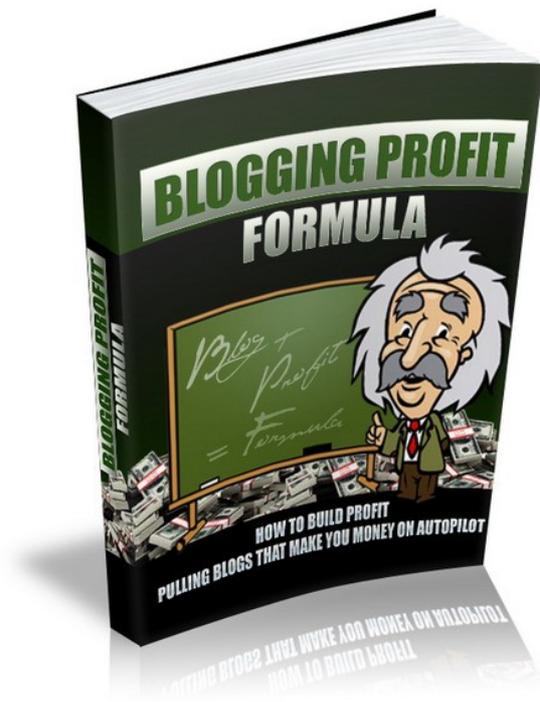


# Blogging Profit Formula



How to Build Profit-Pulling Blogs That Make You Money on Autopilot

## Blogging Profit Formula

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## INTRODUCTION

I expect you are all aware of what a blog is. Let's face it – you can hardly go on the internet or switch on the TV these days without running into blogs. They are literally everywhere, and you've probably also heard that there is a lot of money to be made with them too. I'm guessing you'd like to get in on the action...

Welcome to Blogging Profit Formula. The idea of this report is to show you how blogs can be a complete money making system in their own right. You can start out with nothing and have a blog up and running on the internet in next to no time, and once it's online you can monetize it in a number of ways, or you could decide to 'flip' your blog and make money that way too. I'm going to start right from the beginning and take you through everything. By the time you're finished you'll have your own blog up and running online that's ready to make you money.

This of course isn't the only way of using a blog. A blog can be just one part of a much larger business, and if that's you then you'll find this report of benefit too because many of the same principles apply.

Enjoy the report, and happy blogging...

## CHOOSING YOUR TOPIC

First things first, we need to find a topic to base your blog around.

The ideal scenario is to choose something you are passionate about and which there is also a large, profitable market for. An important piece of advice is to not rule anything out. Even the wackiest ideas and the tiniest niches can be highly profitable...

Take owl collecting (not the real thing!). You could write a blog about owl collecting and then monetize it through being an eBay affiliate.

A good place to start is to check out the number of searches on the Google External Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) for a particular subject.

Check out the results for owls. The numbers aren't amazingly high, but there is still a lot of potential:

Keywords	Global Monthly Search Volume ?
Keywords related to term(s) entered - <a href="#">sort by relevance</a> ?	
owl collectables	3,600
owl antique	1,900
owl antiques	1,600
owl collectible	1,000
owl collectibles	880

Whilst it helps if you have an interest in the topic you choose, my advice would be to go for an 'evergreen subject' – one which never goes out of fashion and people ALWAYS have an interest in. They might not be particularly unique, but in my experience a blog on one of the following subjects is sure to be popular:

- Money
- Dieting
- Health and Fitness
- Relationships
- Parenting

There is a lot of competition but that isn't a bad thing. There are BUYERS in these niches.

I also found the following list which could be helpful:

The World's Largest Blog Niche and Topic Idea List:

<http://www.sparkplugging.com/sparkplug-ceo/the-worlds-largest-blog-niche-and-topic-idea-list/> One of the posts recommends that you combine two of the subjects. I think that's a really good idea, as this would make your blog unique.

## A High Traffic Niche via Keyword Research

Okay, so by this point you might have a couple of ideas in mind - maybe two or three?

This is a way to narrow down that list and make your final decision. At the end of this process, I'd suggest you pick the one that has the most traffic potential and that you wouldn't mind writing about on a very regular basis.

Take your list of ideas and think carefully about what people would type into the search engines to find the type of information you want to blog about.

Let's work through an example.

Let's say we want to blog about Home Business Ideas. What would people type in the search engines to get more information on this subject?

- home business ideas
- how to make money from home
- home based business ideas
- legitimate work at home jobs
- work at home businesses

Those were just a few from the top of my head.

Next, I'll enter these keyword terms onto the Google External Keyword Tool and just look at the results:

Keywords	▼ Global Monthly Search Volume ?
<b>Keywords related to term(s) entered - sort by relevance ?</b>	
business ideas home	110,000
home business ideas	110,000
business home idea	49,500
home business idea	49,500
business ideas home based	40,500
home based business ideas	40,500
how to make money from home	27,100
home based business idea	22,200
legitimate work at home jobs	18,100
home business work at home	14,800
work at home internet business	14,800
business ideas for home	12,100
ideas for home business	12,100
work at home businesses	12,100
work at home business opportunities	9,900

That's one popular niche!

We shouldn't worry too much about competition, as your blog is going to be unique, and it will express your personality if you follow all the advice given in this ebook.

## Blogging Profit Formula

But you will need to take note of these keywords, so you can incorporate them into the titles and content of your blog posts, for a spot of essential SEO to get some search engine traffic.

### **Making A Final Decision on Your Topic**

Now, this is crucial...

If you procrastinate and are indecisive you'll never make any money from this method. Don't fall at the first hurdle by not being able to make a final decision on the topic of your blog.

Be firm with yourself, make your final decision and stick to it!

If you really can't choose between a couple of things, perhaps you can combine them on the one blog, as suggested earlier, for a unique approach.

But remember once you have a routine of putting content on your blog, it's been monetized and you have got a steady stream of traffic, then there is nothing stopping you starting another blog and repeating the whole process. That's the beauty of blogging – they can be set up very easily and you can be making money from them VERY quickly indeed...

## **BUILDING UP YOUR KNOWLEDGE**

So you've found a niche, but how do you know what kind of information people in your niche crave?

Obviously it's important to know a lot about what you're blogging about. Ideally you want your readers to perceive you as an expert and someone who they can turn to for information and advice. Building up your knowledge, then, is essential:

It can be a help here to have your list of keywords, which we created in the previous chapter, to help you search out the most relevant information within forums, Yahoo Answers, articles and News.

At the end of this section I am also going to show you a way which means you will get new information on tap - so you'll never run out of ideas!

### **Find Forums in Your Niche**

Your first step in building up your knowledge is to find forums in your niche. This is as easy as going to Google and typing into the search box "your niche forum". You will need to find busy forums in your niche and study the HOT topics, as these are the topics which people want to know more about. If people are talking about something then it's a sure sign they have a burning issue or they're passionate about the topic.

When you have located some good forums in your niche, sign yourself up and straight away make a new post asking whether anyone knows about any other websites, information products, blogs etc on the subject. Find the resources, products, and websites your target market like to read and go and read them yourself. It will instantly let you know the type of things people like to read about and gives you a flavour for the content/style people enjoy.

### **Get Ideas From Yahoo Answers**

Another place to find the hottest questions (and answers) in your niche is Yahoo Answers (<http://answers.yahoo.com/>). This is a very popular website where people ask their most pressing questions about every topic under the sun. It is a goldmine of ideas!

Be sure to explore questions and answers on your topic and take notes of interesting ones you could include and expand on in your blog posts.

Although Yahoo Answers is not mentioned in the traffic generation section later on in the report, it is another great way to get traffic to your blog. If you answer a few questions a day, you will get some traffic coming back to your blog. All you need to do is put your blog URL in the source box.

### Expand Your Knowledge With Articles

The best place to go to find articles in your niche is Ezine Articles (<http://www.ezinearticles.com>). There are quite likely to be 100s of articles on your topic. If you can read and find 10 – 20 quality ones, you can build up your expert knowledge status.

One bit of advice I will give you here is to look at the Most Viewed Articles and Most Published Articles in your general subject area. This gives you a good idea of what people like to read about most, and in the past it has given me literally hundreds of ideas for new blog posts.

You can find the list of Most Viewed and Most Published articles by scrolling down underneath each article:

Most Viewed EzineArticles in the Food-and-Drink:Coffee Category (60 days)

1. [Keurig Introduces B150, B155 Commercial K Cup Coffee Brewers](#)
2. [How Does Coffee Make You Gain Weight?](#)
3. [20 Coffee Health Benefits - Advantages of Drinking Coffee Everyday](#)
4. [Coffee Travel Mug Fanatics Give Away Their Best Mug Finding Strategies](#)
5. [Did Your Favorite Coffee Brand Make the List of America's Top Five Brands?](#)
6. [Retro Vintage 1960s Coffee Pots](#)
7. [Types of Coffee Machines](#)
8. [A Glance at Most Popular Coffee Maker Brands](#)
9. [Are You Ready For the Coffee Diet?](#)
10. [What I Hate About Coffee, and I'm a Coffee Lover](#)
11. [Tips For Using a French Press](#)
12. [Light Roast Vs Dark Roast Coffee - Which Do You Prefer?](#)
13. [5 Reasons to Give Up Coffee](#)
14. [How to Buy the Best Home Espresso Machines](#)
15. [Large Coffee Mug Bulk Orders Save You Big Money](#)

Most Published EzineArticles in the Food-and-Drink:Coffee Category (60 days)

