

Your Complete Guide to Blogging for Profit

Everything You Need to Know
to Succeed With Your Blog Empire

Table of Contents

Introduction.....	5
Chapter One – Getting Started.....	6
How to begin.....	6
Chapter Two – Types of Blogs.....	7
Blogging in the 21st century.....	7
Corporate blogging.....	8
Features of Blogging.....	9
Posting Structure	9
Interactivity	9
The archive feature.....	10
Comparing blogs to websites.....	10
Keeping your blog up to date.....	11
Software.....	11
Hosted blogs.....	11
Self-hosted blogs.....	12
Popular blogging programs/platforms.....	12
Blogger.....	12
LiveJournal	12
Textpattern.....	13
Typepad (hosted)/ Moveable Type (self-hosted).....	13
Choosing your blogging platform.....	14
Chapter Three – Your Topic.....	15
Be Creative.....	15
Use Popular Ideas.....	16
Keeping your blog updated.....	17
Chapter 4- Researching Your Blog.....	18
Free keyword research tools.....	18
Overture keyword suggestion tool.....	18
GoodKeywords.....	19
Google's keyword tool	19
Other free keyword research tools.....	19
Paid keyword research tools	20
Keyword Elite.....	20
Wordtracker.....	20
Chapter 5 – Creating Your Blog.....	21
How to use Blogger.....	21
Collecting information	22
Managing your email list with autoresponders.....	22
Why use an autoresponder?.....	23
Chapter 6 - Keep the Content Coming.....	24
Create your own content.....	24
Use free content.....	24

Purchase content.....	25
Chapter 7 – Start the Money Coming.....	26
Donations.....	26
Google Adsense.....	26
Sell advertising space.....	26
Keep track of all your visitors	27
Google Analytics.....	27
Awstats	27
Web statistics information.....	28
Other information on web statistics.....	28
Advantages of affiliate programs.....	29
How to choose an affiliate program.....	29
Don't forget to sign up for paid blogging.....	30
Paid blogging assignments	30
Can you really make money from blogging?.....	31
Sell your own product.....	31
Create your own Cafepress shop.....	31
Chapter 8- Bringing in the Traffic.....	32
How to use backlinks and anchor text.....	32
What is Pinging?.....	32
RSS Explained.....	33
What you need to create your own RSS feed.....	33
The importance of Feedburner.....	34
Blog directories.....	34
Things to do before submitting to a blog directory.....	35
Using blog rings for promotion.....	36
What is Tagging.....	36
The key to tagging	36
Tagging and bookmarking, how to get started.....	36
Technorati.....	37
Tagging with keywords.....	38
Using search engines for your blog.....	38
Article marketing	38
Submitting to article directories.....	38
Link exchanges or traffic exchanges explained.....	39
Understanding blog traffic exchanges.....	39
Earning credit with traffic exchanges.....	40
How forums can increase blog traffic.....	41
Chapter 9 – Promoting and Marketing	42
More ways to market your blog.....	42
Make your content available.....	42
Placing ads to promote products.....	43
How to get banner ads.....	43
Editing templates to place ads.....	44
Contextual Ads	44
Placing your Adsense ads.....	44
Chapter 10 – Continuing Success.....	46

Provide One Way Links.....	46
Conclusion.....	47

Introduction

If you have spent any time on the internet, you have heard the word “blog”. But just what is this concept of blogging and how can it make you rich? This is where you will find this e-book very useful. It is a step by step guide that can be used to not only research blogging, but it will also teach you how to set up your own.

Have you ever wondered how blogs actually got started? If so, chapter two will talk about its history and explain some of the advantages of using blogs on your websites. Here you will be introduced to the different types of blogging platforms and learn about some of the most common features that blogs have to offer.

You will need to understand how to research your blog and this is where chapter three will come in. Here you will learn how to do everything from figuring out where you fit in to finding the best keywords through both paid and free tools. It will even explain the best way to pick out products associated with your webpage.

I’m sure you have heard of autoresponders, bloggers and wordpress. Chapter four will explain how these work plus some tips on getting the most from search engines. You will learn everything you need to know about your options concerning blog content from chapter five.

Of course, making money is what it’s all about so you will learn how to use your blog for this purpose in chapter six. There are many advertising programs that can be used to help you in this area that will also be explained.

To make money you need to advertise, finding the best place to put your ads will be discussed in chapter seven while chapter eight will explain the best ways to target and bring the traffic straight to your blog.

Chapter nine will discuss advanced link generation and learn which strategies work the best in chapter ten. If you are ready to learn how to set up your blog and make some money, then just continue reading to learn the easy way to accomplish this.

Chapter One – Getting Started

What do you need to know about blogging and how to get started in the blog industry? First you need to understand that this is an industry that is growing rapidly. It increases every day. There are more than fifty million blogs being tracked by Technorati right now. Therefore, to be a success you need to know what techniques work and which ones do not. Using the right techniques will help you to see positive results with your blog in no time at all.

How to begin

If you are new to blogging and have never used a blog at all before, then it would be best to start out as simple as possible. To do this you should begin by experimenting with setting up your first blog on blogger. This is the easiest way to begin with only three easy steps to follow.

The first thing you do is to go to blogger.com. From here you can acquire all the information you need to set up a new account. You will need both a username and a display name. You will have to provide an email address and a password for your protection.

After this has been done you simply select a template and begin to post to your blog. Entering the blogosphere isn't as hard as you may have thought it was. You now have a good idea of what it means to blog for fun. However, to make money you will have to get a lot more in depth. For instance, you will have to choose an interesting topic to blog about.

For those of you that already have your own domain, you can normally download another program for blogging called Wordpress. This can usually be installed with just one click of the mouse from your domain. Once this program is installed all you have to do is follow the instructions for logging in and begin posting right away. After experimenting with either of these blogging programs for a bit you are ready to move on to more interesting blogging.

Read on to find out more about what is available and how you can create your own amazing blogs for profit.

Chapter Two – Types of Blogs

You may already know that there is not only one type of blog out there. Blogs come in a wide variety of types and are made distinct and personal by the blogger himself. You will become well-known to others by the voice you use on your blog regardless of what type of blog you choose to use. The type of blog that represents the original blog the best is where the blogger sorts through different topics provided by internet sites. They then take the important and most interesting facts from these sites and post them to a blog to be viewed by others.

By doing this you are presenting the reader of the blog with an easy and simple way of keeping up with what's going on in the world without doing all the research themselves. This is great for people that are short on free time. You can choose to stick to one main interest or change around and talk about different subjects, as the blogger it's your choice.

The most popular blog today would be where the blogger posts their personal journal of their day's event. If you want to share the events of your life with others this would be a great way to do so. Many people have used their hobbies to post on blogs, giving others who enjoy the same thing good information about the subject. If there is something going on in the world that you strongly protest or support many people have found that these types of blogs work well for them.

Blogging in the 21st century

The turn of the 21st century brought about a lot of changes, including changes in blogging. Technology has given internet users a whole new way to write and present their blogs. Instead of all text with a few images thrown in to make it a little more interesting you can now add audio to your blogs. To make it even more interesting put in a short video to intrigue your visitors.

