

GUIDE

## How to create a beautiful blog

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## 1 Introduction

There are a lot of tools available to create a blog. They are addressed to different persons from novice to professional.

This document is a tutorial to help you to create your own blog. We consider that you are not an expert, that's why we choose a tool designed for anyone: *Overblog*.

To practice this tutorial, you need an internet connection and a valid email address.

## 2 Sign up on overblog

The first step is to sign up on overblog. Let's see how to do this:

1. First, open your web browser (for example *Internet Explorer*  or *Google chrome* .
2. Go on *Google*, type *overblog* in the search bar and validate. Then click on this link:

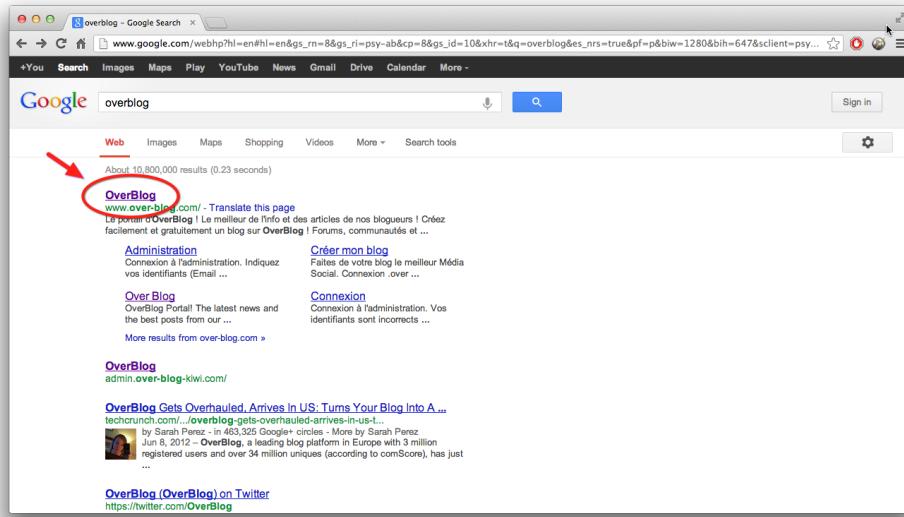


