

# **Profitable Results Blogging: Getting the Most out of Your Blog**

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## Hello, and thank you for downloading of **Profitable Results Blogging – Getting the Most out of Your Blog**

Let's start with **the basics...**

Blogging has become something of a buzz word in recent years, but how do you go about getting into it? And what can you expect to get from it? Do you intend to make blogging your business, earning money directly from your blog, or do you think it might be a great way to build up your reputation for your existing business?

If you are totally new to blogging, possibly totally new to the internet altogether, then you will probably be in a state of total confusion about blogging and its related terms. Here, we will start completely from the beginning, and tell you everything you need to know.

The first thing you need to know is that blogging is not the slightest bit difficult, once you know what you are doing. Also, blogging is cheap. In fact, depending on the platform you are using, it can even be free. It is even possible to set up a whole network of blogs, without spending any money at all, as long as you have access to a computer and internet connection.

## About Me:

I started a blog as an enhancement to my existing online and offline business – I sold products geared toward the tween market, and wanted a low cost way to reach them. So I created a blog about tween topics and one about topics for moms. The blogs took off and soon it felt like blogging was my business.

Blogging got me interviews, traffic, sales plus development talks for a magazine and a book – in short, blogging really shot my business into the stratosphere – even though, quite honestly, not much money comes directly from those blogs.

On the other hand, I run a number of blogs that are direct money makers – in fact the only way they make money is through the blog itself.

So whether you want to blog to enhance your existing business or think that there is money to be made in blogging alone – you're right – and this report will help you get started.

## **WHAT IS BLOGGIN?**

Blogging is basically the art of creating an online journal or diary. The word 'blog' is a shortened version of 'web log'. The scripts that are used to create weblogs are made in such a way that you can enter a new entry whenever you have more content to add, and the fresh content will be displayed at the top of the page, unless you have tweaked the blog so that

does not happen, for some specific reason. These blogs can be set up for free, using other companies' hosting, which they are very happy to do, as they make advertising revenue from this. Alternatively, you can gain more control by setting a blog up on your own domain, using your own hosting. This will give you far more control.

The obvious question is, why blog in the first place? Well, different bloggers would give different answers to this. Most bloggers want to write about a subject they have a passion for, and most blogs will be hobbyist blogs, covering every leisure activity under the sun. This doesn't stop them being commercialized. Contextual advertising programs such as Google AdSense can display highly targeted advertisements alongside your text, and you will get paid every time anyone clicks on one of these ads. Basically any blog can become an advertising board, unless it operates in certain industries such as porn, hate etc. Some blogs are business related anyway, and these may well carry direct advertising for products and services.

Blogging works by allowing the blog owner to make entries, just as you would in a physical diary. Anyone reading the blog is usually able to post their own comments on the blog, so they too can be seen by anybody. The blog owner, though, maintains complete control, and can delete any inappropriate comments easily and quickly. In many cases, the blog owner will choose to moderate comments, meaning that they do

not even show on the blog until they have been vetted and cleared for publication.

It has been estimated that there are over 14 million blogs now in existence. This figure, which at first seems incredible, is highly believable when you consider just how easy and cheap it is to start a blog. Over 80,000 blogs are built from scratch each day, and there is absolutely no sign of the trend slowing down. Although there are a lot of blogs already out there, don't let that put you off. A blog can be as narrow and niche oriented as you want it to be. You can create something totally original. You are in complete control.

## **Online Information**

So, you want to get started and bring your blogging talents to the world? Right, the first thing to decide is which blogging platform you want to use. You have a choice between several different platforms, some of which will involve a charge, and some which won't. By far the easiest option is to sign up for a Google Account, and start using the free service at [www.blogger.com](http://www.blogger.com). Following the simple instructions on this website should have you up and running in just a couple of hours. Blogger will let you have unlimited blogs, and you can even display advertising which can earn you money.

The only disadvantage of Blogger is that you don't have control over the blog. Because the blog is hosted at Google, they can choose to delete the blog any time they want to. Of course this does not usually happen, but you need to be aware that it can happen. By using a different script, and hosting it on your own domain, you have control over the blog and its contents. Of course there will be a charge for this, but it really is very cheap. Whether you have a Blogger blog, or one on your own domain, does not affect your ability to earn money from the blog, either through contextual advertising, or any other route.

