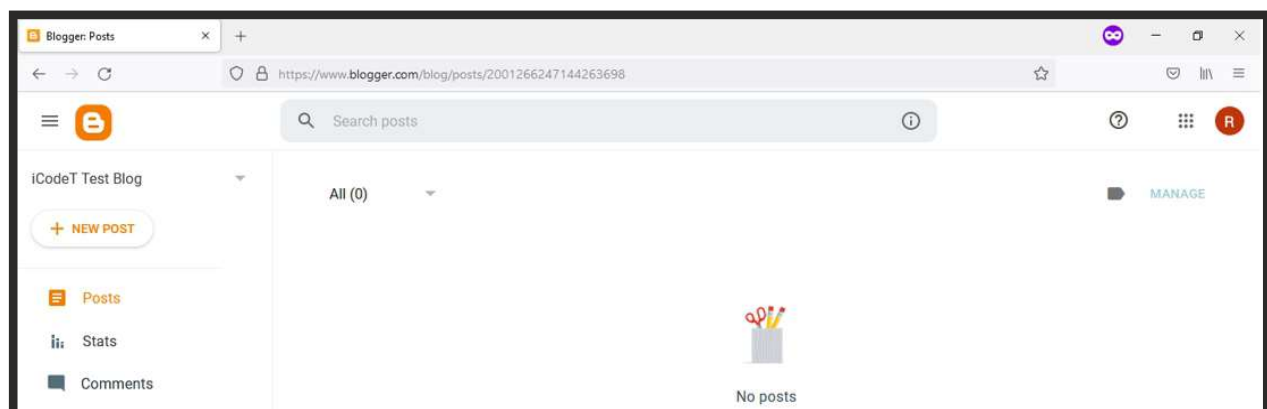
How do you want your name displayed to readers of your blog?