Did you know that you can even update your blog when you are on the go if you like? All you have to do is use a PDA or a mobile phone and you can connect and update anytime, anywhere you please, this is called mobile blogs. Technology has certainly changed the way blogging works. There are no longer very many limitations holding the blogger back.

So what are some of these different types of blogs that are now available today and what do they mean? Basically, there are two common types of blogs and each has different sub-genres included within it. Most blogs are either basic blogs or expository blogs.

Basic blogs include links to something interesting and a comment or two. Expository blogs focus mainly on writing. There are several other types of blogs that fall under these two main broad categories.

Some of these include:

- Group – A variant of the same basic blog but with multiple authors
- Topic- blog writing based on a specific set of topics (such as politics, news, religion, education, etc.)
- Journals – Diaries; usually expository and of interest to the writer, family and friends
- Photo- As the name suggests, this is a graphic heavy blog with photos, etc.
- Linkblog- Similar to the regular basic blog but with only links and without commentary
- Public relations- blogs geared towards public relations, advertising, etc
- Other- There are many other types and categories of blogs that can fall in this line as well. There are so many different things that blogs are used for these days.

Corporate blogging

As the popularity of blogging has increased, we now also have corporate blogging. Many companies both large and small see this as a great way to connect with their target audience in a more direct way. You can use blogs to find out about your target market's interests, hobbies and concerns.

We live in a time where people want information – tons of information. The more information you can provide, the more confidence there will be in you and your company and your knowledge and abilities. Companies are literally earning millions off of being able to provide others with information. The blog gives you a great platform to be able to achieve this.

There are even many major companies that are starting to advertise in blogs such as Coca-Cola for one. Advertisers are really taking notice to the popularity of blogs and how they can make money from the information super-highway. You can jump on board and get your share of the profits as well. There is no reason why you shouldn't be making money through a blog as well.

Features of Blogging

When it comes to actually writing and setting up your blog, you need to understand the features of a blog. Knowing and understanding these features can help you understand both what the blog is and how it works. This will help you to understand how people make a lot of money off of it and how you can do the same.

Below is an explanation of different parts of a standard blog and the features therein.

Posting Structure

Do you understand the posting structure of the blog and how it works? Each entry is referred to as a “post”. Posts may also be called entries or articles. They may be made on a daily basis or weekly, bimonthly, monthly, etc. The way you enter your blog post varies according to what type of blog service you are using. Many have a direct entry text box where you simply type in what you want to say. You don’t have to know any special coding information. Some blogs have what is called WYSIWYG editors. This stands for “what you see is what you get” and it means easy text entry no matter who you are.

Most blog sites and interfaces have HTML input as well for those of you who enjoy working with code and would like to enter your blogs this way. There are also different formats for listing links, photos, etc. Most work the same way as text. You have the option to either enter as HTML or enter in the WYSIWYG editors.

Interactivity

Another great thing about blogs is that they are interactive. This is one thing that made them so popular. People have the opportunity to respond to what they read. You can post comments to the blog when you read it which are often shown instantly. There are some cases where the blog owner may use a spam filter or blocker and your comment will have to be reviewed first. The comments are usually found at the end of the post. People feel great about the fact that they can add their own thoughts and opinions and communicate with other people that are reading the blog. This is also a great way for advertisers to find out how the readers feel about something.

The archive feature

Archiving is another great feature of blogging. Most blogs have this option so that you can archive your posts by categories and date. If you find a blog that you like, you can look back on past entries. In fact, most blogs have an archive that is searchable for you to easily bring up certain topics or dates and read the entries.

The regular blog will have features set up so that after a certain number of days or certain number of blog entries posted, the older entries will roll off the main page and become archived. There are also other features that are usually built into the blog itself such as the ability to subscribe to the content of that blog or excerpts of the blog content. You can also use RSS feeds or Atom feeds to let people know you have updated content or to let them put your content on their sites.

Blogs also have links to other blogs so they all link together, or at least the ones with similar content do. So you can see how great it is for a company or business that wants to get their name out there or make themselves known. It can be very useful to make yourself known with the popular blogs in your topic or category so that you will get advertising to your own as well.

Comparing blogs to websites

You might have already noticed that blogs and websites have several similarities. There are, however, important features that make them different. The way that these sites function is very different. A regular website stays what is called “static”. While it may be updated, it is not updated as regularly as blogs. Most of the information and content that is on the website will stay the same. A blog however, may be constantly changing not only on a daily basis but from hour to hour, etc.

Blogs have the bonus of having a permanent web address just like a website but they are different because they are also interactive and very dynamic. The person keeping the blog maintains in conversation with the reader so they feel more in touch with the blogger and the blog. It's more personal than simply reading words on a website.

Keeping your blog up to date

If you have a blog, you are also going to need to understand the importance of keeping your blog up to date. People want to see updated content on a regular basis. If you continue to have updated content, people will return. To keep your blog properly updated, you also have to keep a close eye on it and how things are changing. Since things can change rather quickly, it's a great idea to stay on top of it. The more often you respond and remain in contact with your blog and the members that are reading it, the better sense of community you will create and the more comfortable people will feel on your site.

Another good thing about blogs and a good reason to keep your content updated is because the search engines regularly update them. You can raise your search engine ranking and bring more traffic to your site which means more profit to you.

Software

What do you need to know to build your blog? Do you need to be an expert in HTML and coding to complete this successfully? Back in the early days of blogging, programmers would have needed to know HTML to create their blogs. That isn't true today now that we have software that converts what you type into what you want it to look like. This software makes blogging simple and easy even if you don't know any HTML.

All blogs are either hosted on someone else's server or self-hosted on your own server. Blogger is a popular example of a blog that is hosted and Wordpress is an example that is self-hosted. Read on to find out more about these two hosting types.

Hosted blogs

Hosted blogs are usually more affordable, or even free so this is a big plus for many people, especially those that have never blogged before. Hosted blogs are really easy to create and maintain.

There are some disadvantages to all this ease of use. You won't have as many options for customization, etc when you use a hosted blog. You pretty much just have to work with what you are given.

Also, if you later want to move to a self-hosted site, you may have to start over with the search engine rankings and it can be difficult to move and keep all of your existing content.

Self-hosted blogs

Self hosted blogs are usually the way to go for professional bloggers. If you are looking to make money from your blog, you should probably save time and start out with a self-hosted option. You will have more control over the templates and the look and feel of your blog as well as the content therein. You can also choose your own domain name which is important to people being able to find you.

Just like everything else, there are some disadvantages although they are mild. The main disadvantages are that you will have to pay for your domain name and hosting and your blog will come down if your host comes down due to problems.

Popular blogging programs/platforms

You may already know that within each type of blog hosting, there are several different popular blogging programs or platforms, you have probably heard of some of them already and may have even tried some of them already.

Blogger

Blogger is a free hosted blogging tool by Google that has been around for a long time and is very easy to use. Many people make personal blogs on this site and it only takes about 10 minutes to set up your first blog. They have a nice selection of templates but Blogger doesn't allow for a lot of customization.