Figure 1: Overblog's link

Or you can also type in your address bar this link <http://en.over-blog.com/>

3. Now, you have to sign up. Go at the bottom of the page and click on *Sign up now* like this:

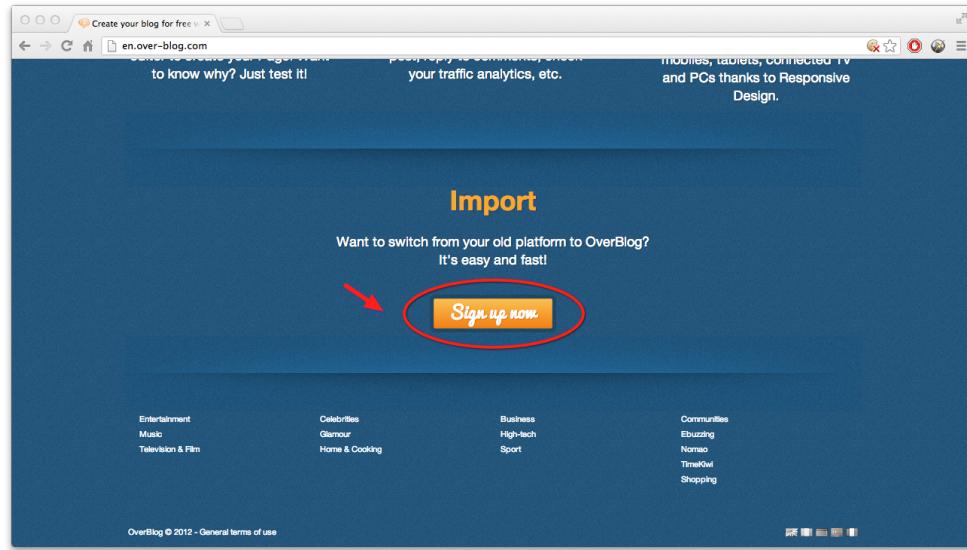


Figure 2: Sign up button

4. Then you are redirected to this page:

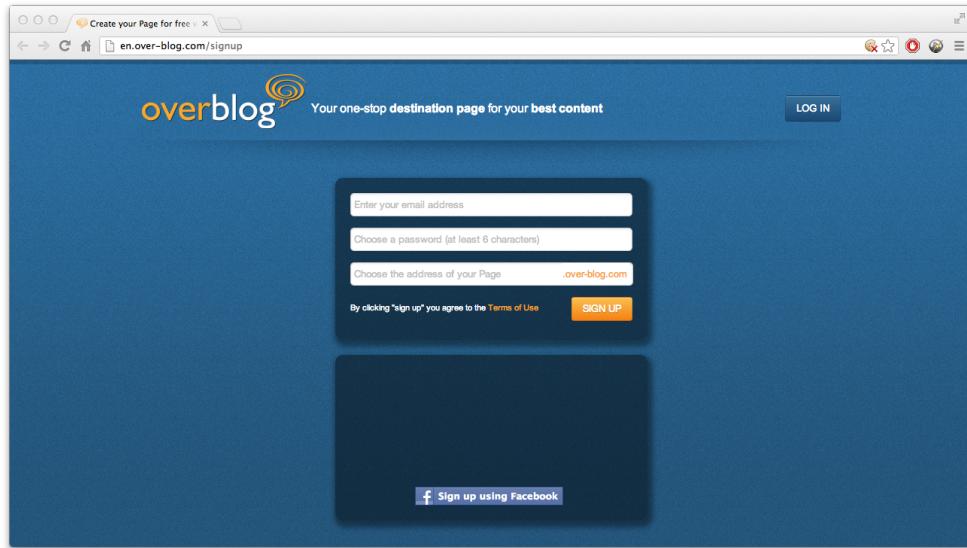


Figure 3: Sign up page

You have to provide a valid email address because in the next step you have to confirm your registration by clicking a link which is sent on it. Moreover, you have to enter a password and the beginning of the address you want for your blog (you have no choice for the end of the address, it must end with *.over-blog.com*). Here is an example:

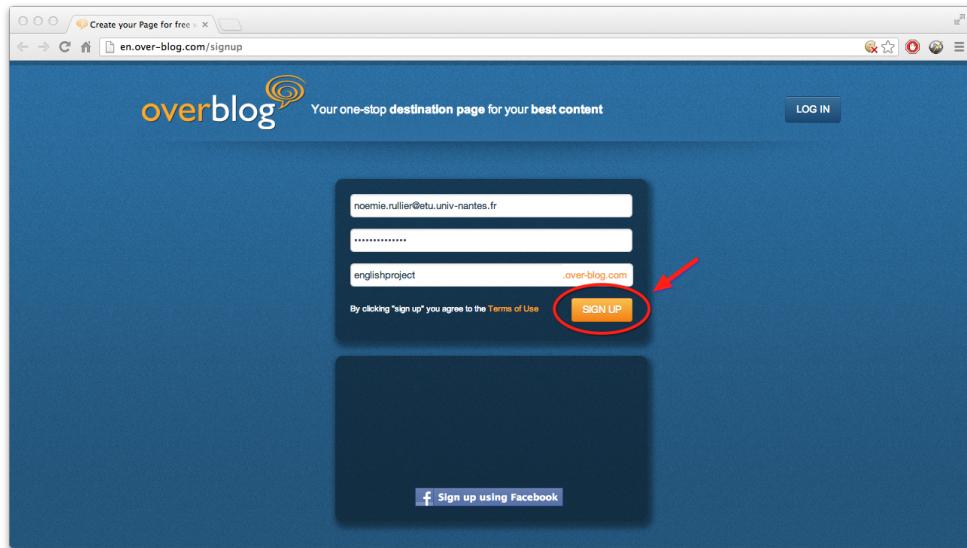


Figure 4: Sign up page with values

Then click on *SIGN UP*.

