Make Money Blogging

Step-By-Step System To Blogging Profits!

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Introduction

In this day and age blogs are everywhere. Everyone seems to have one, from celebrities to the average Joe. People create blogs for all sorts of reasons, from personal to business. Blogs are also considered an essential component of any online business and is one of the best ways to make money online. You've probably already come across many people who have been able to quit their day job because they make full-time incomes just from blogging.

In this report we'll teach you step-by-step exactly how you can research, install, and completely set up a blog that will make you money. This was designed to be a complete guide that will not only teach every newbie the basics but will also offer more experienced bloggers some tips and tricks for aspects like monetization, traffic generation and long-term success strategies.

Choosing a Topic

The very first step before setting up your blog is to choose your blog's topic or 'niche'.

Try to choose something that is both something you're passionate about (or at least have some interest in) and something that's profitable (something that other people are passionate about and are willing to spend money on).

Obviously it's really important that you have some knowledge on your niche so you know what you're talking about when making blog posts. If you are knowledgeable on your topic, visitors to your website will perceive you as an expert and someone they can go to for advice. The information you will be providing on your blog must be helpful and informative in order for you to build credibility and make money. People will only pay for information that is genuinely useful.

However in saying this, you don't actually have to be a qualified expert in your field, just as long as you know just a bit more than the average Joe. Even if you're unsure whether you're someone who can come across as being knowledgeable and credible in your niche, it's nothing a little research won't fix.

So the first thing you should do is think about your interests and what you are passionate about. Something that is a big industry, that has a lot of money in it e.g health and fitness.

Next, you will need to break this down into a sub-topic. For example, the health and fitness niche is very profitable, however it is swamped with competition, so you will want to narrow it down to a smaller sub-niche such as 'raw food diets' or 'pilates for rock climbers' etc.

Even if the niche is small and obscure, it can still be extremely profitable and under-monetized with big potential. However don't go too small into sub-niches with absolutely no competition because chances are there's not much money in them.

Topics that are always popular and profitable are:

- Making Money
- Relationships and Dating
- Health and Fitness

Niche Research

Remember: People pay for solutions to their problems. It's really just as simple as finding out what your target market wants and giving it to them.

Here's the 3 step process:

1) Identify your target market's problems

2) Find solutions for their problems

3) Give them your solutions to their problems.

So, the first thing we need to do is to go out into your niche and do a little research.

You should look for:

- What kind of people they mostly are?
- What are they most passionate about and why?
- What do they spend most of their time talking about (and probably thinking about) in regards to this topic?
- What are their main concerns/problems?
- What are they currently doing to solve their problems?
- What can you do to offer a solution to these problems?

The best places to go to find this information out is the places where your niche/target market hang out; forums, popular websites, social sites etc.

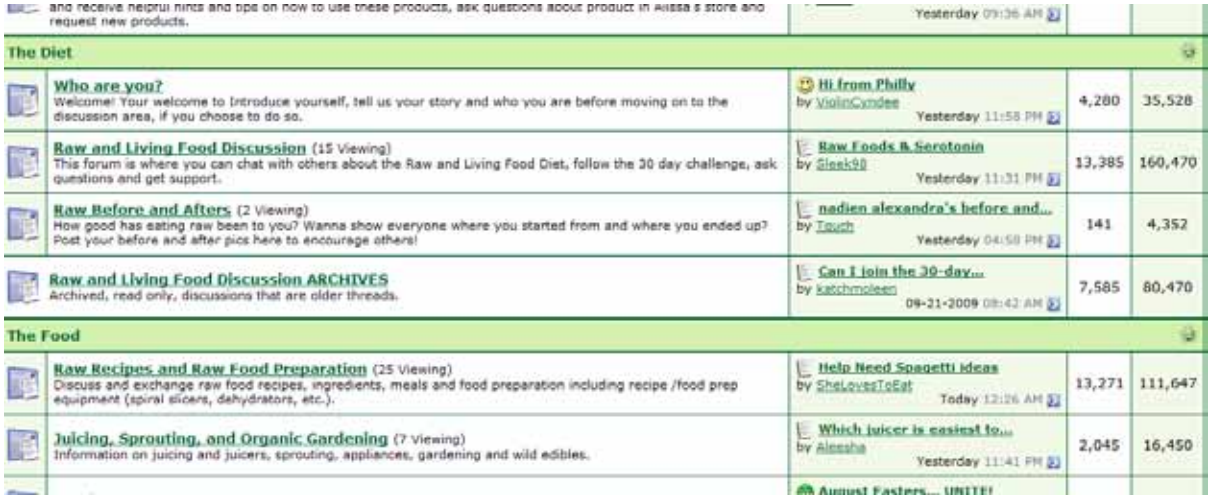
Find Forums In Your Niche

Do a search on Google for "(your niche here) forum" and if your niche is popular there will be sure to be plenty of results. Sign yourself up for these forums and start interacting with your target market. Look through and study the most popular threads and find out what everyone is mostly talking about. You are sure to come across popular sub-topics.

Find out what are the most burning issues and problems in your niche that people are talking about. Find out what they are most passionate about. This is where the money is. If you're still unsure, or want to cut to the chase, you could simply just straight out ask these questions on the forum and you'll be sure to get some good ideas.

Also, another great thing about forums is just by looking thought and reading people's posts you can find out where else people in that niche hang out and what websites and resources are popular to

them. You can also find out what kind of products they use and enjoy and what kind of material they read/watch.



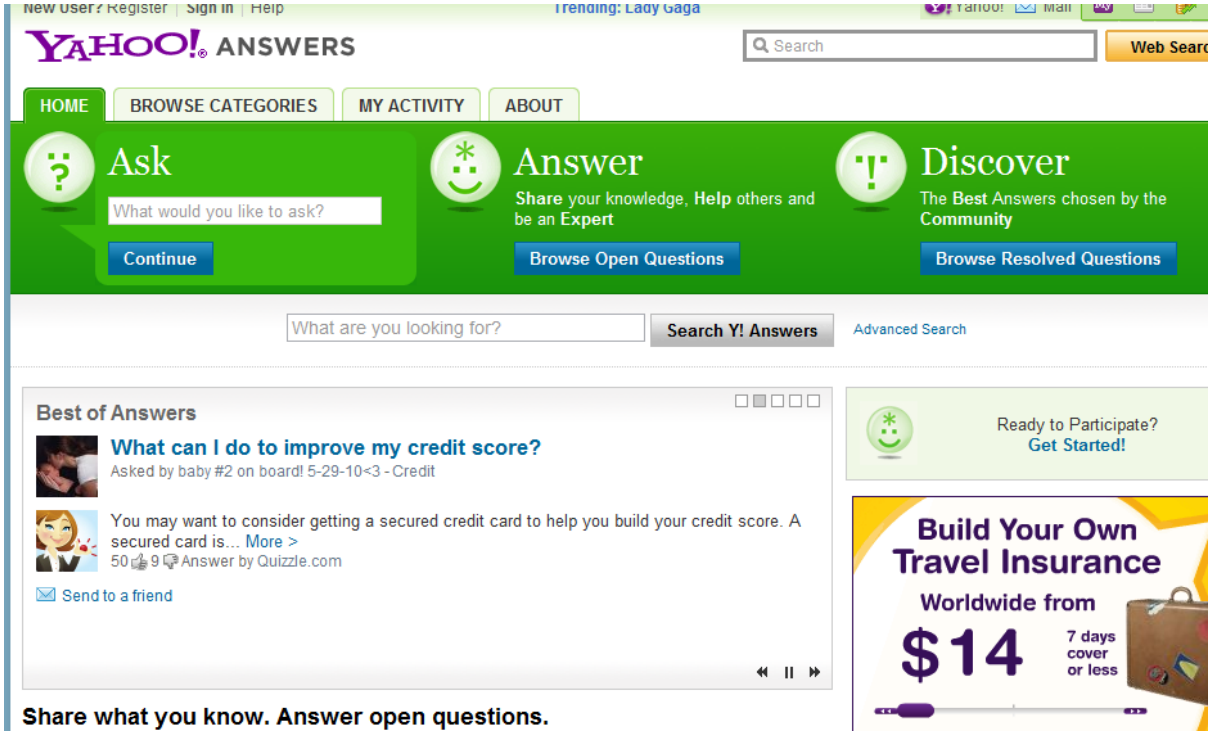
Social Media/Web 2.0 Sites

Social sites and community sites are also popular places for groups of people passionate about the same thing to hang out and share ideas. Websites like Facebook, Myspace, Twitter, Digg, YouTube, StumbleUpon all have plenty of people constantly discussing and sharing ideas and info on their interests, passions and problems. Of course, I've only mentioned just a few of the web 2.0 sites you can go to; there are literally dozens out there. Simply go to these sites and do a search for your niche or sub niche and you'll get plenty of information and ideas!

Get Ideas From Yahoo Answers

One of the best places to find the hottest questions and answers in your niche is Yahoo Answers (http://answers.yahoo.com). Here you will find people asking all sorts of interesting (and shameless) questions on every topic you can imagine. It's extremely popular and

is a great source for finding out what people are having trouble with and what they really want and need. Not only will you find ideas on what sub-niche you should choose, you'll also have plenty of questions and answers you can base your blog posts around!



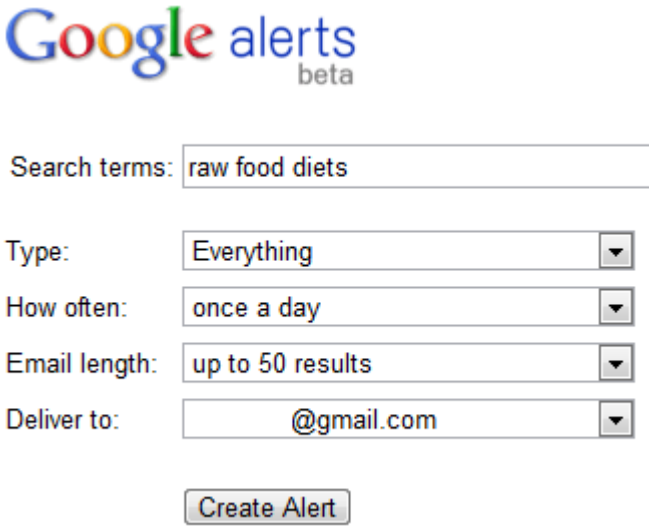
Google Alerts: Get Knowledge and News Automatically

Google Alerts is a great tool that's designed to automatically alert you to information you're interested via your Gmail account. You can request to receive alerts of the latest news and information on your niche and choose how frequently you want to receive them. It's so handy!

First, I'd recommend you set up a new Gmail account specifically for receiving alerts on your topic. So go to http://www.googlemail.com and create a new Gmail account.