LiveJournal

LiveJournal allows you to set up online journals quickly and easily. It is a collaboration and networking tool that is great for individuals but makes customization difficult. Again, it depends on what you are trying to do with your blog but if you hope to make money, this might not be your best option.

Textpattern

Textpattern is a free self-hosted tool which works best for those that are good with technology. It is much more customizable than the aforementioned options and it has a wizard-based interface to make this easier for you. It also uses custom formatting.

Typepad (hosted)/ Moveable Type (self-hosted)

Typepad was created by SixApart and is the hosted version of their popular MoveableType platform. These are both options for you to consider depending on your specific needs. Typepad is a paid blogging platform but it is still relatively affordable. There are different levels of access that will affect the price ranging from Basic to Pro.

Wordpress

Wordpress is both hosted and self-hosted, depending on what your needs are. Wordpress is free and is easy to setup and use. There are hundreds of plugins to extend functionality in different areas. This is by far one of the most popular options around today.

Here is a list of some popular blogging platforms which bloggers can install on their own servers:

- b2evolution
- bBlog
- blosxom
- ExpressionEngine
- Drupal
- Greymatter
- LifeType
- Movable Type
- Nucleus CMS
- Radio UserLand
- Roller Weblogger
- Serendipity
- Subtext
- Textpattern
- Windows Live Writer
- WordPress

Here is a list of some popular blogging services, which bloggers can use with no installation.

- Blog.com
- Blogger
- LiveJournal
- Open Diary
- TypePad
- Windows Live Spaces
- Wordpress.com
- Xanga

You have to decide for yourself which platform you think will meet all of your needs the best. So what should you look for while selecting a platform?

Choosing your blogging platform

When you are ready to begin choosing your blogging platform, there are some questions you can ask yourself to help you decide what you need from a blogging platform.

For example:

1. Do you need something that will be easy to set up and use?
2. Are you new to blogging and new to internet platforms?
3. What is your technical skill level?
4. Are you going to want to change the look of the templates and other customization?
5. Do you need to have little, moderate or a lot of control over the interface?
6. Will you require spam control features, such as captchas and comment moderation?
7. Does the platform you are considering offer support and assistance?
8. Do you need to be able to have more than one person able to post the blog?

These are just some of the questions you might ask. You have to consider your individual situation. Will you need pages on your site that are non-blog pages? What kind of features are important to you? These are all questions to help you choose the right blogging platform for your needs.

Chapter Three – Your Topic

What will your blog be about? How do you choose the topic for your blog? To answer these questions you need to decide what topics you are interested in. What are the things that you enjoy talking about and that you would like to share with others? For instance, if you are a writer, then a blog containing information on writing would be suited for you.

The same is true for any thing that interests you. You can share your life's events or hobbies that you enjoy. If certain events that are taking place in the world get you stirred up this could be a good topic for your blog. You do however, have to choose a topic so that anyone interested in visiting your blog will know what to expect. Otherwise, very few people may want to waste their time going to a blog when they have no idea what it is about.

After determining the things that interest you, your next step would be to choose the topic from these things that is broad enough to allow you to gather information to have something to talk about. You do not want to make two or three entries then run out of things to say. An example of a good topic would be a network marketer. Someone with this type of blog could write about tips on marketing tools and strategies. They could also talk about marketing software and a number of other subjects related to network marketing. The key is to have a topic that will allow you plenty of material to talk about, but still small enough that you can stay focused on one subject.

Readers come to expect a certain amount of information when they look at your blog. This is why it is important to stay focused on your original topic most of the time. If you begin talking about too many other subjects too often, some of your readers could lose interest and look elsewhere for information. It doesn't hurt to throw something else in there occasionally just to keep things interesting, but for the most part stick to your topic.

Be Creative

Just because we said it is best to stay with your original topic doesn't mean that you cannot experiment a little. There are ways to add zest to your blog while staying focused. For instance, many have found that adding interviews and group projects to their blogs worked really well. You could even invite a lot of people to blog together at the same time. There are a variety of different things that you can try on your blog. You just need to stay open minded enough to give new things a try once in a while. If one thing does not work well, move on to

something else. Eventually you will find what works best for your blog to keep your readers interested.

Use Popular Ideas

You can do some background research to see what is popular at this time. Big ticket topics are always things such as:

- How to make money
- How to lose weight
- How to improve your life (your marriage, your job, etc,)

You can find out about hot topics to include in your blog with some simple and easy research.

One hot topic is weight loss. This is a very popular topic today. People want to read about how they can lose a few pounds or get in better shape. Weight loss topics and techniques are incredibly popular and you can tailor your niche to things like:

- Weight loss for new moms
- Weight loss for seniors
- Weight loss for the middle aged man
- Weight loss after surgery
- Weight loss for menopausal women

People are also highly interested in topics that are related to their diet and health such as which foods to eat, great exercises to get desired results, how to supplement a vegetarian diet, etc. You might do reviews and experiments of common weight loss programs, exercise programs, etc. There is just a mass of information to be found on the topic. If it pertains to health and fitness or weight loss, you are probably in the gold.

Making Money

You can't forget this one! Making money is another very popular one. People love to have more information about how they can make more money. If you can help them find ways to make more money, they will gladly pay the small fee for your e-book. I mean, the potential risk is low and the potential gain very high.

Some examples might be:

- How to make money in real estate
- How to make money in the stock market
- How to become a day trader
- How to avoid common money-making scams
- Making money without scams or pyramid schemes

There are many other great topics out there for you to write about. All you need to do is find the topic that will work for your blog and then research from there to keep updated content.

Keeping your blog updated

Once you have your blog set up it is important to keep it updated. No one wants to read the same thing over and over every time they visit your blog. People will get bored and look for something new and fresh. It does not matter when or how often you choose to update, as long as you do it at regular intervals that does not allow too much time to pass in-between. For instance, you can choose to update once a week, twice a week or even every day, whatever is best for you. Just make sure that however you choose to update, you keep it up. Your readers will come to expect the updates at certain times and will be disappointed if you begin to change.

To keep new material coming you need to find new ideas. If you tend to get great ideas whenever it is inconvenient for you to post to your blog, find a way to note these ideas. You can either use a recorder or a note pad to record them. In your free time you can visit other blogs that talk about similar topics to see what hot new ideas are out there.

It is important to keep your blog interesting and to the point. This will help you to have readers that are dedicated to your blog. Many of them will even talk about your blog on their own blog, helping to build your reputation. Make sure that you choose a topic that you really do have a passion for. This will help to ensure that you will be sincere and interesting, which will help to keep your existing bloggers and even increases your viewers. If you are not truly interested in your topic you will not give it the attention it needs to be a real success.

Chapter 4- Researching Your Blog

To keep your content updated and your blog running smoothly, you will need to research properly. This is a major key to making money from your blog. It's very important that you see where your blog will fit in the already growing and expanding market. Proper market research can help you do this.

Questions to ask:

- Who am I and what makes my blog unique?
- What special skills or products can I sell?
- What other blogs are being published in this area?
- What am I passionate about?

These questions will help you find your niche market. You need to have a unique selling point. As long as you have this, it doesn't matter what your niche market is.

