

# BLOGGING

*Your Way To Success*



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# Blogging Your Way To Financial Success

## *How To Make Enough Money Every Month So You Can Finally Quit Your Day Job*

Let's get something straight right from the start...

It's not about making money. It's about making money over an extended period of time.

Think about it... which would you rather achieve?

### Option #1

Having invested a good deal of time and energy, you generate a fistful of cash in random chunks that could disappear at any time.

### Option #2

Having invested a good deal of time and energy, you generate a substantial amount of cash that continues to flow on a regular basis for years to come.

Granted, anyone in their right mind would choose an imaginary third option. That is, to have a big wag of cash simply drop into their lap. You know, win the lottery, inherit a family fortune, that sort of thing.

It's the kind of financial windfall event that gives you the opportunity to bypass any form of time and energy investment and fall directly into the lifestyle of the filthy-rich.

But since we're talking about the real world here - and have to assume the average person is never going to experience some Hollywood rags-to-riches wealth benefit - there are only two other viable possibilities... Option #1 or Option #2.

So which one would you choose?

The first option has the capability of generating a lot of money. It's not guaranteed, mind you. But it does allow for a sizeable chunk of cash to manifest itself in the shortest period of time.

What you do is create a vast number of websites that are based on specific niche markets (for example, pets, health, fitness, finance, sports, real estate, gaming).

You generate a list of keywords that are related to whatever topic (or topics) you've chosen, terms that are actively and generously searched for each month.

Then, you use a software program to mass-create web pages for each of those keywords. And within the pages, you include one or more blocks of Google AdSense ads (<http://www.google.com/adsense/>).

The more keywords, the more pages, the more activity you'll gain from search engine traffic. The more traffic you gain, the more people will click on the AdSense ads.

And of course, the more clicks you receive, the more money you'll make.

At least, that's the overall plan. And since the ultimate goal is to generate as much money as possible, as quickly as possible, you work entirely on a quantity level.

In other words, page volume is your key to financial success.

As long as all those pages are optimized for individual keywords - and they carry a certain amount of keyword-related content - you've got a fairly good shot at getting them indexed in the search engines. If that's the case, gaining a considerable amount of traffic through those search engines won't be difficult.

So let's assume you put up twenty topic-oriented websites, each of them loaded with hundreds (if not thousands) of keyword pages. Let's also assume that these websites collectively result in a very high number of clicks on AdSense ads.

In no time at all, you would have reached a substantial monthly income. Which is exactly what you had in mind, the reason why you invested all that time and energy researching topics, evaluating competition, collecting keywords, and creating and publishing all those web pages.

The only problem is, even if you do manage to hit some high-dollar figure, that same income could be wiped out with no warning whatsoever.

Basically, you could check your AdSense statistics one month and see a whopping five figures. The next month, maybe half or even a third of that amount. And the following month? Nothing, nada, zip, zilch... zero income.

All those keyword pages you used in order to get tons of traffic from search engines? They've been de-indexed. Which means any and all of your money-making potential that was associated with them has completely disappeared.

So what do you do next? You start over from scratch. You research additional topics, check out the level of competition, generate more keyword lists, and work at getting a whole bunch more pages listed in the search engines.

Of course, if you're serious about this type of system, you won't wait until it's too late. You'll create niche websites on a continuous basis, one right after the other. That way, if one or more of the previous sites fail, new ones will be there to take up the slack.

And that's pretty much what you'll have to do in order to keep this particular option going strong. But you also need to prevent the search engines from de-indexing your pages. Or worse, banning your sites altogether.

In order to do that, you would need to concentrate on making certain those pages carry a considerable amount of quality content, the kind search engine spiders are hungry for.

Basically, you would need to treat your AdSense pages the same way you would treat any other website page. Rather than merely create and publish sheer volume, you would have to seriously think about how to keep all those pages listed in the search engines.

For the most part, that would involve regular and ongoing upkeep. In other words, it would be necessary to increase and develop them just like you would any other "content" website.

And therein lies the primary drawback of this particular option...

You invest a lot of time and effort, hoping you can get a large volume of niche-oriented, keyword-based pages listed in the search engines. In doing so, you're banking on the fact that countless people will visit your pages and then click on your AdSense ads.

Problem is, there's no guarantee. Not about getting listed in search engines and not about the amount of AdSense revenue you'll generate. So you invest all that time and energy on a "what if" scenario.

Which brings us to Option #2.

Instead of just creating and distributing thousands of pages that have no benefit other than to generate cash...

Instead of investing a great deal of time and energy creating bare-bones pages that might or might not give you the results you're hoping for...

- What if you invested all that time and energy into building something that would endure way beyond the first few months.
- What if you created a foundation that would not only generate income but would cause the amount to steadily and consistently increase over time.

And what if the vehicle you chose to accomplish that was so powerful and so far-reaching that your ability to succeed was virtually guaranteed.

Well, that's exactly what a good quality blog has to offer.

Of course the operative word here is quality. Without that, a blog can crash and burn just as easily as all those minimal keyword pages.

To experience blog success, the formula is relatively simple...

You choose a niche that is popular and has a large targeted audience. If it happens to be something you're personally passionate about (or already possess a good deal of knowledge about), all the better.

But that's not absolutely necessary. If you find a good niche market, you can always educate yourself. In fact, the background research you conduct might make the topic all the more interesting. After all, you never know what type of information you'll uncover.

Once you've established your niche market, you develop a blog that is totally and completely centered around that area of interest. Whether you write something off the top of your head, recap a timely news story, or post information that you've uncovered during research, the end result will always be the same...

You provide content that is relevant to your niche topic. And your primary objective? To see that the content you provide is highly interesting to your target audience.

As long as you keep your readers entertained, they'll keep coming back. Plus, it gives you the incentive to stay focused. Rather than spread yourself thin, trying to maximize numerous websites, you can simply concentrate on a single blog.

Of course, you'll be using that blog to promote everything else you're involved in. It's just that it's easier to get your niche blog on a higher and more successful level than it would be the average website.

And once your blog has achieved that kind of success, all your other websites and business endeavors will automatically experience more success as well.

With regard to creating and operating your blog, you have two choices...

