

Weblogs and YOU!!!



BLOGGER™

PUSH-BUTTON PUBLI



CREATE YOUR OWN BLOG!

Blogger offers you instant communication power by letting you post your thoughts to the web whenever the urge strikes. **Learn more about it.** Or:

[Start Now!](#)

FRESH BLOGS

The 10 most recently published blogs:

9:02 AM [murmur for attention](#)

WHAT'S UP

Another chance for you to be immortalized on the Internet

Blogs, what are they??

- Basically they're journals
 - They could be about your life
 - Your business
 - Things happening in the world around you
 - Anything you choose to write about
-

So, why do I care??

- Blogs have been a significant influence in measuring and reflecting public opinion
 - They give you a forum that you can use to direct people's attention
 - They get spidered a lot!!
 - Google thinks they're important, they bought Blogger.com
 - Now do you care?
-

How do I get one???

- There are many sources for setting up your own Blog that range in price from Free to Cheap
 - Blogger.com
 - Movabletype.org
 - Livejournal.com
 - Radio.userland.com
 - And a lot more!!!
-

What's it take to set one up?

- With some, like Blogger.com you just sign up and start typing
 - With other like MovableType you have to download it and move it onto a host and configure it.
-

Some possible Blog elements!!!

BEAUTIFUL SANTA BARBARA BLOG

Santa Barbara from the mountains to the sea and everything in between

January 31, 2004

FED LEAVE KEY RATE UNCHANGED AT 1 PERCENT

The Federal Reserve today voted to keep its target for the federal funds rate unchanged at 1 percent. "The Committee continues to believe that an accommodative stance of monetary policy, coupled with robust underlying growth in productivity, is providing important ongoing support to economic activity," the Fed said in a statement. "The evidence accumulated over the intermeeting period confirms that output is expanding briskly. Although new hiring remains subdued, other indicators suggest an improvement in the labor market. Increases in core consumer prices are muted and expected to remain low.

- It all starts with the individual entries
- Most Blogs give people a chance to comment on these entries.
- Watch out for the Spammers

The Calendar

January 2004

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

SEARCH

Search this site:

- A link to whatever was published that day
- Also the ability to search the whole Blog

The Archives and a Comment

- All the past months listings
- A chance for them to Email
- Or they can review the site

PLEASE GIVE US A COMMENT

garyandlaury@santabarbaraproperties.com
Review Beautiful Santa Barbara Blog

ARCHIVES

January 2004
December 2003
November 2003
October 2003
September 2003
August 2003
July 2003
June 2003

The Recent Entries

RECENT ENTRIES

FED LEAVE KEY RATE UNCHANGED AT 1 PERCENT

Quick Tips to Click

C.A..R. REPORTS NEW RECORDS SET FOR SALES, MEDIAN PRICE IN DEC.

JAN. HOUSING MARKET INDEX DECLINES

CONSUMER PRICE INDEX INCREASES 0.2 PERCENT

MORTGAGE LOAN APPS BREAK PREVIOUS RECORD

Where Am I???

NEW HOME CONSTRUCTION HITS RECORD IN '03

REALTOR.COM TO BE EXCLUSIVE CONTENT PROVIDER FOR MSN

Affordable Housing on the Agenda

Goleta, to build or not to build, that's the question

C.A.R. REPORTS HOUSING AFFORDABILITY FALLS FIVE

- Variable as to how far back you go
- Another chance for the spiders to find them

Categories and Links

- Different categories you've written about and how many entries on each
- Links to your favorite sites
- LIKE YOURS!!!

CATEGORIES

Around Town (70)
Casa Articles (31)
Out of Town (8)
Real Estate (92)
Recommended (11)

LINKS

Santa Barbara Real Estate
Montecito Real Estate
Hope Ranch Real Estate
Goleta Real Estate
Great New Mexico Homes
[Particle Wave](#)
[brentdevries.com](#)

Real Estate Blogs

- Reciprocal Links
- Another chance to add to your fame on the Internet

REAL ESTATE BLOGS

[Southern California Real Estate Blog](#)

[John Mudd's Inside Real Estate Journal - Real Estate News and Tools From an Insider...](#)

[HomeBlog™ Your Home Blog for your family, Real Estate Blog and Home News](#)

[The San Francisco Real Estate Blog](#)

[Southwest Florida Real Estate](#)

[New York City Real Estate Blog](#)

[LOCATION LOCATION LOCATION It's all about \(Real Estate\)](#)

[Harry's Blog: Real Estate for Real](#)

[Beautiful Santa Barbara Blog](#)

[Blogcritics.org: Right Lender's Often Right Piece To Complete Your Buying Puzzle](#)

[The Art of Living - Seattle Style - urbanlivingseattle.com - Weblog](#)

Blog Directories & Creative Commons License

- Blog specific Search Engines
- Creative Commons License gives people the right to publish your entry on their page



BLOG DIRECTORIES

- Weblogs.com
- Popdex
- Blog Search Engine
- Blogdex
- Backwash
- Blogwise
- BlogHop
- Blog Universe
- Blogarama

Syndicate this site (XML)

SOME RIGHTS RESERVED



This weblog is licensed under a Creative Commons

Managing Your Weblog

- Add authors
- Edit your profile
- View entries, comments
- Add a New Entry

Select an existing weblog to edit, create new weblogs, add/edit authors, and edit your personal information.

Your existing weblogs:

Add entries, manage templates, set configurations, etc.

