

A guide to writing a blog for Cuban Adventures

This document is to help you write a blog if you've never done one before.

Here are a couple of related blogs as examples to look at...

- Example #1 - <http://www.travelnation.co.uk/blog/cuba-highlights-an-8-day-adventure-with-the-locals>
- Example #2 - <http://cuba-turquino.blogspot.com.au/>

Websites to use

Two good websites to use seem to be

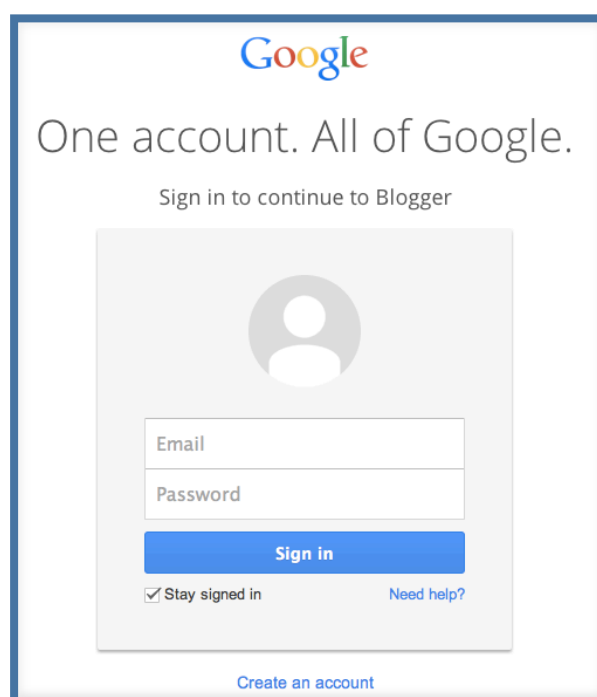
- **wordpress.com** and
- **blogger.com**

This guide is written for blogs written on **blogger.com**.

Gmail account

To write a blog on **blogger.com** you'll need to either create a gmail account or sign in your gmail account if you already have one.

Go to **blogger.com** and you will be prompted to sign in or otherwise create an account.



Title of your Blog

Once you have signed in, to create your blog, you can click on the "new blog" button, and you will be asked to make a **title** for the blog and the **web address** for the blog.

Blogs List > Create a new blog

Title

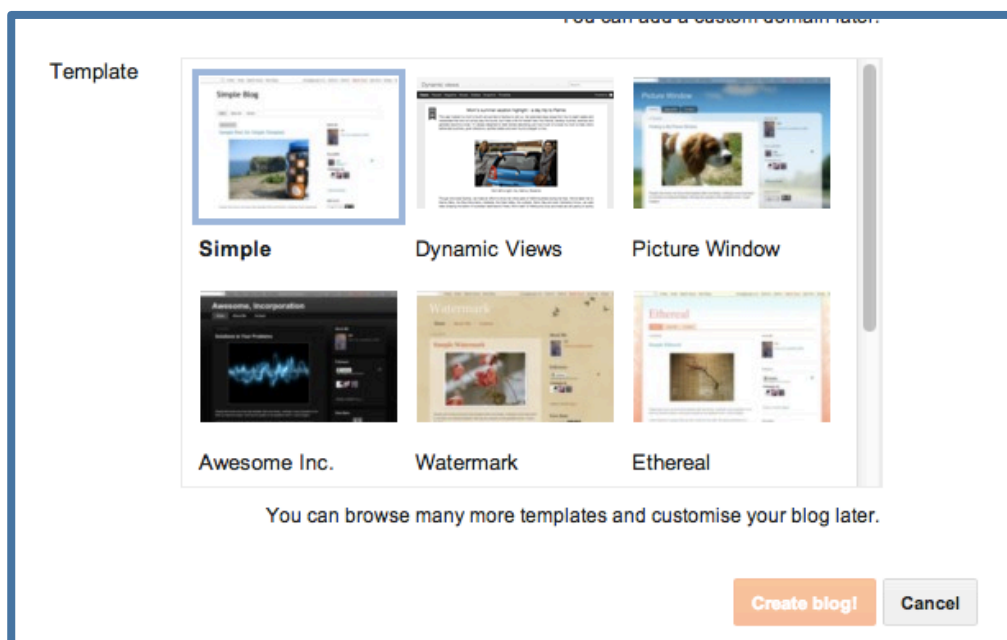
Address This blog address is available. wikiHow

You can change the **title** of the blog at a later stage.

