

# **Bigger Blogging Profits**

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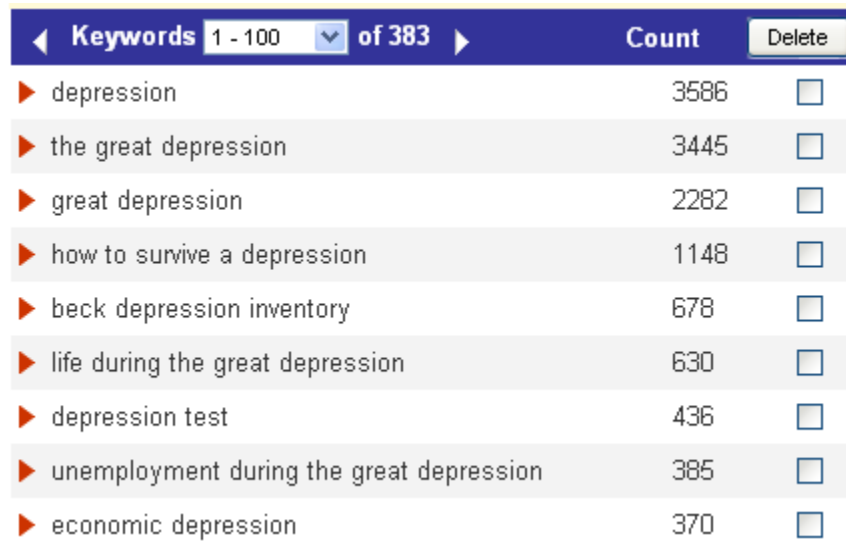
## Introduction

Although I have no way of knowing for sure, I would guess from my own experiences that there are hundreds of e-books (and quite a few books in print) that claim to teach you how to create a profitable blog. So, you might be wondering why this e-book is any different from all the others. This is a question I want to address right here, at the very beginning.

Unless you have been in a coma for the last six months, it has not escaped your attention that the world has changed significantly over the past year or so.

Huge corporations that previously appeared to be 'bullet-proof' are laying off thousands of workers, not because they are trying to maximize profits but because they are desperately trying to hang on. Governments are bailing out failed banking and other financial institutions right, left and centre, and things are likely to get worse before they start getting better.

Try running a keyword search using any keyword research tool for information about 'depression' and you will find that most people are not looking for information about mental health nowadays. On the contrary, they are all interested in information about an 'economic depression', the 'great depression' and the like:



Keywords	Count	Delete
depression	3586	<input type="checkbox"/>
the great depression	3445	<input type="checkbox"/>
great depression	2282	<input type="checkbox"/>
how to survive a depression	1148	<input type="checkbox"/>
beck depression inventory	678	<input type="checkbox"/>
life during the great depression	630	<input type="checkbox"/>
depression test	436	<input type="checkbox"/>
unemployment during the great depression	385	<input type="checkbox"/>
economic depression	370	<input type="checkbox"/>

People are worried about their jobs and their money, and they are desperately seeking answers to their problems online.

However, people who are asking questions about how to survive a great depression on the net are missing something. This financial mess that

we are in – and there is no denying that it is a huge mess – also represents a massive opportunity, because the internet makes the modern world very different from the way it was back in the 1920s and 1930s.

Without going overboard, the internet offers anyone who has a computer and a net connection the opportunity to change their situation- a way of making money that did not exist years ago. As long as you are willing to learn and put in the work, there is no reason why you cannot start your own successful online business. One of the ways of doing so is by creating a monetized blog site.

The way that you need to create that blog has changed and is still changing, with new ideas replacing older concepts that used to be the 'norm' for making money from your blog.

The recognition and explanation of what these changes are and how you can make your blog different from the other blogs are the reasons why this e-book is different from the others that you may have read.

Before getting into how you can build your blog to generate bigger blogging profits, let us start at the very beginning by considering what you need to do to get your first blog site off the ground.

## **A brief blogging history and some things you *must* understand**

The word blog is an abbreviation of 'weblog', which hints at the genesis of this type of site as being online journals. In the early days, these were almost exclusively personal online journals. People would create a site telling the world about themselves and what they were doing by typing information into a ready-made page format, before publishing that information for the world to see in a matter of minutes.

The beauty of blogs was that previously you would have needed some level of HTML skills to create a webpage, but using a blogging platform meant that all you need to do was type and then hit the button to publish.

Since those early days, blogs have moved on and now a significant percentage of them are business focused. The majority of these business-based blogs are focused in a particular way.

The majority provide information rather than products or services for sale, which is something I will examine in greater detail later in this report. On any blog site you create, it is necessary to provide valuable free information that will keep your visitors coming back time after time, irrespective of how you plan to make money from your site.

The first question that you need to address when considering creating your first moneymaking blog site is: 'What kind of information should you provide through your blog?'

Before making this decision, there is another important thing that you need to understand and be ready to embrace.

Remember that in the introduction, I suggested that anyone could start 'their own successful online *business*'?

Note the emphasis, because it is crucial from the beginning that you understand that what you are doing is creating a business.

This is not about making a site as a hobby or a pastime that you can take or leave. Approach this project in that way and the money that you earn from your site will reflect your attitude and approach. If you do not adopt a professional, hard working attitude to the development of your blog-based business, the chances of earning anything other than peanuts are very slim.

If you have been around online business or internet marketing for more than a few minutes, you have probably seen (and maybe even bought) products that promised to make you thousands of dollars from just a few minutes of easy work every day. If you have bought such a

product, you have probably been disappointed that it was nowhere near as good or as helpful as you expected it to be. But there is a reason for this, a reason that you have to take on board.

Working or running a business on the internet is no different from working or running a business in the real world. If you had your own store on the high street or in the shopping mall, you would have to put in the hours and the work. If you are running a net-based business, then you have to do exactly the same.

You cannot be successful – and by successful, I mean you cannot expect to earn a six-figure salary every year – if you are not professional and willing to do the hard work that has to be done.

With that point out of the way, let us move on to how you find a subject for your site.

## Picking your site topic

You may already have some idea of what you want to create a site about. If you are in this position because you already have some desire to announce something to the world, or specialist knowledge in a particular field, this is a great starting point.

Alternatively, you might not have any idea at all. This does not need to be a problem, because coming up with ideas for a site is not difficult. With almost any idea that you could come up with, there are people searching the internet for information about it, so every idea is valid.

Whether you have an idea now or you pick one up by following the research strategy that I am about to recommend, there are a couple of things that you have to do.

First, I have suggested that no matter what kind of idea you come up with, there are people searching for information online. However, you need to know that there are *enough* people searching for the information that you are thinking of providing to enable you to make the kind of money that you want to make.

Second, you need to establish whether or not people are willing to spend money in the market sector where you are considering building a site, because there are plenty of market sectors where there is no money being spent. If there is no money being spent, then it makes it more difficult for you to earn an income (although not impossible).

To start at the beginning, just look up from where you are sitting right now and look around you. Almost everything you see could be a source of market sector or niche inspiration. For example, there is probably a clock on the wall, and you might be surprised at how many people use the net to search for information about clocks and watches.

There are people interested in carpets and rugs, paintings and photography. Irrespective of where you are or what you are doing, looking around you should generate plenty of potential market ideas.

