Election Website User Guide

Step-by-step instructions to create and customize a local election website using free Google products
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1. Welcome

Hello! Welcome to the start of your new election website – designed specifically for your office and your voters.

If you’re reading this, you care about democracy and public service. We do too! And we want to help you publish election information online – where voters are looking for it – in a way that’s easy to understand. We’re optimists, and we believe in the ideal of the informed voter who shows up at the right place, at the right time, and casts the ballot as he or she intends. We are confident that your new election website will help increase the number of informed voters in your area, all the while saving your office time and money and increasing local confidence in the democratic process.

Background

People are increasingly looking online for civic information, and research shows that they prefer county websites over state websites. Unfortunately, too many county election offices have no website at all, and those that do are often difficult to navigate and are full of outdated information. Our project supports local election officials in filling this information gap by creating a clear, straightforward, and easy-to-update website designed specifically for the needs of election offices.

Because many election offices operate under tight budgets and limited staff, we feel what’s most important about an election website is that it’s easy to use and maintain. That’s why this user guide is written for election officials – not tech experts. It’s for people who are familiar with Internet basics but who know a lot more about voting than they do about computer code.

This project is the fruit of supportive collaboration. To stay grounded in proven best practices, we use the civic design recommendations documented by the Center for Civic Design as a framework.

Furthermore, this guide and website are a cooperative effort of Democracy Works, the Sunlight Foundation, the Center for Civic Design, and the Center for Tech and Civic Life, with funding from the Democracy Fund.

We hope this user guide helps you add custom content to your new website. But, did we miss something? Are instructions unclear? Please contact us with questions and suggestions to improve the project. Email us at hello@techandciviclife.org.
2. Best practices

- Read volume 7 of the Center for Civic Design’s Field Guide to Ensuring Voter Intent: “Designing Election Department Websites.” This research-based guide has 10 guidelines for your website that make it easy for voters to find the answers they are looking for.

- Use lists to explain instructions.

- Write short sentences.

- Connect your website to other government sites through links. This will allow you to connect voters to the information they are looking for without needing to have all election information on your own website.

- If you have a voting information look-up tool:
  - Tell voters that they are providing information to get their specific ballot, voting location, and/or registration information.

- Encourage voters to contact your office if they can’t access information they are looking for.

- Use PDFs sparingly. PDFs are great for displaying an example ballot, but lists – for instance, lists of voting locations – work better in spreadsheets.
  - Parse or separate addresses into columns of address, city, state, zip code. (Google spreadsheet templates for voting location addresses, calendar events, and candidate lists are provided.)
3. Getting started

**Set up your Gmail account**
You need a Google email – or Gmail – account in order to use Google Blogger. This step is easy and free. Even if you already have Gmail for personal use, you should start a new Gmail account that any approved staff member can use. For example: _______countyelections@gmail.com.

Go to [www.gmail.com](http://www.gmail.com) to set up your account.

You’re asked for a birthdate and gender. Enter your own details or whatever you like. You also enter a password.

To improve the security of your work Gmail account, consider using 2-factor authentication. 2-factor authentication adds security by asking for more than just a password. For example, you enter a password and also enter a code that is texted to your mobile phone.

**Download and install Google Chrome**
We recommend using the Google Chrome browser to set up and maintain your new website. Depending on your operating system, the Chrome installation process varies, but below are the basics of the process.

Using your current browser:

2. Click on New to Google Chrome? Learn the basics.  
3. Click on Install Chrome.  
4. Click on Download and install Google Chrome.  
5. Select the step-by-step instructions for your operating system.  
6. Follow instructions.
Find Google Drive
Google Drive is a free online storage system for files. The website template, icons, and spreadsheets for your website are shared here. After learning how to navigate and use this app, you will continue to visit your Google Drive folders to upload documents and update spreadsheets.

1. While logged into your new election office Gmail account, go to Google homepage in your Chrome browser.
2. In the upper right corner of the screen, click on the matrix icon.

3. Select Drive from the menu.
4. Our team will share a Google Drive folder with you that contains files for your website.
5. From the shared Google Drive folder, download 4 files to your computer:
   - Template
   - Import
   - Favicon image
   - Header image
Set up your Blogger profile

1. In the upper right corner of your Google account, click on the **apps matrix** again. Scroll to find and click on the **Blogger** icon.