BEAUTIFUL SANTA BARBARA BLOG

Santa Barbara from the mountains to the sea and everything in between

Entries: **218** Comments: **30** Authors: **1**

[New Entry](#) | [Manage Weblog](#) | [Delete](#)

[Weblog](#)



[CREATE NEW WEBLOG](#)



[ADD/EDIT WEBLOG AUTHORS](#)

Add authors, set permissions



[EDIT YOUR PROFILE](#)

Change password, contact info, select language



[VIEW ACTIVITY LOG](#)

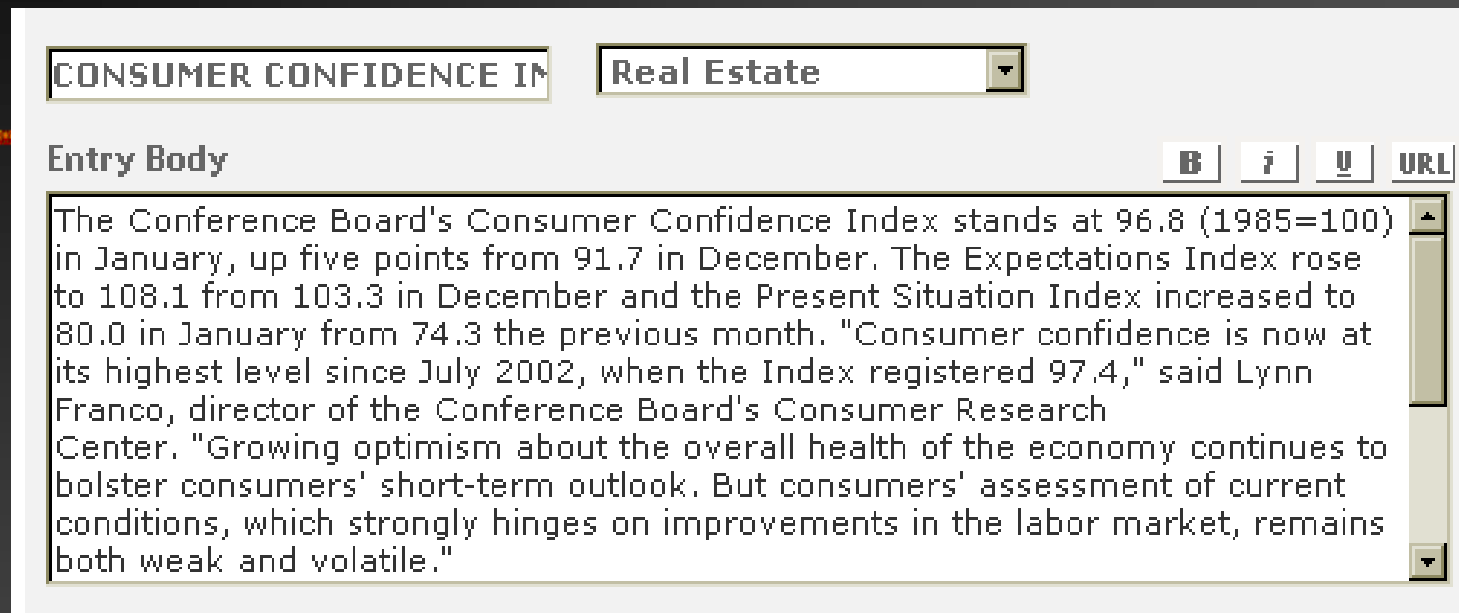
System activity, logins



[SET UP BOOKMARKLETS](#)

Bookmarklets enable one-click publishing

Making an Entry



CONSUMER CONFIDENCE IN Real Estate

Entry Body

B **I** **U** **URL**

The Conference Board's Consumer Confidence Index stands at 96.8 (1985=100) in January, up five points from 91.7 in December. The Expectations Index rose to 108.1 from 103.3 in December and the Present Situation Index increased to 80.0 in January from 74.3 the previous month. "Consumer confidence is now at its highest level since July 2002, when the Index registered 97.4," said Lynn Franco, director of the Conference Board's Consumer Research Center. "Growing optimism about the overall health of the economy continues to bolster consumers' short-term outlook. But consumers' assessment of current conditions, which strongly hinges on improvements in the labor market, remains both weak and volatile."

- Just write it
- Insert the links you want
- Publish it
- And View your site

Pinging other sites

Pinging sites...

<http://ping.bloggs/>

<http://rpc.weblogs.com/RPC2>

<http://www.movabletype.org/update/>

- MovableType pings other sites with your new entry

Customizing the site Appearance

- Cascading Style Sheets
- Customize how the entries look
- And how everything appears on your site
- Or use the supplied templates

Main Menu > Beautiful Santa Barbara Blog Editing Menu > List Templates > Edit Template

Template Name

Output File

Rebuild this template automatically when rebuilding index templates (?)

Link this template to a file (?)

Template Body

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=< $MTPublishCharset $>" />
<title>< $MTBlogName $></title>
<link rel="stylesheet" href="< $MTBlogURL $>styles-site.css" type="text/css" />
<link rel="alternate" type="application/rss+xml" title="RSS" href="< $MTBlogURL $>index.rdf" />
<link rel="EditURI" type="application/rsd+xml" title="RSD" href="< $MTBlogURL $>rsd.xml" />
<script language="javascript" type="text/javascript">
function OpenComments (c) {
    window.open(c,
                'comments',
```

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