Then there are dozens of web sites where you can search for the kind of information that people are looking for.

Remembering that you have to establish that there is a sufficient number of people to justify building a site that is focused on any market sector or niche, look at any of the following sites to see what users are 'talking' about:

[43Things](#)

[Yahoo Answers](#)

[MySpace Groups](#)

[Yahoo Groups](#)

Take a look at the [Open Directory](#) to see what the most popular web sites are, and have a look at [Google Trends](#) and the [Lycos Top 50](#) to establish what is 'hot' right now:



All of these research resources should enable you to build a list of 20 or 30 possible topics, around which you can build your blog site.

There is one more step to take before moving on to establish whether or not there is any money being spent in the markets that you have listed.

If you have visited the sites that are highlighted above, then you probably have things on your list like 'weight loss', 'get out of debt' and so on. These terms are still too broad and general, because if you try to compete in the 'weight loss' market, then you are up against an awful lot of other web pages that provide weight loss information:

Results 1 - 10 of about 121,000,000 for [weight loss](#).

You have to narrow your topic down further, so that instead of a generic subject like weight loss, you would focus on one aspect of the weight loss genre. For example, there are lots of different 'branded' weight loss and diet programs ('LA Weight Loss', 'Jenny Craig', 'The South Beach



Diet'), so it would make sense to focus on building a site around one of these rather than aiming at weight loss on a broad scale.

Next, you must establish whether there are people searching for the kind of information you are considering providing. To do this, you can use [the free keyword research tool](#) at Word Tracker. This will give you an approximate idea how many people are using the search term that defines the subject matter around which you want to build your site:

## LA weight loss

3,628 searches (top 100 only)	
Searches	Keyword

There are approximately 3628 people searching for information about the 'LA Weight Loss' diet every day, which is a reasonable number. For these figures to make any sense, you need to establish what the competition is like:

Results 1 - 10 of about 1,020,000 for "[la weight loss](#)".

That is still too many sites to compete with using this basic keyword term, but you can check what the competition is like for each 'LA Weight Loss' related phrase listed by Word Tracker. As long as there are some phrases that show a reasonable number of visitors with less than 50,000 competing web pages, this is a market where there is potential for making money with your own blog site.

How about seeing how many competing pages there are for this phrase?

3,628 searches (top 100 only)	
Searches	Keyword
785	<a href="#">la weight loss</a>
422	<a href="#">does la weight loss really work</a>
360	<a href="#">how much does la weight loss cost</a>
345	<a href="#">does la weight loss work</a>

With 422 searches every day, this is a clear indicator that people are looking for information about whether this diet is effective or not. How many web pages are there where they might find the answer?

Results 1 - 10 of about 8,490 for "does [la weight loss really work](#)".

This is a good result because it indicates that if you have a page on your blog site focusing on 'LA Weight Loss' that is based on this specific term, then it should be easy to drive visitors to that webpage.

If you can find several phrases of this type, then every positive result is another indication that building a blog around 'LA Weight Loss' could work.

Let us consider whether the next related phrase in the Word Tracker list, 'how much does la weight loss cost', offers any further encouragement:

Results 1 - 10 of about 7,370 for "how [much](#) does [la weight loss cost](#)".

This is another good result, and another indicator that a site that is built around 'LA Weight Loss' information could be a winner.

The final question to address is: 'Are there people willing to spend money in the weight loss market?' Although there probably are, you can establish this by looking at the Google results page. If there are people advertising on that page, then there is money being made in the market:

The screenshot shows a Google search results page for the query "weight loss". At the top right, it says "Results 1 - 10 of about 121,000,000 for [weight loss](#)". The page is divided into two main sections: organic search results on the left and sponsored links on the right. A yellow box with the text "Adverts" is placed between the two sections. The organic results include links to "Weightloss:press.net", "Smart Weight Loss", "model weight management", "Weight Control - WebMD", "Weight Loss", "Weight Loss — Dean Tomabene's LookCut Method — Free Diet Tips", and "Free Diet Plans and Weight Loss Programs". The sponsored links section includes advertisements for "Jenny Craig Weight Loss", "Trim Fat Non Surgically", "Special K Challenge™", "10 Skinny Rules", and "Join the YMCA for Free".

There are plenty of ads on the weight loss search page, indicating that there are a good number of businesses and individuals who are willing

to spend money on advertising in market. This is a clear indicator that there is money being made in this niche.

## Your first choice – a remote or a self hosted blog?

The first thing that you need to consider before starting your first blog is: 'Where is your blog site going to have its 'home'?' As implied by the title, there are two options: have your blog remotely hosted or host it yourself.

Let us consider these two options looking at the advantages and disadvantages of both as we go along, together with the resources that you need to be able to create either of them.

### Remote hosted blogs

When you create any kind of web site, that site has to have a home somewhere, a space on a server (a computer that stores websites to display on the net) from where people can view your web pages.

The first option is to have your blog hosted by an external resource, and an example of this kind of service is offered by Google. You can build your blog using Google's resources rather than those that you are paying for, and you can build your blog site completely free of charge.

The blog service that I am talking about here is [blogger.com](http://blogger.com), which is one of the easiest blogging platform sites to use. The only thing that you need do is log into blogger using the password and log-in information from any Google site that you are a member of. Alternatively, you can sign up for a blogger account from the home page.

Once you have done so, click the 'Create a blog' link:



Then you can choose a name and URL for your blog on the next page. Your URL is the address of the website, and every address on the internet is unique. It often makes sense to choose the URL before the title, because the title does not need to be unique:

<b>Blog title</b>	<input type="text"/> <small>Your blog's title will appear on your published blog, on your profile.</small>
<b>Blog address (URL)</b>	<input type="text" value="http://does-la-weight-loss-work.blogspot.com"/> <a href="#">Check Availability</a> <small>This blog address is available.</small>

If possible, you should use one of the keyword phrases that you discovered from Word Tracker earlier. You may have to use dashes or hyphens as shown, because many of the URLs related to your keyword phrases will have been taken. On the next screen, you need to choose a template for your site, and then you are done.

You are now ready to start publishing LA Weight Loss related information on your blog.

The two primary benefits of using blogger.com are that it does not cost anything to use the site, and it is extremely easy to create your blog using this resource.

On the downside, there are several disadvantages that you need to consider and balance against these two good points.

You should note from the previous screen shot that the URL of your site is going to be <http://does-la-weight-loss-really-work.blogspot.com>, which any experienced net user will immediately recognize as a blogger.com URL. They will also understand that this is a free blogging resource, which does not portray the kind of professional image that you want to achieve.

You have only a limited amount of control over your site when you use Google to host it for you. This can be a disadvantage because it is not unknown for Google to cancel blogger blogs without any reason, meaning that your site can be taken down at the will and whim of Google.

It is probably not smart to give anyone complete control over your business in this way, so this is another consideration that would count against using blogger.

Another remote hosted option is [Wordpress.com](http://Wordpress.com). While many marketers suggest that using WordPress gives a better impression to potential site visitors or customers than using blogger.com does, it would still be recognized as a free, remote hosted resource by anyone who is a serious net user.

## **A self hosted blog**

In the interests of professionalism (and profits), it is better if you can set up your blog under your own domain name that is hosted by a web host of your choice who you are 'renting' server disk space from.