2. Click on **Create a limited Blogger profile**.

3. Type a display name. For example, “_____ County Elections.”
4. Click **Continue to Blogger**.
Create your blog

1. In the middle of your screen, click **Create New Blog**.

2. Type a title. For example, “____ County Elections.”
3. Type an address. For example, “_____CountyElections”. Note: there are no spaces.
4. Click **Create blog**!
4. Customize your website

Upload Template file

1. On the left menu, click on **Theme**.

2. In the top right corner, click on **Backup/Restore** button.
3. Click **Choose file** button.
4. From your computer downloads, or wherever you saved the Template file that you downloaded from Drive, select file titled **Template.xml**.
5. Click **Upload**.

**Make your site mobile friendly**

1. Under the “Mobile” preview, click the **gear**.

2. Select **Yes. Show mobile template on mobile devices**.
3. In the dropdown menu, choose **Custom**.

4. Click **Save**.

**Import Blog**

1. On left menu, click **Settings**.
2. Click **Other**.
3. Click **Import content**
4. If prompted, complete the CAPTCHA to verify you are not a robot.
5. Click Import from computer.
6. From your computer, select file titled Import.xml.

On the left menu, click Pages. You can see the list of imported pages.
Remove blog features

1. At top left of your screen, click **View blog**.

2. In the middle of your screen, click the **large blurry wrench icon**.
3. Click **Remove**.
4. Click **the next large wrench icon**.
5. Click **Remove**.
6. Repeat until all large wrenches are deleted.
**Edit layout**

1. On the left menu, click **Layout**.

2. In the middle of your page, in the first AdSense box, click **Edit in the bottom right corner**.

3. Click **Remove** then click **OK**.
4. Repeat through **Popular Posts**.
5. Scroll to **Blog Posts** gadget and click **Edit**.
6. Change the **number of posts on main page from 7 to 1**.
7. Click **Save**.

**Add Favicon**

1. In top left corner of your layout, in the Favicon box, click **Edit**.

2. Click “**Choose file**.”
3. From your computer, choose file titled **Favicon image.ico**.
4. Click **Save**.
Edit Header

1. Click on Edit under Header.

2. Add description text, for example, “Your Name, Election Administrator” or a motto. You can also leave the description blank if you prefer.

3. Add image.

4. Choose file: your county seal/image or the provided Header image.png file.

5. Check box Behind title and description.

6. Click Save.
Add Contact Information

1. In the Contact gadget box, click Edit.
2. In the Content box, enter “This is the official website of _____ election office. It is maintained by _____. (Press return). Then, enter this additional contact information:

   - Name (Press return)
   - Physical address (Press return)
   - Mailing address (Press return)
   - Phone (Press return)
   - Fax (Press return)
   - Email (Press return)
   - Hours

3. Click Save.
Types of pages

All your web pages are imported with placeholder text, and icons are also included. But you’re responsible for customizing the text and adding links where needed. All pages look similar to a Microsoft Word document on the backend.

Before we edit a page, let’s go over the three basic types of pages on your website.

Home page
Your home page is where your website visitors will land first – it’s the main menu of links and icons where readers begin to navigate your site. You are responsible for updating the links on the backend. Your home page is your only Google Blogger blog post. The backend of a blog post looks the same as the backend of a page.

Content page
A content page shares specific information on a topic. The information appears mostly in text. For example “What to expect when you vote” is a content page. Readers come to content pages by clicking a link on another page.

Submenu page
A submenu page contains a list of links to content pages. The links cover a similar topic. For example, the submenu page “Ways to vote” includes links about voting by mail, voting early, and voting on Election Day. Links on submenu pages take readers to more detailed content pages.
Edit a content page

1. On left menu, click on Pages.

By default, the dashboard displays only 10 pages at a time. Instead, let’s show all pages for easier navigation.

2. On the right, beside “10,” click the dropdown menu.

3. Select “25”.
5. Move your cursor to the document and type to edit text.

Note: the text is Normal.
Use the formatting bar to style your text.

6. Click the B to make text bold.

7. Click the numbered list icon to make a numbered list.
Vote on Election Day

What to expect at your voting location

When you arrive at the voting location, you see election workers ready to assist you.

Go to the table labeled "Registration Table" to start the voting process.

At the Registration Table you will:

1. State your name and address.
2. If it is a partisan primary, state your political party.
3. Submit proper identification. See below for what is allowed as proper identification when voting.
4. Sign a document verifying your statement.

