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# Basic Blogger Template Documentation

*Release latest*

May 19, 2018



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## Markup Structure

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<b>1</b>	<b>Implement Blogger Markup Structure</b>	<b>3</b>
<b>2</b>	<b>Implement Schema Markup For Blogger</b>	<b>9</b>
<b>3</b>	<b>Implement Meta Tags For Blogger</b>	<b>15</b>
<b>4</b>	<b>Implement Open Graph Protocol For Blogger</b>	<b>21</b>



This documentation is for .

Blogger template is a easy to code because blogger process xml markup by generating on main site element, but if you need a documentation here it's.

This guide will help you to understand to implement **blogger markup structure**, and **template layout section** this will help you to implement your design or adding more features.





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## Implement Blogger Markup Structure

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It's easy to make a structure of your template, you just need a make website structure using HTML.

```
<!DOCTYPE html>
<html>
<head>
<meta charset='UTF-8' />
<title>Website Structure</title>
</head>
<body>
<div id='wrapper'>
<header id='header-wrapper'>
</header>
<nav id='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix' />
<section id='outer-wrapper'>
<article id='article-wrapper'>
</article>
</section>
<div class='clearfix' />
<aside id='sidebar-wrapper'>
</aside>
<div class='clearfix' />
<footer id='footer-wrapper'>
<footer class='footer-left'>
Copyright &#169; &lt;script&gt;new Date().getFullYear()&gt;2010&amp;&amp;document.
↪write(&quot;&quot;+new Date().getFullYear());&lt;/script&gt; <a href='/' rel=
↪'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
```

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```
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳ Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>
```

But, Blogger use XML to process, how do implement a HTML markup into XML markup?

```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↳ www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://
↳ www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↳ xmlns:og='http://ogp.me/ns#'>
<head>
<meta charset='UTF-8' />
<title><data:blog.title/></title>
</head>
<body>
<div id='wrapper'>
<header id='header-wrapper'>
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↳ 'Header'></b:widget>
</b:section>
</header>
<nav id='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix' />
<section id='outer-wrapper'>
<article id='article-wrapper'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>
<div class='clearfix' />
<aside id='sidebar-wrapper'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix' />
<footer id='footer-wrapper'>
<b:section class='footer' id='footer' showaddelement='yes' />
<footer class='footer-left'>
Copyright &#169; &lt;script&gt;new Date().getFullYear()&gt;;2010&amp;&amp;document.
↳ write(&quot;&quot;+new Date().getFullYear());&lt;/script&gt;; <a href='/' rel=
↳ 'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳ Agus Purwantoro</a>
```

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```
</footer>
</footer>
</div>
</body>
</html>
```

This is a basic markup structure, we need to add this markup to Blogger and save the template. After this blogger will generate a xml markup provided by:

```
<header id='header-wrapper'>
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↪ 'Header'></b:widget>
</b:section>
</header>

<article id='article-wrapper'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>

<aside id='sidebar-wrapper'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>

<footer id='footer-wrapper'>
<b:section class='footer' id='footer' showaddelement='yes'></b:section>
</footer>
```

You can't save these template because Blogger must have design/styling to successfully save the template, for this solution we just use css reset by eric meyer.

Here for full template.

```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↪ www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://
↪ www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↪ xmlns:og='http://ogp.me/ns#'>
<head>
<meta charset='UTF-8'/>
<title><data:blog.title/></title>

<b:skin><![CDATA[

/* Variable definitions
=====

]]></b:skin>

<style type='text/css'>
/*
-----
Blogger Template Style
Name : Basic Blogger Template
```

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```

Designer      : Agus Purwanto
Release       : April 2018
Version       : 1.0
License       : MIT
Email         : me@aguspurwanto.com
-----
Thanks to:
- Eric Meyer (CSS Reset)
*/

/* Eric Meyer's Reset CSS v2.0 (http://meyerweb.com/eric/tools/css/reset/)
-----
- */
html,body,div,span,applet,object,iframe,h1,h2,h3,h4,h5,h6,p,blockquote,pre,a,abbr,
↳acronym,address,big,cite,code,del,dfn,em,img,ins,kbd,q,s,samp,small,strike,strong,
↳sub,sup,tt,var,b,u,i,center,dl,dt,dd,ol,ul,li,fieldset,form,label,legend,table,
↳caption,tbody,tfoot,thead,tr,th,td,article,aside,canvas,details,embed,figure,
↳figcaption,footer,header,hgroup,menu,nav,output,ruby,section,summary,time,mark,
↳audio,video{margin:0;padding:0;border:0;font-size:100%;font:inherit;vertical-
↳align:baseline}article,aside,details,figcaption,figure,footer,header,hgroup,menu,
↳nav,section{display:block}body{line-height:1}ol,ul{list-style:none}blockquote,q
↳{quotes:none}blockquote:before,blockquote:after,q:before,q:after{content:'&#39;&#39;;
↳content:none}table{border-collapse:collapse;border-spacing:0}
</style>