Important

For both the **Title** and the **Address**, for our purposes it will be useful to include the words “cuba” and “tour”.

Choose a template



For my blog (example #2 above), I used the “simple” template, and this had more than enough features and options for my liking. For your first blog, its probably the way to go.

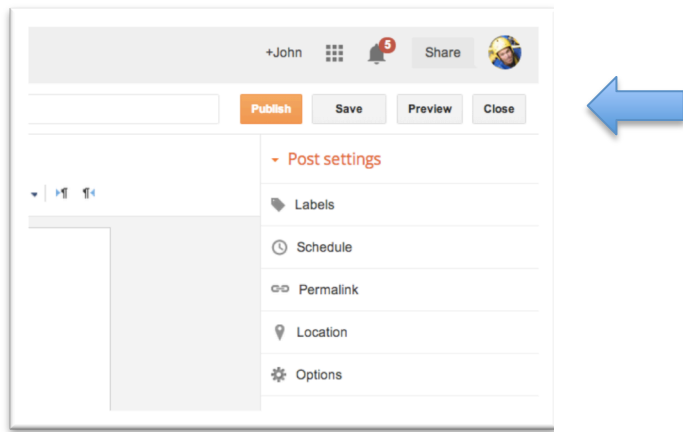
Start Blogging

Click on “start blogging” or “start posting”. This will open the screen to compose your first “post” in the blog.

However it might be better for your competition blog entry, to write your content in a “page” format rather than as a “post”. Posts are configured so that you keep adding new material in separate posts every day.

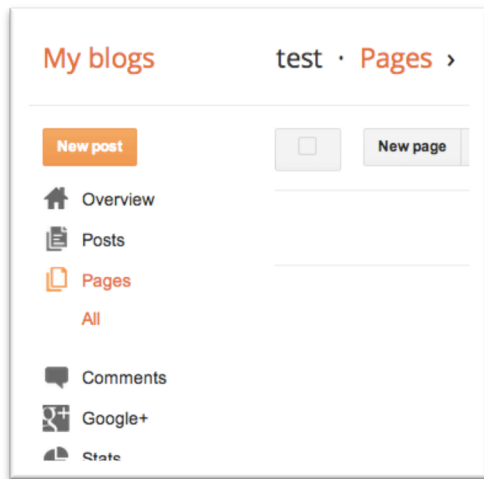
The below method is to compose a “page” , however the same methods apply for “posts” , so you can do that if you prefer.

To get to the “page” section, click on “close” near the top right of the screen.



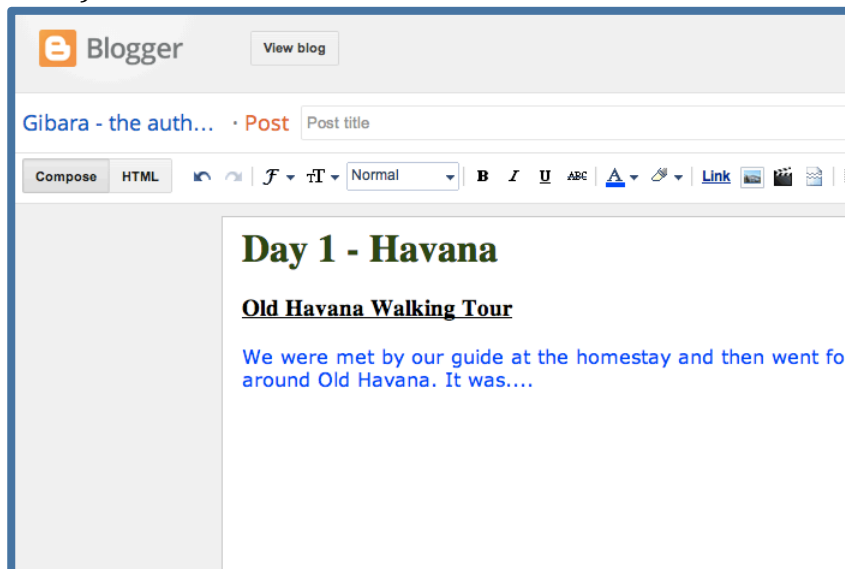
This will take you out of the “post” into the main section.