5. Then you are redirected on this page:

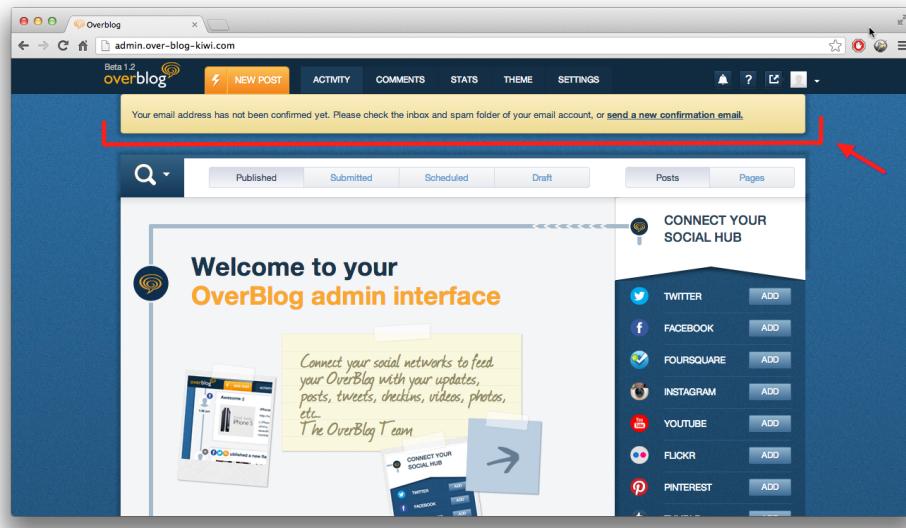


Figure 5: Email address not confirmed

You can see that you have not confirmed your email address yet. Open your personal information manager, and open the mail sent by *marie@overblog.com*. If you don't see this mail, refresh your email box or look for it in your spam folder. The mail should look like that:

Dear OverBlogger,  
 Thank you for registering englishproject.over-blog.com on OverBlog. To complete the registration process, you need to confirm your email address by following the link below:  
<http://connect.over-blog-kiwi.com/en/signup/confirm-0007da1811000846e55166ad42a92f4b>  
 Thank you and happy blogging.  
 The OverBlog team  
 www.overblog.com ( <http://en.overblog.com> )

Figure 6: Email send by overblog

Click on the link surrounded in red. You will be redirected on this page:

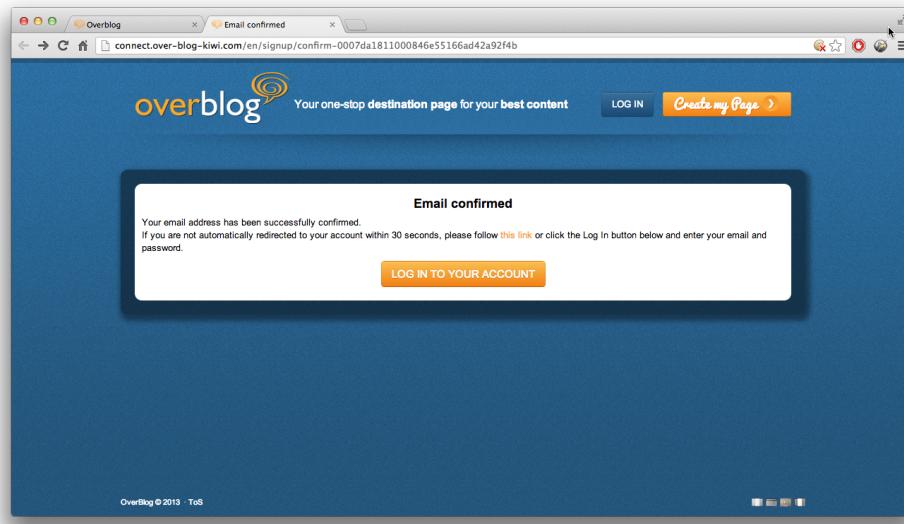


Figure 7: Email address confirmed

To confirm the validation of your account, you are redirected to this page:

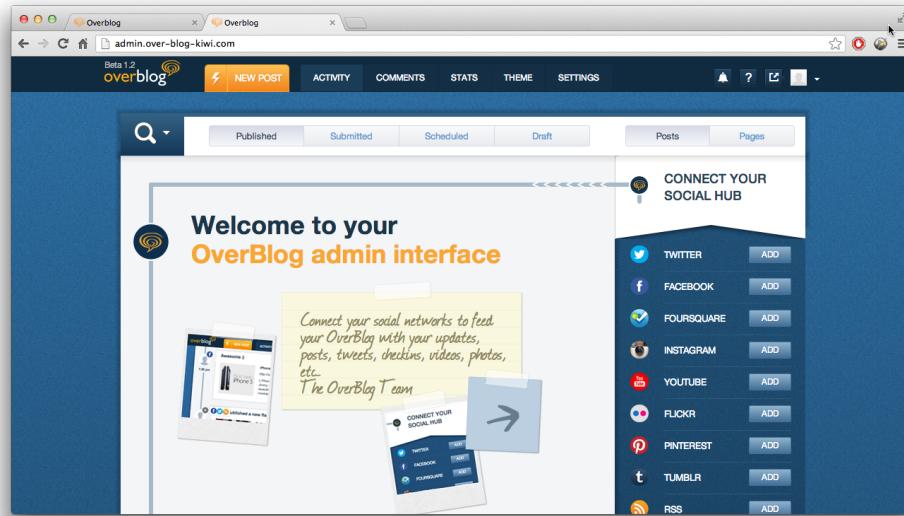


Figure 8: Overblog's home page

You are now ready to use your blog !