1. Install independent blog software on your own server.
2. Use an all-in-one blogging service.

The most popular blog software is WordPress (<http://www.wordpress.com>). Not only is it free, it gives you the ability to fully customize all aspects of your blog. The only problem is, it leaves you out there alone, having to promote it just like you would any other website.

The second choice, signing up for an online blogging service like Blogger.com (<http://www.blogger.com>) has a distinct advantage. Being part of a sizeable group of blogs means that yours can grow and receive traffic without being advertised or promoted.

As long as a blog contains good quality content, other blog owners will automatically link to it. Naturally, you can expedite the time involved and the amount of back links you get by actively pursuing blog owners. Or even market your blog by implementing the usual promotion methods.

But the point is, even if you don't do anything more than ping search engines whenever you add new blog content, you can still experience a considerable amount of traffic.

And if your blog happens to be extremely popular, the possibility of receiving immense volumes of targeted traffic is almost a given. That's because bloggers support other blogs.

If they find a blog they like...

- They tell their friends about it.
- They link to it.
- They mention it in their own blog.
- They share content and resources.

That's the nature of blogs. There's a strong and dedicated community spirit involved that doesn't seem to exist in any other area of website activity. And that's exactly why blogs carry such an extreme advantage.

And since Blogger.com continues to cater to this type of community involvement - as well as providing various promotion techniques - it's the best choice for creating and managing a blog.

It also provides the best possibility for earning substantial income.

## **First Things First**

Although signing up for a Blogger account involves a simple 3-step process, everything that leads up to it is a bit more intense.

The very first thing you need to do is research niche topics. You can do that from one of two different directions...

- You can locate a good affiliate product and then build a niche blog around it.
- You can choose a niche market that lends itself to various product and/or sales possibilities.

The first direction is good if you intend to create numerous blogs, each one having the sole purpose of promoting one specific product. Here's an example...

You go into Click Bank (<http://www.clickbank.com>) and look in the marketplace (<http://www.clickbank.com/marketplace/>) to see what products are available.

ClickBank Marketplace

[Home](#) [Shop](#) [Sell](#) [Refer](#) [FAQ](#) [Login](#) [Legal](#)

Over 10,000 products ranked by popularity.

[Business to Business](#)

[Health & Fitness](#)

[Home & Family](#)

[Computing & Internet](#)

[Money & Employment](#)

[Marketing & Ads](#)

[Fun & Entertainment](#)

[Sports & Recreation](#)

[Society & Culture](#)

[#1 Affiliate Commissions](#)  
Affiliates [EARN 67%](#) per sale.  
[www.NoAdWare.net](#)

[Make \\$500-\\$3900 Daily!](#)  
Affiliates [EARN \\$\\$\\$](#) per sale.  
[www.Mp3Musiq.com](#)

[Best Anti-Spyware Program](#)  
Affiliates [EARN 65%](#) per sale.  
[www.SpyWareNuker.com](#)

[Make \\$5,000 Weekly Easily!](#)  
Affiliates [EARN 50%](#) per sale.  
[www.3500weekly.com](#)

[#1 Detective Affiliate Pay...](#)  
Affiliates [EARN 75%](#) per sale.  
[www.records-registry.com](#)

[? 15min to \\$1000+ per week ?](#)  
Affiliates [EARN 75%](#) per sale.  
[www.covMarketing.com](#)

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You click on Home & Family, then Pets. In that category, you choose a popular ebook on dog training, one that pays a substantial affiliate percentage.

Based on the topic and product title (Secrets of a Professional Dog Trainer) and/or what you find to be the best keyword phrase, you create a blog called Dog Trainer Secrets. Then you use the blog to exclusively promote that particular product.

You would repeat this process for each blog. Find a good affiliate product and then create a blog based on that topic and/or product title.

If you're going to use this method, it's best to remain within a specific niche area. In other words, choose products that would fall into the same general category (health, pets, finance, gaming, etc.).

That way, you'll be creating a group of blogs that can be linked to one another. And that means you'll have a "network" of blogs that will gain collective search engine and promotion benefit.

The second direction gives you much more freedom. Rather than restrict your blog to promoting one specific product, you can use it for an entire niche market.

For example, let's say you choose dog training as your niche market. Now you can develop your content to include any and all product possibilities...

- dog training tips and advice
- dog training supplies
- dog training books and videos

It also gives you a much better opportunity to connect with other blog owners who publish similar or related content.



Regardless of which direction you choose, don't skimp on the research you conduct. Your ultimate financial success will be determined by what kind of choices you make at the very beginning.

Overall, you need to find viable topics, generate keyword lists, determine the existing level of competition, and establish whether or not a particular niche has the potential to bring in considerable income.

The perfect program for quickly and easily gathering that type of information is Ad Word Analyzer (<http://www.adwordanalyzer.com>). Simply choose a specific keyword or topic and let the program do all the work. In a matter of minutes, you'll have all the data you need in order to make an informed decision.

## **Sign Up For A Blogger Account**

### Choosing A Blog Title

This might seem premature, considering you haven't yet created a Blogger account. But the truth is, the name (title) that you choose for your blog is extremely important, so it's something you need to think about even before you get started.

If you wait until you're in the middle of the sign-up process, you'll have to come up with something off the top of your head. This way, you can ensure that your blog will have a good solid title.

Optimizing your blog for search engines is going to play a major role in the ultimate financial success you experience. Although there are a few obstacles in optimizing a remotely hosted blog, there are things you can do to combat those restrictions.

Having a good title is one of them. Rather than choose something obscure or creative, you should have a title that includes a primary keyword. For example, if the topic of your blog is dog training, you should include those words in the title...

- Dog Training Secrets
- Dog Training Techniques
- Cyber Dog Training
- Everyday Dog Training

The blog title will also appear in the URL address as a sub-domain of [blogspot.com](http://blogspot.com) (see Blog Hosting). So keep that in mind when you're thinking of viable names. And make sure you choose several variations.

If one of them is already taken, you can simply try another. Considering how many blogs already exist on Blogger, you might have to work a bit harder in order to get a decent title for any of the more popular or competitive niche topics.

