
BLOGGING
FOR MAXIMUM PROFIT
THE ESSENTIAL BLOGGING PLAN
TO MAKING MONEY!

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What is Blogging?



Blogging is a very powerful yet under looked technique to making money online. A blog is a bit like a website, but it's a lot more personal and interactive than a website. It's like a diary where you can post information on daily, weekly or monthly basis and people could visit your blog and leave comments. Blogging in the twenty first century has come to become an important tool for advertising for people who wish to market their products online, for politicians who wish to sell their ideologies, and reach out, to the masses.

Moreover, creating a blog and maintaining it does not require a fortune. Everybody now has a personal blog and it is all free of cost. Also, one does not need to be a computer engineer or a graphic or web designer in order to embellish their blog.

Unlike a website which operate on a different domain, and for which every single template and tab needs to be designed and created from the scratch, blog sites do not need such knowledge. The blogging service providers have their own inbuilt templates and fonts which have to be chosen by the bloggers as per their own tastes and preferences.

People need to trust you, build a close relationship with you before they can trust any products you are convincing them to buy. That way you get to keep your visitors for a start, interact with them and build a close relationship with them. If you can build a strong relationship or get genuine customers to visit your blog daily and even leave positive comments, then you are doing just fine.

Say for example if you own an accounting business, you could open a blog that focuses on providing tips to small businesses on how to keep track of their finances. Doing so immediately tells them you know what you are doing and they will be happy to pay any amount you charge to help them with their business accounts.

Importance Of Blogging?

1. Blogs are essentially websites that are alive! You can interact with your customers more freely and easily. This means your blog will grow as you continue to publish posts or pages regularly to your blog. In contrast, many websites are seldom modified or updated after they are created. Through your blog you can then refer people to your website.

2. Blogs are designed to publish and update contents easily once you have them set up, configured and running. Once you get the hang of it, it's a matter of getting into that habit of writing blog posts and pages and publishing them regularly.

3. They are FREE to joing and easy to set up. You can create your FREE blog easily by visiting www.blogger.com or www.wordpress.com .

4. You can make additional revenue on your blog, such as: Publishing third-party ads in your blogs (eg. Google Adsense publishing), recommending affiliate products and services in your blogs (eg. Amazon)and selling advert spaces in your blog (if it is self hosted).

5. Blogs are interactive. Visitors, or blog readers, are usually allowed to post comments for a blog post (or article) to the blog owner. This helps to build rapport and relationship between the blog owner and his visitors or members.

6. Blogs rank higher in the search engines more than website.This is because blogs are usually updated regularly via blog posts and pages. In a website, you have to do a lot of tweaking through Search Engine Optimization (SEO) techniques. Search engines will visit your blogs more regularly as you blog more regularly. Thus, you can also place links of your other websites to get them indexed quickly by the search engines.

7. You can syndicate the contents of your blog, that is allowing other website publishers to publish your feed (or channel) on their sites. This helps to bring more traffic to your blogs as the visitors of these sites subscribe to your feed via web-based or desktop newsreaders.

So, with the above benefits, doesn't it make a lot of sense to start building blogs as soon as possible?

How To Open A Blog

Creating a blog is nothing that you need to be afraid of. There is no elaborate planning required either. You can start a blog absolutely FREE of charge by registering at either of these places; www.blogger.com or www.wordpress.com

The only problem with FREE hosting is your domain name will look something like this www.myblog.wordpress.com or www.myblog.blogger.com. The other thing is if you don't plan on making **extra money** from your blog from google adsense, affiliate marketing, Amazon, then you could stick to such domain names. However if you plan to make extra money (highly recommended), we advice you get a valid domain name. We will talk more about this in our *Making Money with your blog* section below.

For instance, if you want to write about sports and you use a blogger website, you might get the name sports.blogspot.com but if you buy a domain name you might get the name sports.com . Apart from the name difference you give up a certain percentage of control to the owners of your free blog when it is not self hosted.

We recommend blogger.com however its up to yourself to choose whichever blogging platform you prefer. But for the sake of this guide, we will use blogging.com.

If you prefer a video tutorial on starting your blog, you can visit https://www.youtube.com/watch?v=9Sk7omsNfkE which has a very straighforward explanation on how to open your blog.

Below is a more detailed step-by-step manual to guide you through the process;

Get a Gmail account. You might consider creating a new, separate email address just for your blog, so that if you get a lotof feedback from your posts your inbox will be not filled up. Blogger is owned by Google so you'll need a Gmail account to set up one. It's free, if you don't have one get yours here.

Getting Started

- Now go to www.blogger.com

- Sign in with your Google account, which is your Gmail account you just created.