</head>
<body>
<div id='wrapper'>
<header id='header-wrapper'>
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↳'Header'></b:widget>
</b:section>
</header>
<nav id='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix'>
<section id='outer-wrapper'>
<article id='article-wrapper'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>
<div class='clearfix'>
<aside id='sidebar-wrapper'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix'>
<footer id='footer-wrapper'>
<footer class='footer-left'>
Copyright &#169; &lt;script&gt;new Date().getFullYear()&gt;;2010&amp;&amp;document.
↳write(&quot;&quot;+new Date().getFullYear());&lt;/script&gt;; <a href='/' rel=
↳'copyright'><data:blog.title/></a>

```

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```
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↔Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>
```

At this simple detailed guide, i wish you already understand how Blogger generate a xml markup.



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### Implement Schema Markup For Blogger

---

At previous guide we can understand how Blogger generate xml markup and add a layout structure, but we need a schema markup for fast indexing in search engine.

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open community process, using the [public-schemaorg@w3.org](mailto:public-schemaorg@w3.org) mailing list and through GitHub.

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together - to provide a shared collection of schemas.

For more information visit .

This is a basic xml blogger markup structure.

```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↪www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http:/
↪/www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↪xmlns:og='http://ogp.me/ns# '>
<head>
<meta charset='UTF-8' />
<title><data:blog.title/></title>

<b:skin><![CDATA[

/* Variable definitions
```

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```

=====
]]></b:skin>

<style type='text/css'>
/*
-----
Blogger Template Style
Name       : Basic Blogger Template
Designer   : Agus Purwantoro
Release    : April 2018
Version    : 1.0
License    : MIT
Email      : me@aguspurwantoro.com
-----

Thanks to:
- Eric Meyer (CSS Reset)
*/

/* Eric Meyer's Reset CSS v2.0 (http://meyerweb.com/eric/tools/css/reset/)
-----
↪- */
html,body,div,span,applet,object,iframe,h1,h2,h3,h4,h5,h6,p,blockquote,pre,a,abbr,
↪acronym,address,big,cite,code,del,dfn,em,img,ins,kbd,q,s,samp,small,strike,strong,
↪sub,sup,tt,var,b,u,i,center,dl,dt,dd,ol,ul,li,fieldset,form,label,legend,table,
↪caption,tbody,tfoot,thead,tr,th,td,article,aside,canvas,details,embed,figure,
↪figcaption,footer,header,hgroup,menu,nav,output,ruby,section,summary,time,mark,
↪audio,video{margin:0;padding:0;border:0;font-size:100%;font:inherit;vertical-
↪align:baseline}article,aside,details,figcaption,figure,footer,header,hgroup,menu,
↪nav,section{display:block}body{line-height:1}ol,ul{list-style:none}blockquote,q
↪{quotes:none}blockquote:before,blockquote:after,q:before,q:after{content:&#39;&#39;;
↪content:none}table{border-collapse:collapse;border-spacing:0}
</style>

</head>
<body>
<div id='wrapper'>
<header id='header-wrapper'>
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↪'Header'></b:widget>
</b:section>
</header>
<nav id='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix' />
<section id='outer-wrapper'>
<article id='article-wrapper'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>

```

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```

<div class='clearfix'/>
<aside id='sidebar-wrapper'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix'/>
<footer id='footer-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPFooter'
↳ '>
<b:section class='footer' id='footer' showaddelement='yes'>
<footer class='footer-left'>
Copyright &#169; &lt;script&gt;new Date().getFullYear()&gt;2010&amp;&amp;document.
↳ write(&quot;&quot;+new Date().getFullYear());&lt;/script&gt; <a href='/' rel=
↳ 'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳ Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>