The first thing that you need to do is search for a suitable domain name. If possible you should choose a domain name that accurately reflects the subject matter of your site, and one that focuses on a keyword phrase.

Try to create a list of several domain name variations, because many that you might like to register could have been taken by someone else.

Then see which of them is available using a site like [The Internet Company](#), before registering the domain name that you want to use:

 **DOESLAWEIGHTLOSSDIETWORK.COM is available!**

Check the domain names that you would like to register below.

► [Why you need multiple domains](#)

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Next, you need to find a suitable web hosting company, one that is reliable and internet based business friendly. While there are hundreds of web hosting companies around, many of whom are cheaper, the company who offers the best balance of cost against reliability is [Hostgator.com](#). They have a \$7.95 'Baby' shared account, which is all you need to get started.

While there are cheaper companies than Hostgator, remember that your web host controls whether your site can be seen by visitors or not, so reliability is usually more important than cost.

You must look for a host who has a clearly stated 'uptime' guarantee on their site (and the bigger the guaranteed percentage is, the more value this guarantee has):



Using a host who offers cPanel hosting is also extremely valuable, as you will discover in a moment.

The final job that needs to be done is to tie together your domain name and hosting account, so that every time someone types your URL into their browser, the domain name registrar will automatically redirect that query to your hosting account. This is technically known as changing the DNS, and you can find detailed instructions in a flash video about two thirds of the way down on this [Hostgator support page](#).

After this, you wait 24 hours (at the outside) for the changes to take place, and then your site is ready to go.

However, there is nothing on your site, so that is the next step to deal with.

Because you are using Hostgator with their cPanel, installing the site software that you are going to use is a piece of cake.

### **Installing WordPress**

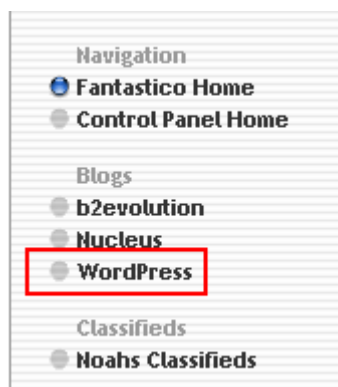
You can use WordPress.com to set up a remotely hosted site, but it is also possible to install exactly the same blogging platform on your own domain. Because it is more flexible and powerful than the remotely hosted version when it is installed on your hosting account, this is what you are going to do.

Log-in to the cPanel of your hosting account and you should be able to see an icon for 'Fantastico' or 'Fantastico De Luxe' near the bottom of the page, under 'Software/Services':



The icon itself might look different from this one depending upon which cPanel 'skin' (template) you are using, but as long as you can find 'Fantastico', you will be fine. Click the icon and you are presented with a list of software programs that are preinstalled on your account, so all you have to do is activate anything that you want to use.

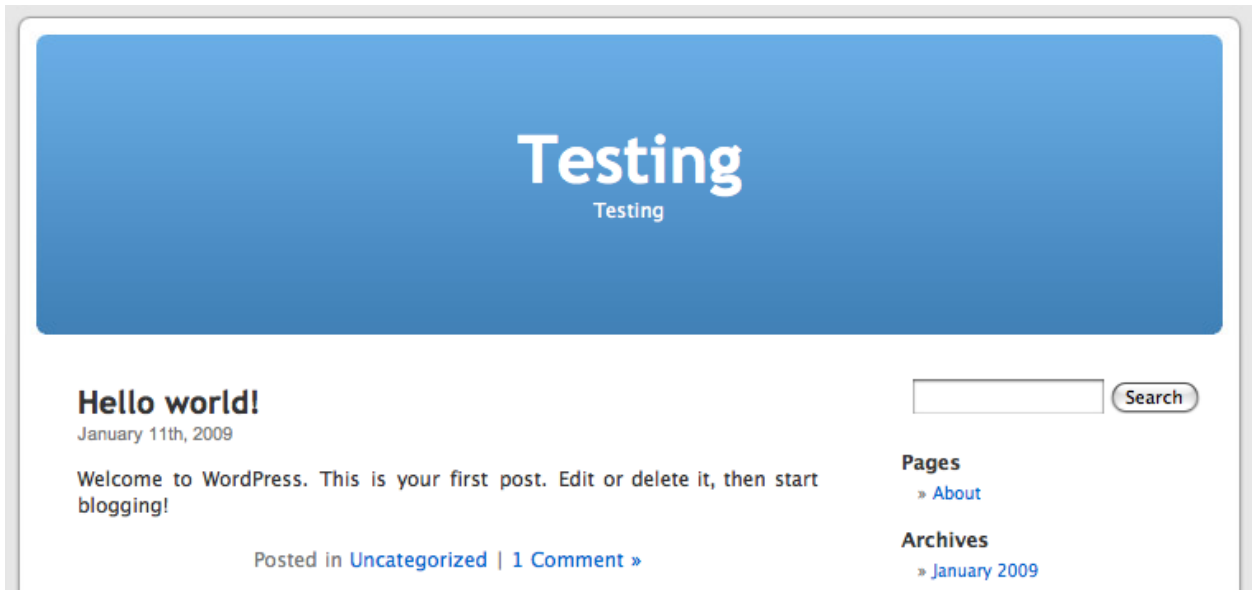
Near the top of the page under 'Blogs' you will see WordPress:



Click the link and install the program by filling in the necessary information. Because there is only one page that needs any serious input, this should take you no more than five minutes.

Once it is installed, your page is going to look like this- ready for you to start publishing information on your site:





This looks okay, but it would benefit from a theme or template that is more fitting to your subject matter.

There are plenty of sites where themes can be downloaded for free, so try any of the following to see which themes you can find that are appropriate to your subject matter or topic:

- <http://wordpress.org/extend/themes/>
- <http://topwpthemes.com/>
- <http://www.wptmp.com/>
- <http://www.freewpthemes.net/>
- <http://www.wpthemes360.com/>
- <http://www.elegantwpthemes.com/>

Find a theme that suits your site, download it to your computer and then FTP it to the wp-admin area of your site. If this sounds complicated, do not worry. There are full instructions of how to upload a new theme to your site on the [WordPress.org site](http://WordPress.org).

With the new theme in place, this looks a lot more appropriate to the LA Weight Loss site that we are creating:

The image shows a WordPress theme layout. At the top right, the site title is "Does LA Weight Loss Diet Work?" with the subtitle "The low down on the LA weight loss diet...". Below the title is a search bar with a magnifying glass icon and a "SEARCH" button. On the left side, there are three menu sections: "CATEGORIES" with a link to "Uncategorized (1)", "PAGES" with a link to "About", and "ARCHIVES" with a link to "January 2009". In the center, there is a navigation menu with "Home" and "About" links, each under a dashed line. To the right of the navigation is a large image of a person's midsection with a measuring tape. Below the image is a post titled "Hello world!" dated "January 11th, 2009". The post content reads: "Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!". At the bottom of the post, it says "Posted in Uncategorized | Edit | 1 Comment »". At the bottom left, there is a "BLOGROLL" section with links to "Development Blog", "Documentation", "Plugins", "Suggest Ideas", "Support Forum", "Themes", and "WordPress Planet".