There are many great places you can do research for your blog. Just look at the world around you, your family and friends, television, the news and other places to find inspiration and ideas. Then of course, there is the internet.

Having the proper keywords related to your topic is also important to having a successful blog and making money. So how do you get the right keywords to use in your blog texts? There are some tools available on line to help you with this.

Free keyword research tools

There are many free keyword search tools out there you can use for research to help you find the right keywords to use in your blogs.

Overture keyword suggestion tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

Overture has a large network of web portals and search engines, including Yahoo!, MSN, AltaVista, AllTheWeb, Dogpile and many others. Overture has recently become Yahoo Search Marketing.

All you need to do is to enter your search term, wait a few seconds and you will get words, two-word, three-word and longer phrases that relate to your original query.

GoodKeywords

www.goodkeywords.com

Good Keywords is free and easy to use. It uses tools provided by other search engines to do keyword research automatically. It is much faster than searching by hand and will save you time and money.

Google's keyword tool

<https://adwords.google.com/select/KeywordToolExternal>

This is another popular one and like Overture, it is meant to help clients find the right keywords for pay per click ads. This tool also allows you to search for multiple keywords and phrases at the same time.

Other free keyword research tools

DigitalPoint (<http://www.digitalpoint.com/tools/suggestion/>) has a free keyword suggestion tool that compares results from Overture and Wordtracker

Ebay keywords (<http://buy.ebay.com>)

This shows what people have been searching for on Ebay.

Google zeitgeist (<http://www.google.com/press/zeitgeist.html>) shows what people have been searching for on Google

Google Suggest (<http://www.google.com/webhp?complete=1&hl=en>) suggests other search phrases as you type. A Firefox extension called CustomizeGoogle uses this functionality and also shows how many results there are for a particular search phrase.

SEOBook (<http://tools.seobook.com>) This site has a number of tools for search engine optimization, including a keyword research tool (<http://tools.seobook.com/general/keyword/>)

NicheBot (<http://www.nichebot.com/>) returns ten clickable keyword links in a chart which shows their popularity and their potential effectiveness.

Paid keyword research tools

If you are really serious about your research tools and you have the room in your budget to allow it, you might consider some paid research tools.

Keyword Elite

(www.keywordelite.com)

This one is great for finding unique keywords that you might not have been able to find with other keyword search tools. It can also help you find unique niches you hadn't thought of before. It is well worth the money for any company looking to blog for profit.

Wordtracker

(www.wordtracker.com)

This one is very popular and you have probably heard of it before. They even have a free trial use so you can check out how it works before you pay. It offers a lot of advanced features that allow you to get tier keywords. You can even choose your subscriptions from one day to one year so you can pay for it only when you need it.

Chapter 5 – Creating Your Blog

Once you have decided on your topic and niche and identified your keywords, it is time to begin to actually create your blog. Do you know how to begin setting up your blog?

You will need to make some decisions about your blog, whether you want a free or paid blog, what your domain name will be, etc. There are many advantages to a free blog and there is less financial pressure from using a free one but there are also some things you can't do or won't get when you are using a free blog. For this reason, you might choose a paid one to get more options.

Paid blogs are sometimes harder to set up but it depends on what company you are using and what knowledge you have already. If you choose your own domain, you are going to have to choose a domain name as well. You can search online databases to see if the domain name you want is already in use.

1. Choose a name that is easy to spell.
2. Choose a name that is easy to remember.
3. You will probably want to choose a name that pertains to the topic of your blog.
4. If not, go with something catchy (i.e. Google, Yahoo, etc)

Once you have chosen your domain name and found a host, you are ready to begin building your blog.

How to use Blogger

1. Go to Blogger.com and set up a new account with a username, password, display name and email address.
2. Create a blog for each keyword you have chosen, using the keywords in the title and the web address
3. Choose templates and design for your blog.
4. Start posting on your blog (using keywords you have chosen)
5. Enable comments from registered users and backlinks on your blog (if you want them.)

Collecting information

When you have your blog set up and people start visiting, you are going to want to collect some information from them. This information will help you encourage and motivate them to return to your site and buy your product, use your service, etc.

Building an email list that your visitors can opt in to is one good way to start building and collecting information. You want people to return to your blog so that they will click on affiliate links or ads, buy your products, etc so that you make money. To do this, you are going to have to know what they are interested in reading so you can put it in your blog.

The email list is also a great way to keep them informed of new items, updates and more on your site to bring them back again and again. Be sure you put your subscription box in a great location on your blog so that people can easily see it and subscribe.

Other ways of collecting information is by allowing people to post comments on your blogs and have discussion. You can also post surveys and setup voting polls to find out what people think.

Managing your email list with autoresponders

You can send your emails and newsletters by hand but I think you will find that this is not very efficient. It is very time consuming and if you miss someone or take too long getting back to them, they may forget about your site and you will have lost business.

A great way to remedy this is to use autorepsnders to make sure you get all your emails and newsletters back to people in an appropriate time. If you have a domain that you have paid for, there is probably a type of autoresponder script on the server that you can use but if not, there are also companies that offer autoresponder services that can help you set this up.

Why use an autoresponder?

An autorepsonder can really be helpful to you by saving you time and benefiting the people who visit your site. What are some ways that an autoresponder can help you?

They can:

- send an automatic thank you when someone subscribes to your newsletter
- address the subscriber by name
- send out a specified number of follow up emails
- send follow up emails at prescribed intervals (daily, every two days, weekly, monthly and so on)

Chapter 6 - Keep the Content Coming

Once you have your blog set up and you have the proper content on it, you need to make sure you keep regular content flowing on the site. There are different ways for you to do this.

First, you need to know where you are getting your content from. You have basically two options: buy or hire someone to write the content or create the content yourself.

Create your own content

The easiest and cheapest way is to create the content yourself. Blog posts are short (usually 250-500 words) and they don't typically have to be very technical – unless your blog is a technical blog. You can easily create this content for yourself if you have the time. When creating your own content, keep these points in mind:

1. Keep it short – about 250-500 words
2. Start with a catchy title and headline to get their attention
3. Get right to the point with the beginning (you only have a few seconds to catch their attention on the web)
4. Answer the reader's question of "What's in it for me?"

Creating your own content is a great way to save money and participate more in your blog project but you shouldn't do it if you are a poor writer or if you take so long getting it done that you are not efficient and can't keep the bog regularly updated. If you are not a writer, there are some other options for you to consider.

Use free content

Another option for you to consider if you don't want to write your own is to use free content. There are several different ways to acquire free content for you to use if you know where and how to look.

Article directories provide a steady supply of fresh content. You can copy and paste this, or simply have an RSS feed which updates every time fresh content is added to the site. Some of the big article directories are EzineArticles.com, GoArticles.com, IdeaMarketers.com and ISnare.com. There are also many others available for you to use.

Purchase content

Another option for you is to purchase original content for your site. You can hire a freelance writer to write articles for you. You can find service professionals on sites such as:

- Elance.com
- Guru.com
- Rentacoder
- Etc

Each of these works in the same basic way and will help connect you to a service provider who can do your job for you and usually at a low, affordable price.