```

We need to add a schema markup to this layout structure, this is a schema markup for Blogger.

```

<body class='index' itemscope='itemscope' itemtype='http://schema.org/WebPage'>
<header id='header-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPHeader'
↳ '>
<nav id='navigation' itemscope='itemscope' itemtype='http://schema.org/
↳ SiteNavigationElement' role='navigation'>
<article id='article-wrapper' itemscope='itemscope' itemtype='http://schema.org/Blog'
↳ role='main'>
<aside id='sidebar-wrapper' itemscope='itemscope' itemtype='http://schema.org/
↳ WPNavBar'>
<footer id='footer-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPFooter'
↳ '>

```

Here a final layout with schema markup.

```

<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↳ www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://
↳ www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↳ xmlns:og='http://ogp.me/ns#'>
<head>
<meta charset='UTF-8'/>
<title><data:blog.title/></title>

<b:skin><![CDATA[

/* Variable definitions
=====

]]></b:skin>

<style type='text/css'>
/*

```

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```

-----
Blogger Template Style
Name      : Basic Blogger Template
Designer  : Agus Purwanto
Release   : April 2018
Version   : 1.0
License   : MIT
Email     : me@aguspurwanto.com
-----

Thanks to:
- Eric Meyer (CSS Reset)
*/

/* Eric Meyer's Reset CSS v2.0 (http://meyerweb.com/eric/tools/css/reset/)
-----

<- */
html,body,div,span,applet,object,iframe,h1,h2,h3,h4,h5,h6,p,blockquote,pre,a,abbr,
<-acronym,address,big,cite,code,del,dfn,em,img,ins,kbd,q,s,samp,small,strike,strong,
<-sub,sup,tt,var,b,u,i,center,dl,dt,dd,ol,ul,li,fieldset,form,label,legend,table,
<-caption,tbody,tfoot,thead,tr,th,td,article,aside,canvas,details,embed,figure,
<-figcaption,footer,header,hgroup,menu,nav,output,ruby,section,summary,time,mark,
<-audio,video{margin:0;padding:0;border:0;font-size:100%;font:inherit;vertical-
<-align:baseline}article,aside,details,figcaption,figure,footer,header,hgroup,menu,
<-nav,section{display:block}body{line-height:1}ol,ul{list-style:none}blockquote,q
<-{quotes:none}blockquote:before,blockquote:after,q:before,q:after{content:'&#39;&#39;;
<-content:none}table{border-collapse:collapse;border-spacing:0}
</style>

</head>
<body class='index' itemscope='itemscope' itemtype='http://schema.org/WebPage'>
<div id='wrapper'>
<header id='header-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPHeader
<->
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
<- 'Header'></b:widget>
</b:section>
</header>
<nav id='navigation' itemscope='itemscope' itemtype='http://schema.org/
<- SiteNavigationElement' role='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix'>
<section id='outer-wrapper'>
<article id='article-wrapper' itemscope='itemscope' itemtype='http://schema.org/Blog'
<- role='main'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>
<div class='clearfix'>
<aside id='sidebar-wrapper' itemscope='itemscope' itemtype='http://schema.org/
<- WPNavBar'>

```

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```
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix'/>
<footer id='footer-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPFooter
↳'>
<b:section class='footer' id='footer' showaddelement='yes'/>
<footer class='footer-left'>
Copyright © &lt;script&gt;new Date().getFullYear()&gt;2010&amp;&amp;document.
↳write("&quot;&quot;+new Date().getFullYear());&lt;/script&gt; <a href='/' rel=
↳'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>
```

Please test it by using Blogger template editor to see changes, if you want to see markup structure please use .



---

## Implement Meta Tags For Blogger

---

Meta tags help us and search engine to understand your blog, implementing meta tags is very important. By implement meta tags to your template you already help the search engine and visitor to understand your blog.

### 3.1 Basic Blogger Meta Tags

At the previous guide the meta tags is

```
<meta charset="UTF-8"/>
<title><data:blog.title/></title>
```

This a good place to start but we need a **further optimization** including seo *title tags*, *seo meta tags*, *blogger optimized meta tags*, and *open graph meta tags*.

