


The “how to guide” to creating a successful blog



*How to start a
successful blog*

Count me in!

By Jamie Evans

The author of this eBook cannot be held responsible for any losses achieved by following advice given within this eBook.

This eBook contains affiliate links to products that have helped me through my blogging journey. When you support the artists that create these products, you will also be supporting Jamie Evans and my mission to help you dominate the blogging atmosphere with your digital products.

Introduction

The how to guide to creating a successful blog is for readers who are interested in starting a blog, or have a blog that would like to maximise the potential by bringing it back to basics. This is my first eBook and my main aim to this product is to support other bloggers starting off their own adventure. Maybe you are an experienced blogger looking for more tips? This eBook will cover many aspects that every blogger will face when creating. This not only shows how to create a blog but also the main aspects to maintaining your blog and generating a nice following also. I will go into a little detail by explaining the pros and cons of everything that I tell you about, so that when the choice arrives on your blogging journey you will know what processes you will need or not, depending on your blog.

I created this eBook for fellow bloggers to improve themselves as well as my own personal goals. These goals were to have my own product and something I am proud of. I also wanted to improve my writing skills as I plan to write many other eBooks.

I hope you enjoy reading and learning about blogging and hope that you have a successful blog. Enjoy.

Table of Contents

How you can benefit from having your own blog

Starting your blogging journey

What you should do before you launch your blog

Bringing traffic to your blog

Useful tips for blogging

Ultimate guide to writing great blog posts

Keeping motivated while writing

Promoting your blog

Planning your future blog posts

Increasing your blog subscriptions

Monetising your blog

5 Steps to SEO Stardom

How you can benefit from having your own blog

Blogs are kind of like an online diary. Bloggers get the chance to vent out their feelings and expressions. The idea of blogging has come a long way since its earlier days; the blogs can be a fantastic strategy for carrying out your business promotion and public relation work apart from being a source to make good money.

There are number of ways it can benefit you. Now, anyone can have a blog whether you have any technical background or not, makes no difference. You are not supposed to be a technical person to reap the number of benefits from the blog.

Let's take a look at some of the enjoyable benefits which you can enjoy through having our own blog:

- **Freedom of speech** – One of the most important benefits of having your own blog is that you have your own voice. People are going to visit your blog to read about what you have to say. Building a personality within your blog is a vital way of keeping loyal visitors, but we will look more into that further on in the eBook.
- **You get loyal fans and readers** – This is another important benefit to having your own blog. Through effective blogging you can certainly build up a good number of loyal fans or readers. When your business website is static in nature, people have little motivation and willingness to visit there frequently. The users will only visit the website when they want specific information like your contact details or working hours that kind of thing. You will never be able to build a loyal fan base via a website. This makes this a fantastic reason to have a blog for your company.
- **Great Sales Conversions** – Blogs play a key role in attracting a good number of perspective customers towards you and this will increase your sales. If you increase interactions with your clients or prospective customers, it will certainly help you in your sales conversions. You can therefore see people commenting over your different blog posts. By putting things like testimonials, ratings and reviews you can increase the awareness about your brands performance in the market. In fact, the increasing traffic at your blog is a step towards attracting new customers.

Creating your own blog and maintaining it properly can help you to connect your clients and prospective customers. It gives you a better interaction with your clients, business partners and other contracts. The above key points can certainly motivate you to have your own blog.

Starting your blogging journey

So you know you want to create a blog but where do you start? Well the truth is there are many different platforms that you can use to create your blog. In this chapter I will describe the best three possibilities of where you can register and start your blogging quest. Choosing the right blogging platform is crucial to the growth of your blog. Different platforms do different things, so let's take a stronger look at them:



Blogger is a blogging platform made by Google that allows you to create a blog from over 100 different varieties of templates to make your blog look appealing. Although Blogger is free it does have some down points. When creating a blog you will automatically have a sub domain of *blogspot.com* for example *myfirstblog.blogspot.com*. This can make your blog look a little unprofessional and if you are looking to have your readers take you seriously then you are going to need to purchase your own domain name. Thankfully Blogger does offer you the choice to change your domain name after you have signed up with them. Blogger also offers you a very good insight into your statistics that are up to the minute accurate (*maybe even less!*). If

you are looking to make money off your blog, in your blogger dashboard you have the "Earnings" page where you can implement Google AdSense to your blog and get paid-per-click. Again we will cover this more in-depth as we progress in this eBook.



WordPress has been around since about 2003 and is the most popular blogging software on the market. Over the last 5 years or so, WordPress has become CMS (Content Management Software) of choice for non-blogging websites. There are many reasons for this as I will describe to you now. WordPress is easy to use and

has an intuitive interface. Adding new pages, blog posts, images to name a few on a regular basis are really easy and can be done very quickly. The code behind WordPress is very clean and simple, making it easier for search engines to read and index a site's content. In addition, each page, post, and image can have its own Meta tag keywords, description, and title, and be optimized for specific keywords, allowing for very precise search engine optimization.