### Creating A Blog Description

This falls into the same category as the blog title. Figure out what kind of description you want included prior to signing up. That way, you won't have to wing it when you're faced with that blank form field.

Granted, you can always go back and change your description later on. But you should still write something out ahead of time.

If nothing else, it will give you an opportunity to evaluate the kind of content you'll be publishing and the direction you intend for it to take.

### Opening A Blogger Account

The entire signup is fairly simple and straightforward. But there are a few choices that need to be made in order to gain the highest level of success.

Initially, you'll be asked for the usual registration information... your first and last name, your email address, and a username and password. (Just like your blog title, it's a good idea to make a list of several possible usernames ahead of time.)

From there you'll be taken to a page where you can create a new blog. That's where you'll provide your blog title and description. You'll also be asked if you want your blog to be public or private. Choose public, which means your blog can be included in Blogger's recently updated list and other promotions.

Next, you'll need to let Blogger know where you want you blog hosted.

### Blog Hosting

You have two choices...

- You can use Blog\*Spot, a free hosting service that's operated by Blogger. In that case, the URL address of your blog would be configured "yourblogname.blogspot.com".
- You can publish your blog on your own website (using an existing site or acquiring a domain name and creating a new website specifically for that purpose).

Unless you have something very specific in mind - and all the details worked out beforehand - it would be best to simply use the Blogger hosting initially.

If, at a later date, you choose to publish your blog on your own website, it can easily be accomplished through your Blogger account settings.

Once you've established your hosting preference, you'll need to select a page template.

### Choosing A Template

Other than personal preference, the most important aspect of choosing a Blogger template is the location of your AdSense ads.

Although there are displays and locations that are superior and work better than others (see Generating Income, Adsense), you might not be able to duplicate that exact configuration with Blogger templates. Just choose one that comes as close to the recommended layout as possible.

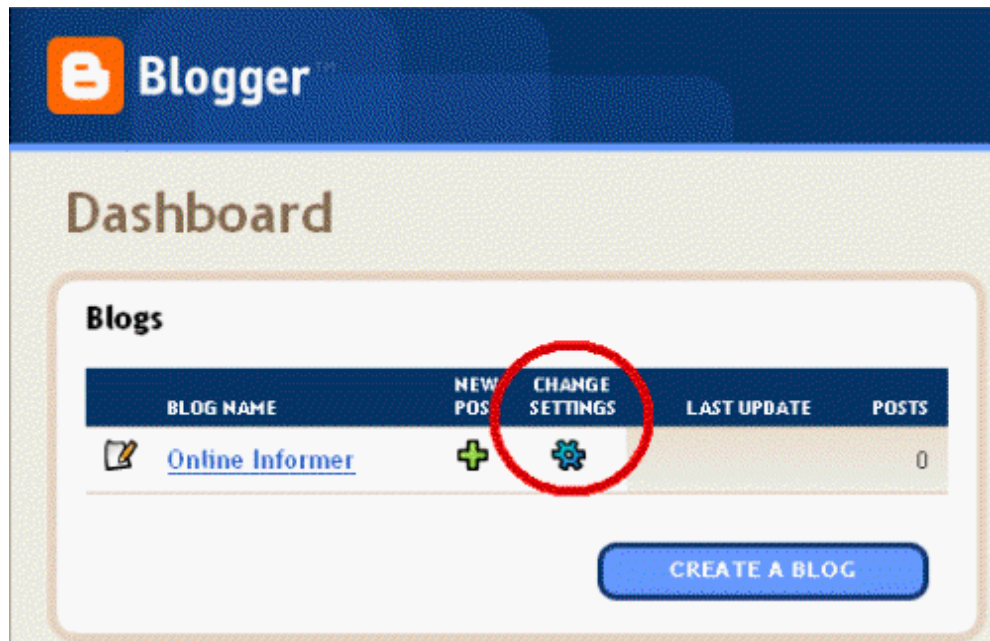
Once you've completed the entire registration process, you'll see the following screen...



Now you can begin posting content. But you also need to go through all the settings and choose the ones that will make your blog as productive as possible.

## **Blogger Settings**

The first thing you'll see when you log in to your Blogger account is the Dashboard.



When you click on “Change Settings”, you’ll have access to various different functions which include posting to your blog, determining how your blog is set up, and choosing a template...



Click on the “Settings” tab. Each of the Basic options you see there should be set up as follows:

### **Title**

This, of course, is the title of your blog and is already filled in. Hopefully you’ve come up with one that will be highly effective and this won’t need to be changed.

### **Description**

If you haven’t already created a valid description for your blog, you’ll need to take care of that now. You should include your primary keyword within this description at least once.

### **Add your Blog to our listings?**

As a Public blog, it will appear in your Blogger Profile (selecting “No” means your blog won’t be shown anywhere on Blogger.com).

Select "Yes"

### **Show Quick Editing on your Blog?**

This will allow you to edit posts directly from your blog when you're logged in (the link is accessible to you - because you're logged in - and no one else).



Select "Yes"

### **Show Email Post links?**

This allows readers to quickly and easily email your blog posts to their friends.

Select "Yes"

### **Show Compose Mode for all your blogs?**

This will add WYSIWYG (what you see is what you get) editing capability to your Post Editor.

Select "Yes"

While still under the "Settings" tab, click on Publishing.

### **Notify Weblogs.com**

Weblogs.com is a notification service that many individuals and services use in order to track blog changes. Each time you update your blog post, you'll want the Weblogs service to know about it.

Select "Yes"

Click on Formatting.

Most of these settings will be determined by your location and personal preference.

### **Show Link Field**

This is helpful if you want your links easily spotted on your public blog. The question "What does the Link field do?" is fully explained in Blogger Help under the Advanced Use sub-heading.

Select "Yes"

Click on Comments.

Most of these can remain as the default settings or they can be changed according to your own preferences.

### **Back links**

This gives you the ability to keep track of other pages that link to your posts. The question "What are backlinks and how do I use them?" is fully explained in Blogger Help under the Comments sub-heading.

Select "Show"

### **Show word verification for comments?**

By enforcing this, you prevent automated systems or software from posting comments to your blog. The question "What is the word verification option?" is fully explained in Blogger Help under the Comments sub-heading.

