



Getting Started Guide

Getting Started With Quick Broadcast

Setting up and configuring your broadcast site.

Getting Started with Quick Blogcast

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1 ■ Getting Started with Quick Broadcast

Welcome to Quick Broadcast!

Quick Broadcast is a remarkable tool that helps you create a quality blog and podcast site. As you become familiar with all that Quick Broadcast has to offer, you'll be amazed at how quickly and easily you can build your own unique broadcast site.

Quick Broadcast includes everything you need to:

- Create a professional blog.
- Easily record and upload podcasts to share with visitors to your site.
- Allow visitors to subscribe to your blog entries and podcasts.
- Include RSS feeds, Twitter links, Flickr, and many other services.
- Customize your site to suit your taste.

What is a Broadcast?

A broadcast is simply the combination of a blog and podcast into a single Web site. A blog is a weblog, or journal, that is available on the Internet. A podcast is an audio or video file that you share with visitors or subscribers to your site. Quick Broadcast enables you to easily create both; you don't have to choose one or the other. Additionally, with Quick Broadcast, you can freely add text, photos, and music to your broadcast entries.

SETTING UP YOUR ACCOUNT

The first step to get started is to set up your account. You need to enter some basic information and specify the domain name you want to use for your Quick Broadcast site.

► To Set Up Your Account

1. Log in to your **Account Manager**.
2. In the **My Products** section, select **Quick Broadcast**.

3. Click **Setup Account** next to the account you want to set up.

<input type="checkbox"/>	Quick Blog Account	Control Panel
<input type="checkbox"/>	COOLEXAMPLE.COM Quick Blog - 1 year	Manage Account
<input type="checkbox"/>	New Account Quick Blog - 1 year	Setup Account
<input type="checkbox"/>	Quick Blog Account	Control Panel

4. To accept the End User License Agreement terms of use, click **Accept**.
5. From the Create New Blogcast Site page, enter the following information:

Display name

Enter your name as you want it to display on each entry you post.

Email

Enter your email address.

Domain

Select one of the following options:

Create a new subdomain

Enter the subdomain prefix and select one of the domains in your list.

Select an available domain from your account

Select from the list of available domains already associated with this account.

Enter a domain not registered here

Enter the full domain name. For example, [www.coolexample.com](#).

Account Settings

Display name:

Email:

Domain:
Set up your Quick Blogcast site as a subdomain of one of your domain names, select a different domain from your account, or enter a domain that is registered with another Registrar to associate with your Quick Blogcast site.

If you use a domain registered with another registrar, you need to update the 'A Record' for your domain so it points to the IP address 208.109.80.14. Check with your domain name registrar for more information.

Create a new subdomain:
 Select an available domain from your account:
 Enter a domain not registered here:

6. Click **Save**.

You have set up your blog. We sent a user name and password to the email address you provided. You can now update your author information or start designing your blog site.

► To Update Your Author Information

1. From the **Manage Blog** menu, select **Author Information**.
2. Click **Edit** next to your Display Name.
3. Edit the author information in the following fields:

First Name and Last Name

Enter your first and name.

Display Name

Enter your name as you want it to display on each entry you post.

Email Address

Enter your email address.