### 3 Create an article

Now that you got your own blog set up, let's add some content !

#### 3.1 Textual content

##### 3.1.1 Posting

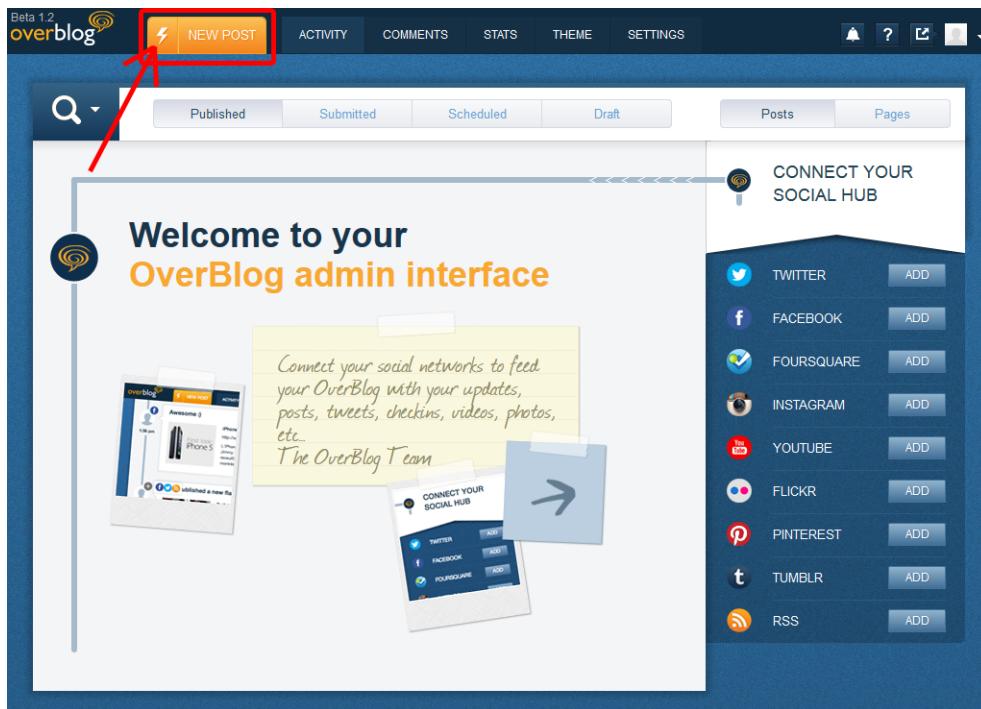


Figure 9: The flash icon will allows to quickly create a new post

For a quick start, we will first try to create a new "post" on our blog. Using the word post instead of article will help us to determine if we are talking about just a little text with or without any additional media or if we talk about a real blog article which will benefit of more advanced edition features.

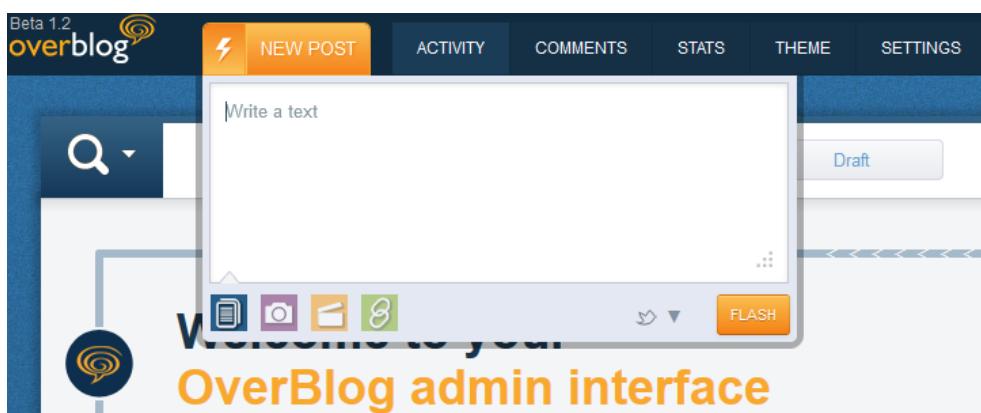


Figure 10: Writing a basic post

Click the "FLASH" button at the bottom-right corner to publish this post when you are happy with it.