Select "Yes"

Click on Archiving.

### **Archive Frequency**

This will be your own preference depending on how often you post and how long each of your posts are.

### **Enable Post Pages?**

This will allow each of your posts to be published on their own individual page. Having this enabled is extremely important for search engine benefit.

Choose "Yes"

Click on Site Feed.

### **Publish Site Feed**

When this is activated, Blogger will automatically syndicate your blog content through Atom (<http://www.atom.com>).

Choose "Yes"

### **Descriptions**

What you select here will depend on how much of your blog content you want syndicated. You can choose Full (includes the entire post) or Short (includes the first paragraph or approximately 255 characters).

## **Provide Quality Content**

When it comes to the success or failure of a blog, content is the deciding factor. That's because blogs (and their subsequent popularity) are not determined by search engines.

What determines whether or not a blog is popular is the people who read the content. Search engine rank and position can bring people to the blog. But that's all they can do. It's the people themselves who will ultimately establish the level of success.

Naturally, you can drive a tremendous amount of traffic to your blog merely through search engine optimization...

You generate countless pages that are based on popular keywords. Assuming you have chosen keywords that have resulted in top results positions, you'll receive unlimited visitors.

Out of those visitors, a percentage of them will click on AdSense ads and purchase products that you promote. That's all well and good. That's exactly what you're aiming for.

But the true success will depend on how many of those people become loyal followers and/or supporters. How many of them will tell their friends and associates who will in turn pass the word along to their friends and associates. And so on and so on.

You can't rely on search engines alone. In order to achieve the ultimate financial success, you need to produce a blog that people feel is worthy. Not only in terms of valuable content and information, but with regard to them choosing to recommend it to others.

## **Optimize Your Blog**

Search engine optimization is a major consideration. And although using Blogger.com has its limitations in this regard, you can (and should) take advantage of some of the most basic optimization tactics.

### **Keyword Optimization**

First and foremost, you need to optimize for specific keywords.

The first step is to include your primary keyword in the title of your blog. So you need to keep that in mind whenever you're creating a new blog.

Use the keyword in the name of your blog pages. (Using the Blogger "Archiving" setting allows your posts to be archived on individual web pages.)

The headings (titles) for individual posts should be H1 or H2 and include whatever keyword you're targeting with that particular content. In the following example, "dog training secrets" is the targeted keyword...

### **Six Dog Training Secrets That Are Guaranteed To Make You And Your Dog Much Happier!**

The content itself should include your primary keyword. It should be emphasized in the beginning and ending paragraphs and then dispersed more evenly throughout the remaining content.

Just don't "stuff" your content. You want the keyword to be obvious to search engine spiders. But you don't want to be penalized for over-using the phrase.

As far as choosing the exact formula, that's not going to be possible. Each search engine has different requirements or restrictions.

With Google, for example, you don't want to exceed a 2% density (anything higher than that would fall into the keyword-spamming category). MSN and Yahoo, on the other hand, have much higher allowances (somewhere around 5% is still acceptable).

In general, you just need to follow common sense. Use your keyword throughout the content in a natural way. If you try to force it, you'll get negative results, from both your readers and the search engines.

Also, if you're targeting a highly competitive keyword, optimize for that phrase alone. You'll get better search engine and traffic results if you concentrate on making your content work for that specific keyword rather than trying to optimize several at the same time.

For less competitive keywords, it's not as critical. If you can properly and easily incorporate several into your content, then by all means do so. It merely increases your chance of gaining additional viewer traffic.

Last but not least, you should include keyword text in all of your blog links. For example...

```
<a href="yourblog.blogspot.com" title="keyword">keyword</a>
```

The more places you incorporate your keyword (or keywords), the more search engine benefit you'll gain.

### **Back Links**

Although it might take hundreds (or even thousands) of back links to gain search engine benefit with a regular website, blogs seem to be able to achieve the same type of results with a much smaller number of back links.

Following are several methods that you can use in order to acquire enough back links to satisfy even the toughest search engine criteria.



## Write Articles

Writing and publishing articles that include the URL address of your blog is one of the most effective methods of accumulating back links.

Choose topics that are related to your blog content. Then, once you've written the articles, submit them to article directories throughout the web.

Here are some of the most popular directories...

Article City

<http://www.articlecity.com>

Ezine Articles

<http://www.ezinearticles.com>

ISnare

<http://www.isnare.com>

Go Articles

<http://www.goarticles.com>

Article Feeder

<http://www.articlefeeder.com>

Not only will writing and distributing articles allow you to acquire back links, they give you the opportunity to become well known in your area of interest. And the more people who become familiar with you, the more inclined they'll be to read more of what you've written (your blog content).

## Press Releases

Press releases are another great method of acquiring quality back links. And just like articles, they generally become (and oftentimes remain) archived on the websites that publish them.

The only caution here is that you do in fact create valid press releases. If you use them for the sole purpose of promoting your blog, there's little chance you'll gain any benefit from them (assuming they even get distributed in the first place).

Press releases are meant to be news items, not sales copy. It might take a bit more effort to come up with "newsworthy" releases. But considering the amount of exposure you can receive from them, it's well worth investing whatever time and effort is necessary in order to create good ones.

For press release distribution, the most popular and widely used free service is PR Web (<http://www.prweb.com>). Other free press release services include the following:

PR Leap

<http://www.prleap.com>

i-Newswire

<http://www.i-newswire.com>

24-7 Press Release

<http://www.24-7pressrelease.com>

PR Free

<http://www.prfree.com>

PR Newswire

<http://www.prnewswire.com>

There's also a handy and convenient software program called Press Equalizer (<http://www.pressequalizer.com>). With everything built right in (including an assortment of step-by-step templates), it makes it simple to compose and submit all your press releases.

### Take Part In Discussions

Locate discussion boards that have topics and subject matter related to your blog content. Make a point of visiting each one of them, spending enough time to determine two things...

- that the board postings are current and there's a frequent and high level of discussions taking place
- that the board rules allow for inclusion of URL addresses within posts and/or signature files (where you can include your blog URL address)

As long as any topic-related discussion board qualifies in both of those respects, add it to a list. Those are the boards you'll frequent and post comments on.