User Name

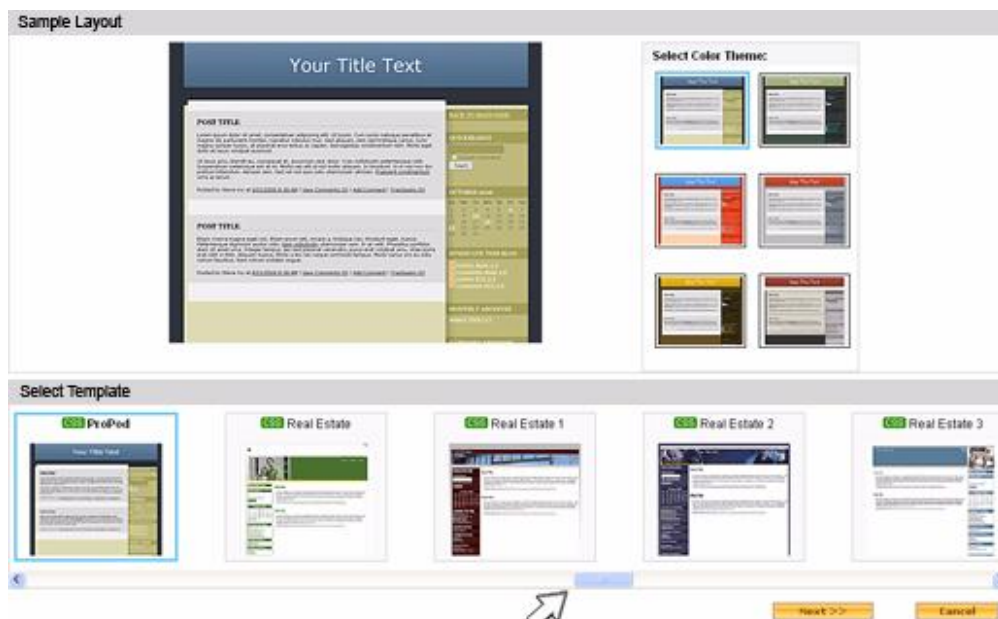
Enter a user name.

Password and Verify Password

Enter and verify a password.

► To Design Your Blogcast Template

1. From the **Design Blog** menu, select **Templates/Colors**.
2. On the Templates and Colors page, use the slider to locate the template you want to apply as the basic design of your site.
3. Click the template to select it. If you decide to select a different template, simply click the new template. Your selection displays in the Sample Layout section.



- In the **Select Color Theme** area, click a preview image to select a color theme. You can view the color choices in the Sample Layout section.



- Click **Next**.



From the Customize Template page you have many options to further customize the design of your Quick Blogcast site. See chapter five, for more information on customizing your site.

- Click **Publish**.



If you want to update your template, you can return to the template designer at any time by selecting **Templates** from the Design menu.

GETTING HELP

After you set up your account, you can always find help in the Help Center.

► To Access the Help Center

1. Log in to your Account Manager.
2. From **My Products**, select **Quick Blogcast Accounts**.
3. Click **Setup Account** next to the account you want to work with.
4. From the **Help** menu, select **Online Help**.



The Help Center, which is a knowledge base with the most current information, opens in a new window.

5. Under **Select Your Product**, click **Site Builders**, and then select **Quick Blogcast**.

2. Adding Content to Your Blogcast Site

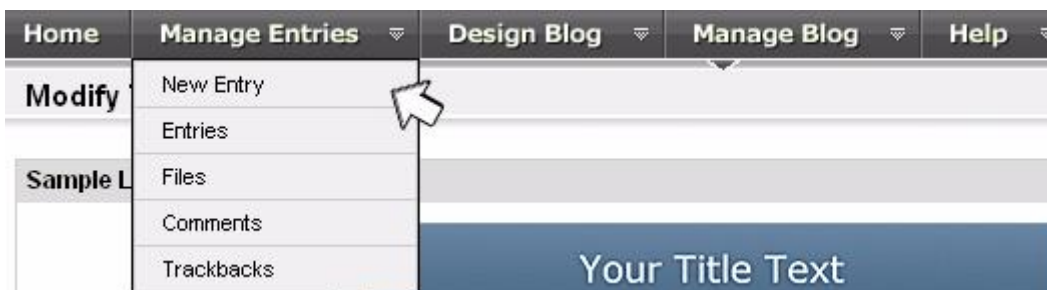
After you have designed your Quick Blogcast site, you are ready to begin adding entries. With Quick Blogcast you can add entries consisting of text, audio and video podcasts, and images. You can even combine these elements in a single post.

Quick Blogcast offers a variety of ways you can interact with your blogcast site. For instance, Quick Blogcast supports remote blogging and blogging by email. Let's examine the most common way of adding an entry to your site.