### 3.1.2 Creating quality articles

If you would like to start creating a good blog article, you should start using the "NEW POST" button to get access to the advanced article editor with many useful features.

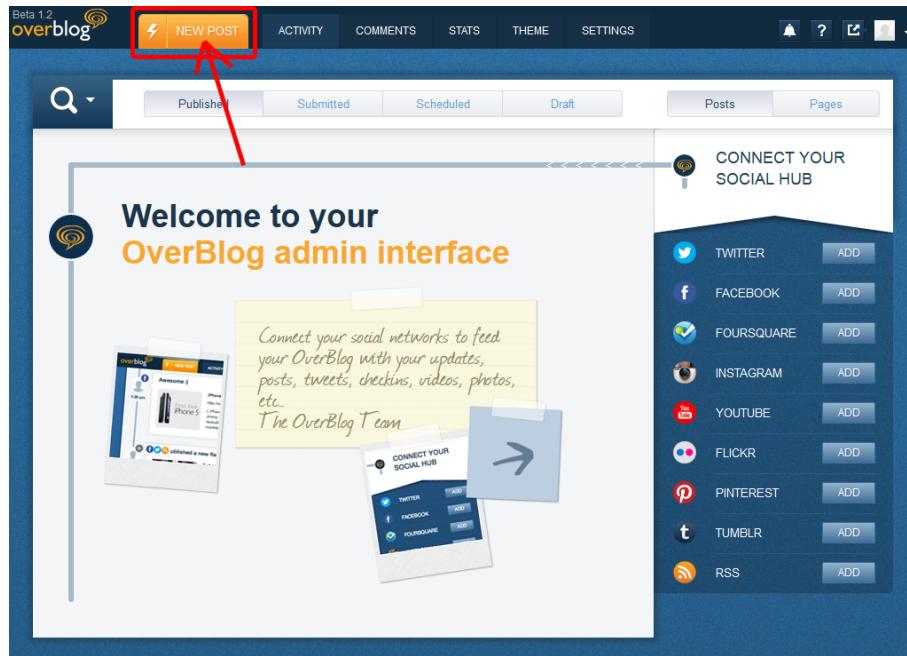


Figure 11: Producing a real article

You have to give a main title to your article but keep in mind that it is important to find a good title to make your article sound interesting to the visitors of your blog.

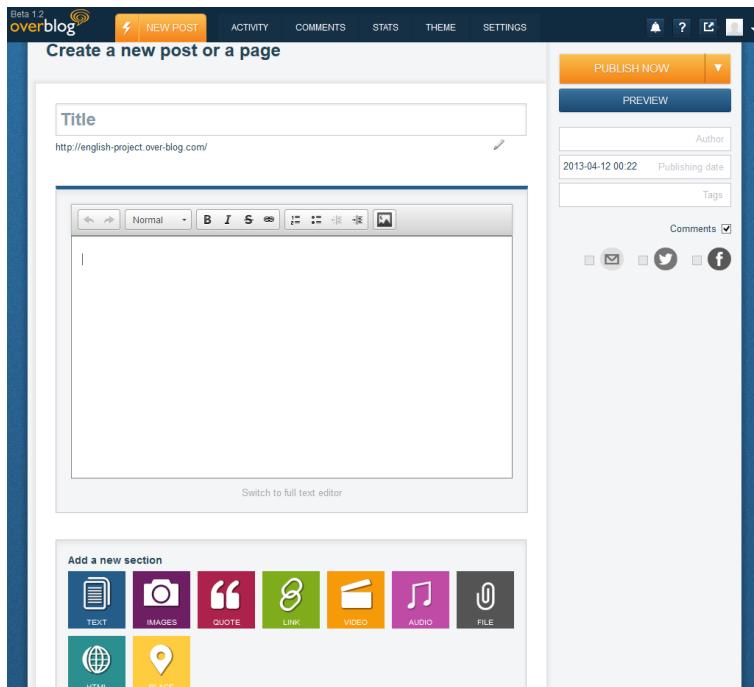


Figure 12: Building an article

Don't hesitate to structure your article with titles using the "format" selector to build the title hierarchy. Another useful feature for structuring your article is the possibility of using lists ; these lists can be ordered or not.