1. [What I Hate About Coffee, and I'm a Coffee Lover](#)
2. [A Glance at Most Popular Coffee Maker Brands](#)
3. [6 Reasons Why You Should Consider the Keurig B70 Coffee Maker For Your Next Coffee Machine](#)
4. [The Bunn NHBX B Contemporary 10 Cup Home Coffee Brewer Gives You Ultimate Control Over Your Coffee](#)
5. [The Art of Making Espresso](#)
6. [Tips For Using a French Press](#)
7. [Review of the Saeco Aroma Electric Espresso Maker](#)

### Your Topic in The News

Everyone likes to keep up with the latest trends and news on their favourite subjects, so part of your job as an expert blogger will be to keep your readers updated. I've outlined an easy way to do this below:

### How to Get New Knowledge Automatically

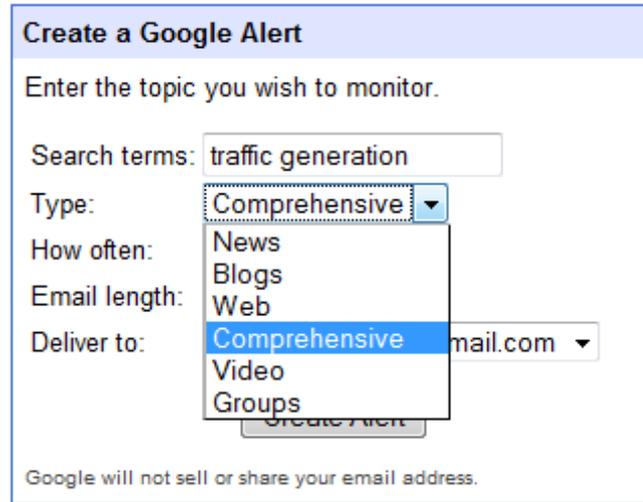
First of all, I recommend you set up a new Gmail account for this method so that all the information that can be provided will not be interspersed with your usual emails. So go to <http://www.googlemail.com> and create a new Gmail account.

Next go to <http://www.google.com/alerts>, where we set up a number of alerts to make sure that we get information sent to us automatically when there is new information available

## Blogging Profit Formula

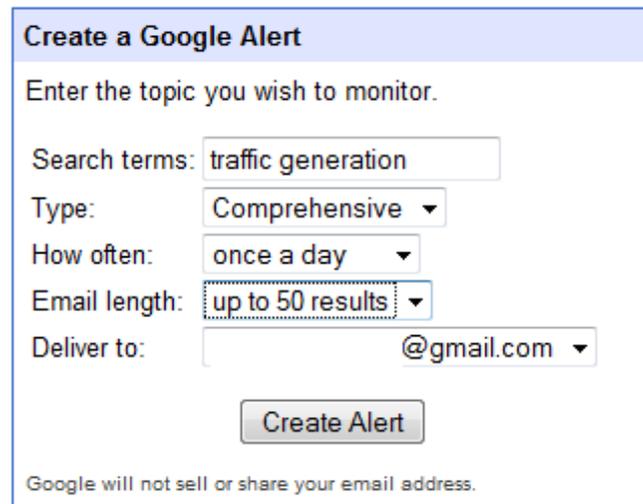
about our topic.

For example, if I wanted to set up a blog about traffic generation, I'd enter that into the search terms:



The screenshot shows the 'Create a Google Alert' form. The search terms are 'traffic generation'. The 'Type' dropdown menu is open, showing options: News, Blogs, Web, Comprehensive (highlighted), Video, and Groups. The 'How often' dropdown is set to 'once a day'. The 'Email length' dropdown is set to 'up to 50 results'. The 'Deliver to' dropdown is set to '@gmail.com'. A 'Create Alert' button is visible at the bottom. A disclaimer at the bottom states: 'Google will not sell or share your email address.'

I would then select 'Comprehensive', as this'll tell me when the search term is mentioned in News, blogs, web, video and groups.



The screenshot shows the 'Create a Google Alert' form. The search terms are 'traffic generation'. The 'Type' dropdown is set to 'Comprehensive'. The 'How often' dropdown is set to 'once a day'. The 'Email length' dropdown is set to 'up to 50 results'. The 'Deliver to' dropdown is set to '@gmail.com'. A 'Create Alert' button is visible at the bottom. A disclaimer at the bottom states: 'Google will not sell or share your email address.'

The next step would be to select how often – Your choices are once a day, or weekly. I would recommend once a day but obviously it's up to you.

Then you select email length: here you have the choice of 20 or 50 results.

Lastly, enter in your new email address to get the alerts sent there.

Do the same process with your keywords and perhaps a more general term as well to make sure you cover all bases.

You can monitor this email address when you want to find new ideas to blog about.

## SETTING UP YOUR BLOG

Okay, topic in hand – it's time to set up your money making blog.

### Choosing a Domain Name

You will need to choose and buy a domain name for your blog. To do this, grab your list of keywords from the previous chapter and start typing them into <http://www.namecheap.com>, (or another domain name registrar), until you find one that is available.

Ideally you should aim to register a .com name, however if your preferred name is not available then don't rule out registering a different domain extension, such as a .net or .info

Registering a good domain name can be difficult and you'll usually find that the best ones have already been taken...

If you're struggling for ideas try adding words like 'News', 'blog', '101', 'tips' etc to the end of your domain name, or add a hyphen between the words.

If that doesn't help, try a combination of words - for example TheHomeBusinessIdeasBlog.com.

Try to make sure you have keywords in your domain name as this really helps in terms of SEO.

Saying that, another option is to use your own name since once you have gained expert status in your niche you'll probably find that people start actively searching for your name. If your business is dedicated to one specific niche then definitely make sure you do this too as your blog will become the centre point of your business. Take a look at the top internet marketers – pretty much all of them have registered their own name as a .com, and most of these seem to link to their own personal blog.

### Blogger vs Wordpress

The two most popular ways to create a blog are through Blogger and Wordpress.

Although you can make money from a blog hosted on Blogger.com, there are a few vital flaws:

- Google owns your content and can take down your blog at a moment's notice. Imagine the pain of two years of hard work and content going down the pan.
- Blogger has few advanced features, like you can't create categories and it's basic platform makes it difficult to format and publish posts.
- It is difficult to brand yourself, as you can't make many changes to the header to incorporate your logo, for example.

Wordpress doesn't have these restrictions and I would always recommend Wordpress

over Blogger.

What puts people off using Wordpress is that they think that it's difficult to install and set up – however follow the guide on the coming pages and you'll be up and running in no time. Trust me – it isn't difficult!

## How to Set up Your Wordpress Blog

For the purposes of this demonstration, I have decided to go with the owl collecting idea I mentioned earlier. So, owlcollectables.com has been purchased from <http://www.namecheap.com> and I have purchased hosting from Hostgator. I personally use and recommend Hostgator (<http://www.hostgator.com>) and have found them to be extremely reliable and easy to use. The following process should be similar even if you use a different hosting provider.

**Once you've registered your domain name for your blog, and have sorted out a hosting account, follow the instructions below:**

1. (a) The first thing we need to do is set up the name servers so that the domain name is forwarded to the hosting account. So go to <http://www.namecheap.com>, login, and you will be taken to the page below. Click on 'view':

---

### 's Home Page

ACCOUNT INFORMATION		
Number of domains in your account	17	<a href="#">view</a>
Domains expiring within 30 days	0	<a href="#">view</a>
Domains you have listed for sale	0	<a href="#">view</a>
Domains you have placed offers for	0	<a href="#">view</a>
WhoisGuard subscriptions	17	<a href="#">view</a>
WhoisGuard expiring within 30 days	5	<a href="#">view</a>
Transfer requests in progress	0	<a href="#">status</a>
Number of unread recent messages	31	<a href="#">read</a>

QUICKLY MODIFY ONE OF YOUR DOMAIN	
Enter domain: www.	<input type="text" value="yourdomain.com"/>
<a href="#">Modify &gt;&gt;</a>	

Last Login	01/14/10 08:43 AM
Last Transaction	01/28/10 12:03 PM

**new** namecheap  
**FORUMS**  
Join the  
community

[view chart](#) | [hide this for 30 days](#)

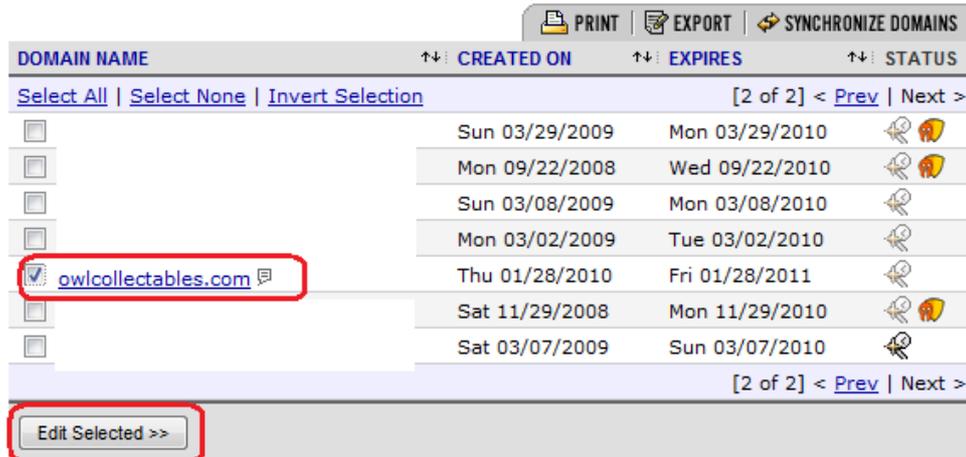
FUNDS IN YOUR ACCOUNT	
Available Balance	<b>\$14.74</b>
Account Balance	<b>\$14.74</b>
Earned Amount	<b>\$0.00</b>
Withdrawable Amount	<b>\$0.00</b>
Auto Renew Requires	<b>\$29.07</b>