Next, go to http://www.google.com/alerts to set up your alerts.

For example, if I was setting up a blog on 'raw food diets' I'd enter it into Google Alerts as the 'search terms':



Next, select the type of search you want. Select 'Everything' because then every time your search term is mentioned in news, blogs, groups, and videos, you will receive alerts.

Now select how often you want these alerts and how many results you want. I suggest selecting to receive alerts daily, but it's up to you.

Lastly, enter your email address you want the alerts sent to.

Once you've done some keyword research (we'll get onto that next) you could also enter your keywords into Google Alerts to see what comes up.

Keyword Research

Once you've found a popular target market that appears profitable and identified the key concerns and problems of that market, you will need to do a bit of keyword research.

What we're looking for is a list of search terms that have high search volume and low competition. You still do want some amount of healthy competition because that is a good indicator of the market's profitability. It means there are BUYERS in that niche.

The best place to start is Google's Keyword Tool:

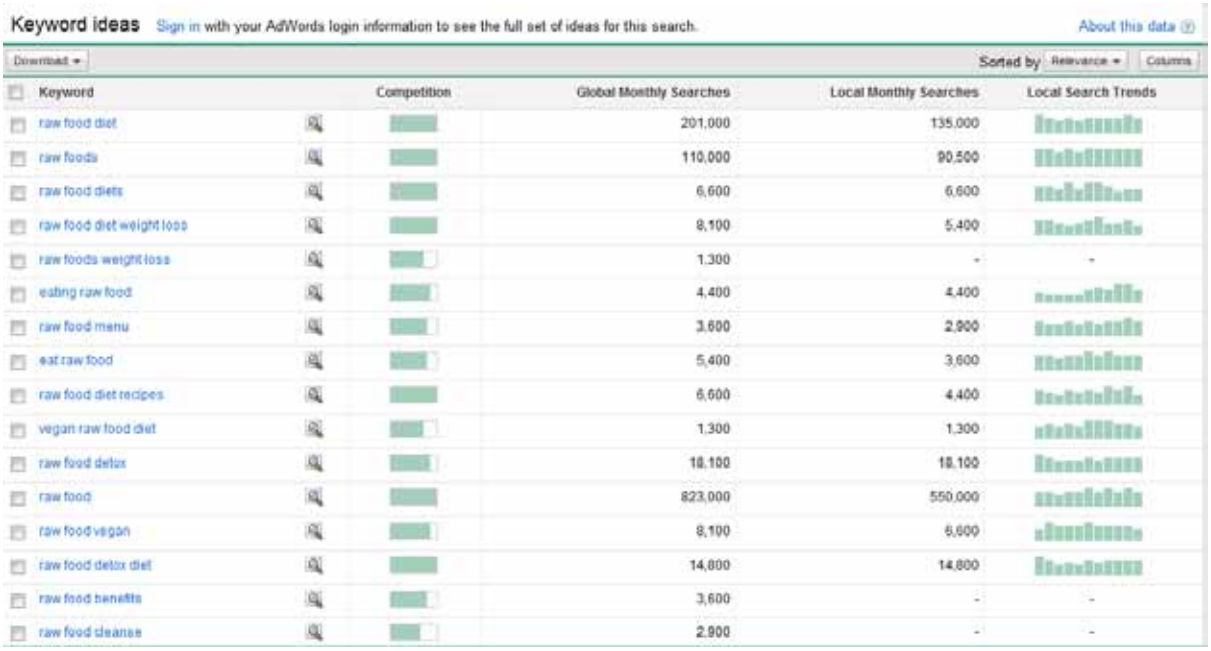
https://adwords.google.com/select/KeywordToolExternal

Now take your niche idea(s) and and think about what kind of keywords people would be typing in to Google Search. Think about what words in particular have to do with problems or solutions in that niche.

For example, if I was making a blog on 'raw food diets' I would type in things like:

- raw food weight loss diet
- raw food diet plan
- lose weight raw food
- raw food cleanse
- raw food diet
- raw food benefits

Next, enter these into Google's Keyword Tool:



Keyword ideas Sign in with your AdWords login information to see the full set of ideas for this search. About this data

Download Sorted by Relevance Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
raw food diet		201,000	135,000	
raw foods		110,000	90,500	
raw food diets		6,600	6,600	
raw food diet weight loss		8,100	5,400	
raw foods weight loss		1,300	-	-
eating raw food		4,400	4,400	
raw food menu		3,600	2,900	
eat raw food		5,400	3,600	
raw food diet recipes		6,600	4,400	
vegan raw food diet		1,300	1,300	
raw food detox		18,100	18,100	
raw food		823,000	550,000	
raw food vegan		8,100	6,600	
raw food detox diet		14,800	14,800	
raw food benefits		3,600	-	-
raw food cleanse		2,900	-	-

So as you can see by the search results this is a popular niche!

However don't worry too much about competition, because you've now narrowed your main niche (e.g. health and fitness) down to a sub-niche (e.g. raw food diets).

Now, make a note of the best keywords you can find that have both high search terms and are highly relevant because later on you'll need to try and incorporate them into the titles and content of your blog posts so you can benefit from SEO.

Setting Up Your Blog

Now that you have your niche, we can now actually set up the blog.

There are 3 main steps to this process:

1) Getting your Domain Name and Hosting and setting them up

2) Installing Wordpress and setting your blog up

3) Optimizing your Wordpress blog

Remote Hosted vs. Self Hosted Blogs

The 2 most popular ways to set up a blog is through Blogger.com or by using Wordpress. Blogger.com offers you a free option for creating a blog and it is really simple and easy to set up, however even thought this may sound great, there are some serious drawbacks to using the free Blogger.com option:

- Google owns Blogger.com so essentially that means Google also owns your content. This also means that at any given moment,

Google has the right to shut your blog down or just delete it for any reason. Imagine if that was a year's worth of work!

- It is difficult to brand yourself and your business e.g. you can't put your logo in the blog header.
- Blogger doesn't have very many options and features so it can be difficult to create some things because of the limitations. You can't create categories and it's difficult to format.

If you are serious about building an online business that is profitable and sustainable you will have a hard time doing with a free Blogger blog. Because of the above reasons I always recommend using a self-hosted Wordpress blog.

The reason a people are put off setting up a Wordpress is because they think it is difficult and complicated to install. However this is not the case! It is so easy and you don't need much in the way of technical skills and it can be done in literally minutes!

Getting a Domain Name and Hosting

Choosing a Domain Name

For choosing a domain name, I suggest looking at your list of keywords you collected earlier and finding one with high search volume and seeing if it's available as a domain name.

Go to **GoDaddy** **http://fcow.co/GD** or any domain registrar and start typing in domains using your keywords you found earlier until you find something that's available. Try to get a .com domain.

If most of the good domains are already taken, try adding other words to the end such as 'tips', 'guide', 'solutions' etc.

Having your keywords in your domain name really helps in terms of SEO and ranking later on, which in turn helps determine the amount of traffic you will get through search engines.

Setting Up Your Domain Name With Your Hosting Account

Next, you will need to get a Hosting Account. There are plenty of hosting companies out there to choose from, I suggest using **Hostgator** **http://fcow.co/HG** - They're very reliable and easy to use, one of the world's largest hosting companies and all the features you need like CPanel and Fantastico to install Wordpress Blogs in 1 click. Use this link and get your first month for 1 penny:
Hostgator **http://fcow.co/HG**

I personally recommend the "Baby Plan" which will allow you to host unlimited blogs and domains with your Hostgator account.

For the purposes of this demonstration I'll use the example I used earlier; raw food diets. The following process should be similar, even if you have a different hosting provider.

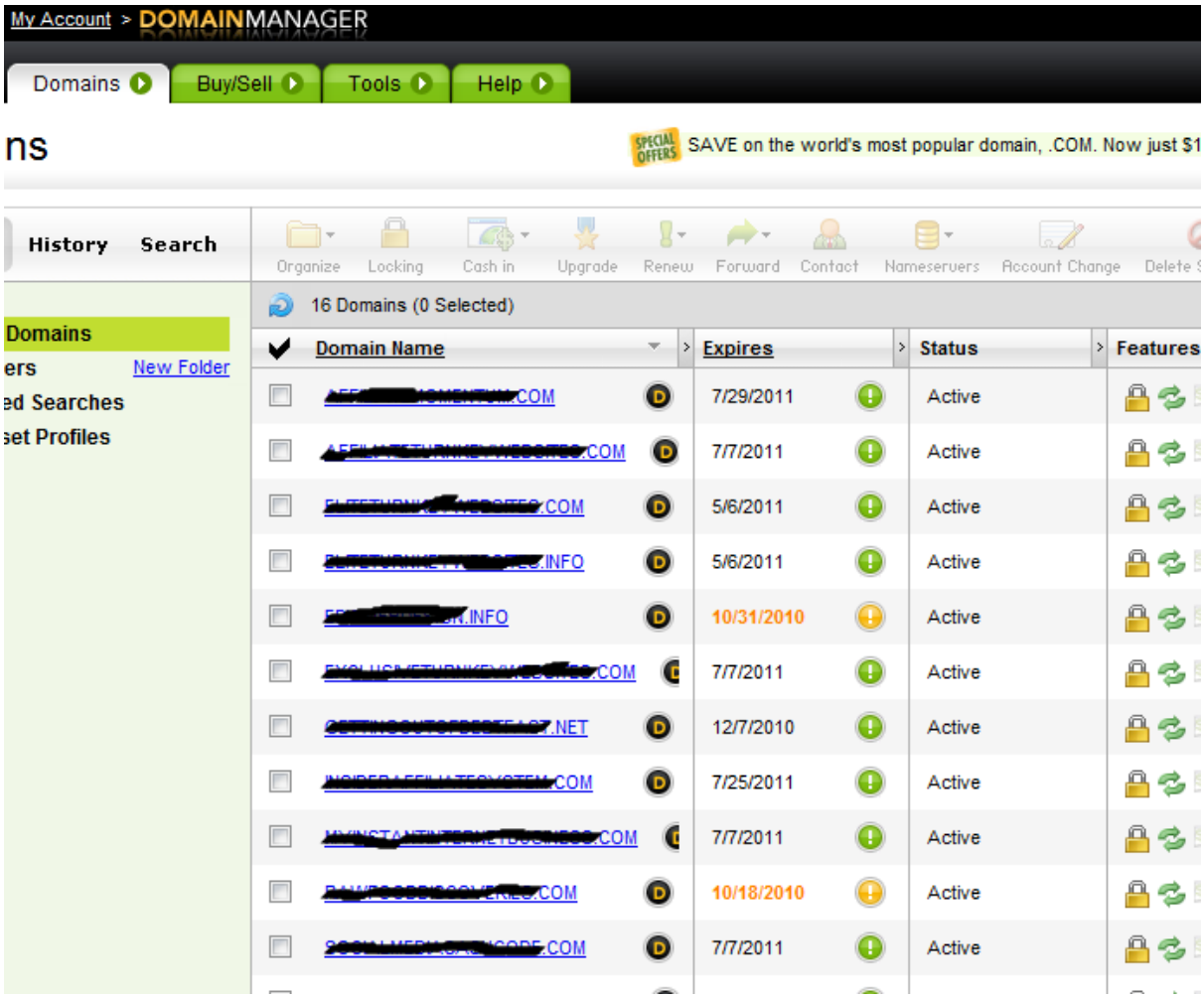
Once you've got your domain name and have sorted out your hosting, then you'll need to follow the following process:

1) Set Up Your Name Servers

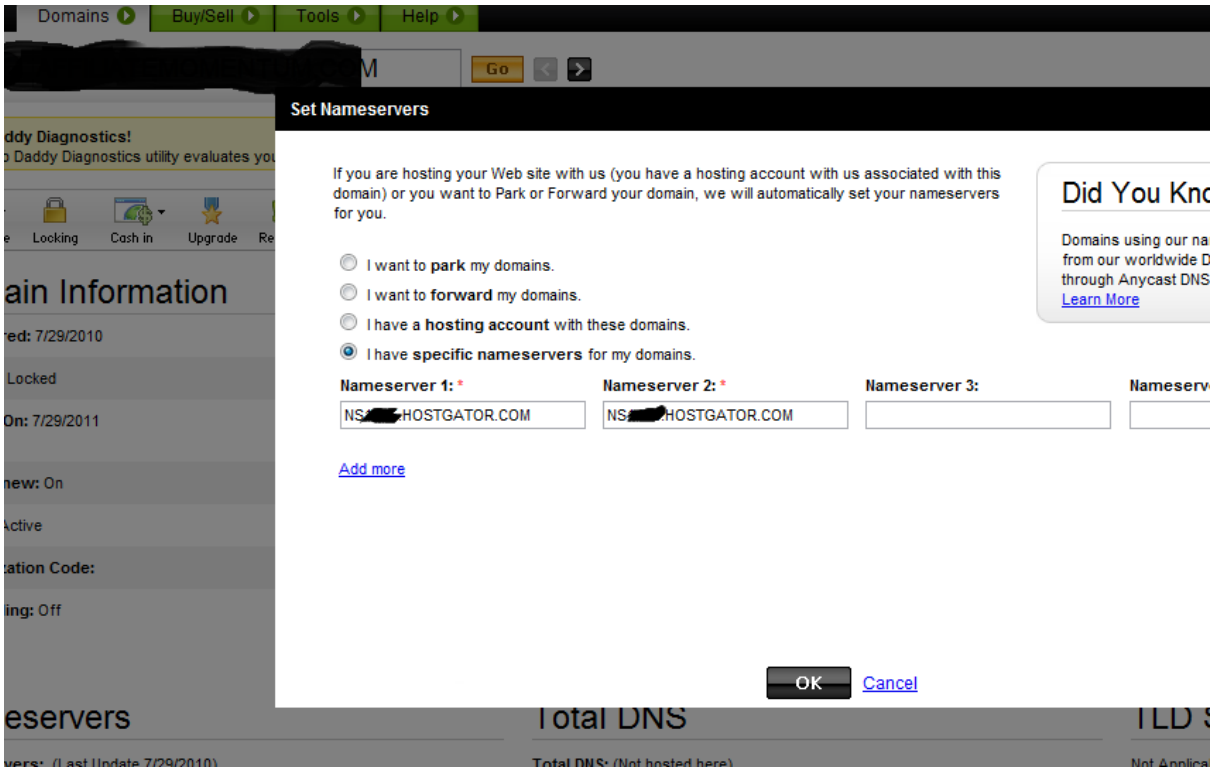
The first thing we need to do is set up your name servers so your domain name is pointing to your hosting account.

(a) Log into your Godaddy account and click on 'Domain Manager'.

(b) Click on your domain name to view its details.



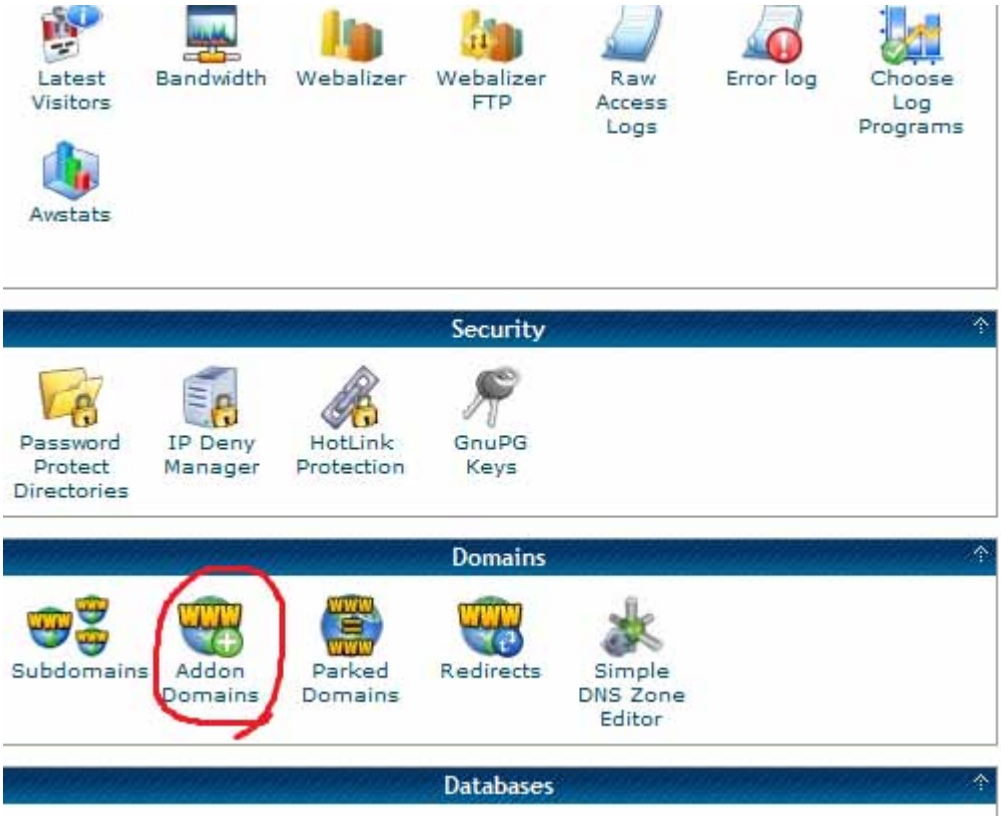
(c) Click on 'Nameservers' and 'Set Nameservers'. A box will pop up with 4 options. Select 'I have specific nameservers for my domain'. Enter your 2 nameservers associated with your hosting account (your hosting provider will have sent you this information). Click ok. This may take a few hours to propagate.



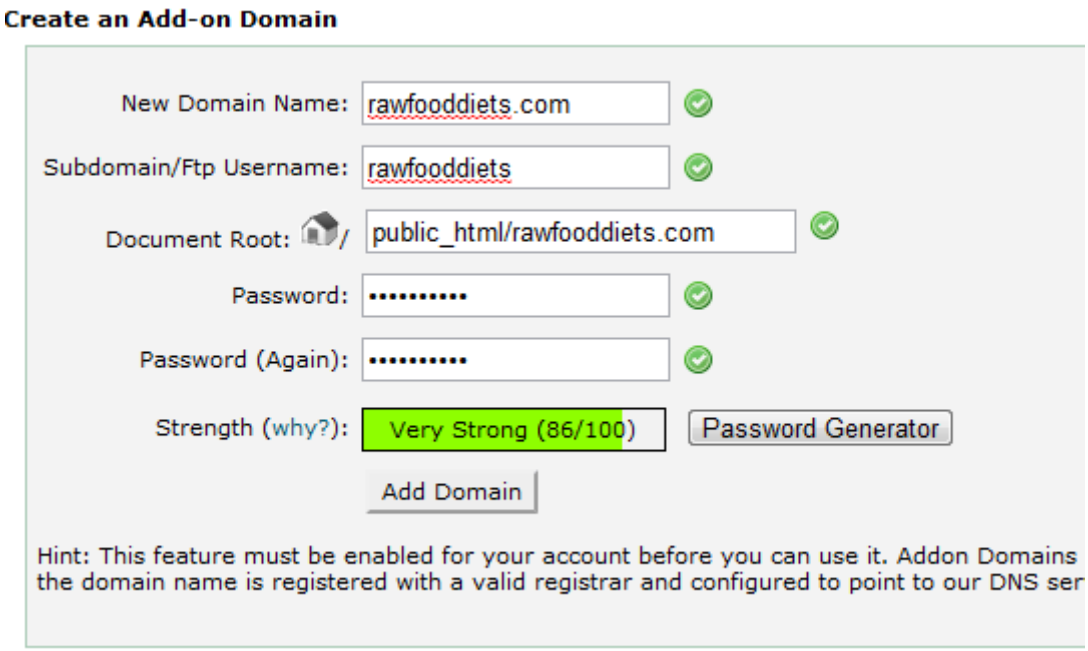
2) Create an Add-on Domain

Next, you'll need to log in to your hosting account or 'C Panel'. You will find your cpanel at http://www.yourwebsiteaddress.com/cpanel.