Blogger is owned by Google, the company which runs the internet's best known contextual advertising program. Google are more than happy to see you run advertising on a Blogger blog, as it makes money for both Google and yourself every time an ad is clicked. There is even an easy way to apply for an AdSense account through the Blogger interface. Contextual advertising is the most popular way for people running blogs to make money. Your blog will automatically display targeted advertising, closely related to the subject matter of the surrounding text.

As well as displaying advertising on your blog, you can make money by promoting affiliate programs. An affiliate program is where a product owner pays commission to anyone who drives traffic to the sales page which results in a sale. Some affiliate programs on digital products pay a very handsome percentage

to the affiliate, often as much as 75% of the sales price. These affiliate programs are free to join, and there are affiliate networks where you can choose from literally thousands of products. Try out [www.clickbank.com](http://www.clickbank.com) and [www.paydotcom.com](http://www.paydotcom.com) to see if there are any related digital products you can promote.

If you want to have more control, you need to host a blog on your own domain. Domains can be registered for under \$10, and no renewal is due for twelve months. If you want to use your own domains, you basically have two choices. You can use a service like TypePad, at [www.typepad.com](http://www.typepad.com), which will allow you to host your blogs on their servers, but using your own domains. Typepad will charge you a monthly fee for this, just as any other hosting company would.

### **THE BEST CHOICE:**

I always recommend registering your own domain name and installing Wordpress. Wordpress is free and can be customized in any number of ways, from the theme to the different widgets and plugins that allow you to do everything from feature pictures to post your content automatically to Twitter.

Wordpress is easy to install on any hosting that has Cpanel, through Fantastico. This gives you the greatest level of freedom, and is still very cheap, if you choose the right hosting.

### ***Recommended WebHosters:***

HostGator

### ***Recommended Custom Themes:***

StudioPress – I love the Lifestyle and Magazine Theme

## **Best Books About Blogging**

Although blogging is a modern phenomenon that relies on the internet, it has grown so popular that mainstream publishers have produced many books on it. If you are totally new to blogging, it will be a good idea to pick up one of the beginner's books to give you an overview of what blogging is about. The famous “Dummies” series has now produced a book on blogging, which is very much aimed at the newcomer. If you read the reviews on Amazon, you will find that the dissatisfied comments all come from people who were already quite experienced in blogging.

Another book you can buy on Amazon is “The Rough Guide To Blogging”. This one has scored a perfect five star rating, and seems to appeal to all categories of blogger who read it. The book covers everything a new blogger needs to get started, but it goes beyond this into design, how to get traffic, and even a section on how to make money with your blog. You will find many references within the book for plug ins, software and tools. There is a description given of what each individual tool does, so you can decide whether or not it will be of any use to you. A lot of research has

clearly gone in to producing the list of resources, and that alone could be worth the price of the book.

There are also books which cover blogging for business. “Publish and Prosper : Blogging For Your Business” by DL Byron and Steve Broback is another book with a five star rating, and some rave reviews. Although this is primarily aimed at business bloggers, the reviews state that even personal bloggers will benefit from it, due to the emphasis on traffic generation. After all, there is no real point in putting up a blog if no one is going to see it. Even though this book is under 200 pages long, it is one of the most thorough and comprehensive books on blogging.

### ***Where to Get Content:***

It has to be said, keeping up a schedule of posting to your blog every day is not easy. Unless you are blogging about a subject such as horse racing, where there is new content created for you virtually every day, you are sure to come across days where you are having 'blockages' and the inspiration just will not come. One possible answer is to look to the offline media, to books and magazines, for possible content ideas. Of course, all content must be written in your own words. Make sure you only use the printed media as a basis for your research.

Also, set up Google Alerts – go to Google for the how to – you can set up email alerts on any number of keywords or topics that you want to write about.

You'll receive daily summaries of news and blog posts about that topic – you can easily pick a new story and blog about (linking back to the original content).