You don't have to visit boards on a regular basis in order to gain benefit. You just need to pick and choose which board topics you contribute to. And try to be selective.

It's much better to choose a topic that will be around for some time. For example, posting a suggestion or information about a specific web design technique or traffic generating system will be something people are going to reference well into the future.

On the other hand, a discussion about an event or situation that's taking place in the present time (and only in the present time) won't be of much interest in the months or years to come.

Granted, all discussions will be archived, so you will receive credit from a search engine standpoint. You just won't receive future benefit of viewer traffic. Not in the discussion board itself, and not through keyword searches.

If you contribute to discussions that have enduring topics and subject matter, you'll receive both...

1. Your blog will enjoy higher search engine rank and page position which will drive targeted traffic as a result of keyword matches.
2. Your blog will receive traffic directly from viewers having seen your post on the discussion boards.

Just like blog comments, your discussion board posts will remain for as long as the host entity exists. That being the case, the more links you can place throughout various discussion boards, the more overall benefit you'll receive.

Whatever you do, though, don't use discussion boards as a means to simply advertise your blog. Instead, you need to contribute valuable and meaningful advice and information.

For one thing, it will guarantee that your post will remain and not be removed by the owner or board moderator. Second, it gives you the perfect opportunity to present yourself and your blog in a positive light.

### Leave Comments

Locate and visit other blogs with content and subject matter that's related or similar to what you write about on your own blog. Isolate the ones that have the highest quality content and pull the largest amount of viewer traffic.

For those that have RSS feed capability...



or



...add the URL addresses to your reader. Or, if you have MyYahoo! (or something similar), you can simply add them through your account manager.

Now you can easily keep track of new content and updates. For any post that you have definitive ideas or thoughts about, or feel you can contribute valuable or interesting content to, go to that blog and post a comment.

**WARNING:** Do NOT post purely for the sake of gaining a back link ("Nice blog, come and visit mine at..."). If you're going to provide a comment, you absolutely **MUST** say something relevant and worthwhile to the post you're addressing. If you don't, the owner will most likely delete whatever you've written and your time will be wasted.

What you're striving for is a "permanent" back link. That can only happen if your comment contains genuine value, something that adds quality and interest for the readers of any given blog.

Here are two examples of quality comment methods...

### Example #1

A post on someone else's blog is directly related to something you've written on your own blog. Comment on what they've written and then provide a link back to your post so other readers can access "additional information" or "a different slant on the topic". Or whatever words would be appropriate with regard to pointing them toward your blog.

### Example #2

A post on someone else's blog leaves room for further detail or information about a particular topic. Write an article (blog post) based on that topic and then go to the original blog and leave a comment that briefly mentions your own perspective or expansion. Include a link to your own blog so viewers can read the entire article.

One of the most difficult aspects of writing articles is having to come up with an original or timely topic. By monitoring other blogs (with content similar to yours), you'll frequently find postings that will spark creative writing ideas.

With blogs it's even better because you don't have to write a complete article (at least, not in the usual sense). You can merely post a couple of paragraphs about the topic and still gain a great deal of benefit.

First, you're adding new and unique content to your own blog. Second, it gives you something specific to point readers toward when you leave a comment on other people's blogs.

And always keep in mind...

In order to gain search engine benefit, you need to make certain the link you place along with your comment contains relevant keyword-rich text. That way, you won't be merely listing a URL address, you'll be taking advantage of the topic and whatever keyword you targeted on your own blog.

## **Generating Income**

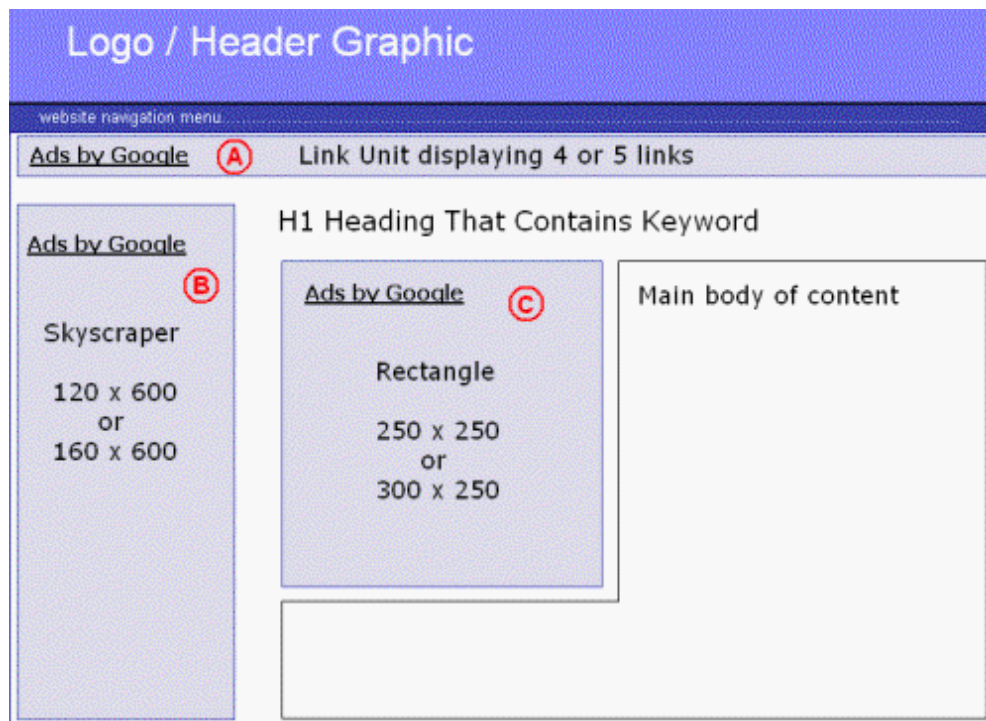
Since making money is what it's all about, you need to implement as many income generating methods as possible.

### Adsense

The first thing you'll want to do is add your Google Adsense code to your template. If you don't already have an Adsense account, you'll need to sign up for one.

