

HOW TO
MOVE YOUR
BLOG FROM
Bloggger
TO
WORDPRESS

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Introduction

In January of 2011, I began to contemplate moving my [Addicted 2 Decorating](#) blog from Blogger to WordPress. At the time, my blog was about four years old, and I knew that I had outgrown Blogger. I wanted more functionality than Blogger was able to provide.

I didn't know much about WordPress at the time, but I did know that it was the blogging software of choice for the pros, and it had an amazing amount of flexibility to offer in the way of plugins. But quite honestly, the thought of moving scared the heck out of me. Wouldn't I lose all of those lovely links to my site that had been created by other bloggers in my niche? What about all of those pictures pinned to Pinterest from my blog? Wouldn't I lose all of my subscribers? Wouldn't I lose all of my traffic? Would I be basically starting over?

I dragged my feet for another year, and finally decided to make the leap in December 2011. When all was said and done, my biggest regret was waiting so long to move. None of my fears were realized. I didn't lose any of my links, subscribers, or traffic. And all of those links from Pinterest and other sites were seamlessly redirected to my new blog.

Now, nine months later, I'm absolutely certain that moving to WordPress was the best decision I ever made for my blog. I now spend a large part of my time [designing WordPress blogs](#) for other bloggers, and helping people move their blogs from Blogger to WordPress. I've made it my mission in life to get every serious blogger who still uses Blogger to move over to WordPress. Ha! Not really. Well...kinda. :)

Blogger vs. WordPress

I'm often asked what makes WordPress so much better than Blogger, so in case you're still trying to decide if you should really make the move, let me explain why I believe WordPress should be the clear choice of any blogger who has made the decision to get serious about their blogging:

- WordPress blogs (especially those that use top-of-the-line, premium themes) simply look more professional than Blogger blogs, and that is especially true if you choose a well-designed theme, such as the [Genesis themes by StudioPress](#).
- WordPress blogs have far more flexibility in design and function than Blogger blogs. With over 20,000 plugins available to expand the functionality of your WordPress blog, you can pretty much assume that if you want your blog to perform in a certain way, there's a plugin for it!
- Probably the most important difference between Blogger and WordPress is that with a self-hosted WordPress site, you have full ownership and control of your

content. With Blogger, Google owns your content, and if they decide to remove your blog from their blogging service, they can do so without warning.

The bottom line is that Blogger and WordPress are in completely different leagues when it comes to blogging software. For a serious blogger who wants to create a professional-looking blog filled with great content that he or she owns and fully controls, and that will (or that has the potential to) generate income, WordPress is the clear choice.

What is a "self-hosted" WordPress blog?

Before we move ahead to the process of moving your blog from Blogger to WordPress, it's important to establish the difference between a self-hosted WordPress blog and a free WordPress.com blog.

WordPress.com is very similar to Blogger in that it is a site that allows you to start a free blog. The differences between WordPress.com and Blogger are (1) the company that owns the site, and (2) the blogging software used on the site.

Blogger is owned by Google and uses a proprietary blogging software that is unique to Blogger. WordPress.com is owned by a company called Automattic and uses the free, open source WordPress blogging software. However, just like Blogger, WordPress.com does not allow you to have complete control over your blog. Your blog design and functionality options are drastically limited, and your content is not your own.

In contrast, a self-hosted WordPress blog is one that is hosted by a website hosting company like [HostGator](#), [Bluehost](#), [GoDaddy](#), etc. Once you purchase the hosting account, it is then up to you to install the WordPress software on your hosting account. You are basically renting space on their servers to store your blog and to make your blog available to your visitors. These hosting services do cost money, but unless your blog is *huge*, the cost will be minimal.

So are you ready to get started?! Are you ready to take your blog to the next level? Just a few more details, and then we'll get right to it!

Disclaimer

I have made every effort to present this step-by-step tutorial in detail and in its entirety. The steps provided in this tutorial are the exact steps that I use for each blog transfer that I do for clients.

However, please be aware that this information is presented without warranty or guarantee of any kind. I, Kristi Linauer, the author of this tutorial, assume no

responsibility for typos, errors, or omissions in this tutorial. I assume no responsibility or liability in the event that your outcome of using this tutorial is not as you expected. As I cannot personally monitor your adherence to the step-by-step instructions, or your personal interpretation of the steps I have outlined, I simply cannot guarantee your outcome. You, as the purchaser and reader, assume all responsibility for the usage of the information presented in this tutorial, as well as the outcome from using the information contained herein.