### 3.2 Canonical Url

```
<link expr:href='data:blog.canonicalUrl' rel='canonical' />
```

### 3.3 Internet Explorer

```
<!--[if lt IE 9]>
<script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"> </script>
<![endif]-->
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'
↳name='viewport' />
<meta content='text/html;charset=UTF-8' http-equiv='Content-Type' />
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible' />
<b:include data='blog' name='all-head-content' />
```

## 3.4 Blogger Optimized Meta Tags

This meta tags is optimized for Blogger, this is very important for your blog because have a **function**.

here it's:

```
<link expr:href='data:blog.homepageUrl + &quot;favicon.ico&quot;' rel='icon' type=
↳ 'image/x-icon' />
<link expr:href='data:blog.url' rel='canonical' />
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default&quot;' expr:title=
↳ 'data:blog.title + &quot; - Atom&quot;' rel='alternate' type='application/atom+xml' /
↳ >
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default?alt=rss&quot;'
↳ expr:title='data:blog.title + &quot; - RSS&quot;' rel='alternate' type='application/
↳ rss+xml' />
<link expr:href='&quot;http://www.blogger.com/feeds/&quot; + data:blog.blogId + &quot;
↳ /posts/default&quot;' expr:title='data:blog.title + &quot; - Atom&quot;' rel=
↳ 'alternate' type='application/atom+xml' />
<link href='http://www.blogger.com/openid-server.g' rel='openid.server' />
<link expr:href='data:blog.homepageUrl' rel='openid.delegate' />
<b:if cond='data:blog.isMobile'>
<meta content='noindex,nofollow' name='robots' />
</b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'>
<b:if cond='data:blog.postImageThumbnailUrl'>
<link expr:href='data:blog.postImageThumbnailUrl' rel='image_src' />
</b:if>
</b:if>
```

## 3.5 SEO Title Tags

SEO title tags help search engine to understand the title for your homepage, blog posting, archives, etc.

here it's:

```
<b:if cond='data:blog.url == data:blog.homepageUrl'><title><data:blog.title /></title>
↳ </b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'><title><data:blog.pageName /> -
↳ <data:blog.title /></title></b:if>
<b:if cond='data:blog.pageType == &quot;archive&quot;'><title>Archive for <data:blog.
↳ pageName /></title></b:if>
<b:if cond='data:blog.pageType == &quot;static_page&quot;'><title><data:blog.pageName /
↳ ></title></b:if>
<b:if cond='data:blog.pageType == &quot;index&quot;'><b:if cond='data:blog.searchLabel
↳ '><title><data:blog.title /> - <data:blog.pageName /></title></b:if></b:if>
<b:if cond='data:blog.pageType == &quot;error_page&quot;'><title>Page Not Found</
↳ title></b:if>
<b:if cond='data:blog.pageType == &quot;index&quot;'><b:if cond='data:blog.url !=
↳ data:blog.homepageUrl'><title><data:blog.pageTitle /> - All Post</title></b:if></
↳ b:if>
```

## 3.6 SEO Meta Tags

This meta tags is **optional** but i recommend you to use this.

here it's:

```
<meta charset='UTF-8' />
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'
↳name='viewport' />
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible' />
<meta content='blogger' name='generator' />
<meta content='indonesian' name='language' />
<meta content='id' name='geo.country' />
<meta content='indonesia' name='geo.placename' />
<meta content='Author' name='author' />
<meta content='index,follow' name='robots' />
<meta content='2 days' name='revisit-after' />
<meta content='2 days' name='revisit' />
<meta content='never' name='expires' />
<meta content='always' name='revisit' />
<meta content='global' name='distribution' />
<meta content='general' name='rating' />
<meta content='true' name='MSSmartTagsPreventParsing' />
<meta content='text/html; charset=UTF-8' http-equiv='Content-Type' />
<meta content='index, follow' name='googlebot' />
<meta content='follow, all' name='Googlebot-Image' />
<meta content='follow, all' name='msnbot' />
<meta content='follow, all' name='Slurp' />
<meta content='follow, all' name='ZyBorg' />
<meta content='follow, all' name='Scooter' />
<meta content='all' name='spiders' />
<meta content='all' name='WEBCRAWLERS' />
<meta content='aeiwi, alexa, alltheWeb, altavista, aol netfind, answers, canada,
↳directhit, euroseek, excite, overture, go, google, hotbot. infomak, kanoodle, lycos,
↳mastersite, national directory, northern light, searchit, simplesearch,
↳Webmostlinked, webtop, what-u-see, aol, yahoo, webcrawler, infoseek, excite,
↳magellan, looksmart, bing, cnet, googlebot' name='search engines' />
```

Here's the full of code:

```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↳www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://
↳www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↳xmlns:og='http://ogp.me/ns#'>
<head>

<link expr:href='data:blog.canonicalUrl' rel='canonical' />

<!--[if lt IE 9]>
<script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"> </script>
<![endif]-->
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'
↳name='viewport' />
<meta content='text/html; charset=UTF-8' http-equiv='Content-Type' />
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible' />
<b:include data='blog' name='all-head-content' />

<!-- Blogger Optimized Meta Tags -->
<link expr:href='data:blog.homepageUrl + &quot;favicon.ico&quot;' rel='icon' type=
↳'image/x-icon' />
```

