



The National B2B Centre
Helping growing businesses make smart e-business decisions

Creating a Blog

Starting a blog is quick, easy and free.

All you need to do is go online and visit one of the many blog providers. Some of the most popular are:

www.blogger.com
www.blog.co.uk
www.bloglines.com

If you visit www.blogger.com you set up your blog in 3 easy steps;

1) Create an account

Decide on a user name & password, and register your email address. This information is used to log-in when adding new entries to the blog.

2) Name your blog

Your blog must have a name and of course a blog address. If you are using a blog provider such as blogger, your blog address will be along the lines of <http://blogname.blogspot.com>

3) Choose template

The template gives your blog a particular look and feel. Blog providers will offer a limited number of predefined templates. A business blog should normally reflect the branding of your business website and so in time you may create your own template and upload this to the blog.

That's it! You are now ready to start posting! The process takes no more than 5 minutes.

By: Matt Charman, E-Marketing Consultant, B2B Centre, 1 November 06