Books – there are probably lots of books out there about your topic, or perhaps you have written one. You can use these as inspiration for your blog content – reference the book and then provide your own thoughts on the content.

*Other Great Resources* There is, however, one great resource open to you where you don't even have to worry about these considerations. Many works are now, for varying reasons, in what is called 'The Public Domain', making them available to be used by anybody. In the USA every book that was written before 1923 is in the Public Domain, and you can just literally copy the content out to create blog posts. There are some niches where this old content won't be a great help, but others where it will be. Any pet or garden related niche will be ideal, as people will be fascinated to read of the approaches of people in a bygone age. If you are creative enough, you can even work this old content into 'tech' blogs, by comparing the approaches of developers in different eras. Think creatively, and see what you can come up with.

### ***Hiring Writers***

You can hire someone to write for you – this can get expensive and sometimes you'll spend time editing your work. Depending on what you're blogging about

you may be able to use an intern to help you generate frequent posts – they can scan newsites, research articles, books and public domain materials.

***Private Label Rights*** – A lot of bloggers use Private Label Right content – this is content created specifically around keywords and topics (usually popular ones). The content is original and is re-sold to many different people with the full rights to use it as they wish.

Often PLR content is pretty bad, and you will spend time re-writing it. In any case, since PLR content is created once and re-sold to many people, you run the risk of having duplicate content – so it pays to have someone slightly alter any PLR content you buy.

However, since a lot of the work has been done for you – keyword research, topics and the basic article writing, I find using PLR content as a basis a great timesaver.

## **Problems and Pitfalls with Blogging**

Although blogging is taking the world by storm, it is not without problems and pitfalls that you should be aware of. The first of these relates to security and privacy. Although you should obviously take sensible precautions to keep your personal data off any blog that is visible to the public, it is not hard to find your personal information through a 'Whois' search. If your blog is about antiques, for example, and features pictures of your very expensive collection, you

probably don't want thieves to be able to find your personal data. If you have your own domain, using a 'Whois' guard will be a very good precaution. In this case, it is better to try to find ways of keeping your entire identity hidden.

Another possible hazard with an open blog is that people will start to write negatively about you. Even if you think you have no known enemies, you will be in competition with other bloggers, and possibly other business. In this situation, you can expect some kind of dirty tactics to be employed to try and discredit yourself and your organization. The golden rule here is never give away more than you have to. If there is no constructive purpose for having a piece of data open to the public, keep it private.

One of the problems facing beginning bloggers is one we mentioned earlier. If you start with the free service at [www.blogger.com](http://www.blogger.com), you will not be in full control of your blog. At any time Google could decide to delete the blog, at their own discretion. Obviously this is not something that happens to everybody, but you do need to be aware of it, and prepare for it. At least with a Blogger blog being free, there is no immediate financial loss involved in losing it. The one thing you absolutely must do is make sure that you copy the content you post to your blog, and save it elsewhere. If the worst happens, you can quickly get set up on another blogging platform, this time under your own control.

## ***Traffic***

A problem caused by too many books and forum posts full of hype is the simple problem of unrealistic expectations. Far too many people have extended the old website principle of “If you build it, they will come” to blogs. Remember how many blogs there are out there? If you want to use your blog as a money making platform, then you will need to be realistic.

With AdSense you are only making pennies per click, and you will need to attract a lot of traffic, and a lot of clicks, to make any substantial money. With affiliate programs, the payout is much higher, but you still need to make more than a few sales to make it seriously pay. There are people earning six figure incomes from blogging, but it takes a lot of time and hard work to get there, and not every blog even has the potential.

Another potential hazard is the steep learning curve that a beginner will face. Blogging is something that will take time to learn, especially commercially effective blogging. A lot of the terms and jargon used every day by seasoned bloggers will be completely foreign to someone blogging for the first time. It is not that easy to start from nowhere and learn it all, and that is why it makes so much sense to start with one of the highly recommended books on blogging. Once you understand the basics, you will have enough knowledge to dive in and learn as you go along.

## **Top 10 Tips About Blogging**

Here is a list of ten tips which will help you get started with blogging, and help give you a more satisfying blogging experience.