Wherever you acquire your content, always watch out for two things:

1. Plagiarism
2. Duplicate content

Plagiarism will cause obvious problems. You should already know the reasons why to not do this. Duplicate content on your own sites can cause you to pay fines or even have your sites/blogs shut down so be careful of this as well.

Chapter 7 – Start the Money Coming

Once you have your blog set up and all the basic first content created, you are ready to begin making money. You need to know how to follow the proper steps to increase traffic to your site and to create revenue from your blog.

How do you make money from your blog? There are actually many different ways of generating income through your blog. They may not all work for you. Some options include:

- Donations
- Contextual advertising
- Selling advertising space
- Affiliate programs
- Product or service sales

You will need to consider each option to help you decide which one(s) will work best for you and how you plan to carry it out.

Donations

You can do donations with Paypal by putting a payment link or button on your blog. This makes it simple and easy for people to donate to your blog. Just keep in mind that if you expect people to donate, you need to be giving them something that they feel is worth it.

There are also ways for you to set-up offline donations to your blog.

Google Adsense

Another way to make money from your blog is by using Google Adsense. This is called contextual advertising. Google has made this famous and it is now a very acceptable and common way of advertising which is offered by several companies, not just Google. When you use google to find a keyword, you will see ads that contain other keywords that are similar to the one that you were searching. Many people are inspired to click onto these related ads.

Sell advertising space

Another way to bring money into your blog is by selling advertising space. Pheedo and Adbrite are two systems that allow people to run ads on your blog

although; new providers are on the rise. You set a price and advertisers bid for a space. Of course, the first thing you need to do before selling advertising space is to prove that your blog is popular enough to attract readers that can see the ads.

One of the best ways to show exactly how popular your site is would be by keeping up with the amount of people that visit your blog. You should also make sure that you promote your blog in a way that it will rank high in the search engines. This is a vital step in making your blog popular.

Keep track of all your visitors

There are a lot of programs available for tracking how many people visit your blog, many of which are free programs. Awstats and Analytics are two very popular forms of programs used for tracking visitors. There are also quite a large number of tracking programs that need to be paid for.

Google Analytics

The Google Analytics is a free tracking program that works by putting a tiny bit of code into the template of your blog. This code not only tracks how many visitors you have but it even tells you the keywords that brought them to your site. You will also be able to tell where the visitors came from and where they go to next. It can also give you suggestions for other themes and keywords that can be used to bring people to your blog and help you track and research the ones you already have.

Tracking programs work in a number of different ways. For instance, many of the free visitors tracking programs require that you place on your blog page a logo or banner. This is what tracks the visitors, but the biggest problem with these trackers is that most of them allow anyone who clicks on these logos to also view your statistics. To avoid this you will need to upgrade your program to a higher level.

Awstats

What is Awstats? It is an advanced web log statistic program. If you want to keep a record of all the activity that occurs on your blog you should use this program analyzer. This web statistic analyzer offers its user a lot of good information that can be quite useful. Normally anyone using Awstats have their own domains.

Web statistics information

We have already established that to sell advertisers a space on your blog you need to keep track of how many people visit your site. To help you in this area we will explain just how useful web statistics can be to you. When we talk about how many visitors you have we are not talking about the number of hits your blog receives but instead the number of actual visitors.

Hits are how many times someone loaded a single element of your page. One visitor can hit several elements during a single visit. For instance, a person may hit or click on five separate elements on your blog such as ads, banners and images but all the hits were made by the same person. So what you are looking for and what is more important is how many people actually visit your blog not the hits they make once they are there.

One of the things that you are actually looking for is called the “unique visitors”. This is the number of visitors that you receive on a daily basis. The count begins the first of each month and a person who visited your blog the day before is not counted twice in this statistic.

Another thing that web statistics show is how many times each person visits your blog. Of course, the more times someone visits your site the better. Return visits show that people are enjoying the contents of your blog enough to keep coming back. Many of the statistics packages that you can receive will have a statistic called “traffic not viewed”. This is how many times your blog has been visited by search engines.

Other information on web statistics

Here are some other facts that are important and interesting that web statistics provide for you. First, it will record how long each visitor spends on your blog. The longer a person stays on your site means they are enjoy what they see and is certainly a good sign. It will also show you the pages that are being visited; this will help you know which pages are the most popular. In turn, it could help you add related topics that peaks reader’s interest.

You can receive a monthly history of all your visitors. This will inform you as to whether the traffic visiting your blog is increasing, decreasing or staying the same. You will even be able to tell where you are being featured on the web because these statistics will provide you with the outside links that people used to link to your blog.

These statistics also show which keywords visitors are using in the search engines that are bringing them to your blog. You may even be a little surprised at

some of the keywords being used. One thing is for sure, these statistics will help you get a great price from advertisers for space on your blog.

Advantages of affiliate programs

Affiliate programs can make a great contribution to your blog. These programs help bloggers to earn extra money through the promotion of products from other people. This is a great way earn money because there are so many different types of products on the market for sale. ClixGalore, Commission Junction, Clickbank and LinkShare are the four major providers used, but there are others available.

There are five other ways to promote your blog, they are listed below.

1. Emails
2. Links
3. Banners
4. Ezines
5. Signatures

All of these options are automated. What this means is that you don't have to do anything but sit back and wait for your money because the seller delivers all the products.

Being a part of an affiliate program is easy. All you need to do is sign up. When you use one of the major providers you will have several different products on hand, but you can choose to use an individual product if you prefer. After this is done you simply use emails, forum posts, signatures and blog post to promote these products.

How to choose an affiliate program

When you decide to use an affiliate program there are two things that you need to be concerned with. One is the amount of commission you receive and the other is Residuals. When you are looking at commission the highest percentage rate available is the best. Some even pay as much as seventy-five percent commissions. This is a really good rate.

Residuals are programs that continue to pay each time the person you introduced uses their services. Therefore, the longer the residuals last the more money you have a chance to make.

Affiliate directories provide most of the information for their programs. These directories will tell the blogger how many sales have been made and explain the

commission rate along with other statistics that will help you. Below is a list of affiliate directories that can be very helpful

ClickBank.com
AssociatePrograms.com
AffiliateMatch.com
Refer-it.com
AffiliatesDirectory.com

Another way for bloggers to bring in money is by making post; this service is offered by several companies. The four most well-known are Blogitive, BloggingAds, Blogsvetise and Payperpost.

Don't forget to sign up for paid blogging

If you do not sign up with one of the services listed above, then you cannot get paid for blogging. This is a very simply process that involves supplying some basic information. This includes your name, Paypal address and email address. Of course, you will need to provide a link to your blog and you may be asked to place your blog in a category with a description.

After visiting your blog it will be determined whether or not you meet the criteria of the service provider and their advertisers. It is recommended that you begin by using your most popular blog to sign up with to better ensure that you qualify. If it's a new blog or one with little traffic you may not be accepted.

Paid blogging assignments

When your blog has been accepted by a company they will give you assignments based on the profile of your blog. It will be up to you to accept or decline the assignment. Different companies use different methods for their assignments. For instance, for some sites the blogger bids for the post. The winner is normally given a specific subject to post on. You will have a particular keyword or phase that you will need to use which is usually a product or company name. You will also be required to include a set number of links for the post.