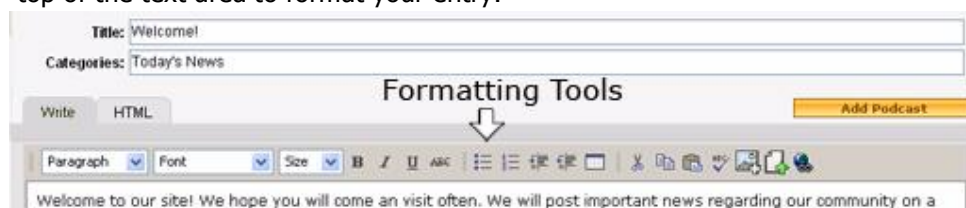
ADDING A BLOG ENTRY TO YOUR BLOGCAST

► To Add a New Entry

1. From the Manage Entries menu, select **New Entry**.



2. In the **Title** field, type the entry title.
3. In the **Categories** field, enter a category. Alternatively, you can add and select a recurring category from the categories section on the left.
4. Enter the body of your entry in the text area. You can use the formatting tools at the top of the text area to format your entry.



5. From the Entry Settings toolbox on the left, you can configure your entry settings in the following ways:

Status

Select whether you want to save the entry as a Draft or to Publish it when you click Save. Saving in Draft status is helpful if you want to create an entry, but are not ready to have it display on your site.

Timestamp

Enter the date and time that you want to display in the time/date stamp.

Comments Status

Select if you want to allow comments and set the default status of comments made to Open or Closed.

Allow Trackbacks

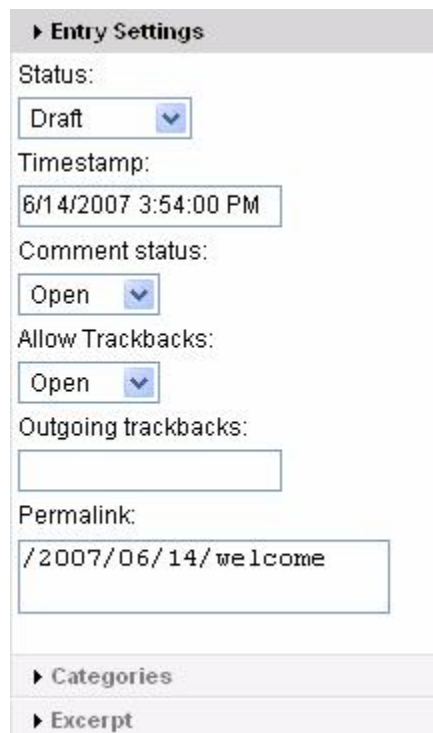
Select if you want to allow trackbacks and set their status as Open or Closed. Trackbacks let you know if someone is linking to your article.

Outgoing Trackbacks

Enter one or more URLs that you want to notify of the creation of your entry. You can ping (notify) other blogs that you refer to in your entry or online blog directories.

Permalink

Specify the name you want to use for the permanent link to this blog entry. If you do not specify a Permalink name, Quick Blog assigns a name after you save the entry. The Permalink name cannot be edited after the entry is published.

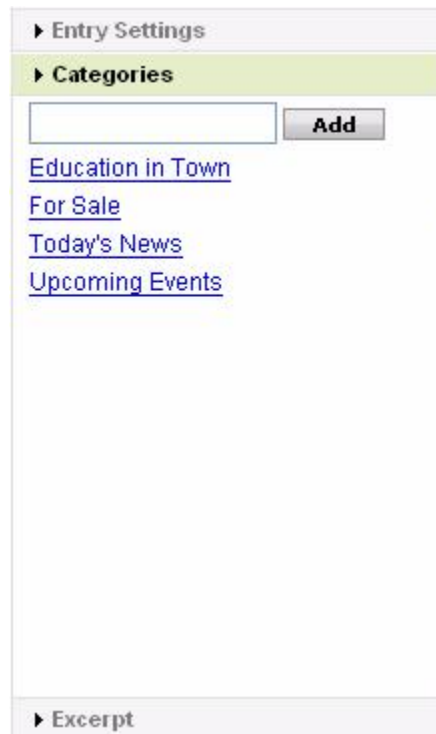


The screenshot shows a vertical toolbox titled "Entry Settings" with several configuration options:

- Status:** A dropdown menu set to "Draft".
- Timestamp:** A text input field containing "6/14/2007 3:54:00 PM".
- Comment status:** A dropdown menu set to "Open".
- Allow Trackbacks:** A dropdown menu set to "Open".
- Outgoing trackbacks:** An empty text input field.
- Permalink:** A text input field containing "/2007/06/14/welcome".