### **1 – Get Hold Of A Good Offline Book**

This should be the first step for any new blogger. Go to Amazon, find a good primer on blogging, and learn the basics before you dive in. This will cut your learning curve enormously.

### **2 – Back Up Your Blog**

If you are going to use the free Blogger platform, always make sure you save your blog content. Blogger will sometimes delete blogs, and if you have your data backed up, you can quickly transfer to another platform.

### **3 – Try to Post Every Day**

The search engines love fresh content. Especially in the early days of a blog, it is vital to keep giving it to them. Once your blog is established, you can ease off a little, but even then a daily posting is better.

### **4 – Ping After Each Post**

After you have posted to your blog, make sure you 'ping' your post. This will make the search engine spiders find your fresh content, which you need for a good ranking.

## 5 – Keep A Sticky Post

If you are using your blog for marketing, it will pay off to have a 'sticky' post that always remains at the top of the front page. This will contain the link to either a product of your own, or an affiliate product. In Wordpress, there is a special plug in to allow this to happen. In Blogger, simply date a post with a date a year into the future, and it will stay at the top.

## 6 – Use RSS

RSS stands for Really Simple Syndication, and it allows you, as a blog owner, to provide a “news feed” of your blog to prospective readers. This will make it much easier for people to keep in touch with your blog.

## 7 – Use Social Bookmarking Sites

Social Bookmarking is big news. If your blog posts are of a high enough quality, you can pick up a massive amount of traffic this way. If you submit to a service called OnlyWire, this will do a lot of the work for you.

## 8 – Try to Get a Few Posts Ahead

Everybody's life has some unexpected moments in it. Nobody can guarantee to write a blog post every single day. By having one or two in reserve, you can keep things going even at difficult times. With Wordpress, you can even get a plug in which will allow you to 'queue up' posts, so they are published automatically at a certain time.

## 9 – Put Your Ads at the Top and to the Left

research has proven that the first movement of the eyes on viewing a web page is towards the top, and to the left. This means it makes perfect sense to put your ads in those places. Just remember not to do anything to draw the reader's attention to them, in contravention of Google's TOS.

## 10 – Use Articles To Promote

As you are writing blog posts, you are producing content. It should not be difficult to rewrite some of that content into article form, and submit it to the main article directories. A great one to use is Ezinearticles.com.

You'll be able to submit your article and include an author's resource box at the bottom of the article – this can include a bit about you, your blog and a link to your site.

Not only will it get you targeted clicks to your blog, all of these links in your resource box serve as one-way links to your site from a high traffic, high authority site. Search Engines love this. Even a few articles can have a HUGE impact on your traffic.

## AND SOME BONUS TIPS:

**Bonus #1** – Add an email capture – you may just be writing a blog to make money from adsense, in which case, emails might seem like a pain. On the other hand you can be using your blog to build your platform, or sell products or services – in which case following up with emails is a great way to build a relationship, bring people back to your blog, and yes sell them stuff.

**Bonus #2** – Give something away in return for an email. People don't want spam but they do want great information, especially for free – so offer a free ebook, report, or email minicourse to anyone who signs up for your email/newsletter list. Make sure the content is good – it is a reflection of you.

**Bonus #3** - Don't be an email spammer – this means if you do collect email addresses, sign up with an autoresponder/email management tool like aweber or iContact to manage your lists – this will make creating regular emails a breeze, as well as help you create

email capture forms and manage your subscribers – and unsubscribers.

Hopefully these ten tips will lead to your blog taking off quicker than you had thought possible.

## **Final Words**

Thank you very much for reading! We hope you enjoyed and can make use of the information we provided in **Profitable Results Blogging: Getting the Most from Your Blog.**

Be sure to check out

[www.profitableresultsblogging.com](http://www.profitableresultsblogging.com) for more great blogging tips – feel free to drop by with a question and post a comment. We'll try our best to answer them.

And if you want more help developing your blog strategy, be sure to check out our Power Blog Set Up Packages – from deciding if a blog is right for you, to set up, to traffic generating strategies.

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