(a) Log in using your hosting account's username and password. Scroll down to where it says 'Domains' and click on 'Add-on Domains'



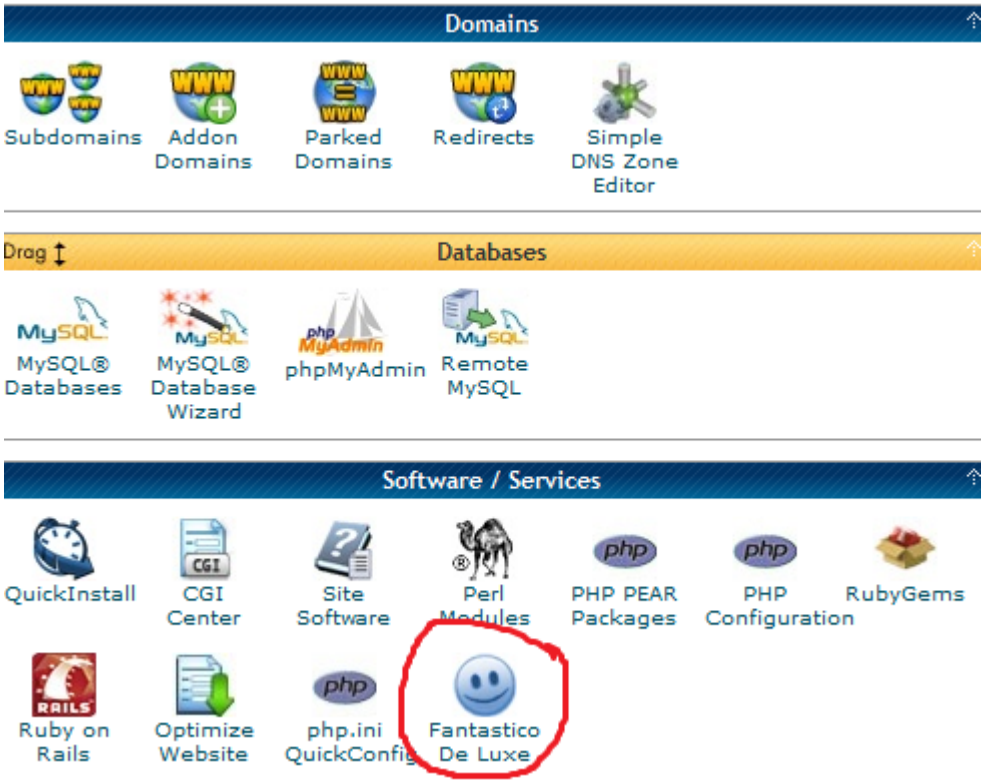
(b) Now fill in your 'New Domain Name' and the next 2 entries will be automatically entered for you. Make up a password for the site and make sure you make a note of it.



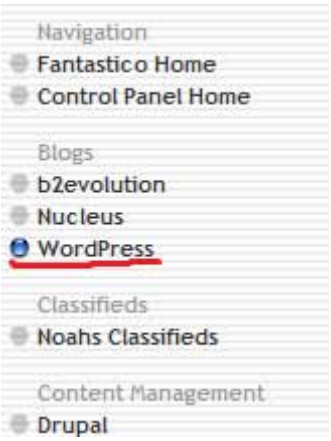
Installing WordPress

Now we can install Wordpress!

(a) Go back to the homepage in your C Panel and scroll down until you see 'Fantastico De Luxe' which is a little blue smiley face icon, and click on it.



(b)You will be given a list of scripts to install. Select Wordpress.



(c) Click on 'New Installation'

(d) Where it says 'Install on domain' select your domain name.

Leave 'Install in directory' blank.

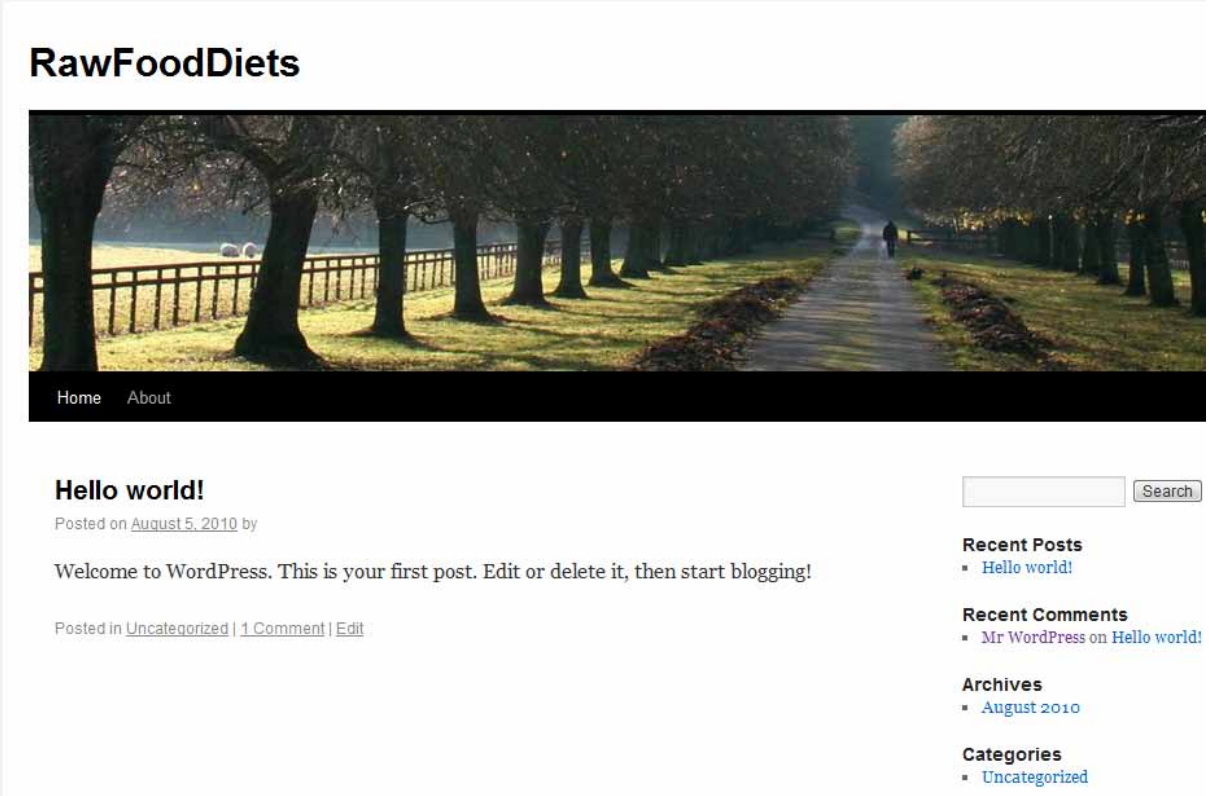
Choose a Username and Password that you will use to log into your blog when you edit content.

Enter the name you will post as, your email address, the blog's name and description of the blog. For the blog name and description, try to use your keywords because this will help with your SEO.

(e) Click 'Finish Installation'. You have now installed Wordpress!

(f) Now go to your domain name and check that your blog was installed correctly. For example, my blog is located at http://www.rawfooddiscoveries.com and looks like this:

(yours should look like this too)



Installing a Wordpress Theme

The above image is the default theme that you will get when you install Wordpress. I'm now going to show you how to upload and change the theme to something that you like that also suits your topic.

There are plenty of free Wordpress themes out there on the internet. A good place to start is at the Wordpress website itself: http:// wordpress.org/extend/themes

You could also try:

http://www.topwpthemes.com/

http://www.wordpressthemesbase.com

http://www.wordpressthemespot.com

To find a theme that will suit your niche topic, just do a search like 'health wordpress theme' etc.

Just make sure that the theme you choose support Widgets.

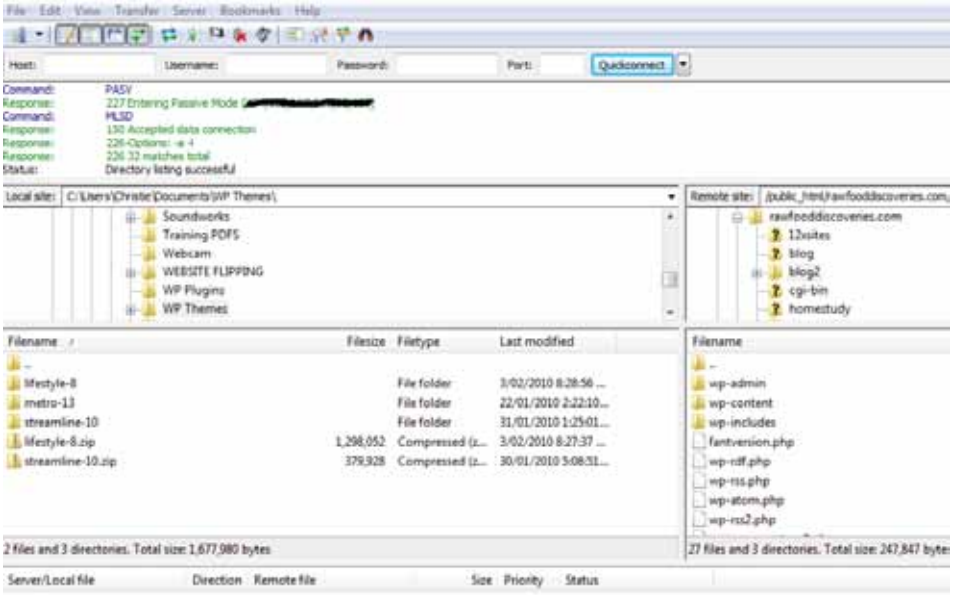
Once you've found one, download it and unzip it.

1) Now in order to upload the theme (or anything) to your hosting account you will need something called an FTP Client. I recommend using Filezilla (it's what I use) and it's free and very easy to use.

Go to http://filezilla-project.org and download it.

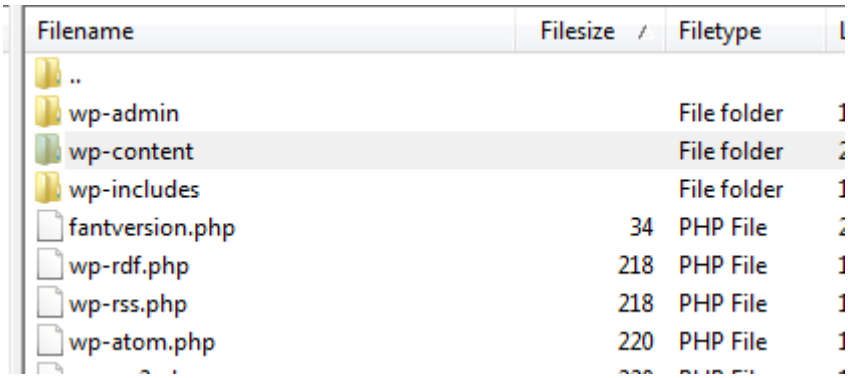
Next install it and open it up and log in using your hosting account details (username, password and IP address (Host)).

Below is what Filezilla looks like when you open it up and log in. On the left are the files on your computer and on the right side is the files on your websites:

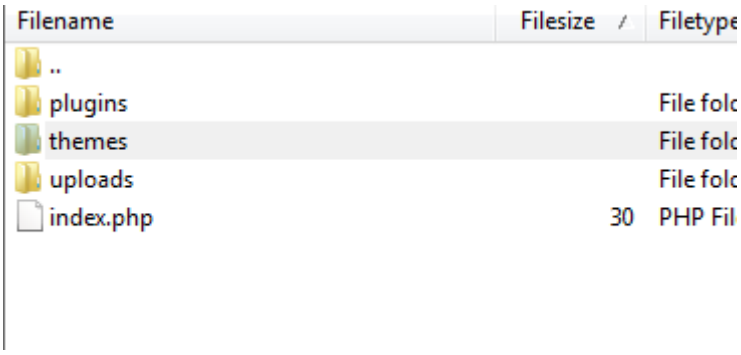


2) On the left side (your computer files side), find the place (for example, your desktop) where you put the Wordpress theme you found earlier that you upzipped.