The simplest assignments are the ones where the blog ad companies provide you with the text they want you to use. All you have to do is cut and paste. Others will ask you to write the post and you will be given anywhere from a day to one week to complete it. You will then be required to keep the blog post running for one year. These companies also have different methods for making payments. You could be paid immediately after completion, once a week or once a month depending on the company.

Can you really make money from blogging?

This form of blogging can be very rewarding although you can make the most money when you have several blogs. Generally you can get the first blog approved and then add more to it. This will allow you to earn multiply times from each ad. It is possible to make several hundred dollars a week easily.

Sell your own product

There is one more way for bloggers to make money; it is by selling your own product. The best way to do this is to buy the rights to a product that you can claim as your own. You can then sell this product. You will find quite a few websites that offer this service. You can even repackage any private labels rights articles that you have purchased and sell these as a new product.

It is even possible for you to use the contents of your blog to create enough material to have something to sell. You would be able to use this content to create a book by the end of six months if you post to your blog on a daily basis. All you have to do is put all your updated information in book form by adding an introduction, resource list and of course a conclusion. Two great publishing sites you can use to sell the book would be TodayBooks.com and Lulu.com or if you prefer you can make your own PDF.

Create your own Cafepress shop

Have you ever thought about signing up with Cafepress and producing your own products for sale? Use the information from your keywords and other tools to know what people are interested in. You can then create mugs, T-shirts and other crafts to match these interests. Descriptive links and metatags need to be used to help the search engines find your blog and to visit your shop. This is a great way to bring new traffic to your blog and generate income.

Chapter 8- Bringing in the Traffic

You probably already know that it is going to be important to continue to keep the traffic on your site. You must take the proper steps to bring in the traffic even after your blog has been created and launched. There are different ways for you to do this.

1. Search engine optimization (SEO)
2. Backlinks and anchor text
3. Pinging
4. RSS
5. Submitting to blog directories

How to use backlinks and anchor text

You've already learned about metatags and keyword research. The same keywords that you found from your research can also be embedded in anchor text. To use anchor text effectively, put the keywords you are promoting into a link that points back to your site. Here's an example: ` desired keyword `. The words 'desired keyword' will appear as a link. This can be used in article marketing, link trading and any other promotional techniques you use.

Create an incoming link by leaving comments on blogs belonging to other people. It is acceptable for you to do this on most blog comment forms. When others use search engines to visit that blog they see your incoming link and can directly visit your blog.

Visit forum posting that are related to your blog, then leave the link to your blog here. You can do this by making it part of your signature. You generate a new link each time you leave a comment. You can also agree to exchange links with other sites and blogs that are on related topics to generate more traffic to your site.

What is Pinging?

Pinging is another way of bringing traffic to your blog. The way it works is by letting search engines and other feed directories know that the content on your blog has been updated. Sites such as PingoMatic and Pingoat are two that are set up to provide this service. Technorati is one of the most high-ranking pinging sites available. They inform other sites that take content from blogs that you are

updated and all you have to do is visit the pinging site each time you update. The more sites they ping, means that more potential visitors re coming your way.

There are two ways to use a ping site. One way is by having your blog added to directories and then you tell them when the updates are normally made. They will checks for updates every so often. However, the best way is by having blogging software that will ping specific services automatically whenever your blog is updated.

RSS Explained

Most all blogging software has a built in script that will create an RSS feed. RSS are the initials that stand for Really Simple Syndication. The way it works is easy, both the title and a small potion of your blog post is contained in the feed. Then this feed is picked up by other feed directories.

The best way to ensure that your feed is picked up by feed directories is to add it manually. You should also use search engines that update often such as Ask, Yahoo and Google.

What you need to create your own RSS feed

In the event that your software does not create the RSS feed automatically, you can do it yourself. You can find the tools you need on the internet for free. One link where you can find a tool to create an RSS feed for free is <http://rdf.mobrien.com/xml/rss/open/make-rss/>.

After your RSS feed has been created then you need to add your feed link to the feed reader of others. It is important to know that you have two types of feed readers. One type is the offline which are programs that stand alone such as FeedDemon. The offline type also includes NewsGator, which is a feed program that is part of an email that works with Outlook. Some programs such as Mozilla products have the feed reader built into the program. The other type of RSS feed reader is the online type which include Bloglines.

Basically both types work the same. The person visiting your blog will have to click on an icon that will add your content to their reader or start paggers such as Google Personalize Home, My Yahoo or My MSN. This technique is great for getting search engines to pick up your blog content.

After creating your RSS feed you then want to add it to feed directories. You can receive a free list of RSS directories that contain the top fifty-five sites at <http://www.masternewmedia.org/rss/top55/>. However, if you want a list that has been updated and put in top priority you can receive this by subscription.

RSS feeds are great for generating new content for your blog and allowing others to have your content available on their blogs. This means more people have access to your blog, which helps to bring in more visitors. With more traffic you have better ad sales.

The importance of Feedburner

Feedburner is an important service that makes it easier for people to gain access to your content. It does this by organizing your RSS feed and making it more attractive. You can register for this service for free by simply supplying your feed address. After the registration process has been taken care of there are several options available for you to publicize the content of your blog.

You can improve your feed to make it compatible with most feed readers to reach more people. Your feedburner will also give you the option to bookmark or email items into your feed. This means you have the ability to add links, photos, descriptions and change titles in your feed.

With feedburner you also have the ability to convert feed to HTML, automatically ping services when updating and add email subscriptions to your feed. There are two ways to show viewers five of your newest headlines with animated graphic. Just look under “publicize” for this option to make visiting your blog even easier. You have two version available, one is flashy silver and the other is more modest and better for emails.

Blog directories

Blog directories are another great way to get visitors interested in your blog. The way it works is by placing blogs in different categories according to their topics and contents. This makes it easier and faster for people to locate blogs that interest them.

Here is a list of popular and influential blog directories.

- Blog Ranking
- Blog search engine
- BlogCatalog
- Blogdex
- BlogFinds
- Blogflux
- BloggerFind
- Bloggernity

BlogMap
BlogMatcher
BlogOrama
Blogsweet
Blogtree
Bloguniverse
BlogWatch
Blogwise
Blogz
Bloogz
BoingBoing
Complete RSS
DayPop
Diarist
FeedsFarm
Findory
Globeofblogs
LSBlogs
Plazoo
Postami
RDFTicker
ReadAblog
RocketInfo
Search4Rss
SynBlog
The Weblog Review
TruthLaidBear
Wilsdomain

Things to do before submitting to a blog directory

When you submit to a blog directory you will need to supply some basic information. To speed things up and make it easier for you it would be best to have all this information in a file ready to be cut and pasted. This will include the title of your blog, feed address, web address and an interesting description of your blog. You should have several descriptions of various lengths available as different directories require different lengths. Also keep in mind that this description is what makes people want to visit your blog so make it appealing.