This tutorial contains affiliate links, which means that if you click on the links to make a purchase, I could receive a commission from your purchase. Please know that I only promote products and services that I trust.

What To Expect From This Tutorial

I have presented this tutorial in simple, clear-cut steps with over 125 screenshots to help you visualize what you need to do. The steps are presented in what I have found is the optimal order in which they need to be performed.

Some of the steps may not pertain to you, so keep an eye out for any conditions listed at the beginning of each step. They'll look like this...

Do this step if...

- You have been using the default .blogspot.com address on your Blogger blog.*
- You have been using a custom domain name on your Blogger blog.*

If that particular step doesn't pertain to you, simply skip ahead to the next step.

Why are some steps repeated?

Some of the information in this tutorial is repeated. For example, you'll notice that Step 3 and Step 11 cover the same type of information. This is because different bloggers will do that step at different times in the transfer process depending on whether or not they're currently using their custom domain name on their Blogger blog.

So in an effort to reduce confusion, and eliminate the need to jump around from place to place (i.e., jumping from Step 10 to Step 3 and back to Step 11), I've decided to simply repeat the information so that any reader, regardless of their current situation, can start in the beginning of the tutorial and work straight through, simply skipping the steps that don't apply to their situation as indicated.

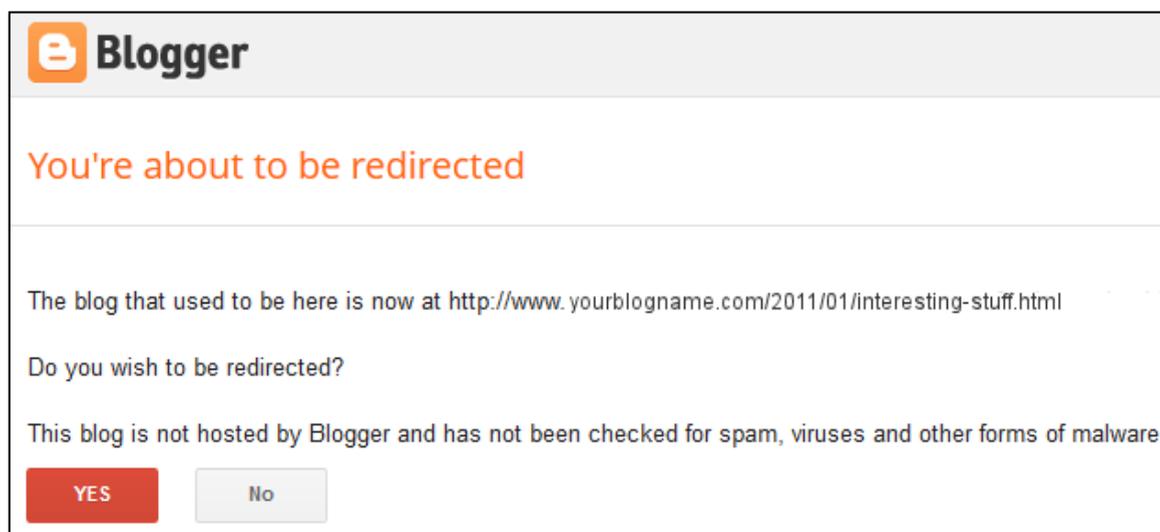
How long will a Blogger to WordPress migration take?

The length of the process largely depends on how long you take to customize your blog, and how diligently you work through the steps outlined in this tutorial. However, If you start at the beginning and work straight through the process, you could reasonably expect to have your blog transferred and up and running on WordPress in one day. The actual time it takes to do the work is much less than that, but some of the processes take time to take effect, so there's a bit of waiting around for things to happen.

Why is this method different from others?

There are actually a few different methods for moving a blog from Blogger to WordPress. Do those other methods work? Sure!

But what I've found is that some of those other methods result in this warning page when some of your potential visitors try to visit your site from links on other sites, such as Pinterest:



I don't know about you, but I personally don't want potential visitors to my site being warned that my blog may contain spam, viruses, or malware. I would imagine that many potential visitors will be scared away at the very mention of viruses and malware, and click "No".

So I personally use (and present in this tutorial) a method that has never resulted in that warning message for potential visitors on the blogs that I transfer using this method. If you adhere to the steps as they are written here, the end result will be that your traffic will be seamlessly redirected to your new blog. No passing through a warning page, and no need for extra clicks to get there.

Okay, now are you ready to get started!?! It's relatively painless. Really. You can do this! :)

Thanks so much for your interest in my Blogger to WordPress tutorial!

[Click here to purchase the complete tutorial.](#)