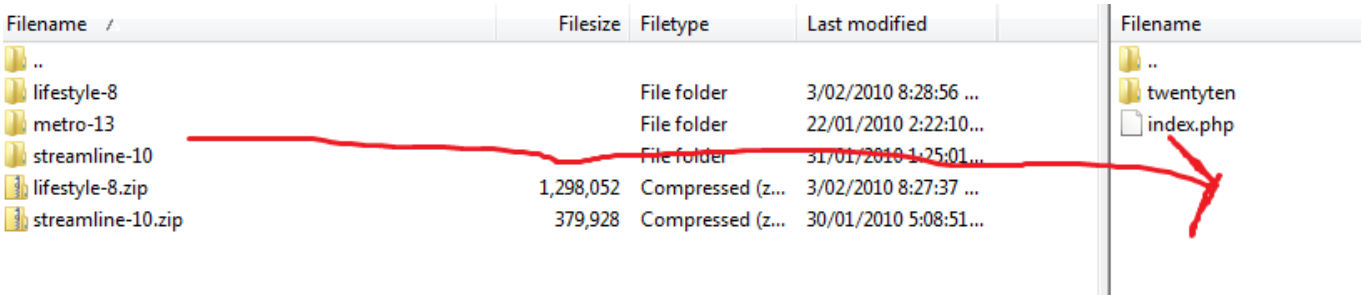
3) On the right hand side (the website files side), find the folder called ‘wp-content’ and click on it.



4) Click on the ‘themes’ folder



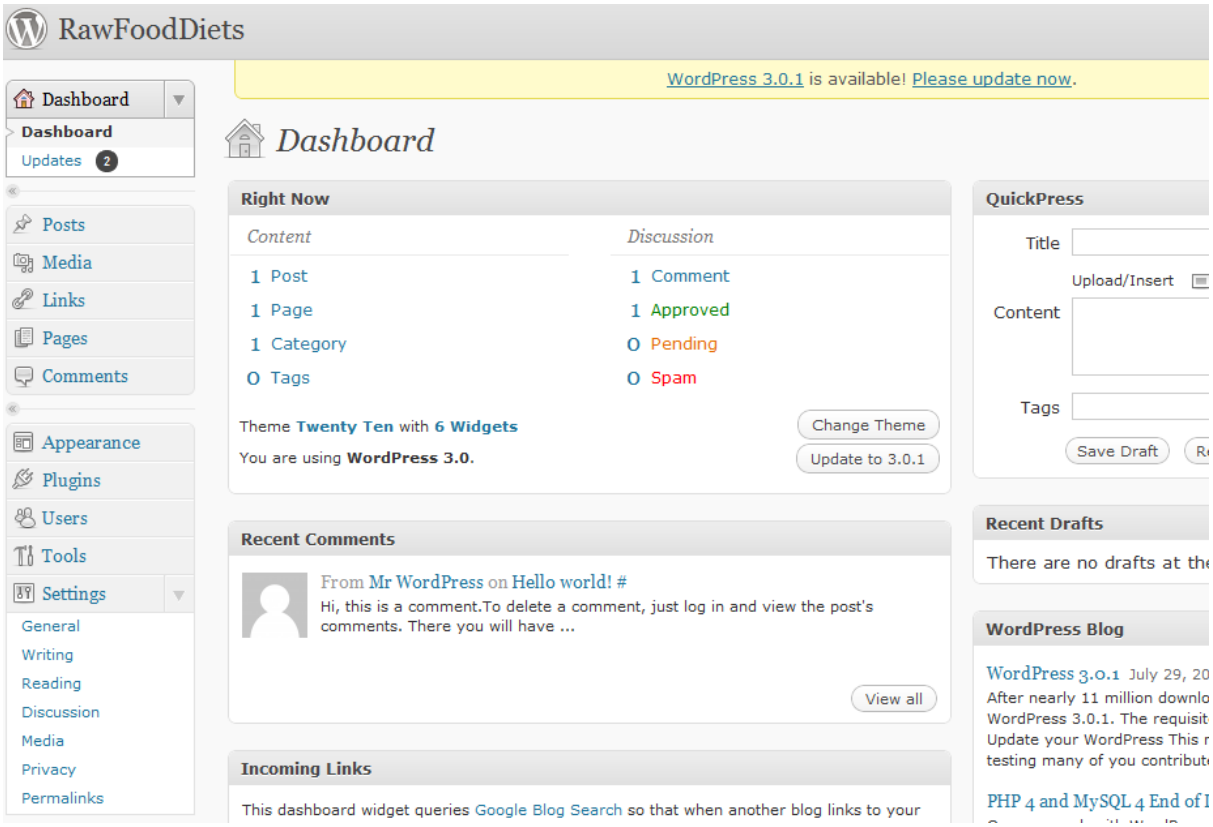
5) Now drag your theme from left over to the right hand side, into your ‘themes’ folder:



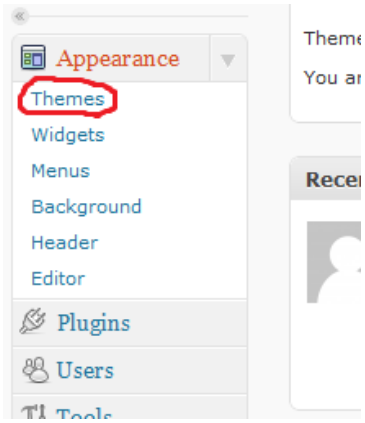
6) Now go and log into you blog by typing the URL of your blog followed by ‘wp-admin’ at the end. E.g. http://www.yourwebaddress.com/wp-admin

A pop-up box should appear so log in using the username and password you created when you installed the blog in C Panel.

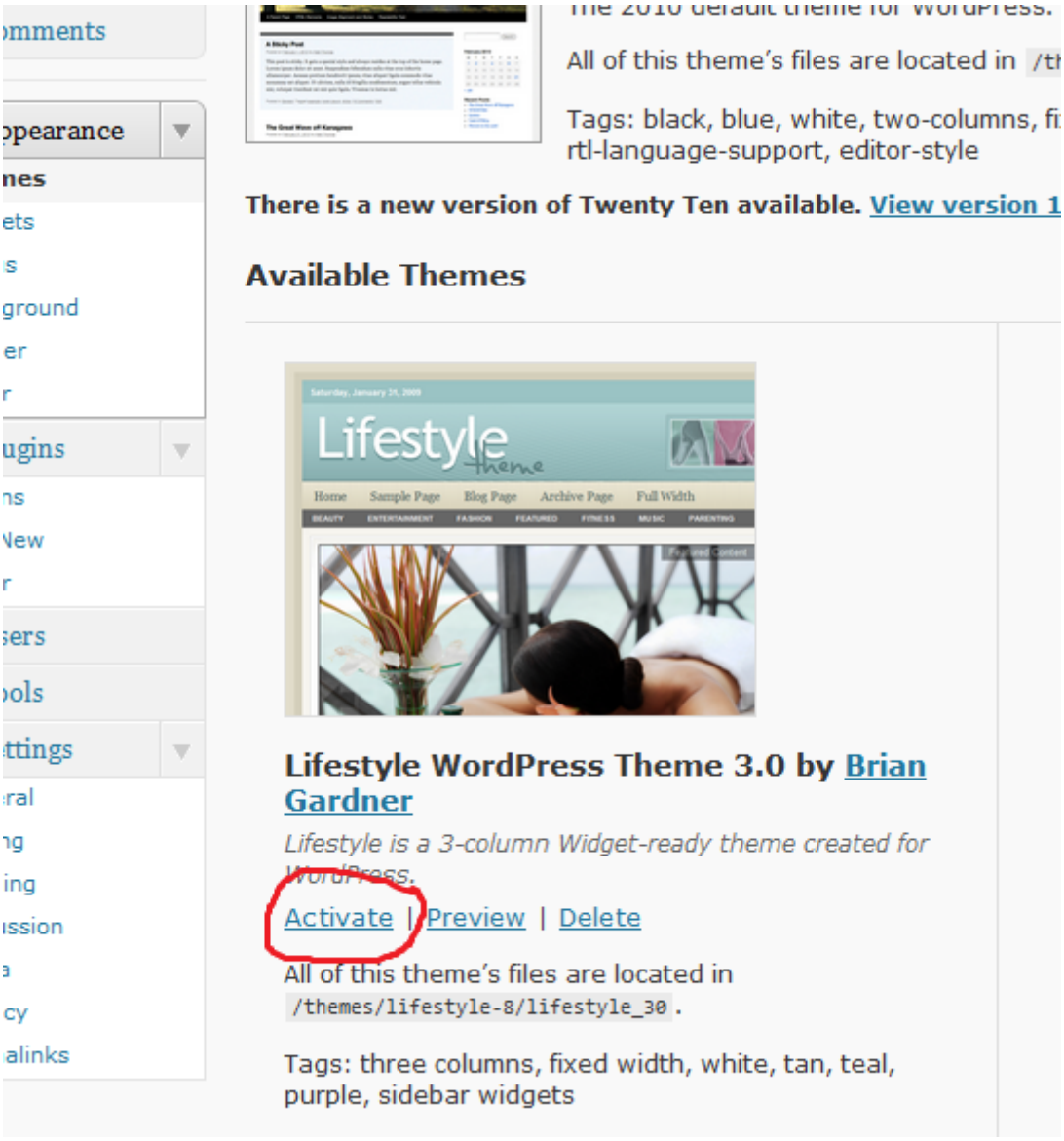
Now you will be taken to your blog 'Dashboard' which looks like this:



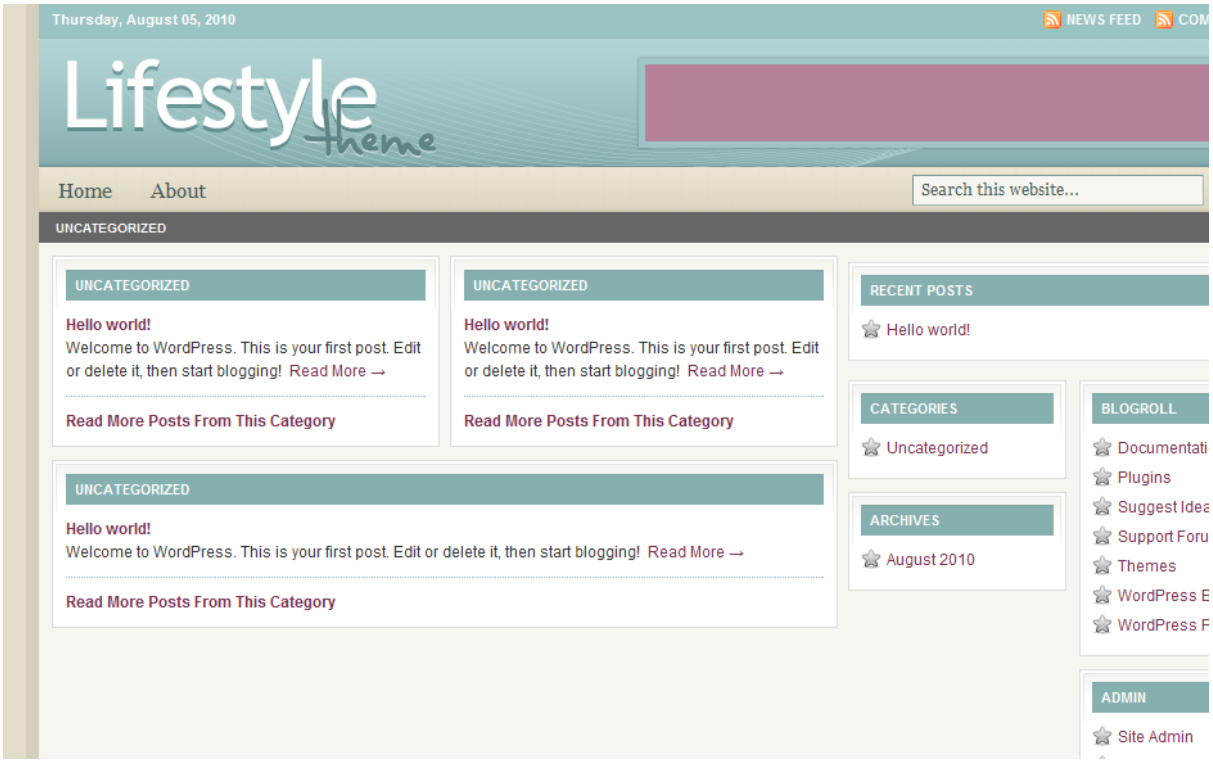
7) On the left hand side you should see a category called 'Appearances'. Click on it, then click on 'Themes'.



8) You should see a few available themes, including the default theme and the theme you just uploaded. Find the theme you just uploaded and click 'Activate'.



9) Now quickly check your site to see if the theme has uploaded properly:



Next, we need to optimize the site to make it ready to make money!

Optimizing Wordpress

Now let's optimize your blog for the Search Engines.

Essential Wordpress Plug-ins

Plug-ins are like little applications that allow you to do different things on your blog. Some are very helpful with SEO, some allow your visitors to interact with you more, and some can automate your content for you.

In order to find plug-ins go to Wordpress.org

http:// wordpress.org/extend/plugins

Here is where you can find all sorts of plugins to suit your needs. You can also find lots more if you just do a Google search. Most are free but some are paid.

Here is a list of essential plugins I recommend you install:

All In One SEO Pack – this helps you to automate SEO for every blog post you make

http://wordpress.org/extend/plugins/all-in-one-seo-pack/

Google XML Sitemaps – this helps to build a sitemap for you and also pings Google every time you make a change or a new post. This is really useful in getting your blog indexed quickly.

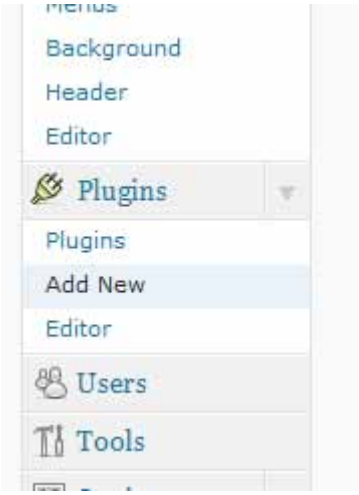
http://wordpress.org/extend/plugins/google-sitemap-generator/

Sociable – this adds social bookmarking buttons to your posts so your visitors can easily bookmark your content.

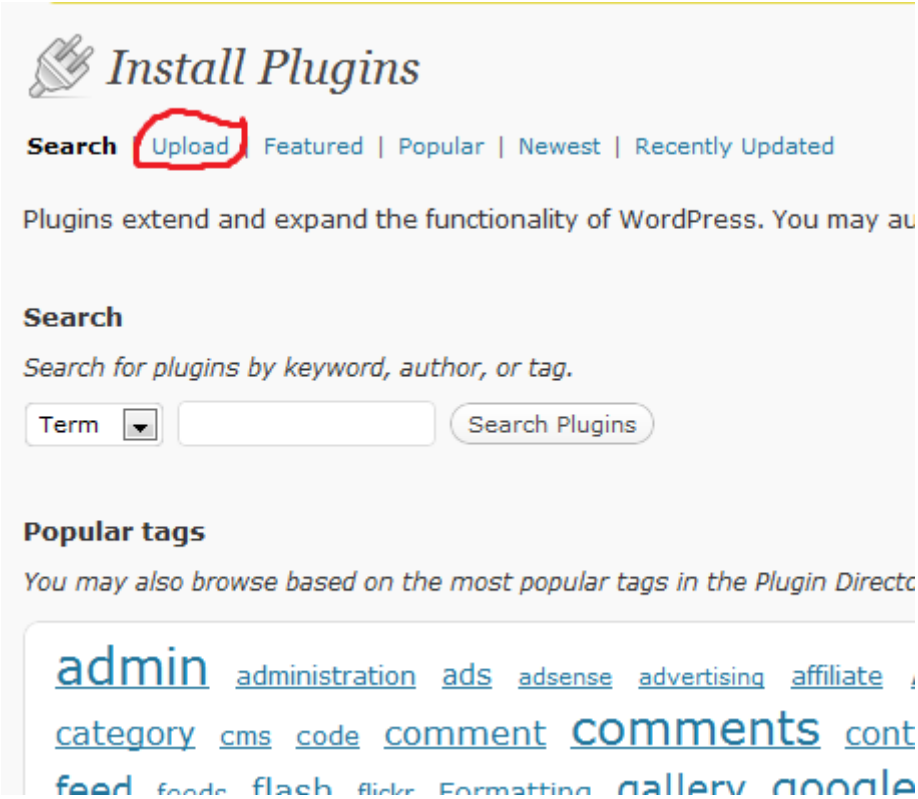
http://wordpress.org/extend/plugins/sociable

You will download them as a zip file, but unlike when you download a theme, don't unzip them.

1) In your Dashboard go to 'Plugins' and click on 'Add New'.



2) Click 'Upload' at the top



3) Click 'Choose File' and find (e.g located on your desktop) the plug-in you want to upload and click 'Install Now'. When you select the

plug-in from your computer, remember you don't need to unzip it, just upload the zipped version.

4) Click 'Activate'

Permalinks

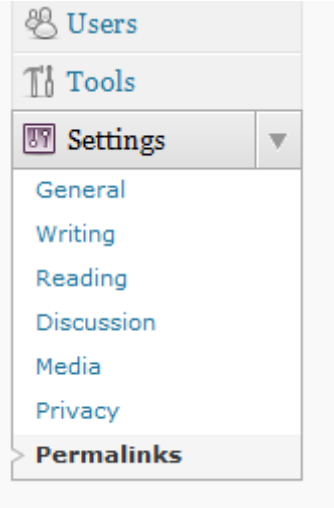
In order to get better SEO, we need to change the permalinks so that the title of each blog post will be included in the URL.

e.g. from this: www.yourwebsite.com/?p=40

to this: www.yourwebsite.com/lose-weight-with-raw-food/

which is much more search engine friendly.

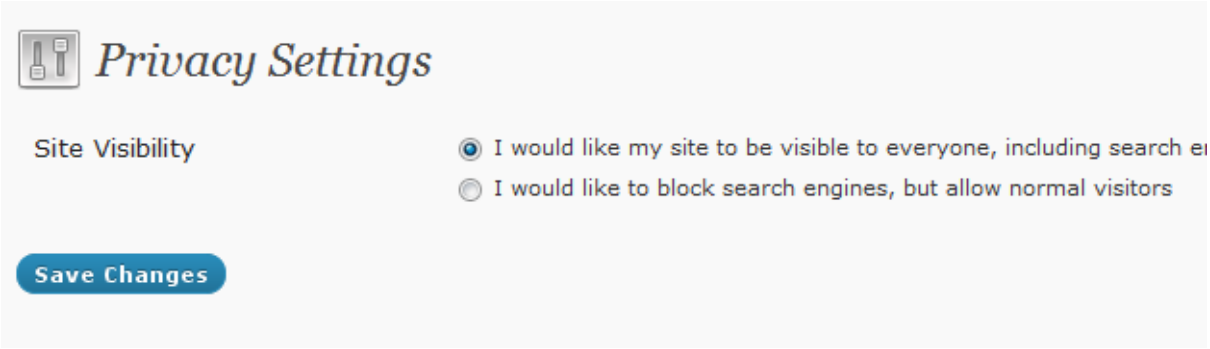
1) Log into your blog, go to 'Settings' and select 'Permalinks'.



2) Select 'Customer Structure' and enter /%postname%/ into the field:

Privacy Settings

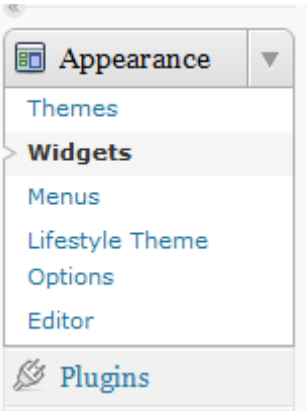
Next, you need to make sure your privacy settings are on the right settings in order to get better SEO. Go to 'Settings' and click on 'Privacy' and select the option below:



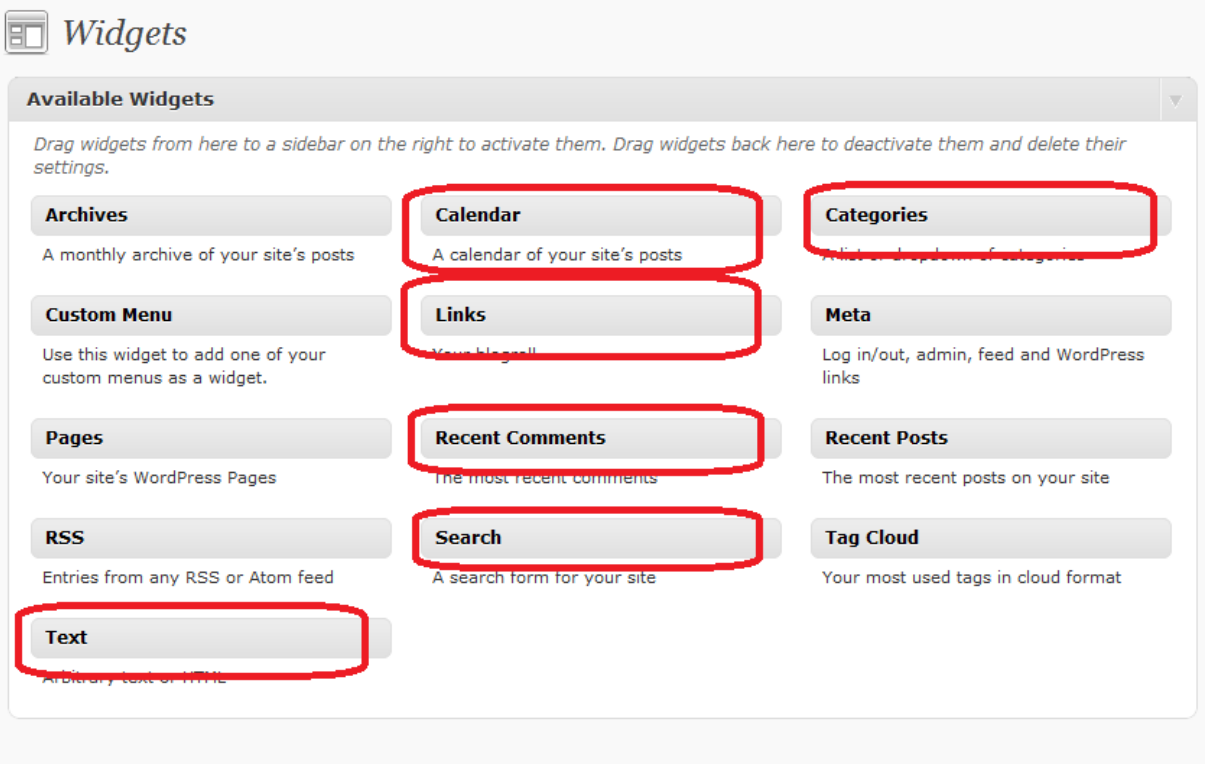
Useful Widgets

Widgets can be useful not only for SEO purposes, but also to make your site more user-friendly and easier to navigate.

1) Go to 'Appearance' and click on 'Widgets'.



Here you will find all the Widgets you can use in your blog. I've circled some good ones to use:



Categories and Recent Posts– this is good for SEO and is also helpful to your visitors in terms of site navigation

Recent Comments – gives your visitors some social proof that other people are interested in you blog, and this helps add a sense of community.

Links – you can add your favourite links, or affiliate links, or trade links with other blogs in your niche.

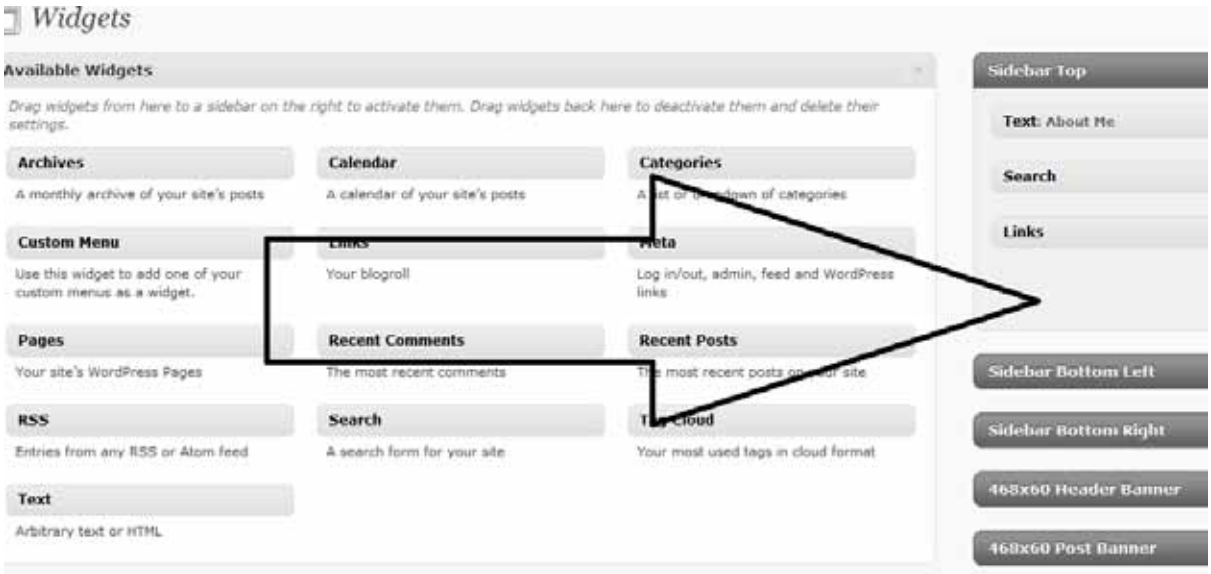
Text – you can put html in this code and can use it for all sorts of things. You can put in an opt in box, affiliate banners, videos etc.

Search Box – makes your blog easier to navigate for your visitors

My Blog Log - shows avatars of recent visitors to you blog and really helps to create a sense of community. It's not provided in your dashboard already, so you'll have to download it. Full installation and set up details can be found here:

http://www.mybloglog.com/buzz/community/com_widget_wp.php

To put these widgets in your blog, simply drag them from the left hand side and put them in the box you want on the right hand sidebar:



Creating Great Content

Now that we've got the blog all set up and optimized for the search engines, we now have to create the main money-making attraction of our blog – great content!

There are 3 main options that most people use when it comes to creating blog content; writing it yourself, outsourcing it, or using PLR (Private Label Rights) content.

Writing Your Own Blog Posts

This is the best option when it comes to blogging, creating blog posts yourself which are unique and interesting and show your personality is a great way to gain credibility and customer interest. Ideally you want to write all the blog posts yourself on hot and relevant topics to do with your niche. Try to write posts that are helpful and entertaining to your reader. Once your visitors get to know you a bit better you will gain a 'fanbase' of loyal readers who will also be willing to buy your products.

The more helpful information and interest you provide, the easier it will be to sell to your visitors.....and it won't even really feel like selling. All you will have to do is provide great info that really benefits your readers, create a 'fanbase' and then simply just mention a few products at the end of your posts or in your videos and you will be amazed at how many people will actually click on your links and buys those products.

Try to write in a style that is both authoritative, yet personal. Tell stories, be entertaining, and yet also provide plenty of practical, useful info.

Providing great quality information is key here, so that's why creating the blog posts yourself and adding a 'human' element to them (your personality) is really the best option is you want to build a profitable, popular, blog in the long term.

Tip: Some people say that for every 'fan' (regular reader) your blog gets, you will earn $1 off them a month on average. So for example, if you get 1000 true fans, you should get $1000 a month from them (from things like affiliate commissions, adsense revenue, product sales etc.)

Using Private Label Rights Content (PLR)

If you are short on time or writing isn't your forte, you could try using PLR articles for your blog posts. This is pre-written content, usually articles (or ebooks, videos....almost anything) that you can buy (and get for free) and can use as your own. Usually you'll pay a small fee for a license to a bunch of PLR articles that you can use however you like.

To find PLR articles and content, search Google for your topic followed by the words 'private label rights' or 'plr'.

E.g. 'raw food diets private label rights articles' or 'raw food diets plr'.

There is plenty of plr out there on almost any subject you can imagine. However, since this is pre-written content that anyone can buy the rights to, I would suggest re-writing 25-30% of each article to try and make it unique and to avoid duplicate content.

Autoblogging

If you simply want to just automate the whole process and have content being posted on your blog while you sleep, there are a few good auto-blogging plugins available for Wordpress blogs. What you usually do is pre-load your blog with content (written yourself, outsourced, or plr), and choose the time intervals at which you want the content automatically posted and the plug-in will do the rest for you.

Here are a couple of good ones I recommend:

WP Robot – http://fcow.co/WP

CSV Pig – http://fcow.co/CP

Guest Blogger / Ezine Articles Autoposter free Wordpress Plugin

http://wordpress.org/extend/plugins/guest-blogger/

Also, to take this method one step further, you could choose to also install a plug-in that automatically submits every new blog post to a range of popular social bookmaking sites. So for a completely hands-free method, you could pre-load your blog with plr content, have one plug-in automatically posting content (e.g. daily) and another plug-in immediately social bookmarking the automated content!

Here's a plugin I would recommend:

http://wordpress.org/extend/plugins/wp-onlywire-auto-poster/

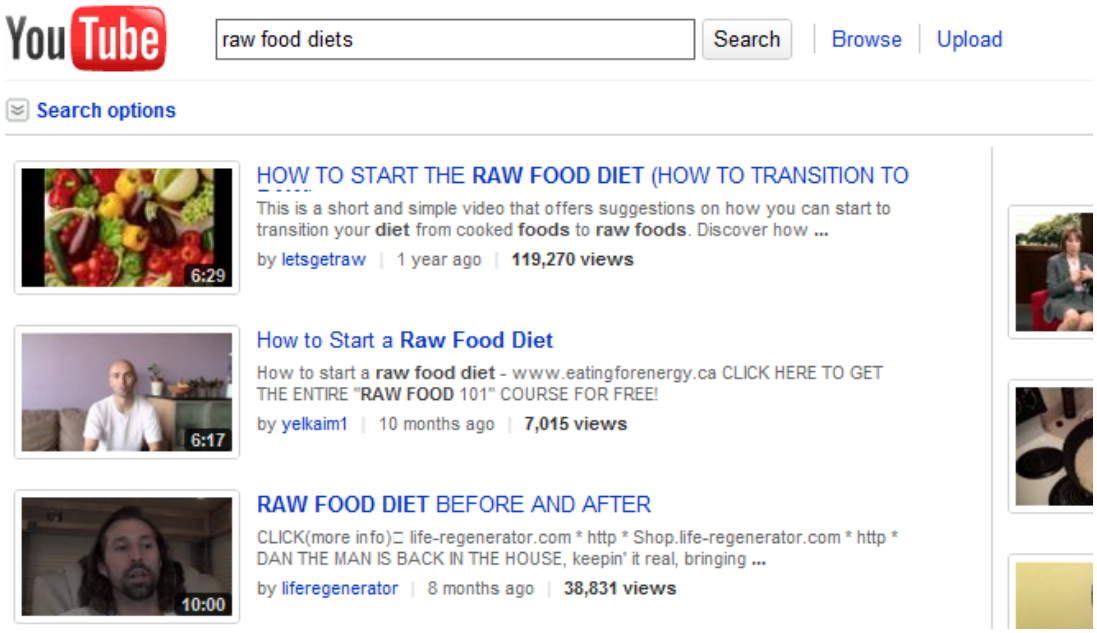
Adding Video

Video is a great addition to a blog. Videos keep a visitors interest and will help you get more traffic. People absolutely love video, and

having videos on your blog will no doubt attract more interest. The best part about it is that you don't even have to create your own videos! Wordpress allows you simply copy the embedding code of any video from YouTube and just put it anywhere on your blog.