Tumblr, the free micro-blogging platform can be a powerful tool for spreading awareness about your brand. Founded in 2007 Tumblr serves both as a blog and social network that is useful for posting and sharing images, video, audio or short pieces of writing. In that sense Tumblr is a bit like Facebook but with a few greater advantages. For example, Tumblr blogs can be accessed directly via the web, whereas Facebook content is only available to its users. That means Tumblr content gets indexed by search engines and can increase your search visibility. Tumblr says it hosts nearly

65 million blogs, garnering nearly 17 billion page views per month. In terms of engagement, Tumblr is second only to Facebook when it comes to the average amount of time users spend on the site.

Right so you have read about the three major blogging platforms. Which one do you prefer? Each one has its own uniqueness but only you can decide which one best suits you.

What you should do before you launch your blog

Before you start telling the whole wide world about your blog there are a few things that I recommend you do first. Following these steps next will make sure your blog makes the right impression on your readers even though your blog is very new.

- 1) **Write three great posts:** Having three posts ready for when you hit publish is an adequate number. This will give your readers a sufficient amount to read until you next write your article. Readers coming to your blog will appreciate that it is new and if they like your content, you are already on your way to gaining some loyal readers.
- 2) **Create a brand:** Your blog is your brand. Branding is inevitable and strong branding is crucial for online success. First impressions count, this is how you are going to gain repeat visitors.
- 3) **Display a great profile picture:** Choosing a photo of you is great for branding. Make sure you have the same profile picture for all your social networks so you can be recognised everywhere.
- 4) **Have a great blog design:** Having a great design and layout is another major factor for successful blogging. Being able to navigate your blog easily will attract your readers to stay on your blog much longer.
- 5) **Create a schedule and stick with it:** Creating a schedule and meeting your deadlines is beneficial to you and your readers. Once you have regular visitors they are going to be looking out for your next post. Posting at the same time every day or week will help generating more readers. This also helps you meeting deadlines.

Now you have this simple process out the way, you are ready to hit publish. Congratulations on publishing your blog! I hope you find as much success as I have. Following this well have you on your way to being a successful blogger.

Bringing traffic to your blog

Now you have successfully published your blog, you want people to come visit it right? Well in this chapter we will take a look at how you can bring people to read what you have to say. You can never have enough traffic coming to you. So how do we convince people to come to our blog? This is a question that is on every bloggers mind, mine including. Sure you can start off small through word of mouth and tell your friends and family. But this is not going to cut it and spread your contents across the world-wide web. Think of it this way... Imagine your website as a party, to get people to come to your party you have to tell them. The more people you tell about your party the more people who are likely to turn up.

The same rule applies on the internet. The more people who know about your website the more people who will visit. Nobody wants to take the time and write out perfectly written posts and information for nobody to read it. So I am going to take the time and show you a few tips that can help you achieve this.

So you have a blog/website, but want more traffic? First let's check to see what our site is about.

- Informative, Resourceful, Unique, and make a difference?
- Personal Fame?

If the latter, quit blogging right now. If you're blogging/creating for self-serving reasons, then that may be the main inhibitor to your sites growth. Because the truth is, **People want you to talk about them not you!**

I'm not saying that you should not write about past experiences and share what you have learned. Hey! I do this. I feel this way I hope that the reader will connect with what I have experienced and hopefully learn from my mistakes. That way I have achieved something from this blog.

"Aim to be a resource and to help others. The irony is that if you do you will become a star"

Leave thoughtful comments on other people's blogs

This is a simple yet so effective. Discover blogs in your niche. Take a look at what other people are creating and writing about. This can be helpful to give you something to focus on. Leave a comment on the posts that you like and leave your website to ask them to check it out. You never know this could lead to something more and that person may have found information that could help them!

Blogs with a top comments widget are great for a permanent backlink to your site. Become the top commentator and have a link to your blog on every page of their blog. Especially if it is a popular blog, this is a great way of driving traffic to your own.

Get social

Everyone knows someone who is on a social networking site. Take for example. Facebook has over 1 Billion people registered. This is a great, or even the best possibility to get your niche to the world for absolutely free! Get out there and experiment. Sign up to all the social networking sites to broaden your chance of bringing in traffic. Twitter has a great feature where you can share your tweets with your followers just by posting! Try and gather as many followers as you can.

Quality not quantity

Make sure every post is worth reading. Everywhere you look everyone has different opinions on whether you should write short brief posts or write a small article. In my experience I don't think it really matters. As long as the quality of the post is there. Aim to be very informative on what you write. This way it will keep the reader interested regardless of how long the post is.