[Add Funds to your account](#)

[PayPal](#) [Google Checkout](#)

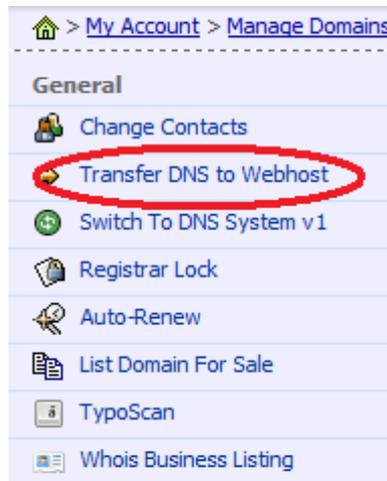
- (b) Select the domain name which you'd like to set name servers for and click on 'Edit Selected':

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DOMAIN NAME	CREATED ON	EXPIRES	STATUS
<input type="checkbox"/>	Sun 03/29/2009	Mon 03/29/2010	
<input type="checkbox"/>	Mon 09/22/2008	Wed 09/22/2010	
<input type="checkbox"/>	Sun 03/08/2009	Mon 03/08/2010	
<input type="checkbox"/>	Mon 03/02/2009	Tue 03/02/2010	
<input checked="" type="checkbox"/> owlcollectables.com	Thu 01/28/2010	Fri 01/28/2011	
<input type="checkbox"/>	Sat 11/29/2008	Mon 11/29/2010	
<input type="checkbox"/>	Sat 03/07/2009	Sun 03/07/2010	

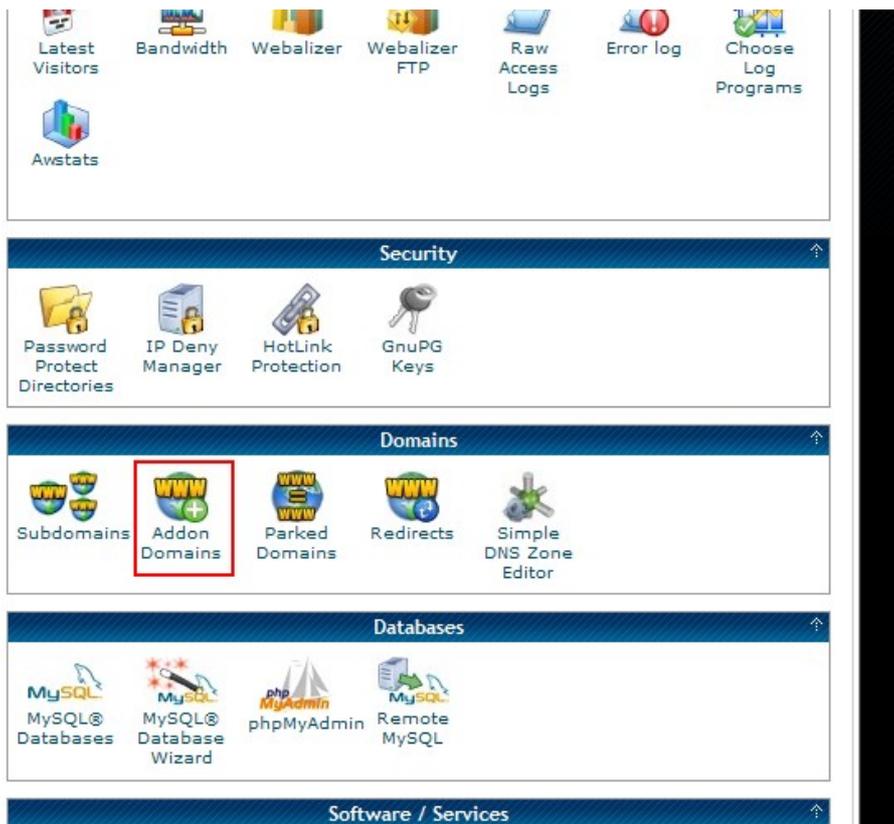
(c) Click on 'Transfer DNS to Webhost' from the list on left sidebar:



(d) On the form that appears, type in the DNS of your web hosting provider into fields 1 and 2. Your hosting provider will give you these details. If you're not sure, give them a call and they will be able to tell you the addresses – or at least point you to where you can find them. Alternatively look through the help section in your hosting account – they will probably be there. Once you have done that click on 'Save Changes.'

- (a) Now we need to log in into our hosting account or 'C Panel'. This should be <http://www.yourwebsiteaddress/cpanel> . Log in with your hosting accounts username and password, and then once you are there scroll down to where it says Domains, and click on 'Addon Domains.'

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(b) Fill in the New Domain Name, and the next two entries will be automatically entered for you.

I usually like to let the system generate a random password for me, so it's nice and secure. Write down the password as you'll need it later on, then click on 'Add Domain.'

## Create an Add-on Domain

New Domain Name:  ✓

Subdomain/Ftp Username:

Document Root:

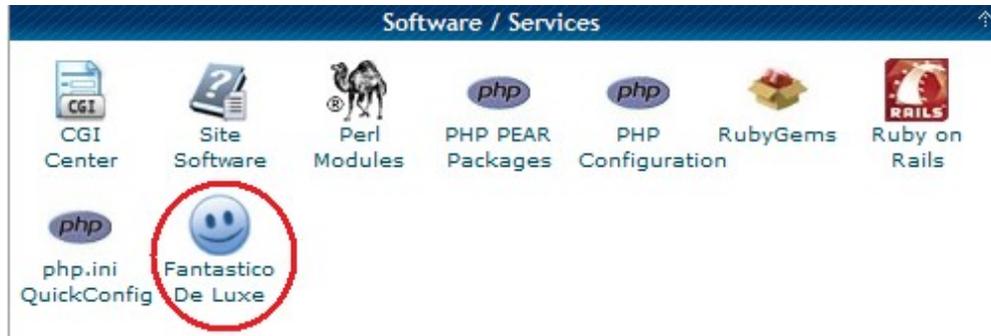
Password:  ✓

Password Strength:  
Very Strong (100/100)

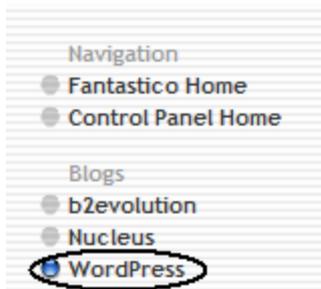
Password (Again):  ✓

**(c) Now we are ready to install Wordpress!**

So back on the main home page of the control panel, we will have to scroll down to almost the bottom to find the Fantastico De Luxe button:



**(d) Select Wordpress from the list that appears:**



**(e) Select New Installation**

# WordPress

**Short description:** WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.

**Homepage:** <http://wordpress.org/>

**[WordPress support forum](#)**

(We are not associated with the support forum)

**[New Installation](#)** (2.8.6)

Disk space required: 9.03 MB

Disk space available: 998421.5 MB

**(f) Where it says 'install on domain' choose the domain you registered from the drop down box. You don't need to enter anything in 'install in directory.'**

(g) Choose a new username and password, which you will use to log in and post content on your blog.

In the base configuration, choose the name you will post as, email address, site name, and description. In the site name and description, try to use some of those keywords for SEO purposes. Then click on 'Install Wordpress.'

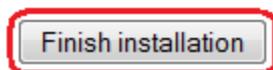
(h) On the next screen click on 'Finish Installation' to complete the install of Wordpress!

#### Install WordPress (2/3)

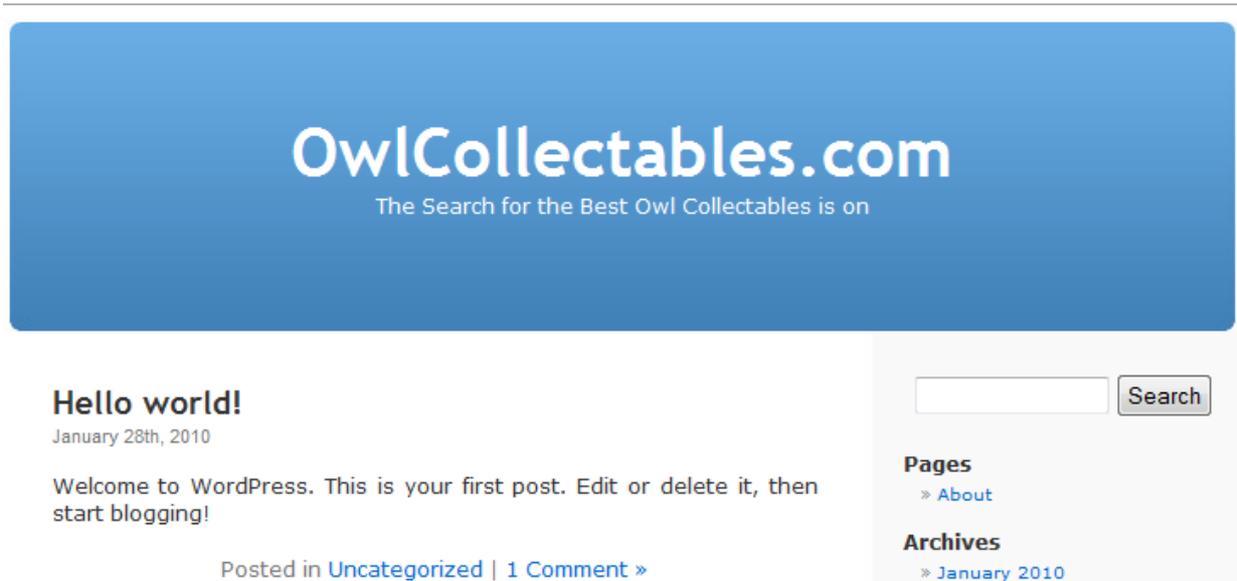
The MySQL database and MySQL user will be created and used for this installation.