Proper identification is:

- A valid drivers license.
- A valid government ID with your photo.
- A valid passport.

8. Click the **bulleted list icon** to make a bulleted list.
The white icon and text following the icon are styled as Heading text. Unlike Normal text, Heading text is big and bold. On your live site, Heading text appears white and has a dark blue background.
9. In the upper right corner, click the orange **Update** button to save your changes.

10. Click **View** to see changes to your content page.
Edit a submenu page

1. From your Pages dashboard, under Ways to vote, click Edit.

Note: When you move your cursor over the name of the page, a menu of links appears under the name.

2. Move your cursor to the document to edit.

Note: “Ways to vote” is formatted as Heading text.
Note: “Vote by mail,” “Vote early,” and “Vote on Election Day” are formatted as Subheading text.

3. Click Update after making edits.

4. On your Pages dashboard, under Ways to vote, click View.
Add a link to a page

1. On your Pages dashboard, under the “What to expect when you vote on Election Day” page, click View.
2. Copy the URL of the “What to expect when you vote on Election Day” page.
3. Go back to previous tab with your Pages dashboard.
4. Under the “Ways to vote” page, click Edit.
5. Highlight the text “What to expect when you vote on Election Day.”
6. In the formatting bar, click Link.
Ways to vote

Vote by mail

- Who can vote by mail
- How the vote-by-mail process works
- Request a ballot by mail

Vote early

- Who can vote early
- What to expect at an early voting site
- Where you can vote early

Vote on Election Day

- What to expect when you vote on Election Day
7. Paste your URL under “To what URL should this link go?”
8. Click OK.

9. On your Pages dashboard, click Update.

11. Click “What to expect when you vote.”
Add a spreadsheet to a page

Use the Google spreadsheet templates to format data for your election calendar, lists of candidates, and voting location addresses. All templates are in the Google Drive folder. For this example we use Election Day voting locations.

1. From your Gmail inbox, click the Apps icon in the top right corner to get to Google Drive.

2. Choose “Spreadsheet template.”
4. Enter your voting location data.
5. **Copy** all cells containing data, including headers.
6. From your Blogger Pages dashboard, click **Edit** under the “Where to vote on Election Day” page.
7. **Paste** the voting location spreadsheet.

8. Click **Update**
Add a link to your home page

1. On your Pages dashboard, under your “Ways to vote” page, click view.
2. Copy URL of “Ways to vote.”
3. Go to previous tab with Pages dashboard.
4. On the left menu, click Posts.
5. On your Posts dashboard, under Home, click Edit.

6. Highlight the text “Ways to vote.”
7. In the formatting bar, click Link.

8. Paste URL for web address.
9. Click OK.

10. Click Update.

Edit navigation links
Remember the navigation links that appear under your header? The navigation text is connected to old hyperlinks. Let’s return there and update the navigation links. Once we add links, readers can click on the text and go to a page that has the information they’re looking for.

1. From your Blogger dashboard, in the left menu, click Pages.
3. Copy the URL of the “What’s on the ballot” page.
4. Staying on the “What’s on the ballot” page, on the right side of your screen, click the small wrench in the thin red bar.
5. To the left of “Sample ballot,” click **Edit**.
6. In the URL prompt box, **Delete** “http://.”
7. **Paste** the “What’s on the ballot” URL.

8. Click **save** (small button).
9. Click **Save** (large, orange button).
Edit site map links

Remember the site map links that appear in the footer of your website? When we set up the layout, we left the old hyperlinks. Let’s return and update the site map links. Once we add links, readers can click on the text and go to a page that has the information they’re looking for.

The text in the site map can be different than the text in your navigation links. The process to add links is the same for both sections of your layout.

1. On your left menu, click **Pages**.
2. Under your “Where to vote” page, click **View**.
3. **Copy** the URL of the “Where to vote” page.
4. Staying on the “Where to vote” page, scroll to the footer and click the small wrench on the right side of your screen.

5. To the left of “Where do I vote?” click **Edit**.
6. In the URL prompt box, **delete** “http:///.”
7. In the URL prompt box, **Paste** the “Where to vote” URL.