Become a resource

Provide your readers with what they are looking for. When your reader visits your website for a specific reason, give them something else similar to that. This way it will keep your readers on your site for longer.

Create backlinks

This is killing two birds with one stone! Creating back links from other sites to yours is a great way to gather traffic as well as higher rankings in search engines. Visit forums and other websites to do with your niche and post comments and information about your website.

Write eye-catching headlines

This is the first thing your readers are going to see. This needs to catch attention for the reader to click on your posts or links. Any serious blogger will eventually hit a plateau and need some help extending her platform beyond its initial reach. This happens to *all* of us. And there's nothing wrong with asking the question: "How can I get more traffic?"

Now that you know the basics of drawing traffic, give them a go. I am sure you will see the difference in traffic. The more time you spend taking the time to do these things, the more traffic you are going to

see. Blogging is not an overnight thing. Focus on the little achievements rather than setting you one big achievement and losing interest.

Useful tips for blogging

Below in this section are some vital points that can make or break your blog. Pay close attention and put these into your blog. I take any tips I can when it comes to blogging and if you spend the time researching your weaknesses, they can become your strengths.

The post headline

I know we covered this briefly in the last section but it is a very important one. This is what attracts people to read about what you have to say. Make this big, bold and maybe colourful. A lot of sales page headlines are big, bold, and red because, scientifically, that is the best way to attract your eye. Include images in your posts.

People like to look at images and helps give the reader a better picture to what you are describing, as the saying goes "Pictures paint a thousand words." A good post image attracts your eye immediately and subtly summarizes the main point of your blog post.

Build trust in what you post

Once you nail down the headline, it's time to deliver what it promises. Every page on your blog is an opportunity to give something while building trust with your audience. Too many people clog up their blogs with content that doesn't do either.

Ask your readers to comment on your posts

My goal on my blog is almost always to get you the reader to comment. One, I enjoy learning more about the reader. And two, if you comment, I'll typically reply. When you see that I reply, you'll comment more often. Then, every time you comment, you'll return a day or two later to check your comment. This is a great way of building a community around your blog. This leads to more shares and more exposure. Almost everything you do with your blog will gain you exposure.

Make your blog posts easy to share

You have a blog or website, you slave over and write top quality posts every day. You help people out and show them how to get over obstacles they didn't know they could, and they want to share this great content with their social networks.

So they go to share with their friends and acquaintances by using the social sharing buttons on your post. Except you don't have any, or you have very limited options (usually just limiting those to Facebook and Twitter). Why? Why would you erect any barriers to letting people share your post you've worked so hard on? Add them all! Digg, Tumblr, LinkedIn and many more.

The more options you give your reader the more chance you have of getting your amazing posts out to the whole world. So make it easy for people to distribute your blog post. There are a ton of options available.

Put these useful tips into your blog and this is another sure-fire way to be a successful blogger. This is going to give you a vaster audience once more and once you see the traffic count rise, you will find the motivation to carry on.

Ultimate guide to writing great blog posts

Writing great content for your blog is something that every blogger wants in order to achieve specific goals. Once you are done reading this post, you will be on your way to writing some fantastic posts that your readers are just going to love!

Professional bloggers are great when it comes to writing content. If you take a look at the leading bloggers in your niche, you can see that every single blog posts are excellent. The reason behind this is that the bloggers have been creating content for a while. For a beginner blogger content creation can be difficult. In this post I am going to address some key aspects to writing great posts.

Before we go into detail about writing a great blog, have a look at some of the qualities that on what makes a good blog post. Depending on what your goals are, there are different kinds of great blog posts. This depends on what you are writing about or discussing but generally a great blog post is classed by the following two points:

- **It's published:** If your posts aren't published then they are useless. Nobody apart from you is going to be able to see them.
- **Useful and interesting to your target audience:** Your posts will not generate interest if they are irrelevant to what your blog is about. Make sure it's something that your readers want to read.

Writing better blog posts is a process of improving yourself in a few key areas:

Write eye-catching titles to attract

The title of the blog is the first thing that your readers are going to see, writing a great title can determine whether or not your post gets read. A good title should also include relevant keywords that you want to be indexed by Google or any other search engines.

Try and keep your keywords at the beginning of your titles and try and keep your titles to less than 50 characters. This is going to help you get picked and gain a chance at being top of the search engine rankings. A good title should also be something that people want to click on, make it so that it's almost impossible for people to not click on it.

Know your audience like the back of your hand

Getting to know your audience is a process that always is rolling and will never end. You can learn what your readers are most interested in by reviewing your statistics. This will be things like looking up the top viewed posts or most visiting pages. Another thing to take into consideration is the amount of comments on particular posts. This is a great insight and you should take this into consideration at all times when deciding what to write about in your blog posts.