You can go directly to the website at <http://www.google.com/adsense/> or you can sign up from within your Blogger account (from your Dashboard click on "Change Settings", choose the Template tab, and then click on Adsense).

In the following image display you'll see the best or "recommended" ad configuration.



If the template you're using doesn't allow for this type of placement, get as close to it as you can.

One of the most important aspects will be the Link Unit. This is a series of category links which lead to a Google results page that contains numerous listings for that topic. Just like ad units, these links will match whatever content is on any given page.

From a conversion standpoint, the link unit works extremely well, especially when it's positioned just below the header. Most likely, it's because visitors assume the links are part of the current site's navigation menu. Plus, it gives them various options with regard to related topics of interest.

Both the skyscraper and rectangle block of ads can result in substantial clicks. However, if you have to choose between one or the other, go with the rectangle.

Whether you use it alone or in addition to the skyscraper ads, place it somewhere at the very beginning of the content, preferably just under the post heading or sub-heading.

Don't use borders around your blocks of ads and don't use contrasting colors for text and links.

Google ads that blend in with their surroundings seem to produce the best results. Try to match the color scheme of your blog template as closely as possible.

It's also a good idea to give each of your blocks of ads a separate channel name. That way you can monitor exactly how much income each one is bringing in.

If a certain ad block is doing well, leave it alone. If it's not, try a different location, size, or ad configuration.

### Donations

If you're using your blog to provide comprehensive and valuable information (as opposed to simply promoting a specific product), you'll want to include a PayPal (<http://www.paypal.com>) donation button or link.

Although some people feel that openly asking viewers for money is a bit over the top, blog and website owners who currently use this method of gaining additional income would definitely disagree.

Just be honest and upfront about donations. Let your readers know this is one of the ways in which you earn money that allows you to continue to provide quality information about whatever topic you've chosen.

That's assuming, of course, that you are in fact providing free quality information. If you're not, then you've missed the whole point of operating a successful blog and you need to move on to something altogether different.

Always keep in mind that the true advantage of blogs is their kinship to community spirit. Whether you operate one that's geared toward business or is strictly personal, you need to understand that people automatically expect blogs to possess a casual and friendly environment.

And in keeping with that community spirit, bloggers and blog readers alike have a tendency to be extremely supportive. So don't feel guilty or hesitant about placing a donation link on your blog.

The only criteria is to make certain you give people a valid reason for wanting to contribute financially. The more you give, the more reward you're likely to receive. It's just that simple.

### Rent Advertising Space

This is something you probably won't be able to implement until after you've begun to receive a substantial amount of traffic.

Once you're in that position, however, you can offer ad space, either in text format or image display. Just don't get carried away. You don't want to turn your valuable blog into a flashing billboard sign.

And speaking of flashing, if you plan to offer banner space, you need to retain absolute control over what type of banner will be used. That means reviewing every banner before any advertising agreement is reached or money changes hands.

If you feel that the banner a customer wants to use will somehow offend or annoy the people who frequent your blog, don't use it. Gaining a small amount of advertising revenue isn't worth the risk of alienating your readership.

## Blog Promotion

In addition to the basic methods (publishing articles, posting on discussion boards, leaving blog comments, distributing press releases), here are several other things you can do to promote your blog...

1. Submit your blog to as many directories as possible. Although there are vast numbers of them out there, you should start with the most popular and effective one...

Technorati

<http://www.technorati.com>

Once you've arranged for your blog to be placed on their list, go ahead and submit to other directories. Here's a short rundown to get you started...

Blog Search

<http://www.blog-search.com/blogclicker-submission.html>

Bloggernity

<http://www.bloggernity.com>

Technorati

<http://www.technorati.com>

Bloglines

<http://www.bloglines.com>

Blogwise

<http://www.blogwise.com>

WeBlogALot

<http://www.weblogalot.com>

Globe of Blogs

<http://www.globeofblogs.com>

BlogHop

<http://www.bloghop.com>

2. Always include your blog URL address in your email signature. It's a simple yet highly effective method of letting everyone you contact know that you own and operate a blog...

John Doe

<http://myblog.blogspot.com>

3. Take part in blog meme. If you're not familiar with the term, it's simply an idea that is shared and passed along from one blog to another. For example, a question might be posted in one blog and then answered in numerous others.

You can participate in someone else's meme or start one of your own. Here's a good place to begin...

The Daily Meme  
<http://thedailymeme.com/>

4. Join the BlogSnob (<http://blogsnob.simpleads.net/>) syndicated network. Bloggers can advertise for free, placing text-based ads that are delivered to thousands of blogs and both RSS and Atom feeds.

## **Using Blogs To Attract Search Engine Spiders**

The primary method of making money with blogs is to simply create and operate one that will provide quality and interest for the readers.

But the fact that blogs have so much power with regard to attracting search engine attention makes them the perfect method of getting other web pages crawled (and ultimately indexed).

The only difference is, you don't worry about having one single quality content blog. Instead, you create several blogs, each with the sole purpose of getting a specific website crawled by search engine spiders.

For example, if you have six different niche websites, you would create six different niche blogs, one for each of those same topics (websites).

You'll also be using a notification method to let others know that your blog exists and that new content has been added. This is commonly referred to as "ping" or "pinging".

With Blogger, this capability is built right in. As long as you've activated "Notify Weblogs.com", a notification will automatically be sent out that indicates content has been published on your blog.

What that does is expedite the time it takes to have your blog crawled.

Without ping, it's generally a matter of waiting until a search engine spider gets around to you (could be several weeks, could be several months). With this method - a combination of blog and ping - it happens right away, oftentimes within a 24-hour period.

Here's the blog and ping method in a nutshell...

You create a website. Then you create a blog for that website. When you add content



to that blog, you include the URL address of the website. Weblogs is automatically notified. The Googlebot crawls your blog and locates the URL address. Googlebot visits your new website.

And this can all take place in a fraction of the time that's involved in the usual "build a website, wait for it to get crawled" scenario.

### Step-by-Step Example

Using Traffic Equalizer (<http://www.trafficequalizer.com>), you create a website for an individual niche market. For the sake of this example, let's say the topic is dog training.