Let us move on to making sure that your site is attractive and usable for both search engines and human visitors, before looking at how you will make money from it.

## **Making your site user and search engine friendly**

It was mentioned earlier that keywords are important. What you should be looking for are keyword phrases that are related to your market sector, where there are a reasonable number of people searching for information with only a limited degree of competition.

This is because the next thing you are going to do is make your blog search engine friendly, before starting to 'feed' the search engines what they want.

Allow me to explain.

If you look at any search engine results page, what you are seeing is two different forms of information, both of which are relevant to the search term that you typed in. As we saw earlier, there are adverts at the top left and all down the right hand side of the page.

Other than that, there are the natural or organic search results on the left of the page below the ads at the top. These are ordinary web pages that the underlying algorithm of the search engine in question has pulled up from the millions of pages listed as being those that represent the closest match to the search term used.

As someone who is marketing an online business and also a regular internet user, you already understand that most people seek information on the net using a search engine. Going one stage further, nearly 70% of people use Google to find the information they are looking for.

You want your web page to appear on the Google results page when anyone searches for information of the kind that is featured on your site. This is why the keyword terms that you were searching for using Word Tracker are so important, because it is the match between these terms and those used by a searcher that ensures that your pages are shown to that searcher.

It is much better if your page is featured in the natural search results on the left-hand side rather than in the adverts, because natural ranking does not cost any money, whereas advertising does.

This is why it is necessary to make sure that this happens, which is a two-stage process.

First, you have to make sure that your newly launched blog is search engine friendly in terms of the underlying structure of your site. Second, you have to add written content that is rich in the keyword phrases that you discovered earlier, so that anyone who is searching

the net using these keyword phrases will be presented with your page, rather than that of your competitors.

In terms of the mechanics of making your site search engine friendly, all that is necessary is for you to download suitable free plug-ins before uploading them to your site. You also want to make sure your site is as attractive and usable as possible for your human visitors.

The next step is to download all the plug-ins shown in the list in Appendix A the end of this book, before uploading them to your site ([here are the full instructions](#) of how to do this).

With these installed, it is almost time to start adding content, but there is one more step before doing so.

# **Crunch time – you need to know how to make money**

## **Why you need to think differently...**

The way that blog sites have been used has changed dramatically in only a few short years. Blogs have moved from a situation where they were personal weblogs to a second phase, where people came up with ways of making money from business-related blogs.

Over the past two or three years, there have been two specific methods that people have used almost exclusively to make money from blog sites. These are:

1. By featuring paid advertising, most commonly [Google AdSense](#) or
2. By promoting products or services that the blog owner is an affiliate for.

Both of these cash-generating strategies have been effective, and there is no reason to assume that making money using either of these methods is going to become ineffective overnight.

However, I cannot see that these are still going to be the most popular ways of making money from a blog in another two or three years. This is because the world in general and the online marketing 'scene' in particular, have changed and will continue to do so.

## **Why AdSense is going to be less effective...**

There are still plenty of places where you can buy training courses, videos and e-books that claim that they can teach you how to make up to \$50,000 a month from AdSense. While there are a *few* people generating these levels of AdSense payouts, the number of people in this group is small and probably getting smaller by the day.

Generating a healthy monthly income from AdSense is very difficult, and it is only going to get tougher in the coming months. Online advertisers are no more immune to the worst effects of a global recession than anyone else, and advertising budgets have been slashed and will continue to be decimated further.

What this means for you is that there are going to be fewer companies paying for advertising with Google, and each of the companies that stay with them is probably going to be handing over less advertising cash.

Less money in the Google pocket means that you will get paid less for every click on your AdSense advertising, and there will be less targeted advertisers in the market.

The final thing to consider about using an advertising medium like AdSense to generate an income is that you need an awful lot of traffic to make reasonable money. As an example, these are the results of an untargeted AdSense campaign:

	Page impressions	Clicks	Page CTR
AdSense for Content ▶ <a href="#">top channels</a>	30,007	467	1.56%

This combination of problems amounts to one thing.

If the sole source of income from your blog is from featuring paid advertising on your site, then you are relying on other people for the future prosperity of your business.

At a time when generating income from advertising is becoming increasingly difficult, this is not a smart move in the long term.

### **Why promoting affiliate products is not the answer either...**

Promoting affiliate products is a more secure and reliable way of generating an income from your blog than featuring AdSense.

You have a higher degree of control of what is being shown on your site because you choose the affiliate program that you want to promote. Also, you need less traffic to generate reasonable levels of income than you do if you are using AdSense as your main source of income.

Promoting a product or service as an affiliate from your site also has some disadvantages, which are making it more difficult to make money promoting affiliate products than it was a year ago.

For instance, some of the most popular affiliate products are products that teach you how to market as an affiliate.

Every time there is major launch of such a product, a significant percentage of people who are marketing as affiliates will buy it. When they do so, you almost always see a major shift in the way people market affiliate products, as everyone starts to adopt the latest affiliate marketing secrets that they have just learned.

Everyone changes what they are doing, but they all do so at the same time and in exactly the same manner.

The methods used by bloggers for affiliate marketing change, but everyone ends up doing the same thing afterwards.

Another factor about marketing as an affiliate is that you only receive a percentage of the total sales proceeds as a commission for your efforts.

While in many cases you could receive up to 75% of the product sale income as a commission, you are still not going to get the full 100%.

More importantly, when you are selling someone else's product as an affiliate, you are building their business, not your own. It is the product creator and owner who get to add that new customer to their mailing list, not you.

While you generate a commission only once, they can go back to that customer again and again to market as many products and services as they want. For them, this customer becomes a long-term profit centre, but for you, they represent nothing more than a one-time deal.

Comparing affiliate marketing to using AdSense advertising definitely sees the affiliate method coming out on top. However, even affiliate marketing is not perfect, despite the fact that there are some affiliate marketers who earn good levels of income through their affiliate efforts.

### **What does all of this mean for you?**

What this means is that I see making money through blogs moving into the third phase of its development, where you have to do something more than featuring AdSense on your site or pushing products as an affiliate.

This is not to suggest that the 'old fashioned' methods of making money are something that you should completely ignore. As you will see later in this report, they both form a necessary part of the integrated approach to making money, which is going to become more common as this third phase of moneymaking blogs develops.

This third phase is about selling your own products or services through your blog site, but doing so in a very specific way. However, this is not something that you can consider immediately.

To make sense of this, let us consider where you are now in terms of your moneymaking blog career.

If you are a complete beginner, then the truth is that at this point in time, you are nowhere. Your site has no content, no one in the weight loss market (i.e. your chosen area of specialty) has ever heard of you and you have no track record.

If you decided to create your own product now, you probably do not have the experience to produce anything of quality and value that is going to sell well. Why is anyone going to buy your product from you, when no one in your business is aware of your existence and you have no experience?

You have to go back to the idea that this is a business you are running, and businesses do not become super successful overnight. Everything is

a process of development and growth, which is exactly the same approach that you have to adopt.

