



**Figure 5-3:** Start a free hosted blog with Blogger.

## TypePad

[www.typepad.com](http://www.typepad.com)

TypePad's functionality, while more powerful than you find with Blogger, is also a little more complex to use. The system is designed to permit the maximum in customization, from design personalization to photo albums. TypePad is a great choice for someone who wants to give their blog a unique look and feel without spending months learning HTML.

TypePad, shown in Figure 5-4, lets you do the following things:

- ✓ **Host your blog:** A unique Web site address.
- ✓ **A photo album:** Upload photos to share with your readers.
- ✓ **Add links:** A feature called TypeLists allows you to easily add lists of links — or other blogs, books, Webrings, news stories, or other groups as well — to your blog.
- ✓ **Personalize your design and your layout:** Your blog can have photos, comments, categories, multiple authors, search, and statistical information about the use your blog gets.