You may be asked to put a banner on your blog that links back to their directory site. Many times complying with this request will get you a free listing. There are two main types of directories one of which includes a particular niche and the

other includes general listings. In other words, some focus on certain regions such as the UK or Canada while others puts the focus on the arts.

Using blog rings for promotion

Have you ever heard of a blog ring? It is yet another way that you can promote your blog. A blog ring is very similar to a web ring because blogs that have things in common join together to create a ring. It could be blogs with similar content such as hobbies, writing or people that have similar jobs. Some of these rings are made up of blogs from the same region or country. It is very simple to do; you place a link on your blog showing that you belong to the ring along with links leading to the next person in the ring.

It is suggested that you check out the blog ring before joining just so you will know what the other blogs are offering. After all you are sending visitors to other blogs from your site, but in return other blogs are sending traffic your way also.

What is Tagging

People that are familiar with the social web or Web 2.0 already have a good idea of what tagging is. It is a modern way to both categorize your content and publicize your blog. Tagging can be done with as little as one word, a group of words or a phrase.

The key to tagging

The key to tagging is actually very simple, the words you use for tagging need to be ones that will be commonly used by people. This will make it easier for visitors to find your content. If you did a good job with your keyword research it will help you be more successful with tagging. Search engines can list tags very quickly making it easy for your site to be found.

Social bookmarking is tagging sites of interest so they can be shared with others on the web. Tagging is the main feature used for social bookmarking and this type of marking is available in two types.

Tagging and bookmarking, how to get started

The first thing you need to do is get a social bookmarking account. This is a simple process that requires a username and a password. You can use your browser or other bookmarking services to import and tag bookmarks. If you want

to, you can add a bookmarking to your toolbar. This will allow the process to work automatically. You can also add bookmarks to your blog manually.

Take a good look at bookmarking sites over a period of several days. The tags that appear in the biggest type are the most popular ones. If you tag posts that are similar to yours it will help your post to be noticed quicker. You may also be able to receive backlinks from sites with related content.

You can also get automatic links from people who take feeds from bookmarking sites. Over a period of time you will be able to use this as a great tracking tool. This is because normally you can see how many people bookmark a link and see what they have to say about this link.

It is very important to make your tags specific due to all the thousands of posts tagged for major search engines. You also want to make sure readers can easily add the content of your blog to their social bookmarking sites.

Some of the top social bookmarking sites are listed below in alphabetically order.

- Blinklist.com
- BlogMarks.net
- BlogMemes.net
- Del.icio.us
- Digg
- Furl
- Kaboodle
- Ma.gnolia
- Reddit
- Scuttle
- Shadows
- Simpy
- Spurl
- Yahoo! My Web

Technorati

Technorati is the most dominant blog search engine around. They track over fifty million blogs and using their services is a great way to get your blog noticed. First you will need an account. Then enter the URL of your blog. After this you will have to decide between two options. You can write a post which will need a link for your Technorati account or you can add a code to your blog which will be supplied by Technorati.

Tagging with keywords

To bring more traffic to your blog you need to tag it. This is done after it has been claimed and you need to use keywords and other tags that are related to the content of your blog for this tagging. Your blog will appear when a person clicks on the tag that you provided. Using Technorati is suggested if you want to start another blog. Their top favorites can show you what topics are the most popular at this time.

Using search engines for your blog

It is easy and smart to use search engines for your blog. You simply need to add your URL to the list that gets crawled. Large search engines are great to use but smaller ones can also prove to be very useful. One reason is that the larger search engines crawl the smaller ones.

You can submit URLs individually but take care when doing this. If you flood the search engines you could be accused of spamming. This will look bad on your profile and downgrade your site. Free software that allows you to automatically submit to search engines is called WebCEO. Submitting to search engines is easy all you have to do is provide them with some basic information and you are ready to go.

Article marketing

Article marketing is another way to promote your blog. First you write articles pertaining to your blog. You can even rewrite versions of the information found on your blog posts if you want to. Then you submit these articles to article directories. At the end of the articles you put links in a box that directs readers back to your blog.

Once the articles are accepted by the article directories other sites can take the article and reprint them for their sites, but the links to your blog is kept in the box. What this means is that these other sites are providing readers with links to your blog. EzineArticles.com is an article directory that has an approval process for the articles you submit, but many of the others will publish your articles immediately.

Submitting to article directories

There are some article directories that will only let you submit your articles manually. This can be very time consuming, especially if you have a lot of articles to submit. Fortunately, you do have other options available. You can purchase article submission software. This is programs that allow you to submit articles to whichever site you choose by simply pressing a button.

You can list your article in an e-zine directory, if you created an ezine from your content. Here are four of the most popular ones available.

- EzineSearch
- E-zine-list
- Bestezines.com
- Ezinelinks

Other sites such as Article Marketer can submit to thousands of web publishers very quickly. They have several services to choose from. You can select the free service or they offer a paid service. Both are very effective depending on what you are looking for. With the paid method you can submit one time and your article will be continuously submitted to suitable web publishers, this is a great way to submit to article directories.

Link exchanges or traffic exchanges explained

Exchanging links with others is another way to bring in traffic to your blog. This is called link exchanges or traffic exchanges. It is similar to a blog ring because you are linked with other, but the sites you are linked to may not have anything in common when it comes to the content. When you use Link exchanges you are allowed to put a link on someone else's blog directing their visitors to your blog, as long as you put someone else's link on your blog or a link to the exchange program. Link2Blogs is one of these link exchanges sites that you can use.

When using the link exchange you will need to see how it is working for you. If your traffic increase it's worthwhile to continue, but if traffic slows down due to pages loading slowly or other reasons you may want to reconsider. You should also check to see whose links you are featuring on your site, it could be a competitors.

Understanding blog traffic exchanges

Remember that bringing traffic to your blog is the key to being successful. Another great way to do this is through the use of traffic exchange. Choose a traffic exchange network such as Blog Explosion or BlogAzoo and set up an account. Once you have joined a traffic exchange you will be required to visit other blogs for a specified amount of time.

The blog you need to visit is normally displayed inside a frame. Here you will see a timer that will let you know if you have spent enough time visiting that blog. Some networks may even require you to put in a code at the end of the required time. This proves that you were actually looking at the site.

Earning credit with traffic exchanges

visiting these other blogs and staying there is the way you earn credit with the traffic exchange. You may be given a few credits just for joining the traffic exchange, but of course the goal is to earn enough credits to get your blog in a frame that require others to view it. This is how you increase the traffic to your blog. It is also a good way to learn of new features and ideas that might help you to improve your blog.

However, you do have to visit several sites to earn a visitor for your site. It is also possible to randomly earn bonus credits from some traffic sites. A tip for building up your credits quickly is to have several programs running at once. This is easy if you have a tabbed browser.

One thing that you do need to keep in mind is that the people that visit your blog from traffic exchanges are doing so just to earn credits for themselves, but if they like what they see they will keep coming back and may even refer you to someone else.

How forums can increase blog traffic

One of the best ways to increase your blog traffic is through the use of a forum. People visit forums all the time and by placing a link to your site on forums you are giving each one of them access to your blog. You want to start by finding forums that are relevant to your blog site. You can do this by using a site that tracks all major forums such as, <http://www.big-boards.com/>.

