

What's in a name?

Once you've settled on a theme, it's time to come up with the next most important part of your blog - - your title. This step is actually harder than it sounds because of the millions of cheaters who raced to start their blog before you did and may have already stolen the name that you thought would be *perfect* for your new project.

But as long as there are words, there will always be creative ways to sort them and shape them. So no worries - - your perfect blog name is out there waiting anxiously for you to pick it up and take it home.

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Let's go back to our practice blog and add another new entry. This time, brainstorm as many possible names as you can.

Sometimes, there is only one name that seems to call to you, and you just can't picture your blog with any other name but that one. But push past that boundary and jot down at least two or three more alternatives. Then go to [Google Blog Search](#) or [Technorati](#), type your title ideas in, and make sure you aren't infringing on anyone else's blog turf. When you have your top three favorite unique blog

names, test them out!!

[CoolText](#) is a free online graphics generator that lets you try out any text on multiple backgrounds. Simply pick a logo style, type your title into the text box, choose a font and a color, and then click "Render" at the bottom to see your title "up in lights." Repeat this process with each of your choices. Seeing it displayed this way can often help you finalize your decision.

(For those of you that aren't starting your blogs from scratch, this is a time for reevaluation. Are you as pleased with your blog name as when you started? Does it fit the content that you are focusing on? If you had a chance to change it, would you? If you already have a name, but aren't *completely* satisfied with it, why not try this test as well?)