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```

<link expr:href='data:blog.url' rel='canonical' />
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default&quot;' expr:title=
↳ 'data:blog.title + &quot; - Atom&quot;' rel='alternate' type='application/atom+xml' /
↳ >
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default?alt=rss&quot;'
↳ expr:title='data:blog.title + &quot; - RSS&quot;' rel='alternate' type='application/
↳ rss+xml' />
<link expr:href='&quot;http://www.blogger.com/feeds/&quot; + data:blog.blogId + &quot;
↳ /posts/default&quot;' expr:title='data:blog.title + &quot; - Atom&quot;' rel=
↳ 'alternate' type='application/atom+xml' />
<link href='http://www.blogger.com/openid-server.g' rel='openid.server' />
<link expr:href='data:blog.homepageUrl' rel='openid.delegate' />
<b:if cond='data:blog.isMobile'>
<meta content='noindex,nofollow' name='robots' />
</b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'>
<b:if cond='data:blog.postImageThumbnailUrl'>
<link expr:href='data:blog.postImageThumbnailUrl' rel='image_src' />
</b:if>
</b:if>

<!-- SEO Title Tag -->
<b:if cond='data:blog.url == data:blog.homepageUrl'><title><data:blog.title /></title>
↳ </b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'><title><data:blog.pageName /> -
↳ <data:blog.title /></title></b:if>
<b:if cond='data:blog.pageType == &quot;archive&quot;'><title>Archive for <data:blog.
↳ pageName /></title></b:if>
<b:if cond='data:blog.pageType == &quot;static_page&quot;'><title><data:blog.pageName /
↳ ></title></b:if>
<b:if cond='data:blog.pageType == &quot;index&quot;'><b:if cond='data:blog.searchLabel
↳ >><title><data:blog.title /> - <data:blog.pageName /></title></b:if></b:if>
<b:if cond='data:blog.pageType == &quot;error_page&quot;'><title>Page Not Found</
↳ title></b:if>
<b:if cond='data:blog.pageType == &quot;index&quot;'><b:if cond='data:blog.url !=
↳ data:blog.homepageUrl'><title><data:blog.pageTitle /> - All Post</title></b:if></
↳ b:if>

<!-- SEO Meta Tag -->
<meta charset='UTF-8' />
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'
↳ name='viewport' />
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible' />
<meta content='blogger' name='generator' />
<meta content='indonesian' name='language' />
<meta content='id' name='geo.country' />
<meta content='indonesia' name='geo.placename' />
<meta content='Author' name='author' />
<meta content='index,follow' name='robots' />
<meta content='2 days' name='revisit-after' />
<meta content='2 days' name='revisit' />
<meta content='never' name='expires' />
<meta content='always' name='revisit' />
<meta content='global' name='distribution' />
<meta content='general' name='rating' />
<meta content='true' name='MSSmartTagsPreventParsing' />
<meta content='text/html; charset=UTF-8' http-equiv='Content-Type' />

```

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```

<meta content='index, follow' name='googlebot' />
<meta content='follow, all' name='Googlebot-Image' />
<meta content='follow, all' name='msnbot' />
<meta content='follow, all' name='Slurp' />
<meta content='follow, all' name='ZyBorg' />
<meta content='follow, all' name='Scooter' />
<meta content='all' name='spiders' />
<meta content='all' name='WEBCRAWLERS' />
<meta content='aeiwi, alexa, alltheWeb, altavista, aol netfind, anwers, canada,
↳directhit, euroseek, excite, overture, go, google, hotbot. infomak, kanoodle, lycos,
↳mastersite, national directory, northern light, searchit, simplesearch,
↳Webmostlinked, webtop, what-u-seeek, aol, yahoo, webcrawler, infoseek, excite,
↳magellan, looksmart, bing, cnet, googlebot' name='search engines' />

<b:skin><![CDATA[

/* Variable definitions
=====

]]></b:skin>

<style type='text/css'>
/*
-----
Blogger Template Style
Name      : Basic Blogger Template
Designer  : Agus Purwanto
Release   : April 2018
Version   : 1.0
License   : MIT
Email     : me@aguspurwanto.com
-----
Thanks to:
- Eric Meyer (CSS Reset)
*/

/* Eric Meyer's Reset CSS v2.0 (http://meyerweb.com/eric/tools/css/reset/)
-----
↳- */
html,body,div,span,applet,object,iframe,h1,h2,h3,h4,h5,h6,p,blockquote,pre,a,abbr,
↳acronym,address,big,cite,code,del,dfn,em,img,ins,kbd,q,s,samp,small,strike,strong,
↳sub,sup,tt,var,b,u,i,center,dl,dt,dd,ol,ul,li,fieldset,form,label,legend,table,
↳caption,tbody,tfoot,thead,tr,th,td,article,aside,canvas,details,embed,figure,
↳figcaption,footer,header,hgroup,menu,nav,output,ruby,section,summary,time,mark,
↳audio,video{margin:0;padding:0;border:0;font-size:100%;font:inherit;vertical-
↳align:baseline}article,aside,details,figcaption,figure,footer,header,hgroup,menu,
↳nav,section{display:block}body{line-height:1}ol,ul{list-style:none}blockquote,q
↳{quotes:none}blockquote:before,blockquote:after,q:before,q:after{content:'
↳content:none}table{border-collapse:collapse;border-spacing:0}
</style>

</head>
<body class='index' itemscope='itemscope' itemtype='http://schema.org/WebPage'>
<div id='wrapper'>
<header id='header-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPHeader
↳'>
<b:section class='header' id='header' maxwidgets='1'>