And, in order to make certain your pages don't get de-indexed somewhere down the road (or worse, banned from search engines entirely), you take all the necessary precautions.

First, you create custom templates so that all your pages have an original look and feel. You also include good search engine friendly content such as keyword-rich articles and keyword-based RSS feeds.

### RESOURCE NOTE:

For locating and publishing niche articles quickly and easily, you can use Article Equalizer (<http://www.articleequalizer.com>). And RSS Equalizer (<http://www.rssequalizer.com>) is a great program for adding keyword targeted RSS feeds on all your pages, giving you relevant content that automatically changes and updates.

So now you've created good quality Traffic Equalizer pages that have been uploaded to your server. The next step is to see that all those pages get crawled and subsequently indexed by search engines.

To do that, you'll first need to create a separate "dog training" blog at Blogger.com. Then you'll activate it by adding and publishing content...

Rather than take the time to come up with something original, you can simply use part of the content that already exists on your Traffic Equalizer pages.

BlogThis! is a convenient method for doing that. You can either add the program to your browser toolbar. Or, if you're using Windows and Internet Explorer, you can install the Google Toolbar (<http://toolbar.google.com>) and use BlogThis! directly from there.

Once you have BlogThis! installed, open one of your Traffic Equalizer dog training web pages. Now open BlogThis! (If you're not already logged in to your Blogger account, you'll be asked to do so.)



You'll see that both the title of the page you're on is already filled in. The title, hyperlinked to the page URL address, has also been automatically placed within the text field.

Next, highlight and copy some of the content from the page you're on and then paste it into the BlogThis! text field.

If the dog training blog you're going to publish to isn't already shown in the Blog Name drop down menu, go ahead and select it. Once you've done that, click on "publish post".

As soon as the search engine spider comes calling, it will find the dog training website URL address within your blog post. And since you chose to notify Weblogs.com whenever you post new blog content, that spider visit will happen right away.

Now all you need to do is repeat the entire process with additional websites and blogs.

## **Adding Yahoo! Power**

When it comes to having a website crawled by search engines, there's no such thing as too much power.

Since Google owns Blogger.com, they periodically send spiders throughout all those blogs looking for new content. But what about Yahoo? How do you encourage their spiders to come calling?

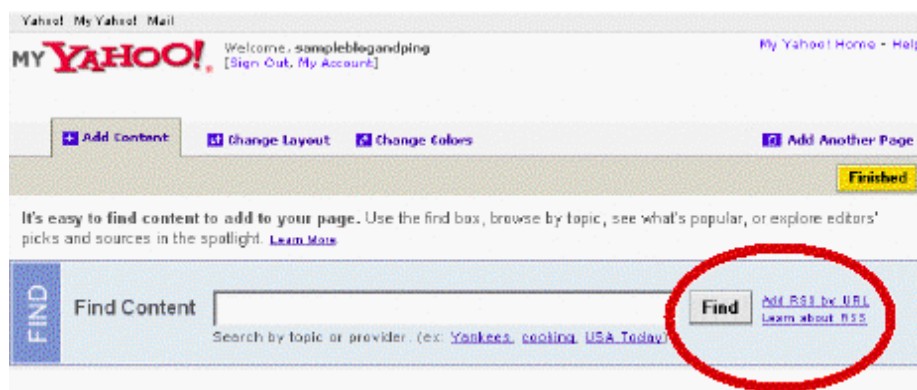
Simple. You create a MyYahoo! account and then link your blog to that account through RSS feed. (In case your wondering, Yahoo! allows you to subscribe to your own blog RSS feed. And that's exactly what you'll do.)

Here's how it's done...

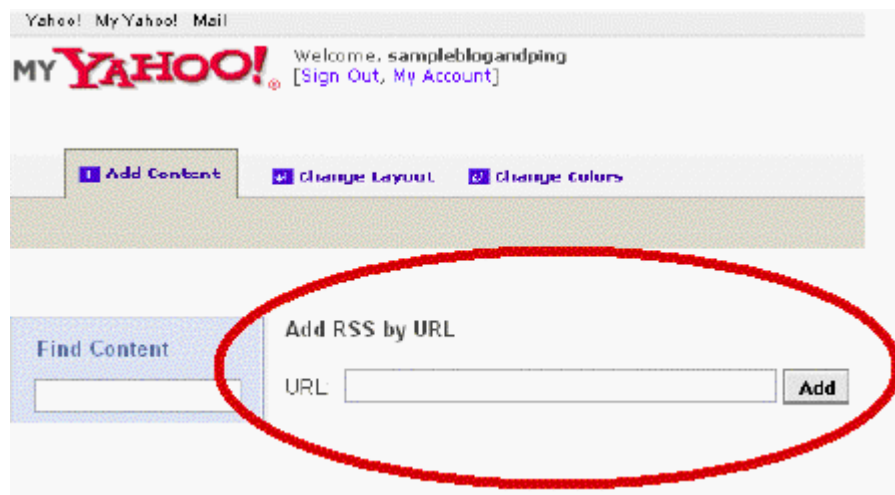
After you reach the end of your MyYahoo! account registration, you'll be taken to your personal landing page.

First, click the "Add Content" button (located at the bottom of the page).

On that page, click on the "Add RSS by URL" link (located to the right of the Find Content form field).



In the next screen that comes up, enter your blog site feed URL address...



If you're not sure about this, you can find your site feed URL listed in your Blogger account in Settings under Site Feed. It will look like this...

`http://yourblog.blogspot.com/atom.xml`

Once you've entered your site feed URL, click "Add".

The first thing Yahoo! will do is conduct a search to verify that your blog really does exist. So before you even get this far, make certain you've "activated" your blog by publishing content to it.

Once it locates your blog, another screen will appear. Click the "Add To My Yahoo!" button.