- Type in your g-mail address in the space written Email Type in your password in the space written Password Leave the small box titled stay signed on Click on sign in.

- Click on create a blog

- Next give your blog a name. This should be something related to what you are blogging about.

- Then write down the address, example www.sportsnews.blogspost.com.

- Click on Continue (the orange- coloured arrow)

- Now choose your template for your blog. This is the style and look of your web page. Blogger already has some pre set designs that you can use. Click on any of the small boxes to choose the one you want to use.

- Click on Continue

- Congratulations. You have created your new blog. Now its time to start adding some content to your blog.

Adding Content To Your Blog



Once your blog is open, creating content will be the next step. To start attracting customers to your blog, you will need to POST USEFUL CONTENT REGULARLY.

Make it 2-5 times a week to keep your audience engaged so they don't get bored, leave your website and go to your competition.

You will need at-least 8-10 articles to start making money from your blog. Remember to make them as unique as possible to keep your website visitors entertained. We understand that having a passion for your business is not enough to generate content.

Writing articles is hard-work and no matter how qualified you are in your field of business, writing just one page of useful content could sometimes prove the hardest thing to do.

This is the toughest part of a blog. How may times have you read an article on the internet and regretted how much time you've wasted on it because it made no sense. This goes to tell you even multimillion dollar companies struggle with writing content.

No content means no visitors to your website and therefore no money, because content is the only way to engage your customers and readers to buy from you.

There are 3 key ways to get content;

1 – **Write it yourself** : Well if you are reading this section then chances are you are already struggling to write some content.

2 – **Pay someone to write it for you**: You can pay people to do this for you in places like fiverr.com, odesk, elance, etc. Remember they charge at-least £10 per article. So getting an extra 5 – 10 articles could cost you between £5 - £100. And remember you have to go back and forth with them to get these articles sorted for you the way you want which can be very time consuming.

Moreover it doesn't sound like fun having to contact people to write articles for you every single time you need to update your blog now does it? Which takes us to our last and favourite option;

3 – **Get PLR Articles –** This is one method we currently use which has worked a great deal for us. PLR Articles are pre-written articles you are **LEGALLY** allowed to use on your website as if it were your own content. You can simply copy and paste them into your Posts on your website. However we **STRONGLY** recommend you edit the titles, and some of the content to something more unique to stand out.

A great place to gain access to thousands of PLR Articles that you can start using today on your website is at www.plr.incomereap.com . You can get thousands of articles in different business industries where you can add on your blog. This should cost you just under £20 and you get immediate access to thousands of articles you have full rights to edit and use any time you want. This is probably the **biggest investment** your blog will ever need.

Remember **CONTENT IS KEY** to your online business success. This is the only way to get through to your customers, so make sure you have enough content to **POST REGULARLY.**

Useful Things To Note

While writing your blogs you also need to keep in mind a few things. This is not only to ensure that you get a steady traffic, but also for the fact that your blog readership can increase so that the ranking of your blog with search engines go higher. Here are a few tips that should see you through this:

- ***Reader Friendly Content*:** At all costs keep your content – articles, poems, photographs, videos – reader friendly, that is to say, it should keep more and more readers interested. Your reader must be at the center of you post in a way that your reader must feel that he is gaining something out of reading your post. This is the basic rule in marketing.

- ***Worthwhile*:** Never let the reader feel that he has been tricked into reading your post or clicking on your blog link. You are thwarting all your long term chances of that reader coming back to your blog, in which case your blog rankings over the long term are in a dicey position.

- ***Check for errors*:** Making grammatical and spelling errors can be a major put off for many readers. They may not visit your blog again simply because the errors that you make are too high. Always proof read your blog. A small typo here and there can be understood, but make sure you don’t make any major errors.

- ***KISS*:** Or, Keep It Short and Simple. This is the thumb rule you must follow at all point. Long winding posts tend to get boring. And it may contain nothing that is interesting to the reader. Also no one has the time enough for your blog, no matter how well you write. In fact, your blog will be much more appreciated if you put your thoughts simply and shortly.

- ***Interesting*:** Make sure that you hold your reader's attention by making your posts snazzy. They must not be written in a tone that is tiring to read. Write short sentences and keep then crisp and precise. Always hit the point immediately in the course of your article.

- ***Link*:** Keep linking the blogs you read to yours in order to build a network those people will be in turn encouraged to link you. Remember, linking increases rankings.

- ***Keywords*:** Using the keywords of your posts frequently increases the search ability of that particular article of yours which in turn leads more people to visit your blog.

- ***Clear Thoughts*:** Make sure you put your thought clearly before the readers so that it does not become tedious for them to read.