Click on “pages”.



and then on “create new page”

Use the “compose” mode and make **headings** for different sub-sections of your page using the editing buttons at the top (similar to a word processing document or rich text in an email).



Photos

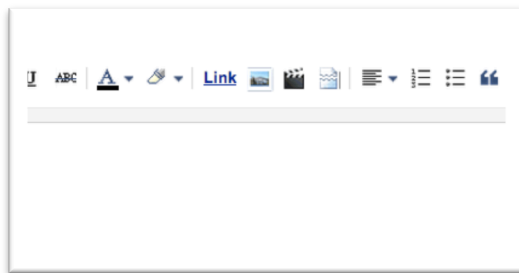
I suggest using plenty of photos as they make the blog look attractive. To insert photos click on the editing button next to the “link” button.

Photo Captions

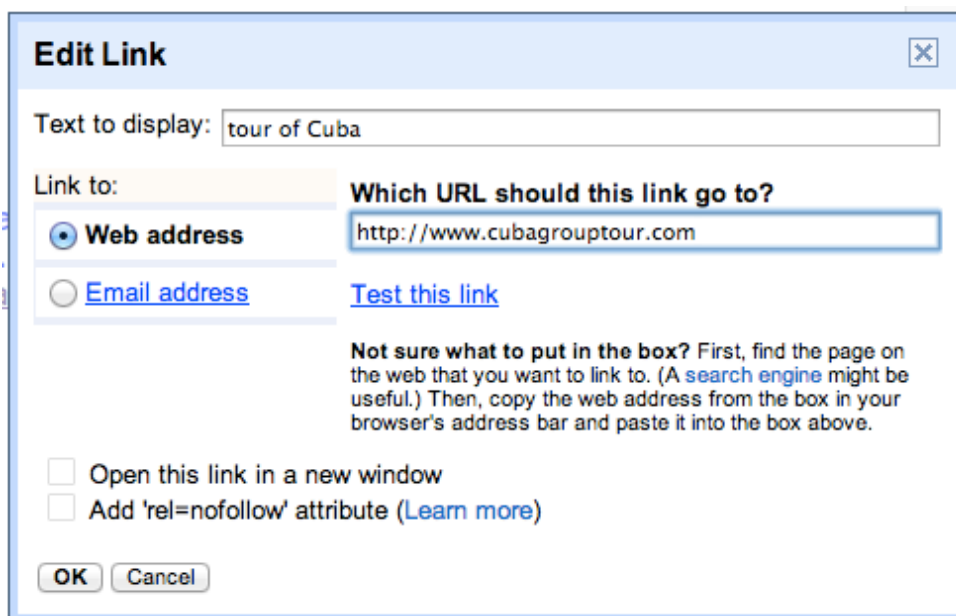
You can add captions to your photos by clicking on the photo after you have added it to your blog, then select “add caption”.

Links

It is most useful to us if you put a link from the actual text in your blog to our website. If the text you use for the link contains the words “cuba” and “tours”, then that’s ideal for us. For example if you write “We plan to do a tour of Cuba with Cuban Adventures – www.cubagrouptour.com”, the best thing for us is if you make a link from the words “tour of Cuba” or “tour of Cuba with Cuban Adventures”. To do this you highlight the words you want to use as a link, and then click on the “link” button...