You can also emphasize the keywords in your text with the italic button.

### 3.2 Articles and posts management

When an article or a post is published or saved, it instantly appear in the posts/articles list.

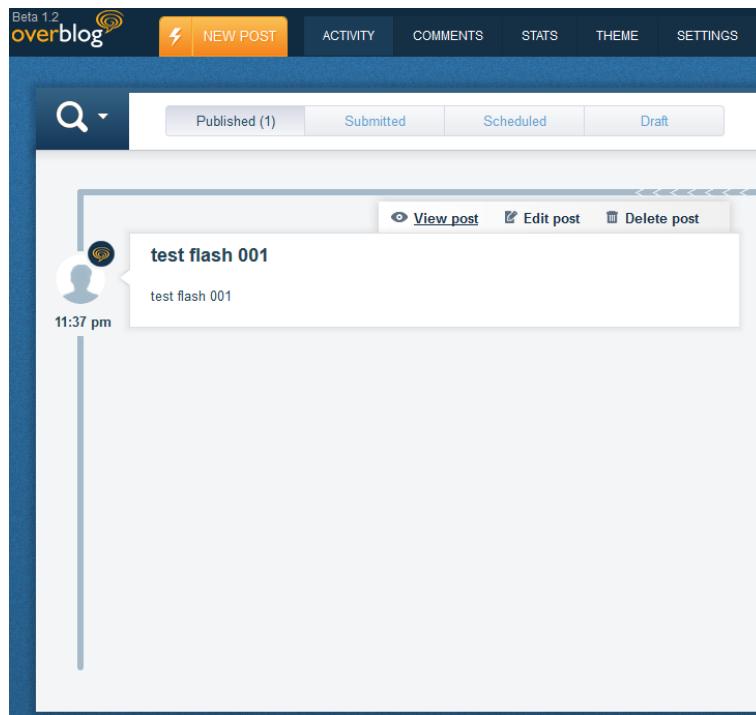


Figure 13: Manage all the posts and articles listed below once created

By clicking "View post", you will be able to view the post/article as it is rendered on the pages of your blog for your visitors.

If an article or a post needs revision, click the "Edit post" link to update the post/article or simply use the "Delete post" link to get rid of it.

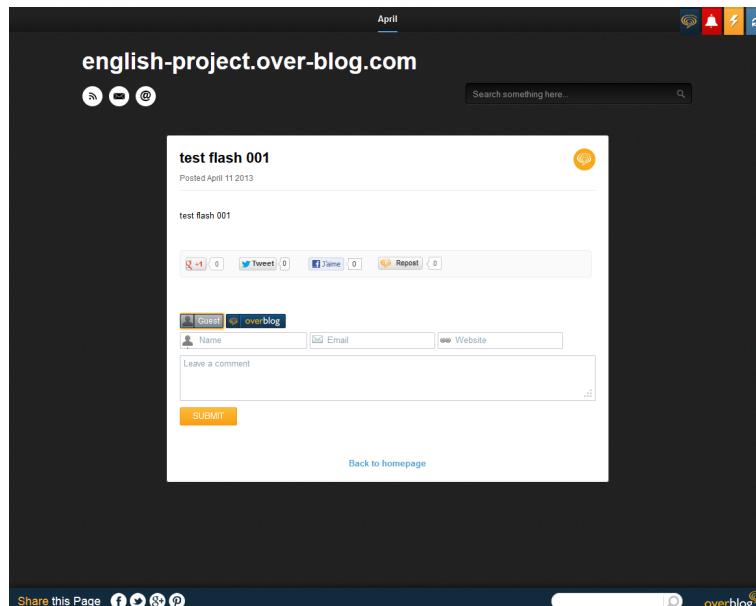


Figure 14: It is possible to watch the post or article through the eyes of a blog's anonymous visitor

### 3.3 Add some multimedia content

Including a picture or a song to your article can just be with an illustration purpose, of course, but it would be great, if your article is about a photograph or a movie, to include an extract of it into the page to appeal the reader.