Improve your writing skills

Writing is all about practise, I know at first it's hard to write and maybe you feel that your writing may not be as good as you want it to be, but as you progress it really does get better. If you take a look at some posts that you wrote 3 months ago compared to a post you wrote this week, I guarantee you recognise the difference. As you progress on your writing, you begin to enjoy it more. Keep at it and don't give up. You will notice a dramatic difference in your content.

Write for yourself and your audience

Don't try to please your passion to write on a topic. Don't try to please the search engines by focusing too much on optimizing the post for search engines. Instead, focus on making the readers who enthusiastically read your content happily. It is your readers who will make or break your business. Not a search engine. Not a social media site and not specific software.

We all know that writing blog posts are the most crucial aspects of maintaining a successful blog. You should enjoy this process and making your blog work for you and not the other way round.

Keeping motivated while writing

I bet everybody out there at least at some point in the career found it hard to keep motivated even when your blog is having little traffic. You may be writing post after post and you're still not getting anything.

One of the hardest things is that you work on your blog everyday in the beginning and you are not getting any traffic, comments or the social shares to gain the recognition you so rightly deserve.

Now you don't have to. With these great steps you will certainly be able to get your work done without the hassle of thinking you don't have the motivation.

The real learning happens when things are hard, when you feel that you're working for absolutely nothing and nobody wants to read what you have to say. Being able to work through all that negativity and still write posts, share posts etc... Will eventually make you a stronger blogger.

If you can write a post in a conversational style when you have no one to talk to, then think about what you will be writing when you have an active audience. The good news is the hardest part of your blogging expedition is in the beginning stages. THE BLOG LAUNCH.

When you launch your blog, this is where you will do most of the work. Writing posts, getting readers, backlinks, making new blog friends and setting your own personal goals.

But once you have a blog rolling full of content, traffic and your blog's community is ever growing, things start to get a little easier. You still need to work at it hard, but more on a maintaining level.

Let's have a look at some of the things you can do to keep going.

Appreciate the smaller things

Every successful blog has more to do with appreciating the smaller wins you have everyday than it does with the fewer big wins. The small wins keep us motivated. They keep us in a positive place to keep going further to achieve the bigger things.

Try focusing on the smaller things which can be anything from extra unique visitors each day, more comments on a post or more social shares. This can be anything that you are trying to achieve but make sure you start off small.

Build on the smaller things

Once you have achieved a small win, you will want to build on this. Focus on other small wins to help keep you motivated and working.

Try aiming for a post a week. Seems like a small win right? Once you hit that, then build off that and go for another small win, like sharing your blog post on 5 new sites or spending 30 min a day on Twitter or Facebook. All are small wins that you can reach each day or week.

The more small wins you can put together, the faster you will see success with your blog.

Look back on where you came from

Do this with your blog. Sometimes we get so busy that we forget where we started. For me, I like to look back on the early days when I couldn't get a comment or a RT or share to save my life. I look at how my writing and topics have changed for the better. I look at how more focused my goals are now with my blog then they were back then.

You need to do the same, look back and see how far you and your blog have come.

These 3 things helped me get through my early days of blogging. I am glad that I have kept working through all the negativity and happy with the direction my blog is heading. If you follow these steps above. You will take your invisible blog to a successful blog in no time.

Promoting your blog

If you want to increase the traffic on your blog, then it's vital that you learn to promote it. This will help you in the long term to make sure that you have a steady flow of traffic coming.

I have put together some simple ideas that will help you achieve this. Take some time each day maybe just half hour to an hour to get the word out there about your blog.

As there are over 100 million blogs on the Internet today, putting in some good old fashioned elbow grease and start following these simple steps:

Comment on other blogs

An easy way to give your blog a promotional boost is by commenting on other blogs. Each time you comment, enter the same name and URL in the corresponding fields in the blog comment form. Doing so will help your search engine optimization efforts over time. When you leave relevant, interesting and useful comments on other blogs (particularly those that are related to your own blog's topic), people will notice and follow the link back to your blog to learn more about you and read more of what you have to say. Every time you post on your blog, leave two comments on blogs in your niche. This way you will gain exposure for your blog and enhance the probability of traffic to your site.

Make your content easy to share

You have a blog or website, you slave over and write top quality posts every day. You help people out and show them how to get over obstacles they didn't know they could, and they want to share this

great contents with their social networks. So they go to share with their friends and acquaintances by using the social sharing buttons on your post.

Except you don't have any, or you have very limited options (usually just limiting those to Facebook and Twitter). Why? Why would you erect any barriers to letting people share your post you've worked so hard on? Add them all! Digg, Tumblr, LinkedIn and many more. The more options you give your reader the more chance you have of getting your amazing posts out to the whole world. So make it easy for people to distribute your blog post. There are a ton of options available.