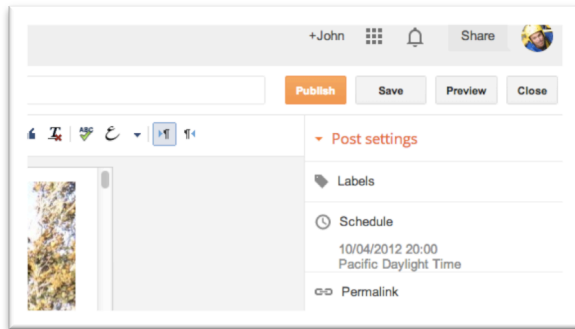
The following window will open up on your screen...



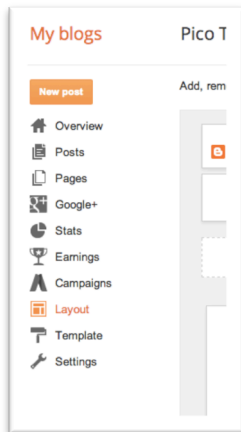
The important thing is to include the <http://www>. Part of the web address.

Editing the Page

“Save” your text of the “page” (or “post”), then click on “close”.



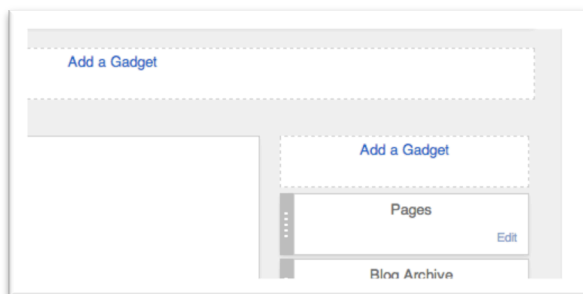
Now to format the look of your page you can click on “layout”



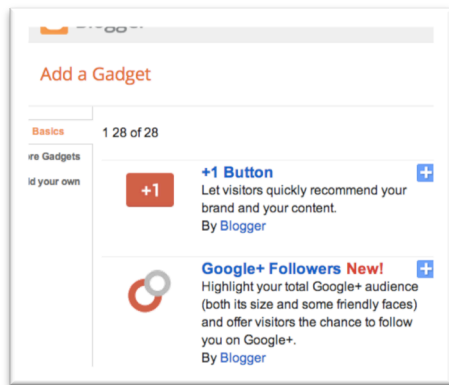
Layout

There are some interesting features you can add here to your blog.

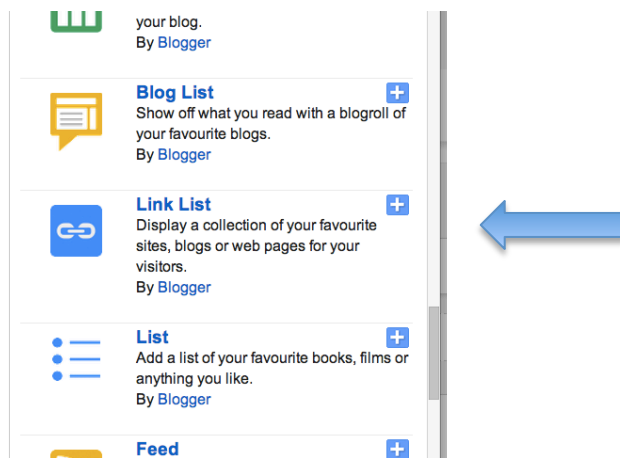
Eg. Link List – add a list of links from your blog to other sites by adding a “Gadget”, either to the sidebar or to the menu bar.