Here is the step by step plan that you should follow if you want to become a true success story:

1. You create keyword rich content for your blog and publish it;
2. You add short term money making tools to your site, such as paid advertising and affiliate products. Doing this generates short-term income while you are building your business momentum, and is not intended to be your primary source of income;
3. You build business momentum by building a mailing list of customers and prospects to which you can promote your own products later;
4. You advertise and market your business in such a way that you become an authority in your market sector, a recognized expert in whatever it is that you do;
5. You collect as many ideas as possible for a product that you can create, which are appropriate to your market;
6. Once you have established sufficient authority and expertise, launch your own products by promoting them to your mailing list members and highlighting them on your site.

As you can surmise from this list, putting this plan into action is not going to happen overnight. All of the most successful professional bloggers did not become overnight success stories, so there is no reason why you should expect to buck the trend.

If you follow this simple six step plan and you do it right, your success will be assured.



## Step 1 – Adding keyword rich content to your blog

Content is the word used to describe the information that you feature on your site, whether that information is presented in written form, video or even audio materials.

Written content is important, because it is the written content that the search engines analyze when they are deciding where they should 'fit' your web pages into their search results. This is why you must create a least one written content page on your blog for each of the low competition keyword phrases that you discovered earlier.

For example, we established that 'does la weight loss diet really work' is a keyword phrase where there are plenty of daily searches and not a great deal of competition.

You need to create an article that is based on this phrase for publication on your site. To do so, all you need to do is write a 300-400 word article, in which you feature this phrase four or five times.

The first time you use it, make sure that it appears in bold – this helps to point out to the search engine robot that this is your key phrase – and make sure that it appears in the title of your article.

You also have to think about exactly what people who come to your site are looking for. They want information about the 'la weight loss diet', but in general terms, they are just interested in losing weight.

You should also go back to Word Tracker to look for as many other low competition weight loss related phrases, before creating articles based around all of those.

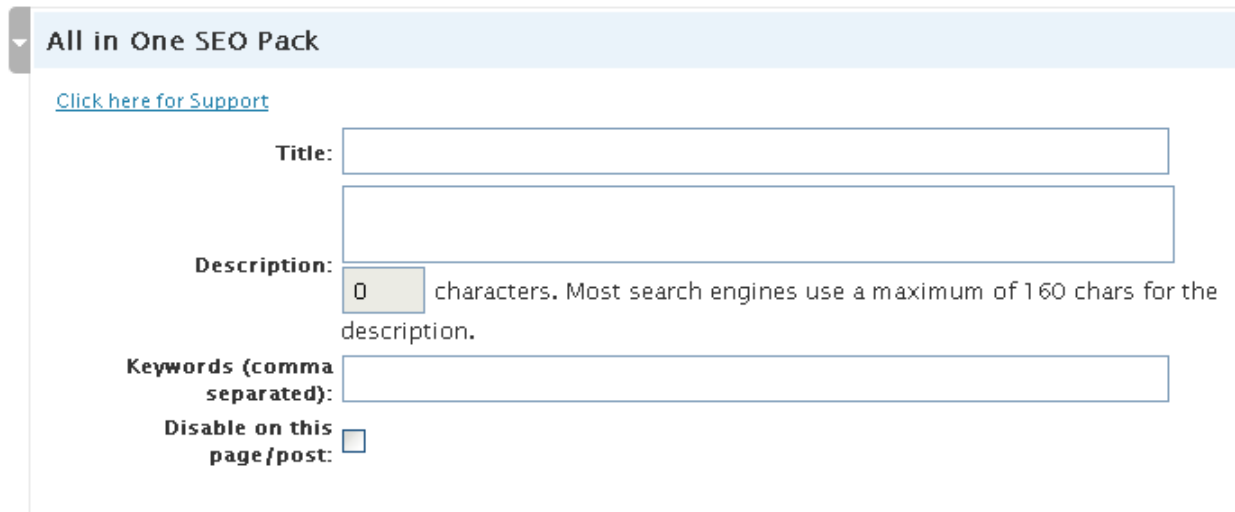
Do not make the mistake of limiting yourself to just one small section of the market when you know that anyone who comes to your site is more interested in weight loss information in general, of which your 'specialized niche' is only one small part.

Make sure that every article is published on a completely new page on your blog, by clicking on the 'Write a new page' link inside your WordPress administration area:



When you have created the page, you need to make certain that you add the appropriate descriptions and tags to the 'All in One SEO Pack'

(one of the plug-ins that you should have installed) at the bottom of the page:



**All in One SEO Pack**

[Click here for Support](#)

**Title:**

**Description:**  0 characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated):**

**Disable on this page/post:**

It is important to make sure that you change the default Permalink settings from the 'ugly' ones, which are no help as far as the search engines are concerned, to something [more like this](#). Permalinks are the URLs that are attached to each new page that you publish. As the search engines use this URL to discover what your page is about, they are extremely important.

In addition to checking out the previously highlighted page, look at the options available inside your WordPress admin area for Permalinks, by clicking 'Settings' at the top right-hand corner of the page:



Then look for the 'Permalinks' option and make changes as necessary (you might need to make [changes to your.htaccess file](#) to do this).

Do not publish everything on the same day, but spread it over several days with no more than three or four pages being added on a daily basis. With every article that you publish you should notify the directories and major search resources by 'pinging' a notification that there are new materials on your site. You can use [Pingoat](#) and [FeedShark](#), which between them cover most of the resources that you want to send information to.

## **Add videos too...**

The value of having a constant stream of new written materials added to your blog is that by doing so, you keep both your human visitors and the search engines coming back for more.

You should also consider adding videos to your site, because doing so has several advantages.

First, most bloggers do not use video on their site. If they do, then they tend to use other people's videos, which they have found on one of the major network sites like YouTube. If you make your own videos and then put them on your site, then it makes your site more memorable and interesting.

Remember that although the search engines are important, Google, Yahoo and MSN are not the people who are going to spend money with you. While videos are irrelevant as far as the search engines are concerned – they cannot parse or read information from within a video – videos have an instant appeal to human visitors to your site. It is the visitors to your site that will ultimately decide how successful your business is by spending money, so I recommend appealing to the people first rather than the search engines.

Videos enable you to talk more directly to your site visitors. Rather than *tell* them how things can be done, you can *show* them through video that you have 'shot' using a video recorder or a digital camera, a camcorder attached to your computer or even screen video capture software like [CamStudio](#).

Another important thing about being able to talk directly to visitors through video is that doing so enables you to establish your expertise and authority in your market quickly. Videos make it easier for your site visitors to get to know you, to begin to understand how you work and to appreciate the sincerity and honesty that you bring to your business.

Use a video editing software program like Windows Movie Maker, which will be on your computer if you are using Windows XP or Vista, or use a free program like [ZS4](#) or [Wax](#). Many video publishers choose not to edit their work, but you should always do so. Remember, success depends upon your professionalism, and publishing videos that are full of 'erms' and 'ahs' is not professional, nor does it suggest confidence either.

Once you have your video ready, there are a couple of ways that you can publish it.

The first option is to add your video to YouTube, and many of the other leading video network sites, using the excellent [Tube Mogul](#) free mass uploader. This has the advantage of your videos publicizing your

business, and that the video files (which can often be quite bulky) do not have to be housed on your own web hosting account.

If you wanted to keep your videos exclusive to your site, you would have to upload them to your web host before linking to them from your site using another WordPress plug-in. Any of the following will do the job for you, although you should use your editing software to make sure that the video is in the correct format. FLV or SWF is best, as these create the smallest video files, meaning that they will take up less space on your server:

[FLV Embed](#);

[XHTML Video Embed](#);

[Embedded Video](#).