Tweet first, blog later

The reason I say so is because they should eliminate the mind-set that "*you can get a Gazillion traffic off Twitter*". Sure, you can get traffic from Twitter but it requires you to engage with your followers first before you spam the hell out of them with links to your blog or website. I had bloggers sending me links of their blog post to read, and then I'll check to see if I had communication with them in the past and how they engaged with their followers. If they engage with people, I'll read it and RT it if I like it or find it interesting.

Twitter requires you to actually give more than you take. There are many people out there that post nothing but tweets about their latest blog post or selling a product. Sure I used to do this and realised that I did not have any success with twitter and I also kept losing followers.

Twitter helps you find the topics or subjects that you would like to talk about in your blog. I've met some great people on Twitter whom only just started blogging recently, they started Twitter first before blogging and their blogs are doing very well now.

Post frequently

Posting frequently can boost your search engine traffic. Each new post acts as a new entry point for search engines to find your blogs. Writing with SEO (Search Engine Optimisation) in mind with all your posts can also boost the potential each of your posts has to lead traffic to your blog.

Participate in online forums

Join forums that are related to your blog topic and become an active member. Posting regularly can gain you more recognition. Include a link to your blog in your forum signature, so it's always available to other members.

Take all these into account when promoting your blog. There are so many ways to do it but I have found that these work the best. Take the time when you can to advertise your blog and you will see the results in traffic almost immediately.

Planning your future blog posts



Planning your blog posts is the most vital part of your writing. What to write about, how to write it, what to include in your posts. But how do you plan for your blog posts? This chapter I would like to discuss with you the ways I use to plan my writing.

Capturing ideas

One of the most useful tools I have on my iPhone is the "Notes" application. Inside my notes app I can create new notes and while I am out and away from my computer when ideas come to me. To this day it gets used daily and still I have many notes and blog topics that I have ready to transfer over to my computer.

On my computer I have a folder called "Ideas". Inside that folder are five other folders, one for each of my blog topics: Blogging, Social Media, Making Money, SEO and one for miscellaneous ideas.

Inside each of my folders are many text files for articles that I am in the middle of writing or an introduction or even a full draft post. Each text files for a different blog post. These files normally begin their journey to my blog at random times of the day when I am thinking about completely different things and an idea pops into my head. The secret is to catch them quickly, record them in a way that they can be found again and develop them into a winning post. This is why I record them on my phone while I am away. Sometimes, if I have the time, I'll work on ideas straight away. If I am waiting for an appointment at the doctors surgery or anything like that. Most of the time I just write my ideas down and save them for another time.

This is great because when I sit down to write I have a number of great ideas that I can write about without getting any writers block.

Mind Mapping (Spider Diagram)

Or whatever you want to call it. One of the most powerful techniques for coming up with blog posting ideas to write about is mind mapping. You may choose a different method of brainstorming but I genuinely set specific times to come up with ideas. Mostly twice a month. This gives you an endless supply of ideas that you can choose to blog about. If you keep it up you will never run out of ideas.

Normally once I have finished mind mapping I will convert the best ideas that I have come up with into text files to save into my ideas folders as we have mentioned above.

Calendars

I've used a variety of approaches to creating editorial calendars over the years. I've adapted my approach over time to suit the different stages of my blogs. These days as I'm actively editing two decent sized blogs with up to 30 posts a week I find that I need to map out what posts I'll be doing ahead of time.

In doing this you're able to develop content that builds momentum (posts that build upon each other), take your readers on a more thoughtfully planned journey and give them a more balanced run of content.

I found previously that if I wasn't planning ahead in this way that I'd end up with too much of one kind of content all in a row which didn't really benefit readers as much.

The other good thing about this approach is that you know what writing you need to have done by certain times of the week – deadlines work well for me in motivating me to work.

I have shared my 3 techniques on planning my future blog posts. These may not even be ideal for you. These work for me and possibly will not work for you. Try different methods out and see how you get on. Nobody said blogging was simple and easy. A major factor is trial and error.

Increasing your blog subscriptions

Driving traffic to your blog is always going to be a main priority for anybody. (I know I say this a lot in this eBook). If you can convert that traffic to subscribers of your content, you will begin to build a loyal following of your blog. This is great in many ways as it can almost surely bring you repeat traffic, this can be in a way of sending out a weekly or monthly newsletter or a way of letting your subscribers know that you have a new post.

Blogging is also an excellent way of generating new sales leads and enquiries. Getting regular visitors to your blog can mean many things to different people. Let's say you have advertisements that are impression based; this would mean that you would earn that little bit more by having repeat visitors to your blog. Cost-Per-Click percentage could increase on your ads, or maybe sales from affiliates could increase because your readers are going to trust what you have to say.