Below the "Entry Settings" section, there are two more sections: "Categories" and "Excerpt", both with expandable arrows.

6. From the Categories toolbox you can add and select categories to organize your entries, so you do not have to manually enter a category for each entry.
 - To add a category, type the name of your category in the text field and click **Add**. The category displays under the entry box. You can repeat this process to add additional categories.
 - To assign an entry to a category, click the category you want to use from the categories toolbox. The category displays in the Categorized field, under the Title field.



The image shows a screenshot of a software interface titled "Entry Settings". Under the "Categories" section, there is a text input field and an "Add" button. Below the input field, four categories are listed as blue underlined text: "Education in Town", "For Sale", "Today's News", and "Upcoming Events". At the bottom of the "Entry Settings" panel, there is a section labeled "Excerpt".

7. In the Excerpt toolbox, you can enter or paste an excerpt from your entry. This excerpt displays on the blogcast page under the title of your entry.
8. Click **Save**.

ADDING A PODCAST

Quick Blogcast has found a creative way to merge blogs and podcasts, including the posting of both audio and video. Podcasts are added to your site in much the same way a blog entry is added. In fact, the procedure is essentially the same.

There are two ways in which to add a Podcast to your site. You can upload an existing file to Quick Blogcast or you can create a podcast using our Quick Recorder.

What Are ID3 Tags?

Before we add our podcast, let's explore ID3 tags. ID3 tags allow information such as the title, artist, album, track number, or other information about the file to be stored in your podcast file. This information is available to the listener and can be displayed on most MP3 players. Including this information also allows your podcast to be indexed by search engines and iTunes.

► To Upload a Podcast to Your Site

1. From the Manage Entries menu, select **Add Podcast**.
2. Click **Browse** and select your podcast file.



3. Click **Upload**.



4. Enter ID3 tag information by completing the following fields.

Subtitle

Enter the subtitle of your podcast episode. Often, the subtitle explains the main title.

Composer

Enter the composer's name. This can be the podcaster's name, or the author of a book or music.

Album Info

Enter information you want to include about the album the file is from. This entry is not necessary if the entry is not part of a larger compilation of work.

Podcaster

Specify the name of the person who created the podcast.

Podcast Summary/Description

Enter a summary of the podcast or comments you want to include about it.

Copyright Message

Enter copyright information for the podcast. Typically this includes the word "Copyright," the year of publication, and the name of the owner of the entry.

Keywords

Keywords are words that explain or summarize your entry. Keywords help direct search engines and directories to your entry or broadcast site. Keywords should be separated by a comma.

Explicit

In the explicit drop-down box, you can select whether or not to mark your entry as containing explicit content.



NOTE

You can set ID3 tag settings for each individual podcast, or set the ID3 tag settings to apply to every podcast published to your site. To make the ID3 information apply to each future podcast, select **Use as default for ID3 tags** at the top of the ID3 settings list.

5. Click **Save**.



Congratulations! You have successfully added a podcast to your blogcast site.

You can also record a podcast directly to Quick Blogcast using our Quick Recorder, our fully-functional podcast recorder. However, you first need to install it on your computer.



Currently, Quick Recorder is only available for PC users.

► To Install Quick Recorder on Your Computer

1. From the Manage Entries menu, select **Add Podcast**.
2. Click **Install Recorder**.
3. Click **Install**. The Application Install - Security Windows displays.
4. Click **Install**.

► To Create a Podcast with Quick Recorder

1. Open Quick Recorder.
2. On the **Sound Settings** tab, you can enable the following options:

Vocal Compression

Enables vocal compression for your recording. Select Low Compression or High Compression.

Mic Boost

Doubles the volume of the sound coming into the recorder.

Phase Shift

Adds a phasing effect to your recording.

3. Adjust the level of sound going into the recorder using the gain fader slider located below the File menu.
4. Click **Record** (red circle).