```

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```
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↳ 'Header'></b:widget>
</b:section>
</header>
<nav id='navigation' itemscope='itemscope' itemtype='http://schema.org/
↳ SiteNavigationElement' role='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix'/>
<section id='outer-wrapper'>
<article id='article-wrapper' itemscope='itemscope' itemtype='http://schema.org/Blog'
↳ role='main'>
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>
<div class='clearfix'/>
<aside id='sidebar-wrapper' itemscope='itemscope' itemtype='http://schema.org/
↳ WPNavBar'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix'/>
<footer id='footer-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPFooter
↳ '>
<b:section class='footer' id='footer' showaddelement='yes'/>
<footer class='footer-left'>
Copyright      &#169; &lt;script&gt;new Date().getFullYear()&gt;;2010&amp;&amp;document.
↳ write(&quot;&quot;+new Date().getFullYear());&lt;/script&gt; <a href='/' rel=
↳ 'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳ Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>
```

Save it.



---

## Implement Open Graph Protocol For Blogger

---

At previous guide we successfully add a important meta tags for Blogger, but we need a open graph protocol for scraping and previewing on social media sites.

The Open Graph protocol enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

While many different technologies and schemas exist and could be combined together, there isn't a single technology which provides enough information to richly represent any web page within the social graph. The Open Graph protocol builds on these existing technologies and gives developers one thing to implement. Developer simplicity is a key goal of the Open Graph protocol which has informed many of the technical design decisions.

For more information visit .

This is a basic open graph meta tags.

```
<title>The Rock (1996)</title>
<meta property="og:title" content="The Rock" />
<meta property="og:type" content="video.movie" />
<meta property="og:url" content="http://www.imdb.com/title/tt0117500/" />
<meta property="og:image" content="http://ia.media-imdb.com/images/rock.jpg" />
```

Blogger is a dynamic site, we need to implement this using blogger function.

Here's the code:

```
<meta content="" property="fb:app_id" />
<b:if cond='data:blog.pageType == &quot;item&quot;.'>
<meta content='article' property='og:type'/>
<meta expr:content='data:blog.title' property='og:site_name'/>
<meta expr:content='data:blog.pageName' property='og:title'/>
<b:if cond='data:blog.postImageThumbnailUrl'>
<meta expr:content='data:blog.postImageThumbnailUrl' property='og:image'/>
</b:if>
<b:else/>
<meta expr:content='data:blog.title' property='og:title'/>
<meta content='website' property='og:type'/>
```

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```

</b:if>
<meta expr:content='&quot;en_US&quot;' property='og:locale'/>
<meta expr:content='data:blog.canonicalUrl' property='og:url'/>