8. Click **save** (small button).
9. Click **Save** (large, orange button).
Embed a PDF on your website

An embedded PDF allows your readers to scroll through a document on your website. It's great for multi-page documents like precinct report election results and sample ballots. We encourage you to also include a link to the document. The process to embed the PDF requires you to copy and paste HTML (hypertext markup language) code from Google Drive. Here's how:

Start by going to Google Drive.

1. Upload your PDF to Google Drive.
2. Set the share settings to Public on the web.
3. On the top menu, click Open.

![Open Button](image)

4. On the right of the top menu, click the three dots.

![Three Dots](image)

5. On the drop down menu, click Embed item.

![Embed Item](image)

6. Highlight and copy the entire HTML code in the box.
7. Click OK.

Now, complete the embedding process by going to Google Blogger.

1. From your Pages dashboard, click **Edit** on the page you want to embed the PDF. For this example we edit the Election results page.
2. In the upper left corner, click **HTML**.

3. Place your cursor in the location to paste the HTML. In this example we want to paste it after the line breaks `<br />`.

4. Paste the HTML.
5. In the upper right corner, click **Update**.
6. From your Pages dashboard, click **Edit** under Election results.
7. In the upper left corner, click **Compose**.

8. Above the embedded PDF, type the name of the document. In this example, we type “2014 General Election Official Results Precinct Report.”

9. Add the link to the text you typed above the embedded PDF.
10. Click **Update**.
Share a PDF on your website

Sometimes, instead of embedding, you may prefer to just share a PDF on your site using a hyperlink. Here are the basic steps for sharing a PDF.

1. Make sure the PDF is in your documents or on your desktop.
2. Open your Chrome web browser.
3. Go to Google Drive by clicking the Apps matrix in the top left corner.
4. Find the folder you want to put the PDF in. For example, the Election results folder.
5. While in the folder, in the upper left corner, click the red upload arrow.
6. Select files... from the dropdown menu.
7. Using the menu, find the PDF on your computer.
8. Click on the PDF.
9. Click Open.
10. Click Upload and share. Start upload.
11. Click on the PDF in your Drive folder.
12. Go to the top right and click the three dots.
13. In the dropdown menu, click Share.
14. In the bottom right corner, click Advanced.
15. To the right of “Specific people can access,” click Change.
17. Click Save.
18. Under Link to share, copy the entire highlighted link. (Keyboard shortcut: Control C)


20. Click **Edit** on the page you want to add the PDF link to.

21. Go the place on the page where you want to add the PDF link and type text that describes the link. For example, you may type “View an example ballot.”

22. Using your cursor, highlight the sentence you typed: **View an example ballot**.

23. In your formatting bar, click **Link**.

24. In the box below the question “To what URL should this go?” paste the URL.

25. Check the box to open the link in a new window.

26. Click **OK**.

27. Click **Update**.
5. Setting up a custom, secure URL

Establishing a custom URL
To make your website easier for your community to use, we recommend that you purchase a custom URL. Having a custom URL allows you to refer people to your site quickly and easily and helps make it clear that your website is an official source of voting information in your area.

But, this step costs money -- about $10-$20 per year -- and is optional. If you prefer not to purchase a custom URL, you can skip to establishing HTTPS.

1. On left menu of your dashboard screen, click **Settings** and look at the **Basic** section
2. In the **Publishing** area, click the **Buy a domain** button
3. Google Domains will show you a list of available domains and the cost to maintain them. Navigate until you find one you're happy with. We recommend something simple and clear like *yourcountyelections.org* or *yourcountylvotes.org*.
4. Click the **Buy** button and follow the purchase instructions
5. Once you have your domain, be sure to establish settings to redirect your web traffic

If you already have a domain, you can connect your site to your domain so that it redirects. For details, refer to these documents from GoDaddy and Blogger.

GoDaddy: “Connect My Domain to Blogger”
https://goo.gl/ckajxT

Blogger: “Set Up a Custom Domain”
https://goo.gl/Hmkj4d

Setting up HTTPS
HTTPS adds a valuable layer of security to your website, helping to keep communications secure and protect against third-party attacks. It’s easy to set up.

1. On left menu of your dashboard screen, click **Settings** and look at the **Basic** section
2. In the **HTTPS** area, first change the **HTTPS Availability** section from the default **No** to a **Yes**
3. Once you’ve changed the HTTPS Availability setting, change the HTTPS Redirect setting from the default No to a Yes.

6. Website maintenance

**Export your blog**

We encourage you to regularly save a backup copy of your blog. Before and after each election, you should export your blog to keep a backup of all of your website content.