Display name

Rahul Hinduja 13/200

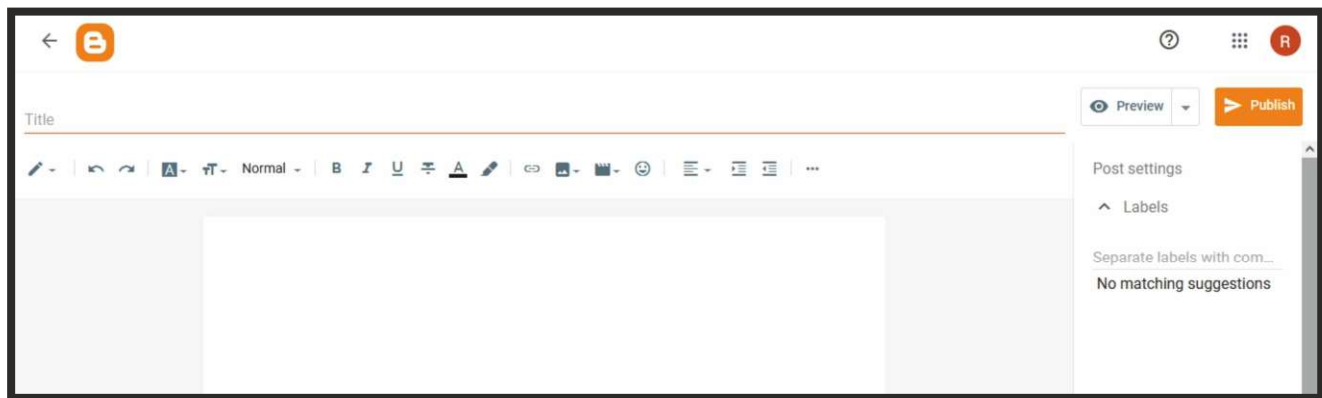
PREV CANCEL FINISH

You should now see the below page



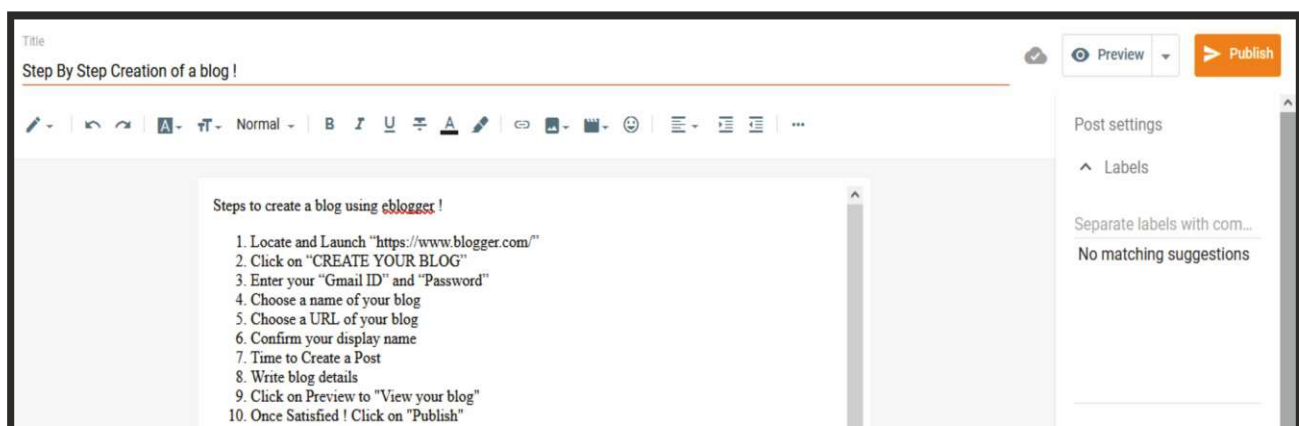
Step 7: Time to Create a Post

- ✚ Locate and Click on “NEW POST”
- ✚ This shall open a new page like shown below to create a Post



Step 8: Write blog details

- ✚ Fill the title space with the name of your new post
- ✚ Write text or add pictures or anything you like in the “body” space of the blog
- ✚ For example



Step 9: Click on PREVIEW

- ✚ As a best practice, you should always use the “Preview” functionality to validate the blog content.

Step 10: Write down the URL

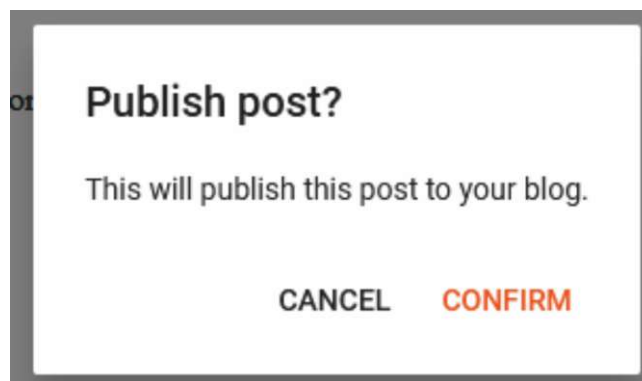
- + You can find the public url of your blog under “Permalink”.
- + Write it down for future reference.
- + Note that it is the same url which you gave at step 5.
 - o In our case
<https://icodetblog.blogspot.com/>

^ Permalink

<https://icodetblog.blogspot.com/2021/08/step-by-step-creation-of-blog.html>

Step 11: Once Satisfied ! Click on “Publish”

- + Once you are satisfied what you see on the preview page, click on “Publish”.
- + It will open a new window asking your confirmation.
- + Click on “Confirm”.
- + This will publish your post to your blog.
- + You will be return to your blogs home page.



Wow ! You have now made your first Blog

Step 12: Access your blog !

- + As you have created a post on your blog page. Its time to access it.
- + You can either go to your blog page. The URL is same as you gave in Step 5.
 - In our case <https://icodetblog.blogspot.com/>
- + Or, you can directly access with the full URL you wrote it down at Step 9.
 - <https://icodetblog.blogspot.com/2021/08/step-by-step-creation-of-blog.html>



Now, Write your own blog and provide the following information.

Blog :

- URL: _____
- Summary: _____