```

Here's the full of code:

```

<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version='2' class='v2' expr:dir='data:blog.languageDirection' xmlns='http://
↳www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://
↳www.google.com/2005/gml/data' xmlns:expr='http://www.google.com/2005/gml/expr'
↳xmlns:og='http://ogp.me/ns#'>
<head>

<link expr:href='data:blog.canonicalUrl' rel='canonical'/>

<!--[if lt IE 9]>
<script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"> </script>
<![endif]-->
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'
↳name='viewport'/>
<meta content='text/html; charset=UTF-8' http-equiv='Content-Type'/>
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible'/>
<b:include data='blog' name='all-head-content'/>

<!-- Blogger Optimized Meta Tags -->
<link expr:href='data:blog.homepageUrl + &quot;favicon.ico&quot;' rel='icon' type=
↳'image/x-icon'/>
<link expr:href='data:blog.url' rel='canonical'/>
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default&quot;' expr:title=
↳'data:blog.title + &quot; - Atom&quot;' rel='alternate' type='application/atom+xml'
↳>
<link expr:href='data:blog.homepageUrl + &quot;feeds/posts/default?alt=rss&quot;'
↳expr:title='data:blog.title + &quot; - RSS&quot;' rel='alternate' type='application/
↳rss+xml'/>
<link expr:href='&quot;http://www.blogger.com/feeds/&quot; + data:blog.blogId + &quot;
↳/posts/default&quot;' expr:title='data:blog.title + &quot; - Atom&quot;' rel=
↳'alternate' type='application/atom+xml'/>
<link href='http://www.blogger.com/openid-server.g' rel='openid.server'/>
<link expr:href='data:blog.homepageUrl' rel='openid.delegate'/>
<b:if cond='data:blog.isMobile'>
<meta content='noindex,nofollow' name='robots'/>
</b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'>
<b:if cond='data:blog.postImageThumbnailUrl'>
<link expr:href='data:blog.postImageThumbnailUrl' rel='image_src'/>
</b:if>
</b:if>

<!-- SEO Title Tag -->
<b:if cond='data:blog.url == data:blog.homepageUrl'><title><data:blog.title/></title>
↳</b:if>
<b:if cond='data:blog.pageType == &quot;item&quot;'><title><data:blog.pageName/> -
↳<data:blog.title/></title></b:if>
<b:if cond='data:blog.pageType == &quot;archive&quot;'><title>Archive for <data:blog.
↳pageName/></title></b:if>
<b:if cond='data:blog.pageType == &quot;static_page&quot;'><title><data:blog.pageName/
↳></title></b:if>

```

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```

<b:if cond='data:blog.pageType == &quot;index&quot; '><b:if cond='data:blog.searchLabel
↳ '><title><data:blog.title/> - <data:blog.pageName/></title></b:if></b:if>
<b:if cond='data:blog.pageType == &quot;error_page&quot; '><title>Page Not Found</
↳ title></b:if>
<b:if cond='data:blog.pageType == &quot;index&quot; '><b:if cond='data:blog.url !=_
↳ data:blog.homepageUrl '><title><data:blog.pageTitle/> - All Post</title></b:if></
↳ b:if>

<!-- SEO Meta Tag -->
<meta charset='UTF-8' />
<meta content='width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1'_
↳ name='viewport' />
<meta content='IE=edge,chrome=1' http-equiv='X-UA-Compatible' />
<meta content='blogger' name='generator' />
<meta content='indonesian' name='language' />
<meta content='id' name='geo.country' />
<meta content='indonesia' name='geo.placename' />
<meta content='Author' name='author' />
<meta content='index, follow' name='robots' />
<meta content='2 days' name='revisit-after' />
<meta content='2 days' name='revisit' />
<meta content='never' name='expires' />
<meta content='always' name='revisit' />
<meta content='global' name='distribution' />
<meta content='general' name='rating' />
<meta content='true' name='MSSmartTagsPreventParsing' />
<meta content='text/html; charset=UTF-8' http-equiv='Content-Type' />
<meta content='index, follow' name='googlebot' />
<meta content='follow, all' name='Googlebot-Image' />
<meta content='follow, all' name='msnbot' />
<meta content='follow, all' name='Slurp' />
<meta content='follow, all' name='ZyBorg' />
<meta content='follow, all' name='Scooter' />
<meta content='all' name='spiders' />
<meta content='all' name='WEBCRAWLERS' />
<meta content='aeiwi, alexa, alltheWeb, altavista, aol netfind, answers, canada,_
↳ directhit, euroseek, excite, overture, go, google, hotbot. infomak, kanoodle, lycos,
↳ mastersite, national directory, northern light, searchit, simplesearch,_
↳ Websmostlinked, webtop, what-u-see, aol, yahoo, webcrawler, infoseek, excite,_
↳ magellan, looksmart, bing, cnet, googlebot' name='search engines' />