- ***Colloquialism*:** You can write in a friendly tone. Avoid using too many slang words, but otherwise, if your post demands it, you can be colloquial.

- ***Post Title*:** A catchy post title or headline is half your business solved. It can glue a reader to your post almost immediately. However, do not put misleading post titles, or you will lose creditability.

So, be consistent with your blog content and watch traffic flowing in to your blog!

Making Money From Your Blog

Ok, now you've found the miracle solution to get content, or have decided to write yours or pay someone to do it, you can add a few minutes of working on your blog each day, and in one month you'll have at-least 20 articles in there. However there are many more additional ways to make money from your blog.

Your blog is not all about writing content and getting customers to read and eventually buy from your business. You could actually be making even more money on your blog, by allowing Google to paste ads to your blog?

1. GOOGLE ADSENSE

Google Adsense is the answer to every blog. Google adsense is simply when you allow google to paste ads on your blog or website. It allows you to integrate Google's ads into your website or blog. The ads displayed match the categories you've set up and the keywords of your posts. They format is very similar to the image below.



Once people visit your blog and click on any links advertised by google, google pays you some money. The good thing about google adsense is it only places adverts on things similar to what your blog is about. Let's say for example, your blog is on weight loss, then google will target the content of your blog and only place ads related to weight loss.

Meaning if people visit your blog, and see an eye catching advert at the side of your blog, they are likely to click to see what it's all about.

Once they click on the ads, you make some money. Customers will just go to your site and click those ads out of curiosity, but what they don't realise is that you are actually making you some money from their clicks. It doesn't matter what they go to those websites to do, but as long as they've clicked on them from your website, you are already making some money.

So basically google pays you for using your site to help them advertise, and they are paying you for this. Not bad right? By the end of the month, they will send you a either a check by post or a direct debit payment of your money depending on the payment options you chose. Not bad for just getting people on your blog right.

However this doesn't mean you should open a blog and start clicking on links on your blog site to make money. Google is so clever and targets where the clicks are coming from. Meaning if they discover clicks are coming from one computer or one place constantly, they will consider this as spamming and you won't make any money. So make sure you don't go on clicking on links on your site to make money as your account could even be suspended.

Proof: Below is a screen-shot of how much you could make from just people visiting your blog and clicking. From just **CLICKS in a day.**…



To add adsense to your blog, you can visit;

https://support.google.com/blogger/answer/1269077?hl=en

2. CLICKBANK

Once you have some content on your blog, the next step is making some money from your content. An easy way to earn from your niche site is using affiliate links;

Clickbank is one the most reliable affiliate network on the internet by always paying their affiliates on time every two weeks. Clickbank also pays you the highest commissions out of any affiliate network online, up to 75 percent. And it’s free to become a Clickbank Affiliate and promote their products. You can easily register an account by;

- Visiting www.clickbank.com

- The Clickbank sign up page is fairly simple to complete; you’ll need to fill in the fields for your name, address (where the check needs to be sent),email address, contact phone number, the address of your website (where applicable), your new Clickbank nickname, and a secure password.

- Click bank should assign you with a Nickname or User name and password. Make sure you take a note of this. Before submitting the sign up form, however, there are some important things to remember. If you provide Clickbank with inaccurate or false information, the account can and will be deleted without notice, so make sure you’re entering a valid mailing address, email address, and telephone number.

- Once registered, click on "Click on **Marketplace** at the top of the screen. You should find a list of categories on the left hand side.

If your business is on diet and weight loss, all you have to do is find products in the Marketplace relating to that niche and add the affiliate link to your blog to promote.

3. AMAZON AFFILIATES

Amazon is one of the most trusted brands on the Internet for online shopping. Amazon is also one of the first to offer an affiliate marketing program. They saw the value of creating opportunities for people to work from home promoting Amazon products. You can build a business on that trust and make money as an Amazon affiliate.

Considering the popularity and ease of shopping on Amazon, it’s obvious to use the site to generate an extra income as an associate, selling Amazon products from your website and getting paid commissions for every sale that you generate. And you don't even need to deal with any shipping, processing or packaging. All you do is get someone to click on an amzon link via your website.

First of all register for an Amazon Affiliates account. You can do this by searching "Amazon affiliates" on google. Then find some products relevant to your niche to promote. e.g. let's use weight loss as an example. If your website is about diet and loosing weight, then you will be looking for weight loss products such as; waist training corsets, weight loss pills, diet pills, etc to promote on your blog or website.

Getting Customers To Your Blog

Now you have money making blog created and some content ready to go but you obviously won't make any money on your blog unless you have some customers visiting your blog right?