- You chose to install in the main directory of the domain
- The access URL will be: <http://owlcollectables.com/>.

Click on **Finish installation** to continue.



(i) Check your installation worked correctly by going to your domain name. In my case that's <http://www.owlcollectables.com> You should see a page similar to the one below:



***That's the very basics complete. You have set up a Wordpress blog. Congratulations! Now we need to customize it :-)***

As you can see the default theme is the standard Wordpress one, it's pretty boring! Now we need to find a theme that we like...

## Choosing a Theme

There are plenty of free Wordpress themes on the internet. Here are a few resources:

<http://www.themes.wordpress.net/>  
<http://wordpressthemebase.com/>  
<http://www.themes2wp.com/>  
<http://www.smashingmagazine.com/2009/05/18/100-amazing-free-wordpress-themes-for-2009/>

You can also do a search on Google for something a little more targeted. I typed "free owl wordpress theme" into Google and found the perfect theme. Whichever theme you choose, make sure it supports Widgets – this is very important and you'll see why later on.

So once you've found a theme you like, download it to a convenient place on your computer (such as your desktop) and then unzip it.

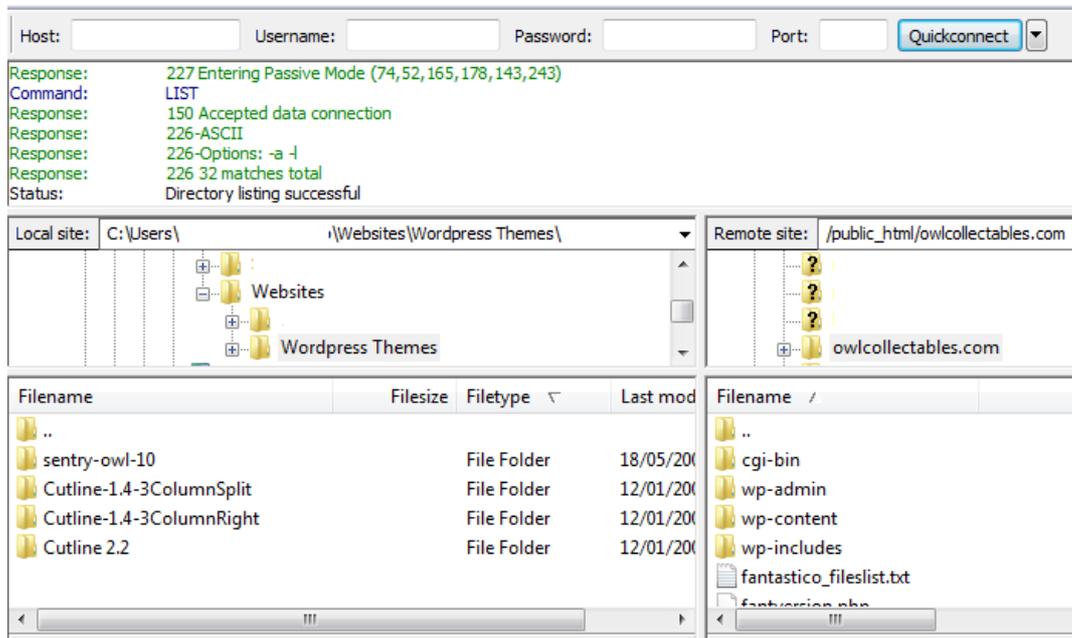
- (1) You'll now need something called an FTP Client. I use FileZilla, which is free and can be downloaded from <http://filezilla-project.org/> (\*A lot of people get scared at the mention of FTP but please stick with me – I promise it's pretty easy!\*)

Open up your FTP program and login with the details provided by your hosting account.

The screenshot below shows what it looks like in FileZilla - on the left are the files

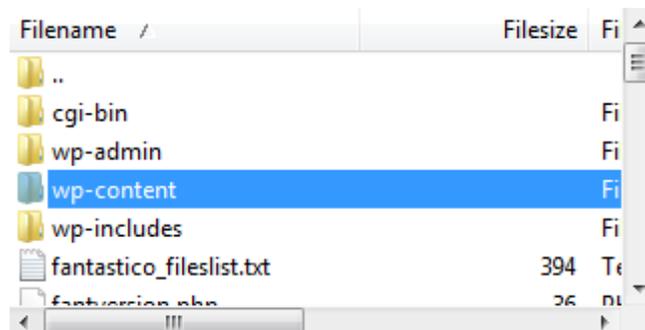
## Blogging Profit Formula

on your computer (local site) and on the right are the files on your website (remote site):

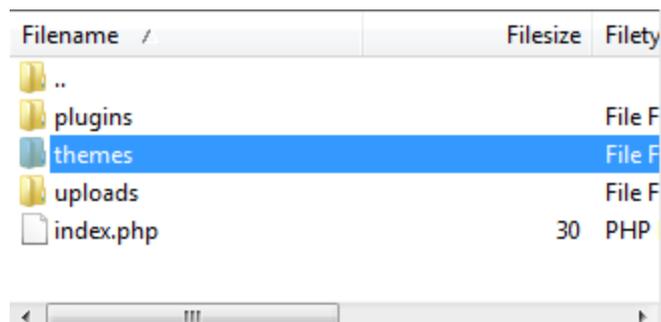


On the left hand side, find the place where you saved your theme to (such as your desktop).

(2) On the right-hand side, find the 'wp-content' folder and click on it.

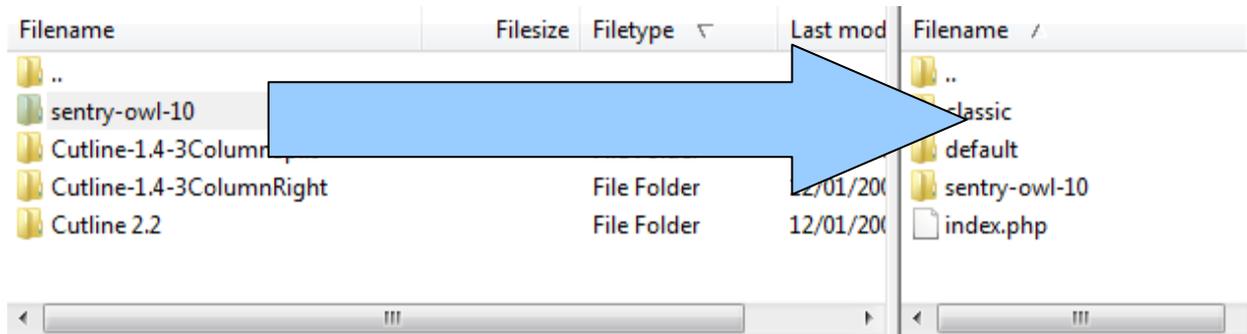


(3) Click on the 'Themes' folder (also note the 'Plugins' folder - we will need this later to add some extra features to the blog):



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(4) Now drag your theme into the 'Themes' folder:



(5) Now we need to go into the blog admin and see which theme looks best.  
You can do this by going to <http://YourDomainName.com/wp-admin>

(6) Use the log in details you created when setting up your Wordpress blog, and you will then be taken to the 'Dashboard.' You should see a link called 'Appearance'. Click on this and select 'Themes.'



(7) You will see the available themes. Pick the theme that you have just uploaded and select 'Activate':

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**Available Themes**



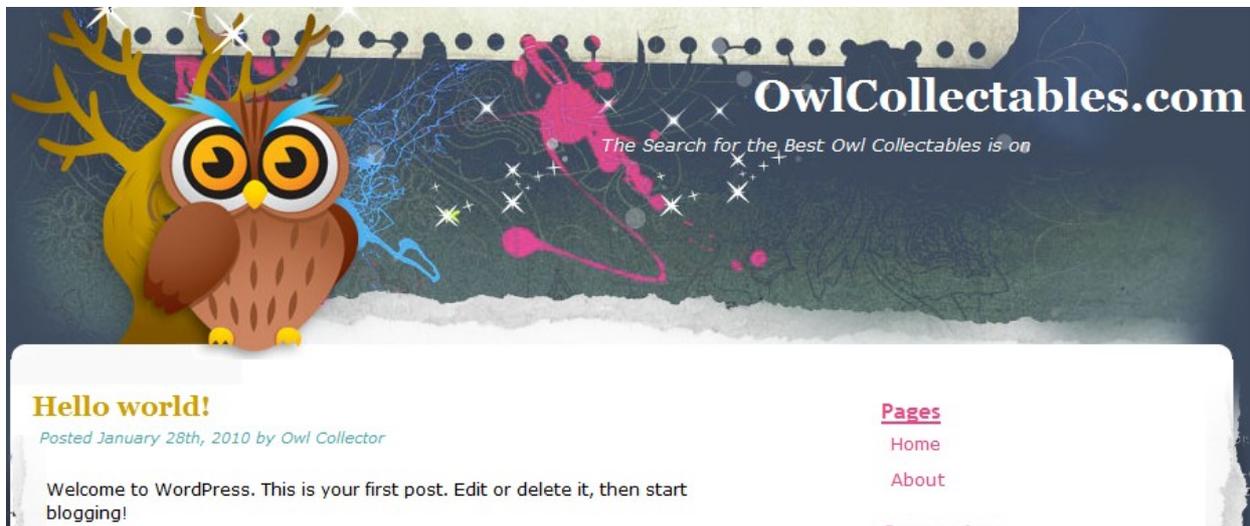
**Sentry Owl 1.0** by [WordPress Themes Expert](#)

*Sentry Owl*

[Activate](#) [Preview](#) | [Delete](#)

All of this theme's files are located in `/themes/sentry-owl-1.0`.