You begin by joining the forum and creating a signature. Use anchor text when doing this so the link you use looks like keywords. You should click on the option that lets you include your signature each time you post to a forum. You can create backlinks by reply to post from other people or by just commenting on something.

Chapter 9 – Promoting and Marketing

Promoting and marketing are very important when it comes to having a successful blog. You need to read and connect with other bloggers; it's like being a part of a blogging community. When you link with other bloggers by reading and commenting on their blog post they will comment on yours in return. This is a great strategy that helps everyone.

Find other blogs that post on topics that are similar to yours and take time to read them. Leave comments with a link back to your blog. Remember that these post and comments are also indexed by search engines which mean more traffic sent your way. Reading and commenting on other blogs is a great way to promote your own blog.

More ways to market your blog

There are other ways to market your blogs besides the ones mentioned above. Begin by asking yourself two questions. What is the topic of your blog, and what makes it different from all the others? By doing this you will be able to come up with a description that will be appealing to people and something that they will remember after reading it. Once you have a good description copy and paste it to your URL and you are ready to move on to the next step.

This is where you take the description you came up with and begin to submit your blog to web directories, blog directories and of course search engines. You can submit to some of the smaller search engines as well as ones like Yahoo, MSN and Google. The smaller search engines feed the larger ones so it may even be a faster way to get your site indexed. Always include any directories that focuses on your niche.

Make your content available

If your content is not made available to others then you can not be successful. One great way to do this is with Feedburner. With feedburner you can make your content available in the ways listed below.

- Allows readers to subscribe to feeds by email
- Makes your feeds look attractive
- Places HTML versions of your feed on their sites
- They use a variety of feed readers
- Provide statistics to track your content popularity

Another great way to make your content available is by using Technorati. This is a wonderful place for bloggers to look for inspiration and resources. It is a great place to comment and link on blogs. Over fifty million blogs are used by Technorati therefore, millions of readers will be able to access your content if it is claimed and tagged correctly.

You can also use social bookmarking services such as del.icio.us as a way to make your content available. Use this service to tag your blog post a few times and if any make it to the popular pages you will definitely notice the increase in traffic. You will still have some readers stop by even if it doesn't make the popular pages.

Most blogs are started by people that are genuinely interested in the topics that they write about. This is how it all got started with people writing about the things they love. However, with hundreds of programs available to help you, why not make some money from it also. Google AdSense provides contextual advertising that you can use on your blog post and they are the easiest one to use when getting started.

Contextual advertising is using ads based on the page content of the blog. As long as you stay on your topic and do your research well the ads will be relevant to your blog. Other ways to earn money include banner ads, RSS feeds and sponsored blog post. By simply inserting an ad into your post you can earn money.

Placing ads to promote products

How do you place ads in your blog? You start by deciding what products you want sell. After this decision has been made you need to incorporate promotional material into your blog to help with the sell of these products. When you do this you need to make changes to your blog template.

How to get banner ads

Banner advertisements are a great way to promote products. Affiliate programs have banners that are designed especially for their affiliates. This means that they can be found in different sizes to better fit in the blog. Some are small and fit in the sidebar of your blog while others could be rectangular and designed to fit above your content. To get the banner you need, go to your affiliate account and pick out the code that best fits your blog. You will want to save it on Notepad so it can also be used at a later date.

If you find that the item you want to promote does not already have its own banner then you can create one. You can visit an online logo creator site like Cooltext.com or simply use Photoshop or MS Paint to create a banner. Upload it to a free webspace that will host the banner or to your own webspace, it up to you. After the upload is complete all you need to do is write the code needed to make the banner show up on your blog. The following can help you write the code you need ` `.

Editing templates to place ads

You will need to edit templates to be able to place ads for your blog. To do this with a Blogger blog you start by going to the template section. From here you will see the banner code and you will need to decide where to place it. If you want it in the header, then place the code you copied in the header section. You can customize every part of your template to include advertising in this manner. After editing the files you will have to republish the blog.

Wordpress blogs can also be customized in this way because they have different files used for the header, sidebar, content and footer. They are all included in the wordpress folder labeled content/themes. After you have made the changes and edited the files on your wordpress blog you will need to upload the edited theme files to your server.

Contextual Ads

After you have placed banners for affiliate products you will then want to include ad codes for contextual advertising. We will use Adsense ads as an example to explain how this works. The first thing you need to do is grab your Adsense code. To do this log into your Adsense account and go to the setup section. Here select “Adsense for content” then simply pick out the type of ad you want to use. You have a choice between ad links and ad units and even get to choose the color of the ad.

Normally a “leaderboard” is used for the top of a page and for the navigation bar or sidebar usually a “Skyscraper” is used. After you have customized the ad to fit your blog copy the code into Notepad. This way you will already have it if you want to start up another blog. You will make money each time a person clicks on your ad because your publisher ID is embedded into the advertising code.

Placing your Adsense ads

Where you place your AdSense ads it is important to make sure you receive the best response to the ads as possible. You also want to make sure that you customize the ads to make them look more attractive. You can do this by removing the ad boarder and blending the colors with your templates to look better. Google suggests that you place the ads around your main content. This could be over the primary content or to the left of it. Another great spot is below the top navigation bar.

It is always a good idea to keep your customized ads in a text file. This way half the work will already be done for you if you decide to add new blogs. It will already be prepared to place into your blogger template. After changing the templates save your changes and check to see if you can view your ads. Keep in mind that it can take a few days before the correct ads begin to show. Don't worry about this because the ads will soon begin to relate to your blog post. The more content you post the better the ads will relate.

Chapter 10 – Continuing Success

After you have succeeded in having a successful blog you want to make sure you continue to be successful. You can do this by using keyword analysis software to continue to find niche related keywords. GoodKeywords is great analysis software that can be used for this purpose. Use these keywords in your blog post and place them in the title and the first and last paragraph. You should also add variations of the keyword to the content in the form of phrases throughout the content.

Make sure that you use a blog template that will let you place ads where they will be used by readers. The hotspots for these ads are located close to the main content. Google Adsense will even supply you with a diagram to show you where these placement spots are located.

Provide One Way Links

By providing one way links back to your blog you can greatly increase the visitors to your blog. There are several ways to do this. You can rewrite your blog post and submit them to marketing sites. Two great sites for this include Article Marketer and EzineArticles. Either one can provide thousand of links for your blog.

Blog carnivals are extended blog posts that round up different post on certain themes and are another way to promote your blog. Due to the large amount of readers that these blog carnivals receive you will notice an increase in the amount of traffic to your blog.

The last important factor in keeping your blog a success is to be patient. You have to give all these techniques time to take shape and come into play. Your blog may grow slowly but the fact that it is growing is what's important. Professional bloggers such as Probloggers Darren Rowse are steadily growing and you can be part of this trend.

Conclusion

So there you have it. You now know what a blog is, how to set up a blog of your own, and how to promote and make money with your blog. The next step is up to you. You have all the basic knowledge you need to get started with your own blogging empire. So what are you waiting for?