6. On left menu of your dashboard screen, at the bottom of the menu, click **Settings**.
7. Click **Other**.
8. Click **Back up Content**.
9. Click **Save to your computer**.
10. Save your blog to a file on your computer and/or Google Drive.

7. **Who is visiting your website?**

**Overview: Why are performance stats important?**

Your website stats display where your visitors come from and what pages they view most. As a public agency, your office is like a customer service center. With that in mind, tracking your website traffic allows you to understand your "customers" better and improve your website content and services.

To dig into website stats, go to your **Blogger Overview** and click **Stats**. Your Stats Overview appears.
Looking at the Stats Overview, you see several pieces of information: how many times your pages have been viewed, which websites directed your visitors to your pages, and a map of where your visitors are located.

Make sure that your own page views are not counted in your stats.

1. Click on **Manage tracking your own pageviews**.

2. Check the box beside **Don’t track my views for this blog**.
3. Close the tab.

Note that you can look at your website stats over different time windows by selecting Day, Week, Month, or All time from the top right corner of your stats overview page. The default setting here is Week.
Aug 25, 2017 3:00 PM – Sep 1, 2017 2:00 PM  

Now  Day  Week  Month  All time
Posts: What content are people reading on your website?

Your website publishes 20 pages and one post (your home page). Find your page stats by clicking on Posts in the Stats submenu.

The lower portion of the page displays a list of your pages along with their page views. You can quickly see which pages are the most popular. Popularity among pages will change throughout the year. For example, people search for what’s on their ballot in the days leading up to and on Election Day. On the other hand, information about election results is in demand on election night and in the weeks after an election.

Why do page views matter? Most importantly, you can see what information is the most valuable to your visitors over time. By knowing what election information folks are viewing and not viewing, you can strategically focus your resources to meet the needs of your community and deliver a positive local government experience throughout the year.
Traffic sources: How are people finding your website?

Your site traffic comes from multiple sources: referring links, search engines, and direct traffic. Understanding the origins of your website traffic can help you focus resources on public relations and advertising.

Referral traffic consists of visitors who have come to your site by clicking a link on another website. For example, a local online news outlet might have a link to your site in a story about an upcoming election. Looking at referring sites is fun because it allows you to find out who is sharing information about your website and in what context.

*Quick tip: Build relationships with other local government administrators. Their websites should have a link to your website and vice versa.*

Search engines also guide traffic to your site. This means that a visitor “Googled” your office or entered search terms that led to a list of sites that included your website.

To view traffic sources click on Traffic sources in the Stats submenu.
Audience: Where are your visitors located? What technology are they using?

Your website can reach people across the globe, and as an election administrator, you have absentee voters living outside your jurisdiction’s boundaries. You can use Google Blogger to find where your visitors are located when they view your pages.

Additionally, you can see what technology your visitors are using. For example, are people on a Microsoft operating system and Microsoft browser when visiting your website? An iPhone? Some other mobile device? Use this data to test your content and ensure that it displays correctly for your readers.

To see where your audience is and what technology they are using, click on Audience in the Stats submenu.
8. Checklist: Does your website answer voters’ questions?

With your website ready to go, make sure that your site is effectively answering voters’ questions. Use the following checklist from volume 7 of the Center for Civic Design’s Field Guide to Ensuring Voter Intent – “Designing Election Department Websites” – to check your work. We recommend regularly revisiting this checklist as you keep the information on your website current.

**Can voters find:**

- Your election website?
- What’s on the ballot?
- Where to vote?
- How to get an absentee ballot and when it’s due back?
- Who is in office now, and what districts they’re in?
- Dates for important deadlines, such as when to register?
9. Checklist: 45-day pre-election website inventory

Soon before the next election, your website will experience a surge of traffic. Are you ready? By publishing up-to-date information on your site, you can reduce confusion – and calls to your office – on Election Day. Pay close attention to the following popular pages and their content:

**What’s on the ballot**
- Table of all races and candidates
- PDFs of example ballots or images of touchscreen voting machine ballots

**Vote by mail**
- Deadline to apply for a mail ballot
- Deadline to return a mail ballot
- Link to application
- Contact information

**Where to vote early**
- Table of all early voting locations with addresses, dates, and times of operation

**Where to vote on Election Day**
- Table of all polling places with precincts and addresses

**Election calendar**
- Table of voter-specific dates (voter registration deadline, vote by mail application deadline, early voting dates, canvass date, etc.)
- Table of candidate-specific dates (filing deadlines, campaign finance disclosure deadlines, etc.)

