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

## 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.

	Google
On	e account. All of Google. Sign in to continue to Blogger
	9
	Email
	Password
	Sign in
	Stay signed in Need help?
	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 asked to make a **title** for the blog and the **web address** for the blog.

Blogs L	ist > Create a new blog
Title	Test
Address	Test98543 .blogspot.com
	This blog address is available. wikiH

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

Template				
	Simple	Dynamic Views	Picture Window	
			Ebered Teres T	
	Awesome Inc.	Watermark	Ethereal	
	You can brows	e many more templates a	and customise your blog later.	-
			Create blogi	Cancel

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.

	+John 🏢 📌 Share 🚳	4
	Publish Save Preview Close	
	✓ Post settings	
•   M1 114	Labels	
	() Schedule	
	GD Permalink	
	Location	
	🎄 Options	

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

UNCK UN Pages	Click on	"pag	es".
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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 – <u>www.cubagrouptour.com</u>", 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...

Edit Link	×
Text to display: tour of Cu	ba
Link to:	Which URL should this link go to?
<ul> <li>Web address</li> </ul>	http://www.cubagrouptour.com
O Email address	Test this link
	Not sure what to put in the box? First, find the page on the web that you want to link to. (A search engine might be useful.) Then, copy the web address from the box in your browser's address bar and paste it into the box above.
Open this link in a new window Add 'rel=nofollow' attribute (Learn more)	
OK Cancel	

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

# **Editing the Page**

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

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	Publish Save Preview Close	
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1	Labels	
	() Schedule	
· ····································	10/04/2012 20:00 Pacific Daylight Time	
1.4	C-D Permalink	

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

My blogs	Pico T
New post	Add, rem
A Overview	
Posts	•
Pages	
Q <sup>+</sup> Google+	
Stats	
P Earnings	
Campaigns	
Layout	
Template	
🖋 Settings	

# <u>Layout</u>

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.

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les		
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Click on "add a gadget"



Scroll down the list of different gadgets until you find "link list"

-	your blog. By Blogger	
	Blog List Show off what you read with a blogroll of your favourite blogs. By Blogger	
eə	Link List Display a collection of your favourite sites, blogs or web pages for your visitors. By Blogger	
:=	List + Add a list of your favourite books, films or anything you like. By Blogger	
	Feed 🛨	

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

Biogge	
Blogger	eanange:biogiD=51405717675156
Configure Link Li	st
Title	Useful Sites about Cuba
Number of items to show in list	2 Leave blank to show all links
Sorting	Do not Sort
New Site Name	Cuba Tours
New Site URL	http://www.cubagrouptour.c
	Add Link
Save Cancel	Back

# <u>Template</u>

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

Ne	w post
Ħ	Overview
Ē	Posts
Ľ	Pages
Q+	Google+
¢	Stats
Ŷ	Earnings
A	Campaigns
	Layout
T	Template
ø	Settings

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...

Blogger Template Designer					
Templates Background	Entire blog Min			Max	960 px
Adjust widths Layout Advanced			Right sidebar Min	Max	<sub>310</sub> рх
	Reset widths to template default				

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 you 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...

		BOOKMARKS V	
   	cuba-turquino.blogspot.con	m.au pre <del>▼</del> Next Bloga	< <u> </u>
	Pico	Turqu	

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!

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