Video blogging is the next generation, so beginning to use it now will put you ahead of the majority of businesses in your market sector or niche. Videos also enable you to communicate with your visitors more effectively than written materials can. I

It should be clear that adding videos is essential, even from day one.

## Step 2 – Adding monetization

From the very beginning, your site has to be able to make money. We would all love to be able to launch a brand new site and see it making hundreds of dollars every day immediately, but using 'old fashioned' money making methods (which is what you do now) is never likely to make you a fortune.

However, even if all you do from your site in the early days is make enough to cover your web hosting and other fees, then it means that your business is not costing you money to run.

At this stage, we are going to look no further than advertising and affiliate product promotion to start bringing the money in.

Most new blog owners use AdSense as their advertising medium of choice, and if you want to follow this route, then there is a plug-in included in the list at 'Appendix A' that helps you to manage your AdSense advertising.

I would recommend that you consider downloading and installing the excellent ad serving and management software from [Open X](#), which is free. This is a tool that allows you to bring together lots of different advertising programs on your site, so you can feature many types of advertising materials as well as the plain text adverts presented by Google that are so familiar to net users.

Installing this software will probably double or triple your ad revenues from the same number of visitors, because it enables you to present your visitors with a more attractive and diverse cross-section of advertising than you could ever do with AdSense alone.

Anything that can increase your income from the same number of visitors has to be worth considering, and Open X will certainly do this. You should consider using the program. Take a look at the help files, which tell you everything that you need to know about doing so. They can be found in 'Appendix B' at the end of this book.

In terms of promoting affiliate products, your best option is to promote digital products, rather than physical products or services. This is because your average net user wants instant gratification. This is a desire that promoting digital products allows you to cater to, as they can be delivered instantly via the internet.

This means that unless the customer asks for a refund from the product creator after they receive their product, you are guaranteed to be paid.

The biggest repository of digital information products on the internet is [Clickbank.com](http://Clickbank.com). What you need to do is visit the site to choose a product that is appropriate to your marketplace that you should be promoting.

Input the primary keyword phrase that describes your business into the box on the '[Marketplace](#)' page to search for products that are selling well in your market. To continue with the weight loss example, add the search term as indicated, while leaving everything else on the default settings:

**Search the ClickBank Marketplace**

Category: <input type="text" value="All Categories"/>	Subcat: <input type="text" value="All Sub-Categories"/>
Keywords: <input type="text" value="weight loss"/>	Sort by: <input type="text" value="Popularity"/>
Product Type: <input type="text" value="All Products"/>	Language: <input type="text" value="All"/>
Show: <input type="text" value="10"/> results per page	<input type="button" value="Go"/> <input type="button" value="Reset"/>

Click the 'Go' button to see all of the best selling products featured at the top of the page. These products are selling well because the sales page for the product in question is doing its job.

You should 'go with the flow' by picking one of the top performing products to promote.

To decide which of these products to promote, there are two or three things that I recommend to look at, starting with the information shown on the results page:

1) [Fat Loss Secret :: Newbie Affiliate Made \\$80,753.08 In 45 Days](#). Make \$26 To \$60 Per Sale | We Tested Just 1 P We Give You Same Promo Free! | Sells Itself | \*Huge \$1000-\$3000 Affiliate Monthly Bonuses\* | Best Affiliate Tools | U [Http://TopSecretFatLossSecret.com/affiliates.php](http://TopSecretFatLossSecret.com/affiliates.php).

[\\$/sale: \\$32.36](#) | [Future \\$: -](#) | [Total \\$/sale: \\$32.36](#) | [%/sale: 75.0%](#) | [%refd: 88.0%](#) | [grav: 119.53](#)  
[view pitch page](#) | [create hoplink](#)

2) [Master Cleanse Secrets 10 Day Diet](#). Hot New Professionally Written Sales Letter With Upsell And New Higher Aff Helps People Lose Weight, Detox, And Get Healthy Fast! Get Your High Converting Affiliate Tools At [Http://mastercl/affiliate.php](http://mastercl/affiliate.php).

[\\$/sale: \\$17.58](#) | [Future \\$: -](#) | [Total \\$/sale: \\$17.58](#) | [%/sale: 65.0%](#) | [%refd: 56.0%](#) | [grav: 134.95](#)  
[view pitch page](#) | [create hoplink](#)

3) [Strip That Fat - \\$39/Sale](#). Brand New Hot Selling Diet/Weight Loss Program. \$1000 / Day Earning Potential In A M Market. Free Keyword Lists, Audiences, Sample Ads, Selling Angles, Website Templates @ [www.StripThatFat.com/A](http://www.StripThatFat.com/A)

[\\$/sale: \\$37.11](#) | [Future \\$: -](#) | [Total \\$/sale: \\$37.11](#) | [%/sale: 75.0%](#) | [%refd: 87.0%](#) | [grav: 72.84](#)  
[view pitch page](#) | [create hoplink](#)

4) [High Paying Fat Loss Program With Low Refunds - TurbulenceTraining.com](#). 75% Commissions = Big Paycheck For \$300+ Per Day With Big Money CB Upsell And World-famous Turbulence Training Workout. Affiliate Page Here: [Http://www.turbulencetraining.com/affiliates/index.shtml](http://www.turbulencetraining.com/affiliates/index.shtml).

[\\$/sale: \\$17.93](#) | [Future \\$: \\$22.00](#) | [Total \\$/sale: \\$25.96](#) | [%/sale: 75.0%](#) | [%refd: 60.0%](#) | [grav: 93.55](#)  
[view pitch page](#) | [create hoplink](#)

The first thing to look at is the amount that you will get paid per sale, which is shown on the far left hand side of the information featured in green type beneath the product details. While you should never promote a product because of the commission you will be paid, it is more attractive to promote a product with a higher commission rate. In general, I would look for a product paying in excess of \$20 per sale.

Over to the right hand side, you have a percentage figure shown for '%refd'. This indicates the percentage of sales being generated by affiliates, and the higher the figure is, the better.

In other words, the lower the figure is, the more sales are being generated by the product creator. This means that you would be in direct competition with them selling as their affiliate, and this is not something that you want to do.

The most important figure on this line is the 'gray' figure to the far right, which is an indication of how popular this product is. In general, anything that exceeds 100 points on this scale is already too popular for you to make a meaningful 'splash' in the market. Products scoring between 30 and 90 points are much more attractive.

In this range, the product is reasonably popular, but not to the extent that the competition in the market is already too hot for you to make any impression.

For all of these reasons, the product in position number three looks the best bet. All that remains is to confirm this by looking at the sales page to make sure that it does a good job. Use your own judgment on this – if it looks good to you, it will properly look good to other people.

You have found a suitable affiliate product, so you need to start promoting it from your blog. However, you need to do so in a way that you start to build your business for the long term.

## **Step 3 – Building your business for long-term profits**

The next step of developing your business is to start building prospect mailing lists, people who are already interested in your topic or subject matter because they have visited your site, which you can convince to subscribe to your mailing list.

Once you have done so, you are in a position to market to these people using e-mail, sending them valuable free information and product recommendations in every outgoing e-mail message that you deliver.