5. In the File name field, enter a title for your recording and click **Save**. Quick Recorder starts recording.

6. When you are finished recording, click **Stop** (green square).

To hear your recording, click **Play** (green arrow).



The gain fader on the left side of the recorder adjusts the input level. It does not adjust the output volume.

NOTE

After you've uploaded or created content, you are ready to publish your entries to the Internet so they can be enjoyed by visitors to your site.

3 ■ Previewing and Publishing Your Blogcast Site

Now that you have designed your site and added some entries, it is time to publish your site to the Internet. Quick Blogcast gives you the option of previewing your site as you make changes, showing you how it displays on the Internet. This step gives you the option of making any changes before the site is actually published.

PREVIEWING YOUR SITE

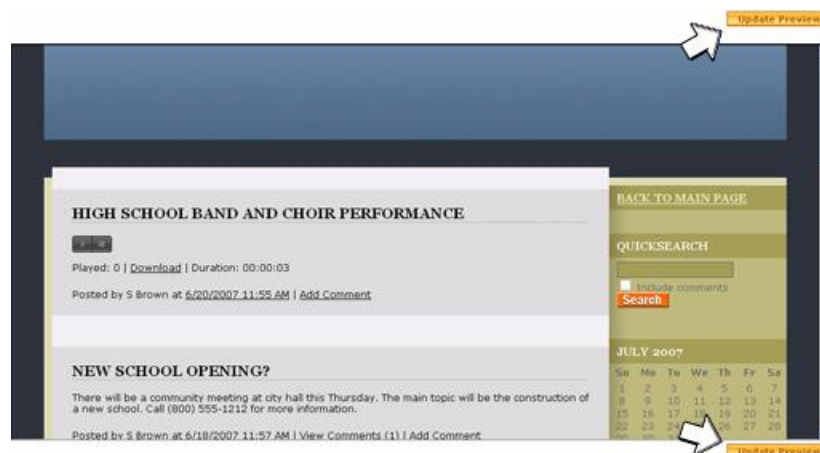
You can preview your site at any time, to see how it would display on the Internet.



Any changes you make to your site display when you preview your site. However, your changes do not display on the Internet until you publish your site. You can publish your site as often as necessary.

► To Preview Your Site

1. From the Design Blog menu, select **Customize**.
2. You can view your site in the preview window located in the center of the page.
3. To see any recent changes, click **Update Preview**.