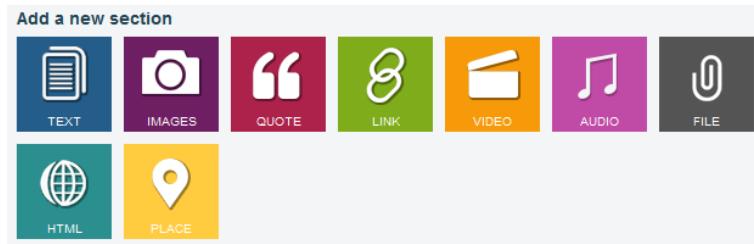


Figure 15: It is possible to watch the post or article through the eyes of a blog's anonymous visitor

The multimedia features will allow you to include graphics, images, audio recordings, videos, files to share, internet links, geographical Points Of Interest and quotations. Advanced users can even include html parts of code for a better flexibility of the article.

Feel free to discover all the tools given by the editor. The important is that the result will be worth the time spent on mastering the use of these tools.

## 4 Pimp your blog

### 4.1 Basics

With Overblog it is very simple to customize your blog. On the header, you can click on the theme button to access to theme customization page.



Figure 16: Part of the header

When you are on the theme customization page, on the left panel you can see all the different themes you can apply on your blog. There is something for everyone... So when you select a theme you can see the preview, and to apply the theme you should click on the save button, or click on the cancel button if you want to keep the previous theme.

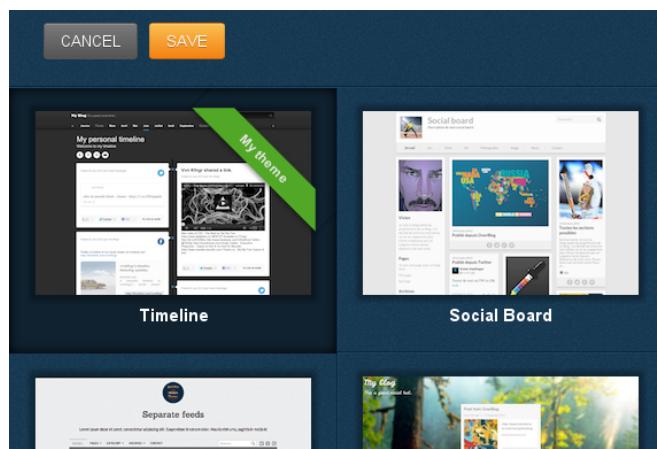


Figure 17: The theme chooser

### 4.2 Advanced customization

Overblog also provides a configuration for themes. These are not detailed in this document because there are many options. Moreover, these options can be different from one theme to another. It is also possible to modify the page HTML code directly and see the preview. It is discouraged to use this mode except if you are a confirmed user.

## 5 Sharing it

### 5.1 Social linkage

The first time you come to the *Overblog admin interface* you cannot miss this Panel.

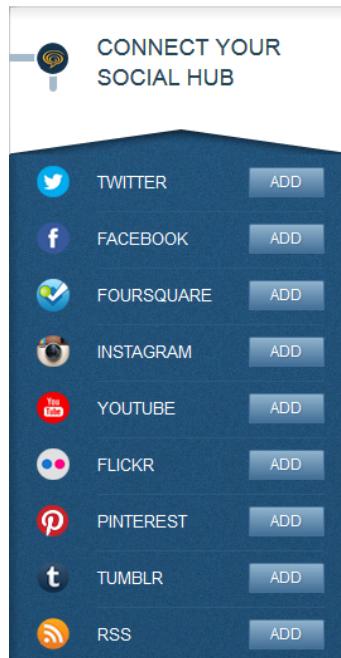


Figure 18: Share panel

You can use it by clicking one of the buttons, like the Facebook button (if you have a Facebook account). Then agree with their proposal. With this linkage, you can feed your blog ! You are not obliged to rewrite your Facebook publications.

In another way, this linkage can allow your blog to ask your "friends" to see your blog.

### 5.2 Publish it on your favorite social networks !

You can like your publications, or quote it by using the bar just under it.



Figure 19: Like bar

You are also able to share your article, even your blog, on your favorite social network. You just need to click on one of the following buttons.



Figure 20: Share bar

### 5.3 Purpose

But why do all that ? To make your friends come to see your blog, comment it, like it, and share it with their own friends ! So more and more people can come to your blog and see your kiwi jam ! So let's do it.

## 6 Conclusion