This part of your business needs automating from the beginning, for two reasons.

First, building a mailing list is one of the most important things that any online marketer can ever do. If you have separate mailing lists of prospects and customers, you can guarantee that you will generate sales almost every time you send out a new e-mail message to your list members. Your mailing list is critical for the long-term success of your business, and it has to be managed properly from the beginning.

Second, you cannot send just one or two e-mail messages to your list members. You need to send two or three e-mail messages every week to keep your business in front of them on a regular basis. Remembering to do this and managing the flow of outgoing e-mail messages would quickly become impossible if you were doing this manually, so you should not even attempt to do so.

What you need is an autoresponder, which will deal with the mailing list building aspect of your business automatically. While there are dozens of autoresponder options in the market, professional online businesses use either [Aweber](#) or [GetResponse](#), because building a mailing list is not something that you can risk using an inferior service for.

Because these two companies are widely known as being the best in the business, using anyone else will mark you out as someone who is not serious about their business, especially if you use a free service.

Yes, both companies will charge a monthly fee but you get what you pay for. They are the best in the business, and you should look no further than choosing one or the other to handle your autoresponder requirements.

Using the autoresponder system, you need to create a mailing list subscription form, which visitors to your site can complete to subscribe to your list.



To encourage them to subscribe to your list, you have to offer them a 'bribe', a free gift that convinces them to give you their e-mail information. To be the most effective, this free gift should be something that is unique, something that can only be obtained from you.

Creating a free gift of this nature is remarkably easy.

Visit the most popular article directories site on the net, [EzineArticles](#), to search for articles that are related to your marketplace. To continue with the weight loss example, there are 183,000 articles returned by a search of the site:

Web Results 1 - 10 of about 183,000 from ezine

[Health-and-Fitness - Weight-Loss EzineArticles](#)

powered by  
Google™

**Weight loss** is always a huge issue with people in general and when something comes out that helps with **weight loss** it's usually a hit. ...

[ezinearticles.com/?cat=Health-and-Fitness:Weight-Loss - Similar pages](#)

[Weight Loss Tips and Sugar](#)

Here are a few **weight loss** tips that help you limit your sugar intake: ... Use these **weight loss** tips in order to make losing **weight** easier and quicker. ...

[ezinearticles.com/?Weight-Loss-Tips-and-Sugar&id=2066248 - Similar pages](#)

Open any articles that appear like they might be of interest to anybody in your market sector, because you can download and republish any articles you want from this site, as long as you include the original author details when you do so.

You do this from the 'Ezine Publisher' link that is located to the far right of the article title as shown:

HOME: [Health-and-Fitness/Weight-Loss](#) 

### How to Lose Weight Without Diets

By [Peter Davidoff](#)

Article Word Count: 315 [\[View Summary\]](#) [Comments \(1\)](#)

Ads by Google

[Japan No1 slimming secret](#)

3 days lose 3 kg, Fast,  
Natural & Effective. Made in  
Japan  
[i-slim.net](#)

[Lose Weight & Shape up](#)

While eating the food you love No  
exercise Dr recommended  
[www.loseorgainknow.com](#)

 Print This Article

 Ezine Publisher

 Send To Friends

 Add To Favorites

 Post A Comment

 Suggest Topic

 Report Article

Grab perhaps a dozen or 15 articles, copy and paste them (remembering to include the original author information with each) into a standard Word document. Write a one or two page introduction to this soon-to-be published book, remembering to include your website URL and contact information.

Make sure that every article is properly formatted, with each one starting on a new page. If possible, add an attractive graphic to the 'front cover' to make it look even more professional. After that, all you need do is use a free PDF creator like [PrimoPDF](#) to convert the document into a secure PDF, and you have your unique free gift ready to give away with less than one hour's work.

For each of the contents pages on your site where you feature written or video materials, you should add a list subscription form to the page. I recommend adding it at the top left hand corner, which is the most effective position on the page to have such a form. Try to encourage people somewhere on each of those pages to subscribe to your list, by adding a note to the end of your article or beneath the video reminding them about the free gift they can get in return for subscribing.

As far as promoting your affiliate product is concerned, your approach should be different and more aggressive.

To promote the affiliate products that you have chosen, you need to create a review of that product. To do this most effectively, you should buy the product yourself, but it would be understandable if you do not want to spend more money on a product that you may never use.

The answer is, search for what other people are saying about the product by running a standard Google search using the product name. You will find lots of other sites where they give information about it, from which it should not be difficult to pull together your own product review.

Try to write a review that appears to be objective, and do not be scared to include one or two minor negative points, which are accompanied by many other much more important positive points.

At the bottom of the page, promise anyone who buys this product from your link a free gift of significant value. This will persuade anyone who is already considering buying to do so from you, rather than from anyone else.

The 'trick' here is to ask them to send you proof of purchase by e-mail in order to receive this gift. You have just added their e-mail information to a customer mailing list, and customers are always more valuable than prospects.

You might also add a landing page to your site, a page that is designed to do nothing other than collect e-mail information from a visitor in return for the free gift that you created earlier. There is a very good article about [creating effective landing pages here](#).

## Step 4 – Marketing your business

There are two objectives to marketing your business at this stage.

First, you are trying to bring targeted visitors (e.g. in my example, people that are already interested in weight loss) to your site so that you can make money when they click on your adverts or buy your affiliate products. Second, you must market in such a way that you begin to establish your authority and expertise in your market.

There are dozens of ways that you can bring targeted visitors to your site, and you will already be doing so if you have published video materials on a site like YouTube.

You have also seen how people use directory sites like [EzineArticles](#) to publish keyword-rich article materials, which people can read before following a hyperlink that automatically takes them to a page on the author's website. You should do exactly the same by writing keyword focused articles using the keywords that you added to your list earlier, before submitting them to EzineArticles and the following directories:

[http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)

<http://www.ideamarketers.com/>

<http://www.articledashboard.com/>

<http://searchwarp.com/>

<http://goarticles.com/index.html>

Submit your articles to EzineArticles and wait for them to publish before submitting to the other sites shown. They will only publish unique work, so let them publish before submitting to anyone else.

Next, find forums in your marketplace and get involved in them. Search Google to find the most popular forums in your market sector, using a search term something like this modified to suit your own market:

Results 1 - 10 of about 207,000 for "[weight loss forums](#)".

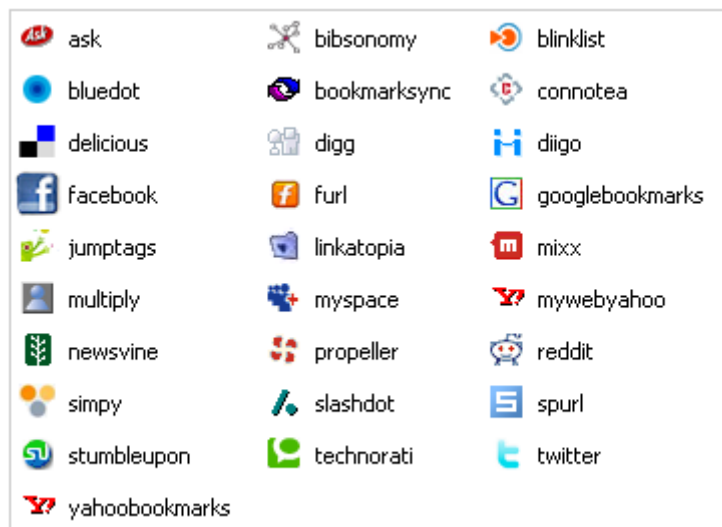
Join the top three or four and become an active participant. When you can answer other people's questions, do so, and start your own forum threads as often as you can.

