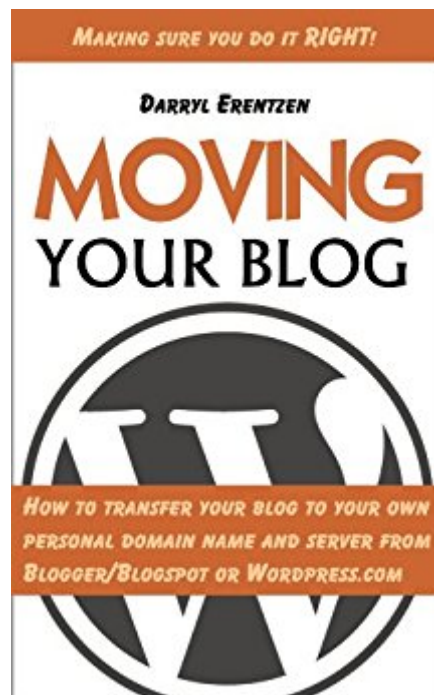# Moving Your Blog: How To Transfer Your Blog To Your Own Personal Domain Name And Server From Blogger/Blogspot Or Wordpress.com

Synopsis

Moving Your Blog: How to transfer your blog to your own personal domain name and server from Blogger/Blogspot or Wordpress.comInside, you'll find detailed instructions on how to go from a blog hosted on a sub-domain on someone else's service, to owning your own domain name and having complete control of your own server.For those who are happy with their existing service, but just want a domain name of their own, I explain how you can keep using your existing blog, but point at it with a domain name.Finally, I include information on such common questions as how to publicize and monetize your blog. Specific product recommendations are included, as well as how to find out more.There are many reasons why you might want your own domain name: Branding: if youâ ™re trying to build a â œpersonal brandâ •, having your blog hosted by someone else can dilute it and lessen its power. Control: self-hosted blogs let you have total control over layout, content and functionality, unlike blogs hosted by third parties. Credibility: it seems more professional. People take you more seriously when you have your own domain. A Blogspot or WordPress.com address advertises someone elseâ ™s services and can make you seem amateurishFind-ability: domain name and domain suffix can affect your ranking in Search Engines Familiarity: some users tend to get confused by "unusual" names like â œTheNameOfTheSite.wordpress.comâ • or â œTheNameOfTheSite.blogspot.comâ • because it doesnâ ™t follow the convention of having â œwwwâ • in front of it. You may think they're idiots, but they're you're audience and it makes sense to stay in their comfort zone as much as possible.

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Customer Reviews

"Moving Your Blog" by Darryl Erentzen is an informational and instructional how-to guide. It covers various aspects of WordPress and Blogger blogs in relation to getting your own domain name, domain name providers, self-hosting a blog, pointing a domain name to your blog, domain suffixes, how to transfer information from an old blog to a new self-hosted blog, blog themes (and creating your own), recommended plugins, and other topics in this concise and compact user guide.You need to have some understanding about blogs, and preferably have your own blog, so that you know what Erentzen is talking about. But you don't need to be a Website Programmer to understand this book. He takes you through the steps easily, and even has images to guide you, in a simple and understandable way.Something that I found interesting in the book was about pointing a domain name to your blog. You can do this with Blogger, such as buying the domain name from GoDaddy for cheap and then using that domain name on your Blogger blog, rather than purchasing a domain name through the blog host which can be expensive. However, with WordPress that option is not available. You have to purchase the domain name through WordPress (which costs $18.00 a year minimum) if you wish to keep WordPress as the blog host. You can, however, buy the domain name from GoDaddy or another domain name provider and install a WordPress platform. With that option, you would be self-hosting your blog with your own domain name and would have full control over the design, setup, and functionality. And that is the main point of the book--to self-host your own blog.

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