(8) Check your site to make sure the theme has uploaded properly:



**OwlCollectables.com**  
The Search for the Best Owl Collectables is on

**Hello world!**  
Posted January 28th, 2010 by Owl Collector

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

**Pages**  
Home  
About

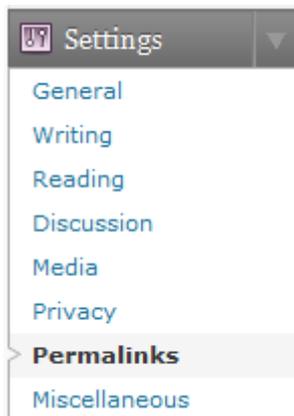
**Categories**

We are getting there now. Next we need to look at some essential widgets, plugins and fixes to make your Wordpress blog into a fantastic money making platform.

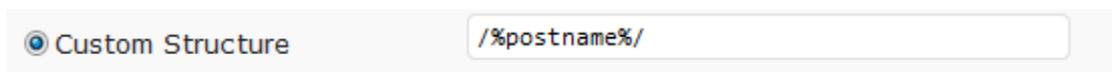
## Essential Wordpress Fixes

We're now going to optimize your blog for the search engines.

- (1) On your Wordpress Dashboard, go into 'Settings' and select 'Permalinks':

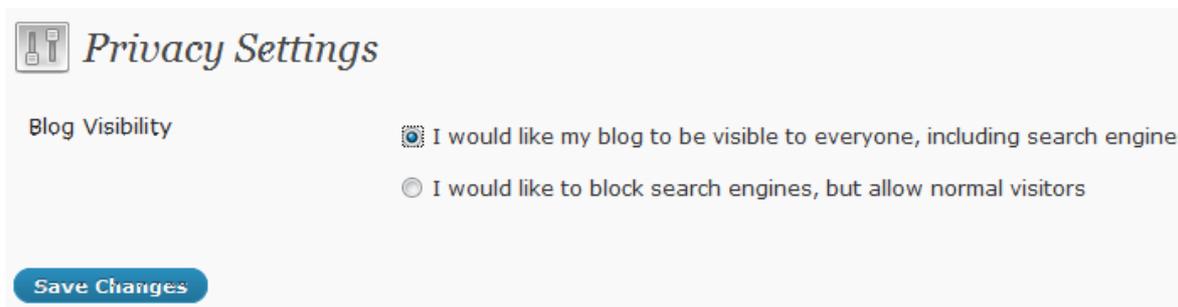


And then choose 'Custom Structure' and enter `/%postname%/` into the box

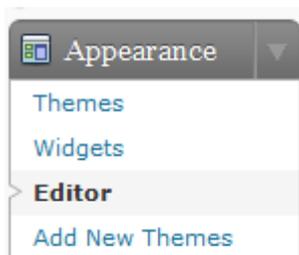


Doing this means that the title of each post you make on your blog will be included in the url. This is great for SEO.

- (2) Also make sure your Privacy Settings are set as in the following screenshot, or else none of our SEO efforts will mean a thing:

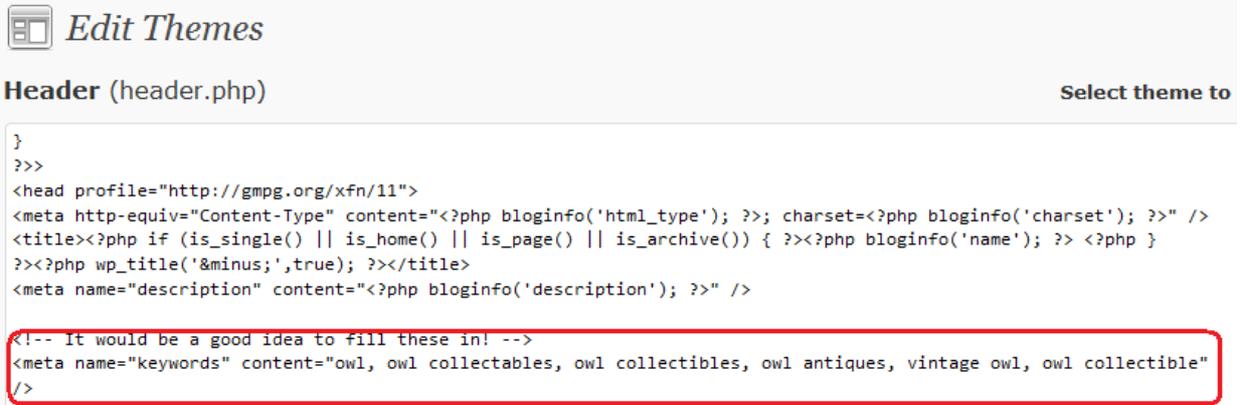


- (3) Next click on 'Editor', under 'Appearance':



# Blogging Profit Formula

Go into the 'header.php' section and scan through the html to see if you find the place to add some keywords:



```

}
?>>
<head profile="http://gmpg.org/xfn/11">
<meta http-equiv="Content-Type" content="<?php bloginfo('html_type'); ?>; charset=<?php bloginfo('charset'); ?>" />
<title><?php if (is_single() || is_home() || is_page() || is_archive()) { ?><?php bloginfo('name'); ?> <?php }
?><?php wp_title('&minus;',true); ?></title>
<meta name="description" content="<?php bloginfo('description'); ?>" />

<!-- It would be a good idea to fill these in! -->
<meta name="keywords" content="owl, owl collectables, owl collectibles, owl antiques, vintage owl, owl collectible"
/>

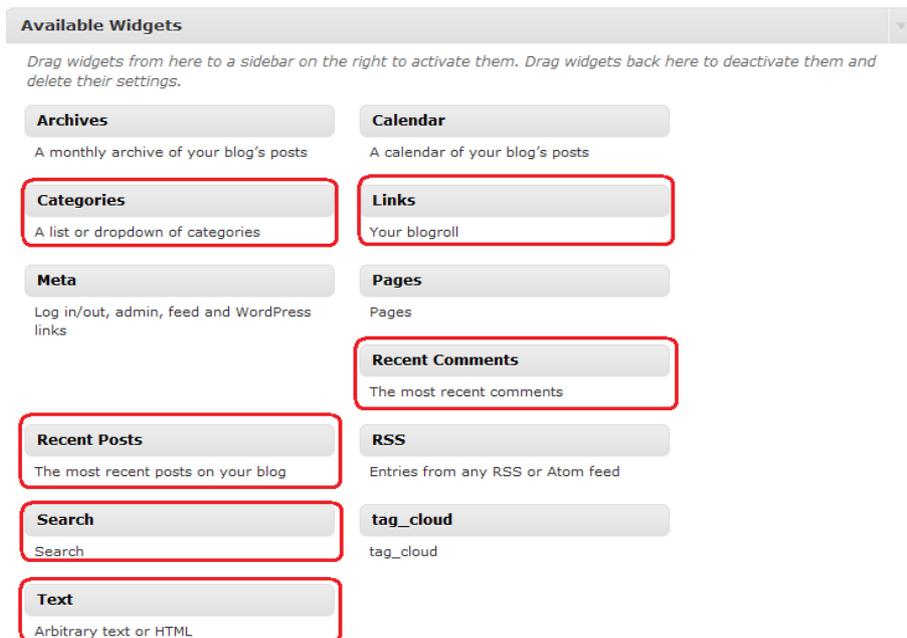
```

## Essential Wordpress Widgets

We now need to add some Widgets to our blog. Go to 'Appearance': 'Widgets':



Here you will find a list of available widgets:



**Available Widgets**

Drag widgets from here to a sidebar on the right to activate them. Drag widgets back here to deactivate them and delete their settings.

- Archives**: A monthly archive of your blog's posts
- Calendar**: A calendar of your blog's posts
- Categories**: A list or dropdown of categories
- Links**: Your blogroll
- Meta**: Log in/out, admin, feed and WordPress links
- Pages**: Pages
- Recent Comments**: The most recent comments
- Recent Posts**: The most recent posts on your blog
- RSS**: Entries from any RSS or Atom feed
- Search**: Search
- tag\_cloud**: tag\_cloud
- Text**: Arbitrary text or HTML

**Categories** are a good place to incorporate some more keywords into your blog

## Blogging Profit Formula

(benefiting SEO), and they will also make it easier for people to find the posts they are looking for.

**Links** are a good widget to include so that you have a place to trade links with other people who have blogs in your niche.