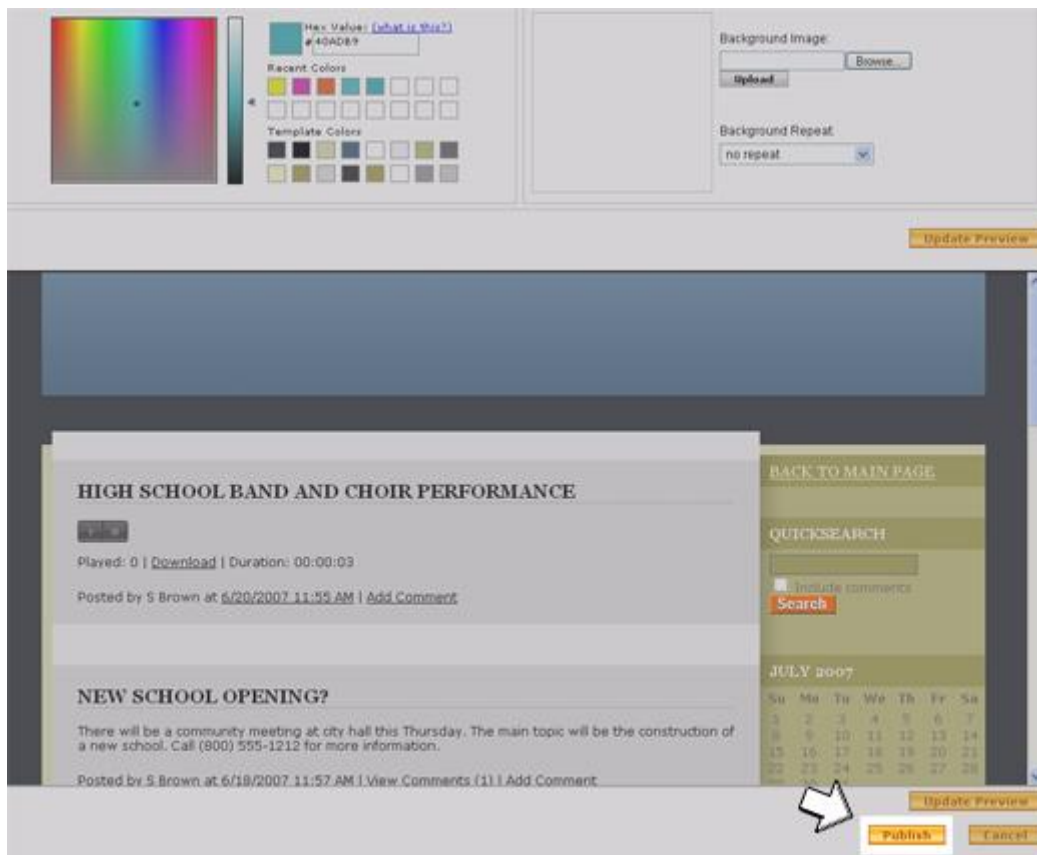


PUBLISHING YOUR SITE

Congratulations! You are ready to publish your site. After publishing, your site updates display on the Internet.

► To Publish your Site

1. From the Design Blog menu, select **Customize**.
2. Scroll to the bottom of the page and click **Publish**.



Great job! You have built a complete blogcasting site. If you are interested in learning how to manage your site, or further customize your template, the following chapters guide you through Quick Blogcast in greater detail.

4. Managing Blog Entries

You can add as many new entries to your blogcast site as you want. However, the entries do not display on the Internet until you publish them. You can publish specific entries, leaving others unpublished. You can also remove entries from your site; this is referred to as deleting your entry. A deleted entry no longer displays on your site, but is easily recoverable. This feature gives you the ability to archive past entries and re-publish them at a later time.

MANAGING ENTRIES

From the Manage Entries page, you can quickly manage your site content. You can work with one entry or multiple entries. To perform an action, select the checkbox to the left of the entry or entries to which you want the action to apply, and then perform the update.

► To Publish a New Entry

1. From the Manage Entries menu, select **Entries**.



2. On the Manage Entries page, there are two search options to sort your entries in the Entries list.

View

Select a Month/Year from the Month Search drop-down list and click **View**.

Search

Select whether to search the Title, Title and Contents, Category, Status, or Author, then enter a keyword, and click **Search**.

3. Publish entries by doing one of the following:
 - Click the publish icon next to the entry that you want to publish.
 - Use the checkboxes to select the entries you want to publish, and then select **Publish Entries** from the Select Action drop-down menu and click **Apply**.



The screenshot shows the 'Manage Entries' interface. At the top, there are buttons for 'Need Help', 'Feedback', and 'Create Entry'. Below that, there are search and view options. The main part of the interface is a table with the following columns: Date, Title, Author, Categories, Status, and Actions. The table contains four entries, all published by 'S. Brown'.

<input type="checkbox"/>	Date	Title	Author	Categories	Status	Actions
<input type="checkbox"/>	6/20/2007 11:55 AM	High School Band and Choir Performance	S. Brown	Community	Published	
<input type="checkbox"/>	6/18/2007 11:57 AM	New school opening?	S. Brown	news	Published	
<input type="checkbox"/>	6/18/2007 11:57 AM	Holiday Parade: Volunteers Needed	S. Brown	Events	Published	
<input type="checkbox"/>	6/18/2007 11:57 AM	Maple Street Cafe now open!	S. Brown	news	Published	

At the bottom of the table, there is a 'Showing' dropdown menu set to '1 - 4 of 4'.



NOTE

In the Display select box, you can select to display 10, 20, 50, or 100 entries per page. If there is more than one page, change pages by selecting a different option from the Showing menu.

► To Delete an Entry

Deleting an entry removes the entry from displaying on your blogcast site. It does not remove the entry from your account. The entry can be recovered at any time from the Manage Entries page.

1. From the Manage Entries menu, select **Entries**.
2. In the Entries List, locate the entry you want to delete.
3. There are two search options to sort your entries in the Entries list.