In this way, you establish connections with people who are already interested in the topic or subject matter around which you built your site. Participating in forums is one of the quickest and easiest ways of establishing your authority and expertise. If you actively participate in

the most popular forums in your marketplace for a few months, then you can almost guarantee that you will generate sales as soon as you announce your products to other members, because they represent the most targeted market possible.

Every time you publish new information on your site – which you should do on a regular basis using both unique materials that you have created and relevant information from news sources using the Smart RSS plug-in – you must submit information about your new content to the social bookmarking sites.

The easiest way of doing this is using the free service provided by [OnlyWire](#), which submits your information to 28 of the top social bookmarking sites:



Between videos, articles, forums and social bookmarking, you should be driving plenty of targeted traffic to your site while establishing your authority in your marketplace.

Also, by becoming actively involved in all of these ways of promoting your business, you will be discovering plenty of new information and facts about your own business. You should become a careful collector of such information, because it is based on this information that you put together your ideas for future product creation ventures.

## **Steps 5 & 6 – Collecting ideas and product creation**

While you are acting on steps one through four of this plan, you should be collecting as much information as you can about your business. You should be researching what people are looking for in your market, while reading everything that you can about your own business sector.

All of this is critically important, because it is from the information that you pick up as you go along that you acquire expertise and the ability to create your own unique product.

However – and here is the key to why this report is called ‘Bigger blogging profits’ – we are not talking about creating a standard digital information product, such as an e-book that you sell from your blog for \$47.

This is old hat blog marketing rather than being different, and selling an e-book product like this has one intrinsic flaw.

Once you have sold a copy of your book to anyone on your list or to a visitor to your site, then your business with them is finished. There is no consistency or progression in your business if you follow this model.

On the contrary, once your expertise and authority is established in your marketplace – and there is no categorical way of saying that this will happen, so you have to use your own judgment – you should use your blog to start your own membership ‘club’ or site.

Rather than charging people \$47 for an e-book, charge them \$9.99 or \$15.99 for monthly membership, through which you provide exclusive quality content materials to your members on a private basis every month.

From your point of view, the advantage of doing this is that you are guaranteed an income every month. As long as the quality of the materials you are producing is high enough, you should see increasing numbers of members joining your site every month.

Your income is growing at the same rate as your membership.

The best part of setting up a membership site that provides a continuous stream of income every month is that it is not difficult to do. Remember to focus on providing exactly what people who come to your site are looking for, and you will find that providing your own products to members in this way is an effective way of making money from your blog.

To continue with the weight loss example, while the initial 'hook' that catches new visitors is the 'la weight loss diet', their real concern is losing weight rather than any particular way of doing so.

You could produce a video every month that focuses on reviewing different diet plans (you could analyze the South Beach Diet one month, Jenny Craig the next), or you could review the latest Clickbank products in your marketplace in your monthly video presentation.

You could feature preparing and cooking healthy food that would help to lose weight on video. Alternatively, you might demonstrate effective exercise programs for weight loss.

In addition, every month you might produce a 20 page e-book that is focused on some aspect of weight loss. Writing such a book should take no more than a day or two, leaving you plenty of time to produce your videos. You could review diet products that people can buy online and recommend the best places to buy them.

Using your blog as a way of presenting a membership 'club' to your visitors, which over-provides on value, is the way to take blog marketing to a higher, more remunerative level.

Offer your visitors a free trial – it is simple to do if you use [PayPal](#) as your payment processor – because as long as you are bringing targeted visitors to your site and you have established a degree of expertise and authority, you will pick up dozens of new members every month if they can join for free.

Some of these people will decide not to continue after the free trial period expires, but if the monthly cost is low enough, the majority will stay on board for at least a few months to sample your quality.

Starting simple membership sites of this nature, which are attached to every niche market-specific blog you build, is ultimately the way of generating maximum profits from your blogging business.

It is also a superb business model for hard times like these.

While people might not have a great deal of money, they are still interested in a topic like weight loss irrespective of the global financial situation. By providing it to them in a 'cheap' format, you grant access to what they want at a price level they can afford.

You could take this one stage further by including an affiliate program in your membership system. Allow everyone who joins your 'club' to promote your site to their friends, colleagues and family members with the prospect of earning 50% of the income as a commission every month.

In this way, everyone who joins your site only has to find two members to have their membership fees covered, giving them less reason to quit.

## Conclusion

From what I have seen with my own blogs over the past six months or so, the days of making a reasonable income from AdSense seem to be disappearing into dim and distant memory.

While affiliate marketing is a more attractive and probably more profitable option than advertising as a long-term moneymaker, there are still flaws in the affiliate marketing business model that make it difficult to earn a reasonable income as an affiliate.

It was for this reason that I began to move away from these 'traditional' moneymaking options, and set up simple membership websites of the type that you have just read about in this report.

From this experience, the one thing that has become apparent is that offering affordable membership sites is a great way of generating a long-term, increasing income.

If you have the resources and ability to back it up, there is no reason why you could not launch a membership site costs \$97 a month. If you do so, there are a few relevant factors to consider.

For one, you are going to have considerably fewer people who can afford to join your site. You need fewer people in your membership 'club' to generate a significant income if they are paying \$97 a month, but for that level of subscription, you have to provide a huge amount of value.

With unemployment skyrocketing in almost every developed Western country, a monthly subscription of \$97 is likely to be one of the first things that your members are going to drop if their financial situation worsens. If they are only paying \$9.99 or \$15.99, then the financial pressure to drop their membership is less onerous.

It is up to you to establish the right price point for your membership, and this is something that you will have to establish as you go along.

The most important thing to do is start building your business in the way I have highlighted in this report.

Understand from the get-go that the *long term* objective is not focused on AdSense advertising or affiliate promotion, and that these are merely short term stop gaps to get you started. The real objective is setting up your own membership sites, which sell your products or services to generate a regular (and increasing) monthly income.

Keeping this in mind, you can tailor everything you do to make sure that you achieve this ultimate objective, which has to be your primary



focus. To achieve this target, you have to build your business step by step as detailed on the pages that you have just read.

From what you have just read, it is apparent that there is no better time to get started than right now.

## **Appendix A – Essential Plug-Ins**

[AdSense Manager](#)

[Akismet](#)

[All-in-one SEO pack](#)

[Dagon Sitemap Generator](#)

[Do Follow](#)

[Exec PHP](#)

[FeedBurner](#)

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## **Appendix B – Open X Help Files**

### Video Tutorials

There are several online video tutorials that will help you to set up and use this program. They can be found at:

<http://www.openx.org/support>

### Getting Started Help

If you would rather read the instructions, start here:

<http://www.openx.org/support/installing>

### Using OpenX

<http://www.openx.org/support/using>

### OpenX FAQ

<http://www.openx.org/en/faq>

### TroubleShooting Guide

<http://www.openx.org/support/troubleshooting>