**Recent Comments** will help to show that your blog is active and aids the creation of a community.

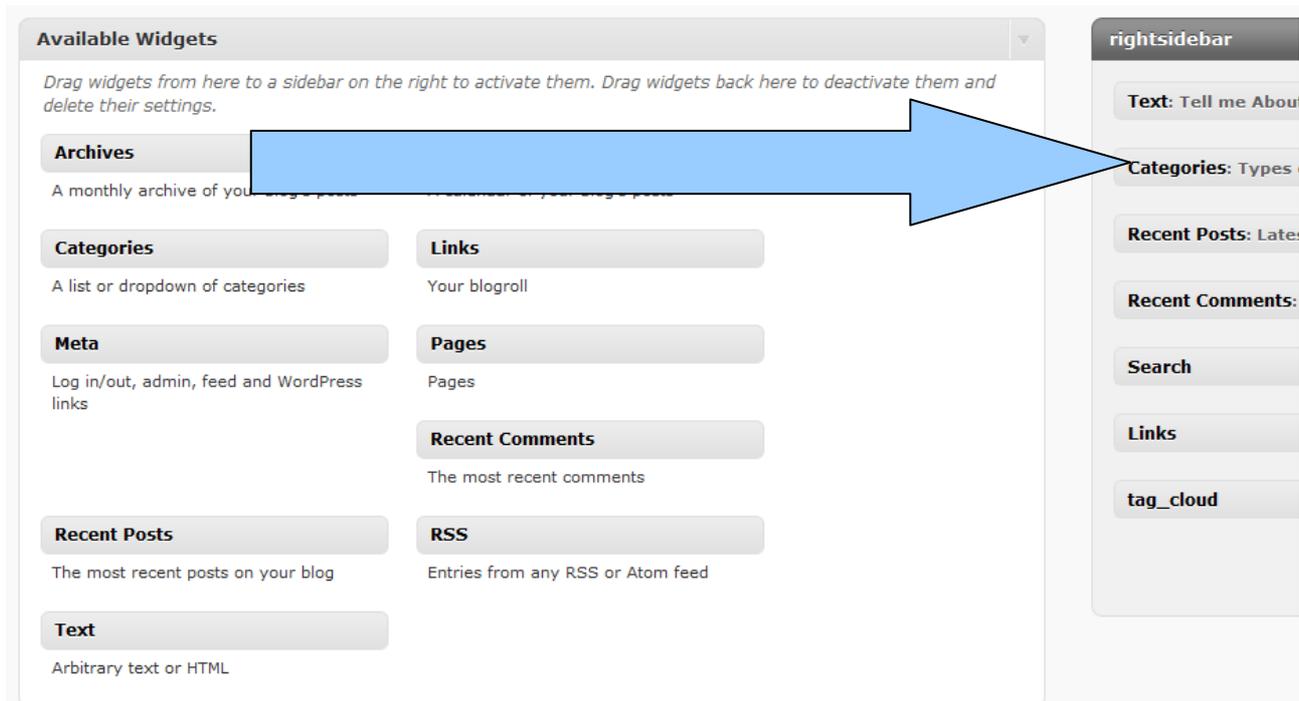
Note: Another great widget is called 'Top Commentators' and shows a list of the people who most frequently comment on your blog. You can download this widget from: <http://wordpress.org/extend/plugins/top-commentators-widget/>

**Recent Posts** will show the titles of your latest blog posts.

The **Search** function will allow the user to search your site, if they are looking for something specific.

The **Text** widget is useful, as you can add normal text or html code. You can use this widget to put an auto-responder code in, so you have a way of building your list through your blog.

To select these widgets to use on your blog, drag them over to the right sidebar:



An additional widget which I recommend that you add is called My Blog Log. This will show the avatars of recent visitors to your blog, and is another great way of adding a community feel to your blog.

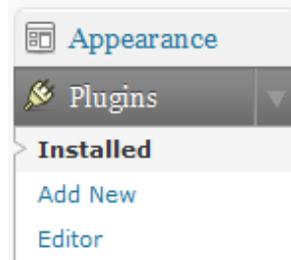
Full installation and set up details can be found here: [http://www.mybloglog.com/buzz/community/com\\_widget\\_wp.php](http://www.mybloglog.com/buzz/community/com_widget_wp.php)

## Essential Wordpress Plugins

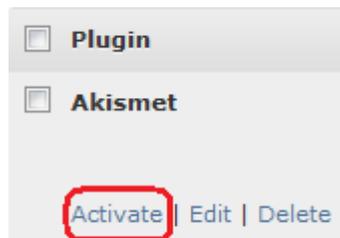
Some of these plugins are useful for SEO, and will help you get more visitors, whilst making your blog more functional and user friendly.

You will need to download these plugins in the same way we did for the themes, then upload them via the FTP client, into the 'Plugins' folder.

Once you have uploaded them, go to the Wordpress admin and select 'Appearance': 'Plugins':



Your uploaded plugins will appear here and you will just need to check them and click on the 'activate' button to make them work:



Here are some essential plugins:

- TAN TAN NOODLES: <http://tantannoodles.com/toolkit/wordpress-reports/>  
This allows you to view Google Analytics within your blog dashboard, so you can see where your visitors are coming from.
- ALL IN ONE SEO PACK: <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>  
This helps automate your SEO on every blog post you create.
- SIMPLE TAGS: <http://www.broobles.com/scripts/simpletags/>  
Allows you to add Technorati tags to your blog posts, which means additional visitors from Technorati.
- CHICKLET CREATOR: <http://www.twistermc.com/blog/chicklet-creator-plugin>  
Makes it easier for your readers to sign up to your RSS Feed.
- SOCIABLE: <http://push.cx/sociable>  
Adds social bookmarking buttons to your posts, so it's easy for your visitor to bookmark your content.

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- GOOGLE SITEMAPS: <http://www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator/>  
This plugin builds a sitemap for you and pings Google every time you update your blog. This means that your posts get indexed within hours into Google – very cool indeed!

## CONTENT WRITING TIPS

Phew!! If you've followed all of the steps above you should now have a great looking blog that is optimized for the search engines. It's now time to start creating the most important thing – content.

Content is the key to making money from your blog. You can have all the widgets, plugins, bells and whistles, but if your content doesn't make people stick around, then it's all for nothing.

### **Write It Yourself and Give It Your Personality (Best Option)**

If you can write a letter, you can write a blog post. That is a good mindset to have – think about your readers as friends, who you are writing a letter to. You will want to make them laugh, recommend a product that has helped you and infuse your personality throughout the letter.

How can you fill your content with your personality?

Let your reader know your story. Let them into your life by providing snippets of information. This will show your reader that you are human – a human that they can relate to.

People love reading stories, so make sure your blog posts have some. This can be the story of how you achieved something, how you overcame something, how you developed your interest in your topic and stuff like that.

Of course, with stories like these you can also ask your readers to share their stories as well, so everyone can learn from each other. That interactivity should be the ultimate aim in your blog writing endeavours, and is hard to achieve unless you write the content yourself.

- Other types of stories can include things happening around you -
- A conversation you might have overheard and how it relates to your blog topic
- Your take on something happening in the news, and how it affects you
- Something you read that gave you a brain wave
- What your children did to make you laugh and how it reminds you of the important things in life
- Things that you tell your friends

Keep a notepad with you at all times and jot down anything interesting that happens to you.

Can you relate that interesting snippet to something in your blog (even if it is a really tedious link, as this will make your readers smile)?

Will it make your readers see you as more human?

Those are the secrets to good content on your blog.

### **Use PLR Content**

If writing your own content for your blog gives you goosebumps, then you can consider using PLR (private label right) articles. There are PLR articles available on pretty much every topic you can think of. They are usually really cheap to buy as well.

Search the internet for 'your topic + pl or private label rights articles'  
e.g 'home business ideas private label rights articles', or 'home business ideas PLR articles'.

You should aim to rewrite at least 20 – 25% of any PLR article. Make it unique to you. You don't want loads of duplicate content that 10,000 other people are also using.

### **Outsource Your Blog Posts**

If the thought of writing and even rewriting scares you to death, then you can consider outsourcing. It can take a while to find a good writer, but find one and it can be a massive time saver.

Probably the best ways to find good writers is to ask for recommendations, or take a trip to the Warrior Forum (<http://www.warriorforum.com>), where there are plenty of writers waiting for an exciting new writing opportunity like yours. If the person is any good you'll be able to see it by the comments they are getting and the feedback from other forum members.

.

### **Auto Blog Content**

If you want a REALLY hands off approach there are several plugins out there which will automatically post content to your blog. Plugins such as AutoBlogged take content from RSS or Atom Feeds and posts it to your blog. Cool huh!

### **Extra Content Tip: Putting Video in Your Blog**

Everyone loves videos. Adding videos will make your readers stay on your blog for longer – and they are great for traffic too.

You can either create your own videos or you can find a good related video on YouTube, which you can embed into a blog post. Let's quickly run through that process, so you can see how easy this is.

Let's say for the owlcollectables.com example we set up earlier I wanted to find cute video footage of baby owls. I would go to YouTube (<http://www.youtube.com>) and search for 'baby owls':

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The screenshot shows the YouTube search interface. At the top left is the YouTube logo with the tagline 'Broadcast Yourself™'. To the right is a search bar containing the text 'baby owls' and a 'Search' button. Below the search bar are navigation links: 'Home', 'Videos', 'Channels', and 'Shows' with a 'New!' badge. A 'Search options' dropdown menu is open. Two search results are displayed:

- Baby owl clips**: A video thumbnail showing two baby owls. The title is 'Baby owl clips'. The description reads: 'www Footage of rescued **baby** burrowing **owls**. For full story see uk.youtube.com and www.zsl.org'. It has a 5-star rating, was uploaded '1 year ago', and has '203,485 views' from the channel 'ZSLvideo'. The video duration is 3:11.
- Cute baby owls!!!!**: A video thumbnail showing a baby owl. The title is 'Cute baby owls!!!!'. The description reads: 'Cute **owls** ouffing up and blinking'. It has a 5-star rating, was uploaded '2 years ago', and has '59,620 views' from the channel 'ted1990'. The video duration is 1:21.

When you've found a video you like, look for the embedded code which is located on the right on the video:

baby owls



The sidebar on the right of the video player contains the following information:

- Channel name: **juannasue** (with a profile picture icon)
- Channel creation date: 24 February 2008 (with a '(more info)' link)
- A yellow 'Subscribe' button
- Video title: barn owls
- URL: <http://www.youtube.com/watch?v=1eQuKd>
- An 'Embed' button with a red border, followed by the code: `<object width="425" height="344"><param`

Simply copy this code into your blog post:

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Let's Start With Some Baby Owls

Permalink: <http://owlcollectables.com/lets-start-with-some-baby-owls/>

Upload/Insert

but that doesn't mean that I don't appreciate the beauty of the real thing, even when they are fluffy and scruffy babies.