So how do we increase our chances of someone signing up to our mailing lists? Well nothing concrete, you can't make your readers sign up but you can entice them. Let's take a look at some of the things we can do:

Create great content that engages your readers

I know I say it on a lot of my posts but creating great content really does do wonders for your blog. It's the most important part of a blog and let's be honest; it's what we are all doing it for anyways right? Without writing engaging content that is interesting, you won't gather many subscribers. Try writing something that nobody has written before. People will want to come back on a regular basis if they see that you are producing unique posts.

Make it easy for your readers to subscribe

Make sure you make it very clear where your readers can subscribe. My subscription box is right at the top of my blog so that every reader can see it without difficulty. Check out any blog you look at. It's always right at the top. This makes it very visible so that if your reader does choose to subscribe, it's very easy. The most popular options to enable subscriptions are an email sign-up form, newsletter or RSS. Now as Google Feedburner is due to close down soon, I have decided not to use this and just use the sign-up form.

Offer an incentive to subscribe

If your readers know that they can just come back and read your posts, why would they want to subscribe? Offer something that your readers will value. Most bloggers offer out eBooks. I am currently in the middle of writing my first eBook. Almost ready to be published, in the final processes of checking and will be ready to offer my subscribers. I plan on making another 2 eBooks this year. Watch out for them. Think about what your readers would like as an incentive then give it to them.

Create a dedicated subscription page

As well as having a subscription box at the top of your blog, why not create a subscription page that you can direct people via social networking sites like Facebook, Twitter & LinkedIn. This way you can post updates and tweets saying Visit my blog and sign up for the latest and greatest content!

Hold a contest

Hold a contest on your social networks and maybe with a blog post that offers a great prize for new subscribers. Offer a prize that may be hard to refuse and ask for subscriptions. Stating that a randomly picked subscriber will win a prize on this date. People like freebies and something for nothing.

Monetising your blog

So now you have your blog set up and you have traffic coming in. You also have a range on blog posts and already have posts planned ready to write. You deserve a little reward for all your hard work now. Why not monetise your blog to earn some play money. This chapter will show you some basics on ways to include some revenue streams.

Affiliate marketing for beginners

Affiliate marketing is possibly one of the best ways to bring in revenue to your blog. People like to bring an income in an easy way. This is why income marketing has become very successful and increasing the popularity. Affiliate marketing system enables us to have the possibility of reaping the benefits which is an income without investing or working hours and hours to see the rewards.

There are many things to consider when performing this marketing. For one we have to know the basics and know the tips.

Before starting to market. It is vital that you know the basics before venturing to handle this efficiently. Affiliate marketing is mostly a way of promoting products through ads or text links through blogs, websites or anything else on the web where people like to visit most often. The important knowledge that you need to know is about traffic and ads. The more traffic that visits the site, the more likely you is to convert a sale.

Think of a website you have visited today. Including this one! Did a banner appear offering you something? For example. New internet marketing company live and for you to join now and receive a special discount. I thought so. Pretty much everything you see on the internet is an affiliate.

Why you should be an affiliate marketer

Affiliate marketing allows you access to some great benefits. There is an opportunity to generate a substantial revenue is you have the traffic and market it right. It's a great way for an additional revenue stream alongside your core activities. Also carefully selected ads can bring big brand names through to your website which will allow you to work alongside them which can have a great impact on your own brand reputation.

How to become an affiliate marketer and where

There are ways of becoming an affiliate. You can either join an affiliate group like **E-junkie.com** and **Linkshare** or you can apply directly to an advertiser to see if it has, and is accepting members onto an affiliate programme. Any of these links above are great for selling. There are many products there so the opportunities are endless. Make sure you pick products that are specific to your niche as that's what your target audience is going to be interested in.

How to be a successful affiliate marketer

Do the research

Successful affiliate marketing is not about putting up an ad or directing someone with a link to a page, sitting back or snoozing and waiting for the commission to come along. It's never going to happen! A little research will really go along way and for the long haul be a great success. Your research will help you understand how you will be paid (Pay-Per-Click, Pay per Sale etc.).

Take one step at a time

This basically means do the simple things first. Try just adding a few text links in your posts or websites to see if you gain any results before trying to incorporate loads of banners. Readers don't want to be loaded with advertisements as they will just click off. Not to mention it doesn't look professional.

Focus on your traffic

To be successful at affiliate marketing you first need to have the traffic. There is no point in having some amazing affiliate ads for no one to visit your website. It's very pointless. Gaining traffic is crucial for success.

Search Engine Optimisation (SEO) and keywords are another major element to gaining traffic to your sites. Having some great knowledge in the area will allow you to climb the search engine ranks for more unique visitors. Gaining more experience in this area can lead you to many great things. Search Engine Optimisation is an extremely special skill and may be wiser to seek professional help here.