View

Select a Month/Year from the Month Search drop-down list and click **View**.

Search

Select whether to search the Title, Title and Contents, Category, Status, or Author, then enter a keyword, and click **Search**.

4. Delete entries by performing one of the following actions:
 - Click the delete icon next to the entry that you want to delete.
 - Use the checkboxes to select the entries you want to delete, select **Delete Entries** from the Select Action drop-down menu, and then click **Apply**.

► To Recover a Deleted Entry

1. From the Manage Entries menu, select **Entries**.
2. From the Search menu, select **Status**.
3. In **Search** field, type **Delete**, and then click **Search**. A list of deleted articles displays.
4. Use the checkboxes to select the entry(ies) you would like to recover.
5. From the Select Action menu, select **Publish Entries**.
6. Click **Apply**.

MANAGING COMMENTS

Comments make your site interactive by allowing visitors to share their thoughts on your posts. Quick Blogcast allows you to manage comments in various ways.

With Quick Blogcast, you can choose to view all or a portion of the comments submitted to your site. To view a certain type of comment, use Quick Blogcast's filtering option.

► To Filter the List of Comments

1. From the Manage Entries menu, click **Comments**.



2. From the View list, select one of the following and then click view.

All

View all comments.

Pending Approval

View all comments that are pending approval.

Approved

View all approved comments.

Spam

View comments that were marked as spam.

Deleted

View deleted comments.

Showcased

View showcased comments. Click **View**.



The Manage Comments page displays the type of comments you have chosen to view.

Viewing Comment Contents

In the Comments list, you can select to display 10, 20, 50, or 100 entries per page. If there is more than one page, change pages by selecting a different option from the Showing menu.

► To View Comments

1. From the Manage Entries menu, click **Manage Comments**.
2. Click the expand icon next to the title to view the content of the comment.
3. Click the entry title the comment is associated with to open the entry in the Entry Editor.



Managing Comments

From the Manage Comments page, you can approve or delete comments, ban IP addresses, or mark comments as SPAM.

► To Manage Comments

1. From the Manage Entries menu, select **Comments**.
2. Select the comments that you want to manage using the checkboxes located to the left of each comment.

<input checked="" type="checkbox"/>	06/19/2007 05:03 PM	Last year the parade was a lot of ... ★
<input checked="" type="checkbox"/>	06/19/2007 02:44 PM	I can't wait. We need a new school ... ★

3. From the Select Action menu, select one of the following options.

Add to Showcase

Adds the selected comments to the Showcase. When a visitor click on the sidebar Showcase link, the selected comments display on a new page. To enable this, you must activate the Showcase component from the Sidebar page.

Approve Comments

Approves the selected comments, allowing them to be read by your site visitors.

Ban IP Address

Blocks a specific authors from commenting. This is done by detecting the author's IP Address and blocking future submissions from that address.

Delete Comments

Deletes selected comments.

Mark Comments as SPAM

Marks the selected comments as SPAM.

Print Selected Comments

Prints the selected comments.

Remove from Showcase

Removes the selected comments from the Showcase.



From the Manage Comments page, you can easily organize and manage the comments submitted to your site. Enjoy!

5. Customizing Your Template

CUSTOMIZING YOUR TEMPLATE

The Quick Blogcast Customize Template page gives you the tools to completely customize your blog site and easily create the site you want.

Let's take a look at how to customize your blogcast site.

► To Customize Your Template

1. From the Design Blog menu, select **Customize**.



2. In the following fields, edit the elements you want to change:

Header Text

Edit the text that displays in the header of your site.

Header Link URL (Optional)

Edit the URL that displays in the header of your site. Also, select whether you want the link to open in the same window or in a new or window.

Subheader Text

Edit the text that displays below the header. This is often a sub-title.

Footer Text

Edit the information that displays at the bottom of your Web page.

Select Element

You can select an element of your template that you want to customize. The following fields can be used to edit the selected element:

■ Font/Foreground and Background

Specify whether you want to edit a font/foreground color, or background color, using the color picker.

■ Font Style and Font Size

Select a different font and/or size for the selected element.