I've just come across this clip of baby barn owls and that's one eerie noise. Take a quick view and listen!

```
<object classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000" width="425" height="344"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,40,0">
<param name="allowFullScreen" value="true" /><param name="allowscriptaccess" value="always" /><param
name="src" value="http://www.youtube.com/v/1eQuKcBgE-M&hl=en_GB&fs=1&rel=0"
/><param name="allowfullscreen" value="true" /><embed type="application/x-shockwave-flash" width="425"
height="344" src="http://www.youtube.com/v/1eQuKcBgE-M&hl=en_GB&fs=1&rel=0"
```

It's as easy as that!

I hope that has given you plenty of food for thought in regards to blog content creation.

## MONETIZING YOUR BLOG

This section will show you lots of easy ways of monetizing your blog. After all, we're not doing this for fun – it is a business and we want to make money!

### Text links

A text link will appear in the main body of the text within your blog posts. They are a highly effective and subtle way of selling to your blog visitors.

To start off with, I would recommend using some text link generation software called Click Bank Text Ad Generator. This sells for \$67, but I have done a little digging around and found you a place where you can download it for free:

<http://www.digitalproductsreview.net/blog/free-clickbank-software/>

Once you install this software it will convert keywords and keyphrases on your blog into hyperlinks promoting relevant Clickbank products for you.

Let's say you have the word online detective on your blog, when the mouse is hovered over the word, this is what would appear:



More details of this can be found on their website.

When you start getting traffic to your website, you can consider getting text links from an advertising broker, who will add links to your blog and share the revenue that they produce.

Some good sites to apply to, when you have a steady traffic stream are (they may not accept your application if you are not getting a lot of traffic when you apply) are:

<http://www.kontera.com/>

<http://www.blogads.com>

<http://www.adbrite.com>

<http://www.chitika.com>

### AdSense (and Other Similar Options)

Google AdSense is another form of advertising that you can have displayed on your website. There are different text ads, as they are completed classified adverts, rather than just a couple of words. This is what they look like:

Ads by Google

#### [Country Clothing](#)

New Autumn / Winter 2009 Stock  
Official Stockist. Free Delivery  
[www.CountryAttire.com/Barbour](http://www.CountryAttire.com/Barbour)

#### [Women's Coats](#)

100s of Coats in Many Styles. Buy  
Gorgeous Coats Today!  
[www.littlewoods.com](http://www.littlewoods.com)

#### [M&S Wool Coats & Jackets](#)

Wide Range of Wool Coats & Jackets.  
Quality Worth Every Penny at M&S.  
[www.marksandspencer.com](http://www.marksandspencer.com)

#### [NHS Winter Health Guide](#)

Stay healthy this winter. Learn how  
you can keep warm and keep well.  
[www.NHS.uk](http://www.NHS.uk)

#### [Hurttta Dog Coats](#)

Free Delivery on Hurttta Pro Dog  
Coats.  
[www.pompooi.com/dog\\_coats](http://www.pompooi.com/dog_coats)

You don't get paid a commission when a sale is made, instead you get a very small commission each person that clicks on an ad. The average is about 20 cents, although this amount can go into dollars, depending on how competitive the keywords are.

You will need to have some content on your blog before Google will approve it and show relevant ads. It is a very easy way to start earning.

You should be aware that AdSense have very strict rules and it is easy to get banned. Never ever click on your own ads, however tempting it might be!

Here are some alternative contextual advertising services:

<http://www.adbrite.com>

<http://www.bidvertiser.com>

<http://publisher.yahoo.com/>

### **Affiliate Links**

The four most widely used affiliate programs for blogs are Amazon, Ebay, Clickbank and Commission Junction.

**Amazon:** <https://affiliate-program.amazon.com/>

Amazon is the first port of call for most bloggers, because of its wide selection of inventory. Their affiliate program is very flexible and you can create links to specific products or a store for a particular niche.

They don't pay out an awful lot, but are good at converting clicks to sales.

**eBay:** <https://www.ebaypartnernetwork.com/files/hub/en-US/index.html>

Another popular choice is eBay, for similar reasons to Amazon. They have a range of widgets you can create and put on your blog and they now also pay for clicks when you send someone to an eBay product.

**Clickbank:** <https://www.clickbank.com/affiliateAccountSignup.htm>

Through becoming a Clickbank affiliate, you can get commissions on digital goods. There is an extremely wide variety of products and you should easily be able to find something to promote. The best way to do it is through your email list or as a review – both of these will be covered shortly.

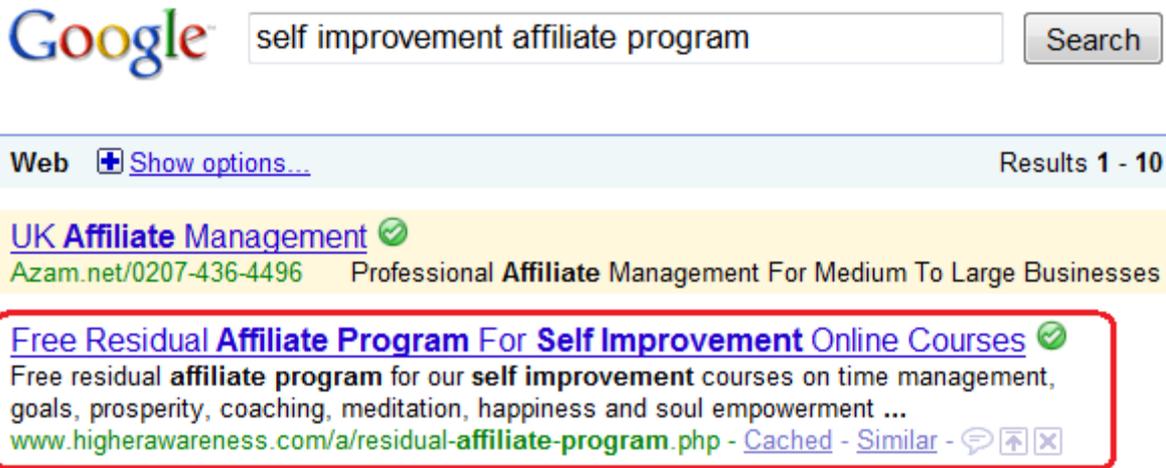
**Commission Junction:** <https://signup.cj.com/member/publisherSignUp.do>

Commission Junction is a site which brings affiliates and publishers together for a whole range of products. You can get paid for providing a lead, or a sale.

Commission Junction is what is called a CPA network - a cost per action network. These are very good for blogs as well. Below is a great site for checking the offers available in your niche and to see what CPA network you should join:

<http://www.findaffiliateoffers.com/>

Lastly, it's likely that you'll want to find other relevant affiliate programs for the niche. The easiest way to do this is to go to Google and type in your niche and the words 'affiliate program' after it:



Scour the results for good products to promote and affiliate programs to join.

### Write Reviews

It's a good idea to sign up to several newsletters in your niche in order to keep on top of any new products which are being brought to the market. It might be that you'll want to review these products from your blog and provide the affiliate link so you can get a commission if your readers like what they read.

A standard layout for a review post is:

- 1) Give a brief description as to what the product is and does
- 2) Give the advantages of the product
- 3) Give the disadvantages (always write something here, as nothing is perfect and it adds to your credibility to show the negatives as well as the positives)
- 4) Give an overall verdict and say whether it has helped you or not
- 5) Provide a link of where the product can be purchased from – your affiliate link

There is a site that pays you to write a review. Once again, I would wait until you have some traffic before signing up for this option, but you can get from \$20 to \$200 for every completed review you put on your blog. This site is <http://www.reviewme.com/>

### Links to Your Own Products

Of course your monetization is not just limited to affiliate products. You can write about your own products or PLR products you have bought.

An additional point is that blogs are a great source of product ideas. By creating and running a blog you'll find out what is popular in your niche. Look at the comments you get, or the posts that seem to generate the most interest.

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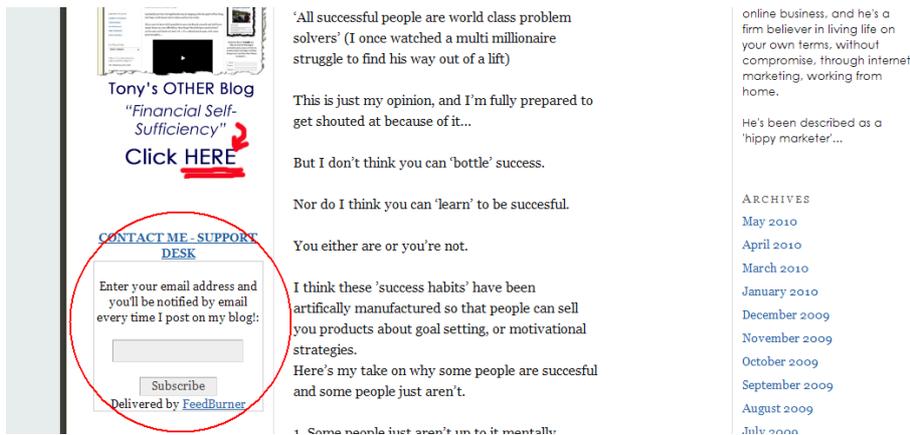
## List Building with Your Blog and One Time Offers

A fantastic way to monetize your blog is to use it to build your mailing list.

Have an opt-in box displayed prominently on your blog homepage and encourage people to subscribe.