So what you will need to concentrate on at this stage is to start getting people to your blog who are likely to click on those ads, whilst reading your content and make you some money.

1. **Tell People about it**: Let your friends and family know about your blog. You can drive a lot of traffic to your blog by telling your family members, relatives, colleagues in the office or at work, neighbours, course mates and others about your blog. Tell them to read you articles and comment on them, tell them to give you feedback and tell their own friends about the blog too.

2. **Ping your Blog**: There are a lot of blog services you can ping. This means that you notify this service, that you've updated your blog. These services then list your new posts and you get the traffic from them. All you have to do to ping the search engines is to go to a ping website, enter the URL of your blog, check the boxes of where you want to ping (generally do all of them) and then click "Ping." It really is that simple and quick. The two most popular ping websites are www.ping-o-matic.com and www.pingoat.com.

3. Add buttons to popular news readers: What does this mean? Well there are sites like yahoo or Google or bloglines etc, which have a members area where you can select sites with RSS feeds to fetch the latest updates from different blogs. That way you can have the latest updates from let's say 50 blogs listed on one page.

4. **Update your content regularly:** Search engines and blog services love regular updates. It's very likely that you will get targeted traffic from search engines if you post regularly. That means you should make a new post to your blog at least once per day. But be careful. Too many updates per day can harm your search engines position and hits. What's too many? 10 or more.

5. **Use Articles** to market your blog: Write articles about your topic and send it article directories like ezinearticles.com, goarticles.com,articlealley.com, articlebase.com, etc. After the article, write a little about yourself and your blog as signature. This will draws readers of your article to your blog

6. **Post in forums:** Post in forums, but don't spam them. Post something fresh and interesting and put a link to your blog in your signature. Don't just post in any forum. For example if you're selling cds, post in forums that are about music and cds. Don't post in car forums if you're selling furniture. By posting in forums you will get one-way links which are good for search engine position in search engines like Google or msn or yahoo.

7. **Register with Blog Directories** - You can register your blog in directories such as:

- Technorati
- IceRocket
- Bloggernity
- Blogdigger
- Blogstreet
- BlogPulse

BlogHub

- PlaZoo

Follow these 7 steps and you will start seeing lots of traffic to your blog. And the so long awaited sales will start coming in. And don't forget to update your blog with fresh unused content that you write yourself.

Useful Blogging tips

Below are a few useful tips to benefit from your blog and attract more customers.

- Never make the blog post too long uselessly. It must be well written. Long posts tend to get dreary and they are not ‘catchy’ enough for people to sit and go through them.

- Update regularly. Since you don’t need to write long posts, that is not much effort. Ideally, blog 3-7 times a week.

- Be entertaining where required, everyone can do with some light hearted humor, without being derogatory.

- You need not stick only to text. Video and photo blogging are fats catching on and are interesting ways to share your thoughts, and make your videos and photographs well known.

- Make it Interactive: As much as possible and if your capacity will allow it, make your blog interactive. You can do this by placing some video or audio clips in your blog.You can even place an area for comments or for some feedback. In this way, you can get some impressions or reactions of other people. Who knows, you might even gain some friends just by making them feel at home in your blog site.

- Add Pictures when you can: Pictures speaks a thousand words. To make your blogging worth the browsing effort of your readers, it would be extremely nice if you put some pictures in it. It does not necessarily mean you have to place a picture of yourself. Any photographs will do as long as it does not pose danger or insult to anyone who will be reading

Conclusion

Blogging has rapidly become the primary traffic generation tool of newbie's and advanced marketers alike. It’s an easy, and efficient way to create and maintain connections with customers, staff, colleagues and peers, and best of all, ensure consistent and easier link to listings in search engines, and from sites.

Blogs contain one very powerful concept - interaction. With interaction you'll find that people are more interested in what you're saying, and you'll gain insight into how your market actually works, which, in turn, gives you the ability to drill down even further into your chosen speciality area.

With a little help, planning, and work, you can build an amazing, engaging and useful blog that is a credit to yourself, your business and a customer based connection that rewards you, and them with a rich relationship - and rewards you with loyal customers that will follow you to the ends of the earth if necessary.

The bottom line to this is that the more readers you have, the more traffic you have, the more customers you can generate. Blogging is really for everyone. It is fun, simple and easy.

We hope you found this information useful and do feel free to contact us should you have any further comments.

Remember blogging is just one great way of getting customers to your business. We have even more amazing marketing products to attract customers to your business at;

http://www.7startupkit.com/product-category/marketing-products/

To Your Business Success

www.7startupkit.com

Email: support@7startupkit.com