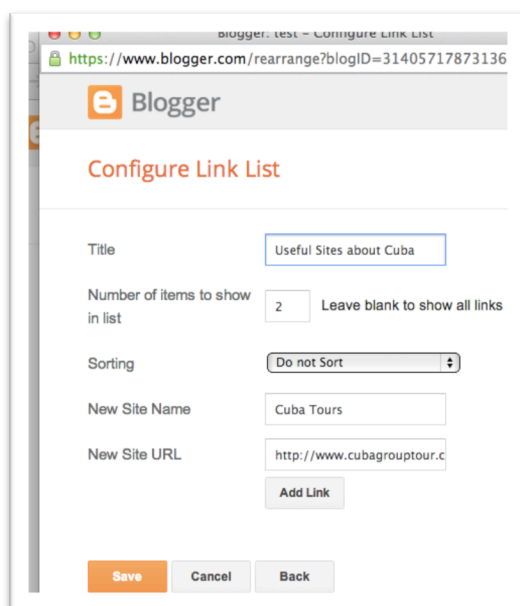
Click on “add a gadget”



Scroll down the list of different gadgets until you find “link list”

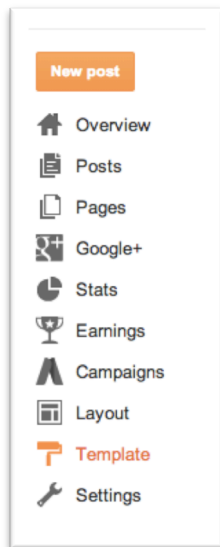


You can make your own “Title” for the Link List eg “Useful Sites about Cuba”



Template

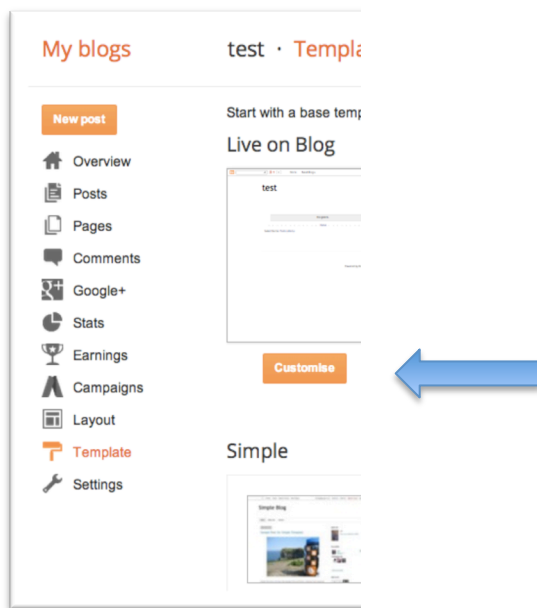
In the “template” section, you can change the look and background of your page



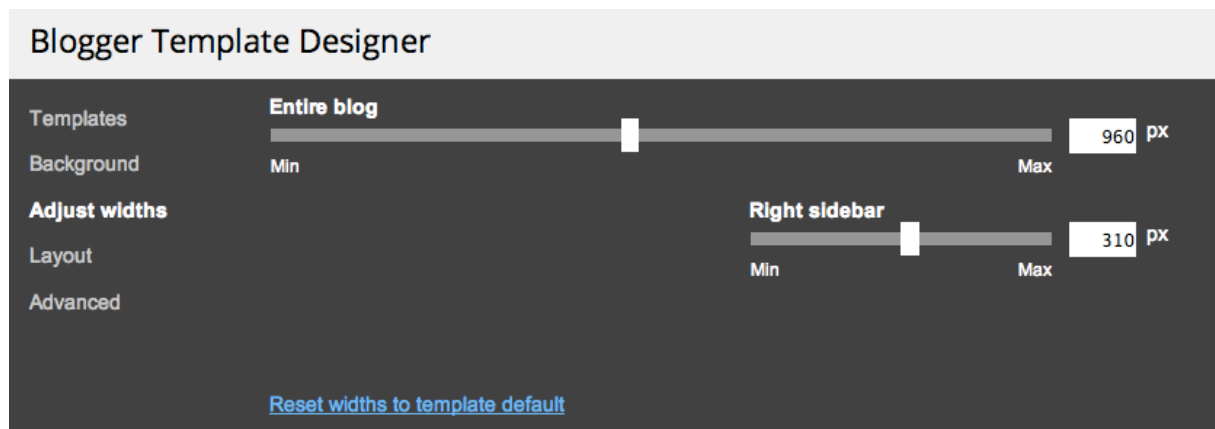
one of the “simple” templates is fine for your first blog.