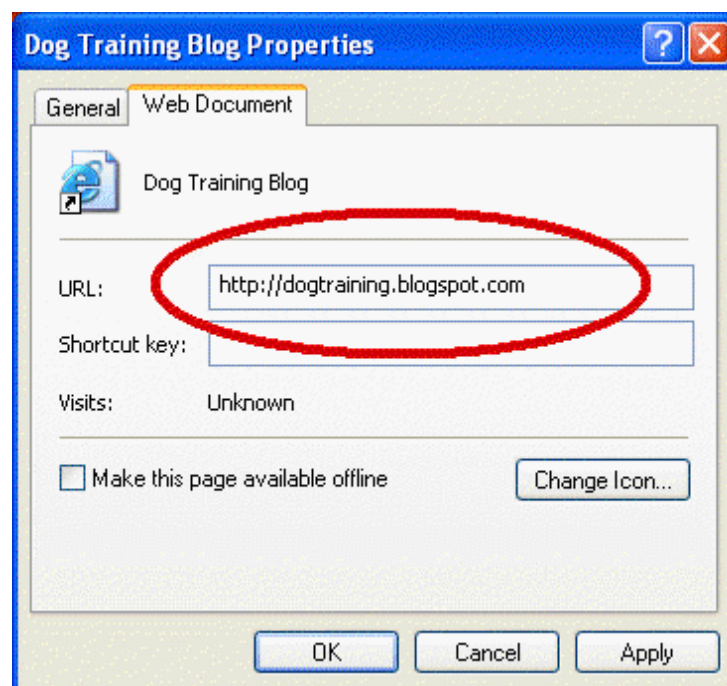
When you return to your MyYahoo! landing page, you'll see your blog listed at the bottom of the page.

The only thing left to do is set it up so that you ping Yahoo! whenever fresh content is added to your blog. Here's the step-by-step procedure...

First, go to your blog website and bookmark it (add it to your Favorites list).

Next, open your Favorites list and right click on your blog (the one you just added).

In the menu that appears, click on Properties. A box with your blog URL address will appear similar to this one...



In front of the URL address, type the following...

`http://api.my.yahoo.com/rss/ping?u=`

In the dog training example above, the new URL address would be...

`http://api.my.yahoo.com/rss/ping?u=http://dogtraining.blogspot.com`

When you're done, click OK. Now when you click on your blog (open it) from your Favorites list, you will automatically ping Yahoo! Naturally, you'll want to do that each time you add new content to your blog.

NOTE: Working through your Favorites list is merely a means to do it easily and conveniently. You can also place the same URL directly into the address field of your browser window, just like you would when navigating to any other website.

Between Yahoo! and Weblogs.com, you'll have a good deal of search engine notification power. If you want to drive that power to the maximum level, you can also use Ping-O-Matic (<http://pingomatic.com>).

The service is free and it allows you to ping a variety of search engines easily and conveniently.

Aside from the two you're already set up for - Weblogs.com and Yahoo! - you can ping any or all of several other major blog search engines...



The screenshot shows the Ping-O-Matic website interface. At the top, the logo "ping-o-matic" is displayed in green, with the "o" being a green circle. Below the logo is a blue navigation bar with "Home" and "Blog" links. The main heading is "Welcome to Ping-O-Matic". Underneath, there is a section titled "BLOG DETAILS" with three input fields: "Blog Name:", "Blog Home Page" (containing "http://"), and "RSS URL (optional):" (containing "http://"). Below this is a section titled "SERVICES TO PING (CHECK COMMON)" with a grid of checkboxes and links for various services: Weblogs.com, Blogs, Technorati, Feed Burner, Syndic8, NewsGator, Feedster, My Yahoo!, PubSub.com, Blogdigger, BlogRolling, BlogStreet, Moreover, Weblogalot, Icerocket, News Is Free, and Topic Exchange. A "Specialized Services" section follows with checkboxes and links for Audio.Weblogs, RubHub, GeoURL, A2B GeoLocation, and BlogShares. At the bottom right, there is a button labeled "Send Pings »".

ping-o-matic

Home Blog

Welcome to Ping-O-Matic

BLOG DETAILS

Blog Name:

Blog Home Page  
http://

RSS URL (optional):  
http://

SERVICES TO PING (CHECK COMMON)

<input type="checkbox"/> Weblogs.com <a href="#">[link]</a>	<input type="checkbox"/> Blo.gs <a href="#">[link]</a>	<input type="checkbox"/> Technorati <a href="#">[link]</a>
<input type="checkbox"/> Feed Burner <a href="#">[link]</a>	<input type="checkbox"/> Syndic8 <a href="#">[link]</a>	<input type="checkbox"/> NewsGator <a href="#">[link]</a>
<input type="checkbox"/> Feedster <a href="#">[link]</a>	<input type="checkbox"/> My Yahoo! <a href="#">[link]</a>	<input type="checkbox"/> PubSub.com <a href="#">[link]</a>
<input type="checkbox"/> Blogdigger <a href="#">[link]</a>	<input type="checkbox"/> BlogRolling <a href="#">[link]</a>	<input type="checkbox"/> BlogStreet <a href="#">[link]</a>
<input type="checkbox"/> Moreover <a href="#">[link]</a>	<input type="checkbox"/> Weblogalot <a href="#">[link]</a>	<input type="checkbox"/> Icerocket <a href="#">[link]</a>
<input type="checkbox"/> News Is Free <a href="#">[link]</a>	<input type="checkbox"/> Topic Exchange <a href="#">[link]</a>	

Specialized Services

<input type="checkbox"/> Audio.Weblogs <a href="#">[link]</a>	<input type="checkbox"/> RubHub <a href="#">[link]</a>	<input type="checkbox"/> GeoURL <a href="#">[link]</a>
<input type="checkbox"/> A2B GeoLocation <a href="#">[link]</a>	<input type="checkbox"/> BlogShares <a href="#">[link]</a>	

Send Pings »

Simply fill in the blanks, select the services you want to ping, and then click the "Send Pings" button. Quick and easy.

## **In Conclusion...**

Although blogs have long been regarded as merely a place to share personal ideas and feelings (a journal, if you will), they've recently jumped solidly into the marketing arena.

But like any other method of generating income, you'll only get out of blogging what you put into it.

If you take the time to conduct proper research and choose areas of interest that not only appeal to you but have a substantial money-making potential, you can easily develop a concrete and lasting business venue.

And who knows? Thanks to blogging and the amount of income that can be generated, you might actually begin to enjoy "going to work" from now on!