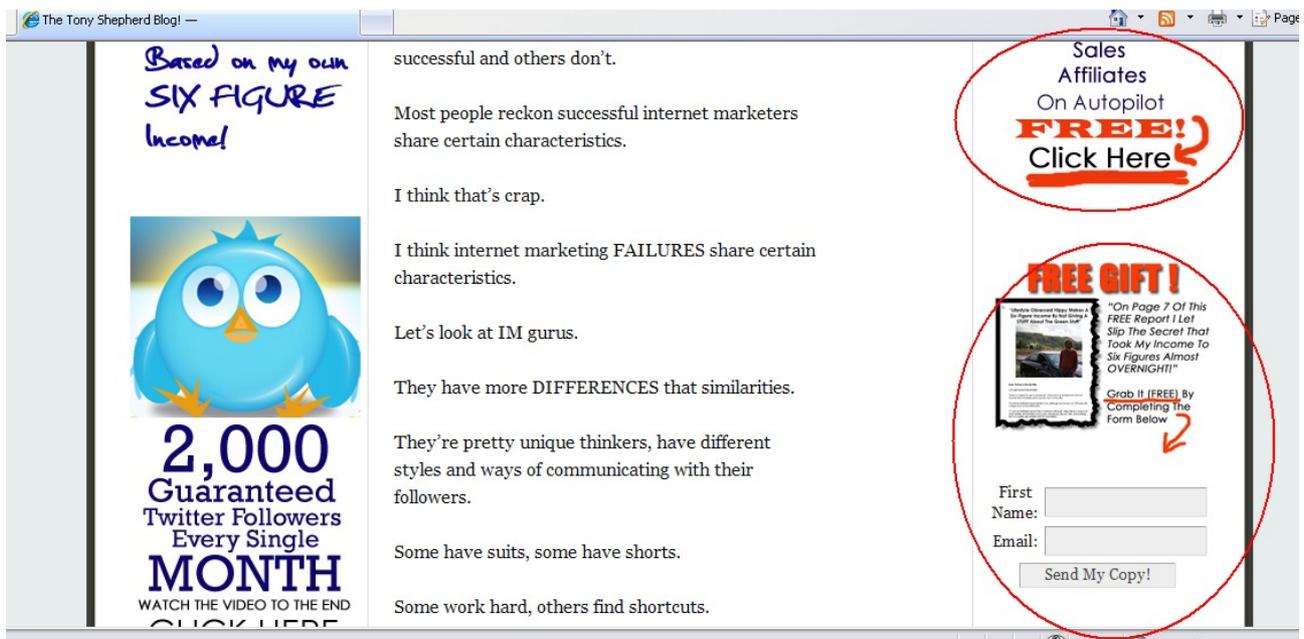
There are several ways of doing this. You can use something called Feedburner (<http://www.feedburner.com>) so that people can opt-in in order to be notified of each time you make a new blog post (this is great for bringing people back to your blog)

An example is shown below:



The screenshot shows a blog post with a sidebar on the left. The main content area contains several paragraphs of text. In the sidebar, there is a section titled "CONTACT ME - SUPPORT DESK" which contains an opt-in form. The form asks for an email address and has a "Subscribe" button. Below the button, it says "Delivered by FeedBurner". A red circle highlights the opt-in form. Another red circle highlights a "Click HERE" link in the main content area.

Another great way to do it is to send your blog visitors to a quality free report which is highly related to your blog. This can be an opt-in box directly on your blog homepage or a banner which takes people to a squeeze page on another website:



The screenshot shows a blog homepage with a sidebar on the left and a main content area. The sidebar contains a blue penguin graphic and text that says "2,000 Guaranteed Twitter Followers Every Single MONTH". The main content area contains several paragraphs of text. On the right side of the main content area, there is a red circle highlighting a "Sales Affiliates On Autopilot FREE! Click Here" link. Below this, there is another red circle highlighting a "FREE GIFT!" offer. The offer includes a small image of a report cover and text that says "Grab It (FREE) By Completing The Form Below". Below the text, there is a form with fields for "First Name:" and "Email:" and a "Send My Copy!" button.

Both options are very effective.

After they opt-in you can present them with a One Time Offer for a paid product. You could

## Blogging Profit Formula

use your own product or an affiliate offer – depending on whether you have something which fits in with subject. Make sure your One Time Offer is related to the free report.

## 5 WAYS TO GET TRAFFIC TO YOUR BLOG

Okay, so we've covered content, and you now know how to effectively monetize your blog. Great – however all this is useless without traffic! You need traffic and lots of it, so here are five effective ways of getting traffic to your blog.

### **Blog commenting**

Leaving relevant comments on other people's blogs with a link back to your site is a great way to get traffic.

Firstly you need to find relevant blogs to comment on. You need to seek out the active blogs in your niche – the ones which get lots of traffic, are posted to regularly, and which are seen as an authority source in your niche. If the last post was made 6 months ago then it's probably best to look elsewhere! Carefully consider how many comments each post is getting – if there are lots of comments it's a sure sign of an active blog.

You can obviously find blogs using Google but here are couple of other ways:

- BloggerForum (<http://www.bloggerforum.com>)
- Technorati (<http://www.technorati.com>)

Once you've found some blogs, look for posts which you can contribute to. Find topics that you can make an intelligent response to and then add to the discussion. This is the most important thing – using blog commenting to drive traffic is a great method to use, yet many people use it in the wrong way by simply posting one line comments such as 'great post.' This a.) doesn't do you credibility any favours (and therefore people are unlikely to check out your link) and b.) it's blatant spam.

By using blog commenting to engage in the original post, you'll come across as an interesting person, and most importantly as someone who has a valued opinion on the topic. This makes people perceive you as an expert.

Join in the discussions. Question the original post, or add some extra information.

I wouldn't advise posting your link in the actual body of your comment. Instead what you need to do is enter your website address into the field provided when you make your comment. When people read it, if they then click on your name they will be taken to your blog.

As an additional point blog commenting is great for building backlinks.

### **Submitting Your Blog to Directories**

There are hundreds of web directories which you can submit your blog to and the majority are free. Once again submitting to directories will help you get traffic in two ways, as people will find you by looking through the directories, and you will also be creating backlinks to your blog, which will help your rank in the search engines.

It can be a painful process submitting to directories one by one, and you WILL need to

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submit your blogs to hundreds of them in order to make an impact on your traffic.

I am going to recommend a free directory submitter to you which will save you a lot of time:

<http://directorysubmitter.imwishlist.com/>

There is also paid directory submission software out there that is very reasonably priced.

### **Submitting RSS Feeds & Pinging**

One of the great benefits of Wordpress is that it automatically creates an RSS (Really Simple Syndication) feed for your blog. When a person subscribes to your RSS feed the content comes to the reader, rather than the reader having to go to the content.

Submitting your RSS feeds to a variety of places will help the search rankings. Once again there are a variety of paid options to submit your RSS feed to various Feeders, or you can submit your RSS feed to the list found here: <http://www.rss-specifications.com/rss-submission.htm>

Pinging:

There are lots of sites which show all the recently published materials on the web. They scan blogs on a regular basis to ascertain whether there is anything new on there. If you can, you should ping every blog post you create.

There are some great free services like:

<http://www.pingomatic.com>

<http://autopinger.com/>

<http://www.pingthatblog.com/>

### **Social Bookmarking Every Post**

Again social bookmarking will get you traffic from the search engines, as well as the people who came across your blog from actively browsing the social bookmarking site. Many people use social bookmarking sites like search engines as they are great for helping people find relevant content...

You can submit bookmarks to multiple sites at once using the free tools at <http://www.onlywire.com> and <http://www.socialposter.com>

Another good traffic tip here is to pay people a few cents to make your bookmarks more popular, for example adding extra Digg through sites like <http://www.shorttask.com> and <https://www.mturk.com/>.

### Article Marketing

Article marketing is a popular traffic method when it comes to blogs. It makes sense really, as you are creating some excellent content for your blog and you can then use these blog posts as a basis to create quality articles.

Articles are popular with search engines, website owners and internet marketers if they are well written and contain quality information. So again, it's a case of traffic from backlinks and people.

The manual submission of articles is a long and tedious job, however here's some free software to help: <http://articlesubmitter.imwishlist.com/>

The secret to getting your article read (this also applies to your blog posts) is to have an attention-grabbing headline.

Words like how to, discover, secret and important are good words to include in your headline.

Also questions in headlines work well as they tickle curiosity into reading further, for example 'is it possible to...?', 'who else...?', or 'can you really...?'

Try producing numbered lists too. 'The 5 Most Important Things To....' Etc.

You can find more great templates for article titles here:  
<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

Examples:

- How to Get 5000 Twitter Followers In 2 Weeks
- Who Else Wants A Great Squeeze Page Template
- Discover The Secrets to Making Your First \$100 Online

The best way to make articles work for your blog is to create two part articles. Write an article along the lines of '3 Top Tips for...' and then in your resources box tell the reader that if they would like to continue reading your article they can visit your blog. You would then link to a blog post which contained more tips on the same subject. This is a great strategy.

## SUMMARY

I'm a huge fan of blogging. Not only do blogs offer great potential for making money, they also provide wonderful networking opportunities and can really help your business grow in a whole manner of ways.

It's highly addictive too. When people leave you comments it gives you a wonderful buzz and sense of achievement. As a blogger you'll come across many interesting people and you will probably learn a great deal too.

You can use blogs as a complete money making system or as part of a wider business. Either way, blogs are great and they are definitely here to stay!

Don't forget to also check out the separate PDF which accompanies this book - it gives you a foolproof system and action plan for making money from blogging!