Tell the world about your site

Going back to the introduction there is no point in promoting products and services that you and your target audience are not interested in. Take the time to decide what products to promote and see what services would work out best for you.

There is no full-proof plan that means you will succeed straight away. Everything is trial and error. If something isn't working for you after a few months, change it round a little. If you really want to drive sales, you need to engage with the products. Write a post about them. You will find this difficult if it is something you really do not believe in.

Social media comes in place here. Telling everyone you know what you're doing and tell them to promote it. Free press is brilliant! 100% Profit for you.

Being the king of content means you're the king

It's really obvious but if you want more people to click on the ads you need your audience to believe in what you are saying. To do this you need to write great content indefinitely. Readers like to see constant, updated and relevant content.

Finally I just want to say that you really need to review your strategy and the ads you are running. Look at the ads that are performing well and see which ones don't. Is it because it's irrelevant for your audience? Maybe it's because your ads are in the wrong places. Please do not be afraid to experiment. Trial and error is the key aspect here.

My strategy to becoming a successful affiliate

Affiliate marketing is a low cost (if any) way of earning money online. The way that it works is simple. Affiliate marketing works on a commission based referral system. An affiliate advertises a product for a merchant and if someone who visits your blog or website clicks on that affiliate and purchases the product, you earn a piece of the action.

Expert affiliates make a substantial amount which is easily over five figures a month. Mind you that is a small percentage of affiliates. One out of a thousand marketers manages to achieve this.

How can I achieve this I know you're thinking? Expert affiliates have common processes that they use, anyone can become an expert affiliate but I can tell you one thing. A lot of commitment will be needed to succeed. Time is the main thing, if you do not have the time commitment to put in place, this is not for you.

Find a niche to market

The mistakes that many aspiring affiliate marketers have in common is that they try to sell what everyone else is selling, Do your research and find something that everyone want that nobody has. I know it's easier said than done but research is the way you are going to progress.

Try not to lose all your eggs and DO keep them all in one basket. Do not lose focus from your target niche, promote it and sell it well. It's very easy to lose track of what you are trying to achieve.

Know what you are selling and know your audience

Create a resource. By taking the time to learn about the products or services that you are offering, you can create blog posts and review pages that show off what the product is about. This can build a reputation and build trust for you and have your readers coming back for more. If your readers do not have trust in you then the likely they are to purchase products.

Keep learning and welcome change

If you have been affiliate marketing for a while then you will know that what worked 5 months ago may not work today. Stay on top of the marketplace by sticking up to date with the trends. Keep learning, this is the best possible way to succeed. Start by learning something new every day about affiliate marketing. Remember when banners were a great craze five years ago? Well not anymore. Even if the banner is advertising what you want, 90% of readers still will not click on it. To be successful as an affiliate, you must spend the time to learn and please, welcome the change!

This has been the research that I have come up with. These I use myself and have proven to me to be a success. I welcome you to try.

How to make money with Google AdSense

Take a look around the World Wide Web, advertisements everywhere aren't there. Most of them come from Google AdSense. AdSense is a programme where everybody wins. You win, Google wins and so does the person who owns the adverts.

Advertisers gain new clients and/or sales through these ads. These ads are created with another Google programme called Adwords. Google receives money to serve those ads and you get the money when the readers of your blog or website click onto the ads. Not a bad deal if you ask me.

As Google are already dominating the web as it is, geniuses as they are serve ads on your webpage's. For a quick example, if someone is on a cooking website looking for recipes, Google will drum up ads that are to do with this subject. This could be culinary skills, courses or utensils. If you own that site, you get payed every time someone clicks on your ads. This is called Cost-Per-Click (CPC) advertising.

A few benefits of Google AdSense ads

It's very possible to earn a living with Google AdSense. With the right combination of traffic and content you can make a healthy living from your blog or website. The ads that they use are less annoying than most other advertising agents; the contents of the ads are relevant to the content of the site you are visiting. This enables a higher Click-Through Rate (CTR) and therefore earns you more money. A major factor that I should include is that people trust Google. Anyone in this modern world will know what Google is so that is always going to be a positive on your side.

Making some cash

Just to clarify, you won't make an income just by sticking some ads on your website and waiting for the cash to fly into your bank account. Like anything if you want an income. You have to work hard and it takes time.

What you need to do to improve your income

Now this is the section you really wanted to read isn't it? There are a few ways that you can use to improve your chances and your income:

- Use SEO (Search Engine Optimisation) to rank higher in search engines to improve your chances of your site being viewed and therefore the higher the chances of converting your advertisements.
- Posting content is another great feature. This will help with your search engine rankings, gathering interested and updated content is a great way to improve your traffic rating.
- Sign up to Google Analytics. Google provides a great resource for free and can only aid you in making some great income.