<!-- Open Graph Meta Tags -->
<meta content="" property="fb:app_id" />
<b:if cond='data:blog.pageType == &quot;item&quot; '>
<meta content='article' property='og:type' />
<meta expr:content='data:blog.title' property='og:site_name' />
<meta expr:content='data:blog.pageName' property='og:title' />
<b:if cond='data:blog.postImageThumbnailUrl' >
<meta expr:content='data:blog.postImageThumbnailUrl' property='og:image' />
</b:if>
<b:else/>
<meta expr:content='data:blog.title' property='og:title' />
<meta content='website' property='og:type' />
</b:if>
<meta expr:content='&quot;en_US&quot;' property='og:locale' />
<meta expr:content='data:blog.canonicalUrl' property='og:url' />

```

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```

<b:skin><![CDATA[

/* Variable definitions
=====

]]></b:skin>

<style type='text/css'>
/*
-----
Blogger Template Style
Name      : Basic Blogger Template
Designer  : Agus Purwanto
Release   : April 2018
Version   : 1.0
License   : MIT
Email     : me@aguspurwanto.com
-----
Thanks to:
- Eric Meyer (CSS Reset)
*/

/* Eric Meyer's Reset CSS v2.0 (http://meyerweb.com/eric/tools/css/reset/)
-----
↪ - */
html,body,div,span,applet,object,iframe,h1,h2,h3,h4,h5,h6,p,blockquote,pre,a,abbr,
↪ acronym,address,big,cite,code,del,dfn,em,img,ins,kbd,q,s,samp,small,strike,strong,
↪ sub,sup,tt,var,b,u,i,center,dl,dt,dd,ol,ul,li,fieldset,form,label,legend,table,
↪ caption,tbody,tfoot,thead,tr,th,td,article,aside,canvas,details,embed,figure,
↪ figcaption,footer,header,hgroup,menu,nav,output,ruby,section,summary,time,mark,
↪ audio,video{margin:0;padding:0;border:0;font-size:100%;font:inherit;vertical-
↪ align:baseline}article,aside,details,figcaption,figure,footer,header,hgroup,menu,
↪ nav,section{display:block}body{line-height:1}ol,ul{list-style:none}blockquote,q
↪ {quotes:none}blockquote:before,blockquote:after,q:before,q:after{content:'&#39;&#39;;
↪ content:none}table{border-collapse:collapse;border-spacing:0}
</style>

</head>
<body class='index' itemscope='itemscope' itemtype='http://schema.org/WebPage'>
<div id='wrapper'>
<header id='header-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPHeader'>
↪ >
<b:section class='header' id='header' maxwidgets='1'>
<b:widget id='Header1' locked='true' title='Basic Blogger Template (Header)' type=
↪ 'Header'></b:widget>
</b:section>
</header>
<nav id='navigation' itemscope='itemscope' itemtype='http://schema.org/
↪ SiteNavigationElement' role='navigation'>
<ul>
<li><a href=''>Home</a></li>
<li><a href=''>About</a></li>
</ul>
</nav>
<div class='clearfix'>
<section id='outer-wrapper'>
<article id='article-wrapper' itemscope='itemscope' itemtype='http://schema.org/Blog'
↪ role='main'>

```

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```
<b:section class='main' id='main'>
<b:widget id='Blog1' locked='true' title='Blog Posting' type='Blog'></b:widget>
</b:section>
</article>
</section>
<div class='clearfix' />
<aside id='sidebar-wrapper' itemscope='itemscope' itemtype='http://schema.org/
↳WPNavBar'>
<b:section class='sidebar' id='sidebar' showaddelement='yes'></b:section>
</aside>
<div class='clearfix' />
<footer id='footer-wrapper' itemscope='itemscope' itemtype='http://schema.org/WPFooter
↳'>
<b:section class='footer' id='footer' showaddelement='yes' />
<footer class='footer-left'>
Copyright   &#169;   &lt;script&gt;new Date().getFullYear()&gt;2010&amp;&amp;document.
↳write('&quot;&quot;+new Date().getFullYear());&lt;/script&gt; <a href='/' rel=
↳'copyright'><data:blog.title/></a>
</footer>
<footer class='footer-right'>
Design by <a href='https://www.aguspurwantoro.com/' target='_blank' title='Blogger'>
↳Agus Purwantoro</a>
</footer>
</footer>
</div>
</body>
</html>
```

Please test it by using Blogger template editor to see changes, if you want to debugging your object please use .

Please help us spread the word by share to your friend.

This guide written by .

Donate .