■ Select Color

Select a color from the color palette for the selected element.

■ Select Background

Click **Replace Image** to add an image or replace the existing image. Select from your uploaded images or click **Browse** to select a background image you want to upload to your site. Click **Open** from the dialog box and then click **Upload**.

■ Background Repeat

Select how the selected background displays on your site.

- To view your changes, click **Apply Changes / Update Preview**. You may edit any of the above fields at any time and as often as you want.
- To publish your changes to the Internet, click **Publish**.

Apply Changes / Update Preview

Publish

Cancel

- If you want to view your site as it displays on the Internet after publishing, click **View Blog**. You can also type your URL into a browser. Clicking **View Blog** takes you directly to your site from the site builder.

Your newly designed site is now ready to be enjoyed by visitors.

6. Glossary

Listed below are terms that are common in the world of blogging, podcasting, and blog-casting.

GLOSSARY

Adsense, Adbrite, CJ, Chitka, Blogads

Popular affiliate programs used to generate money from your broadcast account.

Archives

A collection of all your posts on one page. Can be categorized by month or category.

Blog

Shortened term of Weblog. A weblog is a journal (or newsletter) that is frequently updated and intended for general public consumption. Blogs generally represent the personality of the author or the Web site. A frequent and chronological publication of comments and thoughts on the web.

Blogcast

A blog and podcast merged into a single website.

Blogger

A person who owns or writes for a Weblog.
A person who blogs.

Blogging

The act of posting on blogs.

Blogosphere

The Internet blogging community.

Blogroll

List of links to other blogs located in your sidebar.

Categories

A collection of topic specific posts.

Commentator

A person who leaves remarks or a comment regarding an entry in a blog.

Comments

Enabling readers to leave their remarks.
Remarks left by readers.

Del.icio.us, furl, spurl

Social bookmarks used to share favorite sites.

Entry

Individual articles that make up a blog

Expandable post summaries

A small teaser part of the post on the index page that links to a full post.

Flickr, Imageshack

Photo sharing services through which you can host images on your blog.

Footer

The bottom portion of the blog, usually listing navigation and copyright statements.

Header

The top portion of the blog, usually listing the blog title.

Index page

The front page of your site.

Permalink

A link to a specific article in the archives of a blog, which remains valid after the article is no longer listed on the blog's front page.

Podcast

A form of audio and video blogging that allows users to subscribe to a feed and receive new files automatically by subscription.

Podcasting

A method of distributing audio and video files online. Podcasting often uses feeds for playback on mobile devices and personal computers. Podcasts are created by podcasters.

Post, Entry

Individual articles or audio/video posts that make up a blog or blogcast.

RSS

RSS is a Web content syndication format. RSS is an acronym for RDF Site Summary, Really Simple Syndication, or Rich Site Summary. Using RSS, you can subscribe to Web sites, such as news sites and blogs, and add the subscription to your blog. Content, or posts, from the Web site you subscribe to display on your Web site. Subscription content updates in real-time, that is, when the author submits an updated post, your Web page reflects the update.

A family of web feed formats used for Web syndication. Short form for Really Simple Syndication (RSS 2.0), Rich Site Summary (RSS 0.91, RSS 1.0), RDF Site Summary (RSS 0.9 and 1.0). Wordpress generates RSS 2.0

RSS Feed

RSS feeds provide items containing short descriptions of web content together with a link to the full version of the content.

Sidebar

One or more columns along one or both sides of a blog's main page, usually used for links, calendars, or lists.

Social Bookmark

Social bookmarking allows user to take bookmarks suggested by others and add them to their own collections. Users can also receive bookmarks by subscription.

Spam

Spam refers to unsolicited online messages. Most Spam is used for marketing; however, Spam can also occur in the form of blog comments. This form of Spam is created by an author who posts a link in the comment, for commercial purposes.

Trackback

A trackback sends a ping to another Web site equipped for trackbacks, notifying the site that a new link has been created. Trackbacks notify the author of an entry that the post has been added to another blog.

Web Feed

Allows users to subscribe to Web sites that regularly update or add new content.

Weblog

An online diary listing your thoughts on a specific topic, usually displayed in reverse chronological order.