4 Ways to make money on your blog without the dreaded ads

Have you ever stumbled upon a blog with no advertising? I have, and I am sure you have. Have you ever wondered if any of these blogs are making money? Chances are they have been for a while. There are more ways to make money with a blog without earning through the likes of AdSense. Although the majority of people like myself will never earn enough to make it to a full time blogger, there are bloggers out there who do.



In this section we will look at some of the ways that you can make money from your blog without bombarding your readers with advertising. Most people start a blog for a hobby which is what you should do. If you are serious about it there are many options out there to help you achieve a better blog. Building a following of readers and subscribers to your blog can help you convert sales.

Once you have decided on what to write about, people will follow. You just have to figure out where to find them and direct them to your blog. Then you can think about monetising your blog and earn some coins for your hard work. Earning enough to pay for your hosting and domains and anything else that you need to pay for to keep your blog up and running is an objective for most bloggers. Anything extra is great and can buy you those new shoes that you have always wanted.

Here are some ways that can make you some money:

Sell your products online

Depending on what you blog about there are many things that you can sell. If you run a cookery blog, sell some recipes through an eBook. Create a series of eBooks on different subjects within your blog. Offer a discounted price to purchase all of them. If you have the traffic and people trust what you write about, this is a great way to incorporate a cash flow to your account.

Become an affiliate marketer

The previous section may not benefit you for some reason, or you may not have a product to sell yet. Sell someone else's and earn a commission. Other businesses will pay a small fee for you to direct traffic, the more you send the more cash you are likely to earn.

Use your blog to market your services

Using your blog to market may not generate an income directly, but it can generate sales elsewhere. If you blog for a company about recycling, adding the company's name into the blog can be great exposure and put it into the reader's mind for later on. This can make the reader think about recycling companies and possibly choose the one he reads about because it creates a communication link between them both.

Offer a member's only area

If you're serious about blogging and your content is great enough, providing the traffic is there. Why not set up a member's only area for your blog. Offer exclusive content and giveaways to entice people to joining. This is something my blog is currently not ready for but if my plan works out then I am seriously considering building this. Just make sure you update it regularly and have content that doesn't exist in the free section of you will lose subscribers quickly.

These are just a few of what is out there for you to think about. Just take some time to do your research and find out some amazing strategies.

These are just a few things to help you make money from your blog. Keep this in mind that there are hundreds of ways to make money, but these are the best ones that I find work and are successful to me.

5 Steps to SEO Stardom

Do you want your blog to be on the first page of a search engine? Well to do that you need to rank higher and for that to happen you need to learn about SEO (Search Engine Optimisation). In this post we will be learning about the 5 killer ways for you to be hitting the top 6 on the search engine.

SEO is the process of affecting the visibility of a website or a web page in a search engine's "natural" search results. In general, the earlier and more frequently a site appears in the search results list, the more visitors it will receive from the search engines users. SEO may target different kinds of search, including image search, local search and video search.

SEO considers how search engines work, what people search for, the actual terms or keywords typed into search engines. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

Create unique content

Creating quality content which is original is the most important factor to increase your SEO performance. The majority of your content should be created with an eye toward being reusable and re-purposed - In other words, this isn't an advertising campaign so skip the product placements and services announcements.

Use social media platforms more

Search engines want to provide users with the most relevant content among billions of interconnected pages on the web. So it only makes sense that each now relies on social signals to decide which content is the most popular, (“shares” or “likes”), and rearranges page rankings accordingly. The more “shareable” the content, the higher up in the search engine results page it’s placed.

Set up Google+

Studies show that including a profile picture to accompany articles alongside Google’s (Google+ Authorship) search results can improve click-through rates up to 35%! This new feature is an easy way to attract visits and helps searchers associate you as an authority while improving your SEO efforts.

Create a Google Places for Business listing

Google Places for Business allows you to respond to reviews and comments about your business. Google’s algorithm places a value to comments and reviews within its overall rankings.

Get one quality backlink

Search engines’ algorithms consider the source of inbound links, and low quality sources can have a negative effect on your rankings while high quality, relevant sources can provide a substantial boost. Get quoted in a publication respected in your industry, or volunteer to write some content that would be of value to their readers. Always ask for a link back to your website.

Thank you for reading this eBook. This is the first of my planned many that I am going to write. I hope that at least one section of a chapter has helped you understand how to be a better blogger. These are all things that I perform and have been successful for me. If you have any further requirements or questions, please feel free to contact me on any of the ways below.

Genius Blogging Blog
madesquare@gmail.com
@GeniusBlogging
GeniusBlogging on Facebook