Customise

You will probably find you need to “customise” the template to get the blog looking how you want it to.



In these settings, I found the “adjust widths” feature quite useful...



With this I was able to chose the extra-large size for my photos* and fit them in the main column of the page.

*to size your photos on your page, in edit mode, click on the photo and some options will appear.

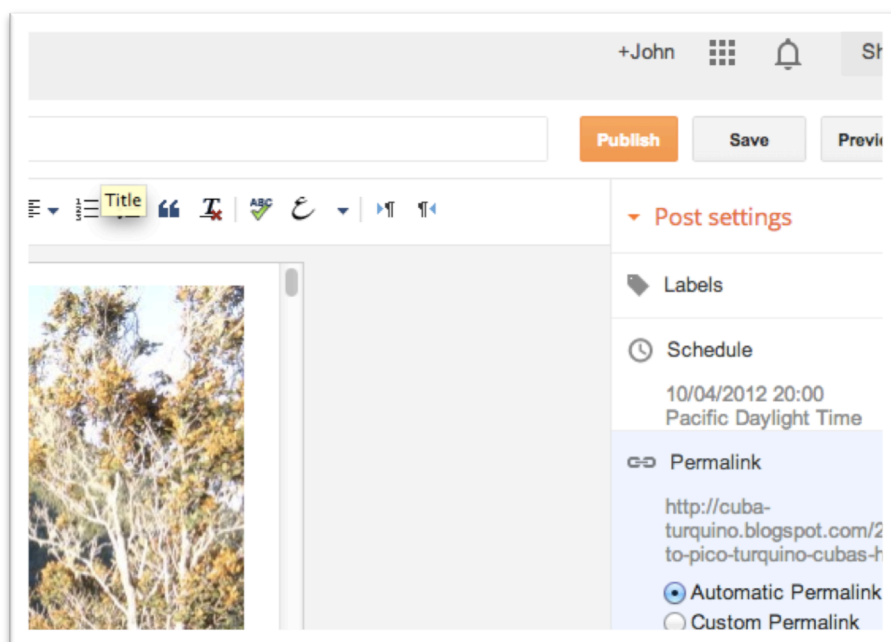
There are other features in the “customize” section that are simple to play with to get your page looking great!

Publish your blog

Once you have finished writing your blog, adding photos, etc you can publish it.

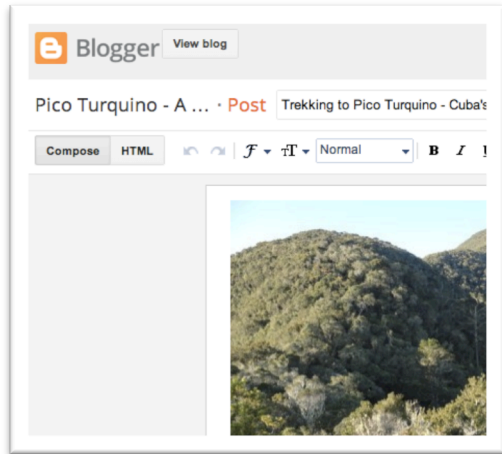
After publishing, you can still go back and edit your page and blog. The term they use for this is to “update”.

The publish button is inside the “post” or “page” section of your blog when you are in edit mode.



Share your blog

Tell your friends about your blog by sharing on Facebook and other social media. To do this you click on “view blog” from any of the editing windows of the blog.



The new tab that opens will have the blog “url” in the web browser address bar...



Select and copy the text of this address and paste into your facebook post.

Note

I hope you have found this easy to follow and helpful. Let me know any improvements I could make to it.

Thanks!

John

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