



Figure 5-2:
Use
BlogLines to
subscribe to
RSS feeds.



Creating a list is good blog etiquette, so you want to find a hosted blog solution that lets you do this.

If you fall in love with a hosted blog solution that doesn't offer this service, look to see whether you can edit the templates. With some HTML know-how, you can make a list and put it on the page yourself, but this solution is only viable if you have some good HTML skills.

- **Comments:** Reader feedback is what makes blogs blogs. Without comments, your blog is just another Web site, a platform for your views and nothing more. If you're serious about fostering dialogue on your blog, you simply must have the ability to handle comments.

There are exceptions to the general rule that a blog has comments, but most do. Even if you don't think you want this technology now, you'll get requests for it in the future, so you should look for a hosted blog solution that provides it. If you're concerned about comments, look for a hosted solution that allows you to turn off comments for a single entry.

- **Design:** The ability to create a unique look and feel for your blog may seem secondary to the idea of getting started today, but over time you will find you want to make your blog different from all the rest. Many of the hosted blog solutions offer a series of designs you can choose from, but the selection isn't huge. There are so many blogs out there that choosing a design template in this way guarantees that hundreds of other blogs will have the same look.