**Contact us**
- Names, titles, phone numbers, and email addresses for all office staff
- Physical address, mailing address, fax number for office

**Your elected officials**
- Table of local elected officials including office name, office level, official name, official contact information
- Table of state elected officials including office name, office level, official name, official contact information
- Table of federal election officials including office name, office level, official name, official contact information
10. Checklist: Post-election website inventory

Just because the election is over doesn’t mean you can put your website on ice. Keep your community engaged by updating your site on election night and in the weeks following the election.

Main menu
   ☐ Update next election date (first link on main menu)

Election results
   ☐ Update table of all races and candidates with number of votes and win or lose
   ☐ PDFs of detailed results

Election calendar
   ☐ Update table of voter-specific dates (voter registration deadline, vote by mail application deadline, early voting dates, canvass date, etc.)
   ☐ Update table of candidate-specific dates (filing deadlines, etc.)

Your elected officials
   ☐ Update table of local elected officials including office name, office level, official name, official contact information
   ☐ Update table of state elected officials including office name, office level, official name, official contact information
   ☐ Update table of federal election officials including office name, office level, official name, official contact information

What’s on the ballot
   ☐ List races for next election

Vote by mail
   ☐ Update deadline to apply for a mail ballot
   ☐ Update deadline to return a mail ballot
11. Glossary

Analytics: see “stats.”

Attribution: an acknowledgement of the source of your website, noted in the footer.

Backend: the administrative area of your website, where you add and edit content. This is password protected and not visible to the public. Contrasted with “frontend.”

Blog: web log. A kind of web publication designed with easy updating in mind that is frequently used for personal journals. Although your website is published by Blogger, its template is designed to work as a formal website rather than a true blog.

Browser: a software application that retrieves and displays information from the Internet. Popular browsers are Google Chrome, Internet Explorer, and Firefox.

CAPTCHA: Completely Automated Public Turing test to tell Computers and Humans Apart. The pesky online quiz you take to verify you are not an automated marketing system or robot. The question asks you to type the warped characters on the screen.

CMS: Content Management System. A platform, like Blogger, that makes it easy to publish and edit information on the Internet.

Dashboard: the main administrative page in Blogger. From here you easily access your website pages, stats, and settings.

Favicon: favorite icon. Small image that appears on a browser tab of your website. Part of the visual “brand” of your website.

Footer: the bottom portion of your web page. Includes attribution and contact information.

Frontend: your web pages and features as they are visible to the public. Contrasted with “backend.”

Gmail: a free email service powered by Google.

Google Drive: a free application available through Gmail where you can store files online.

Header: the top portion of your web page. Includes an image and navigation menu.

HTML: HyperText Markup Language. The standard markup language used to create
web pages.

**Hyperlink**: a piece of text that directs you to another web page or site.

**Layout**: the easy-to-use blueprint of your template.

**Menu**: a horizontal or vertical list with links to pages of your website.

**Operating System**: computer software that manages your computer’s resources and provides services for programs to run on your computer. Popular operating systems are Macintosh (Apple) and Windows (Microsoft).

**Overview**: a page accessible from your Dashboard that shows recent traffic to your site and news about Google Blogger.

**Page**: a single visual unit of a website. Like pages in a book, most websites contain multiple pages.

**PNG**: Portable Network Graphic. Like the more common JPEG, a standard file format for images.

**Post**: best understood as a website “journal entry.” People who keep blogs update them by adding a post. But in our template, your home page is your only blog post.

**Responsive**: a website that displays text and images in appropriate sizes and layout based on the size of the display of the device it is being viewed on. A responsive website can scale content up or down for clear display on mobile phones, tablets, and computers with different screen sizes.

**Stats**: a quick look at your website traffic including page views, audience, and traffic sources. See chapter 5 for details on Blogger Stats. Sometimes called “analytics.”

**Template**: the fundamental structure that determines the format of your website. Your template is a custom template XHTML file that you upload from a flash drive or Google Drive.


**XHTML**: Extensible HyperText Markup Language. Your custom template is written in XHTML format. The XHTML code is the file that you upload to the Blogger website.