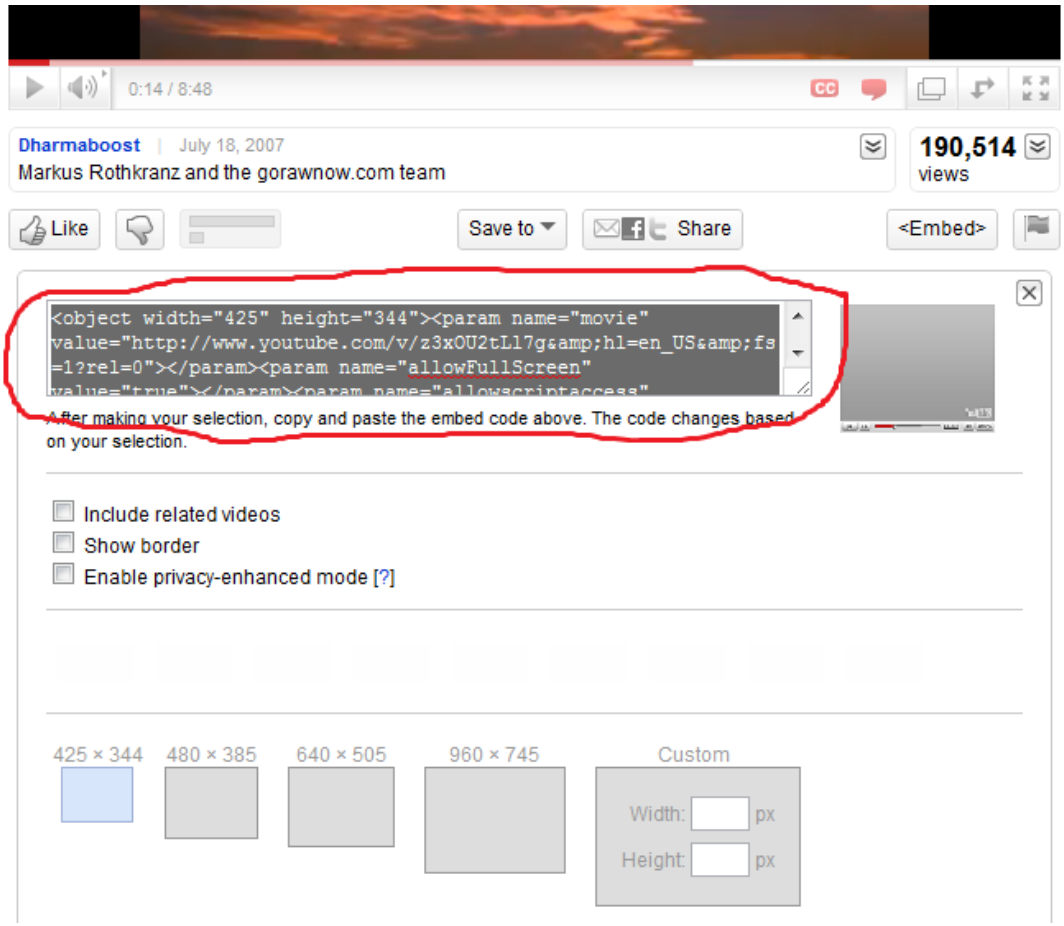
Let's take the example I used earlier, raw food diets, and I'll show you how to embed a video from YouTube into a blog:

1) Go to YouTube.com and search for videos using your keywords.

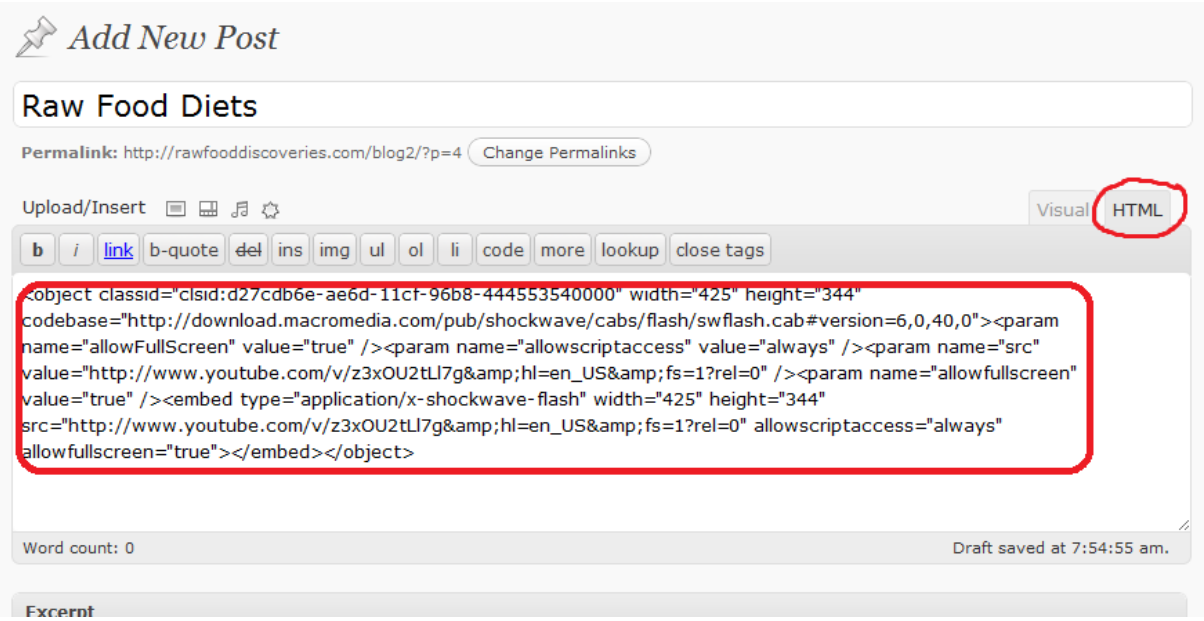


2) Chose the video you want and click the '<Embed>' button located below the video.

3) Choose from the options what you'd like, then click on the embed code to select it and then right click on it and copy it.



4) Now paste the code into a blog post. Make sure you have the post in HTML view, not 'Visual' view otherwise this won't work properly.

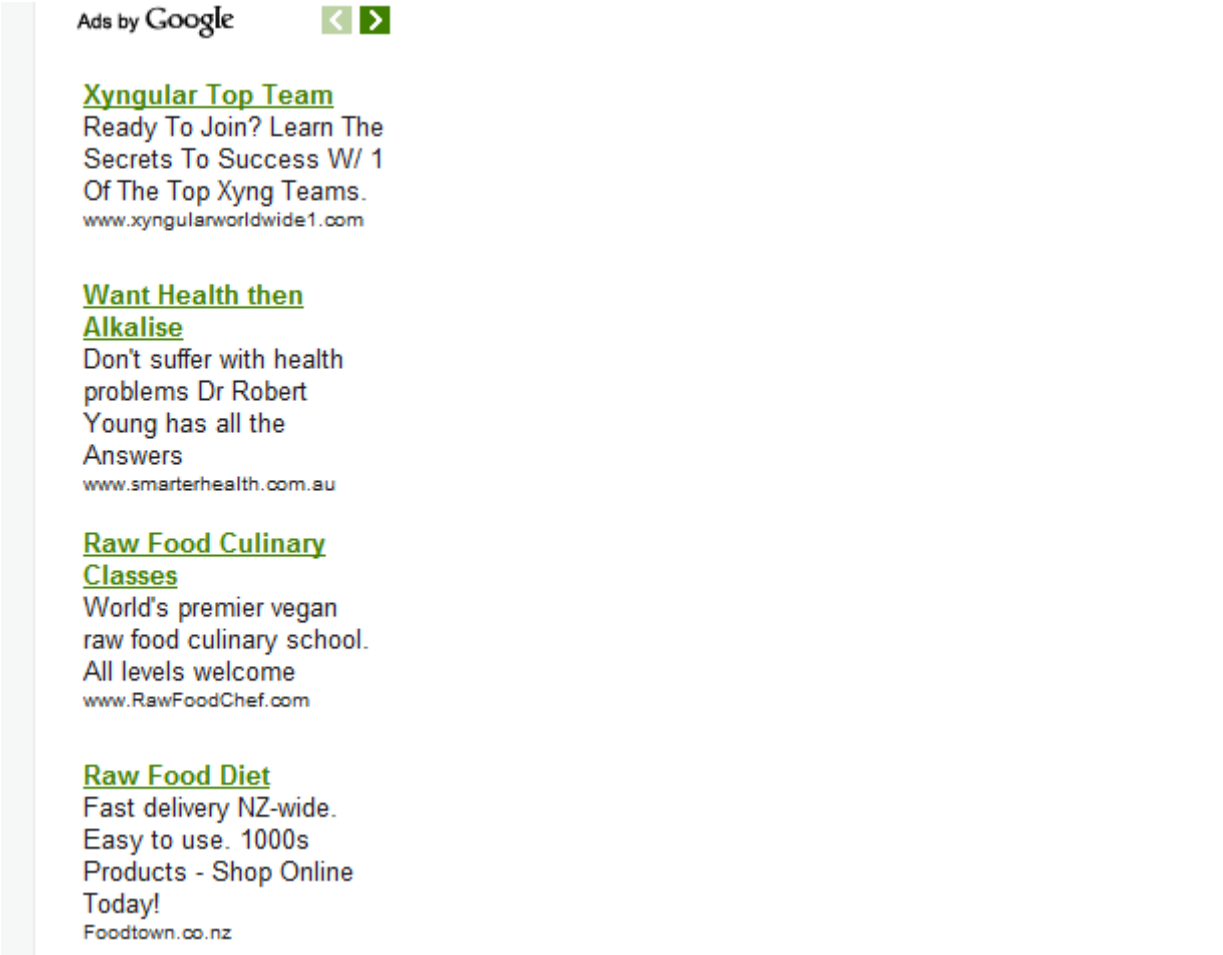


Monetizing Your Blog

Now it's time to monetize your blog so you can start collecting revenue from it! There are several different ways you can add revenue streams to your blog such as Google Adsense Ads, Affiliate Links, and selling your own products. We'll also cover how to start collecting subscribers to your blog and building your list.

Google Adsense Ads

This is a form of advertising that involves full text classified ads getting displayed on your websites or blog. Once you apply for the program and get approved, Google will display relevant adsense ads on your website that look like this:



How it works is that every time a visitor to your site clicks on one of the Google ads displayed on your blog, you will get a small commission. The average commission per click is about 20 cents, but it depends on how competitive the keywords used in the ads are. Advertisers will have to pay more money for more competitive keywords. These are usually the keywords for topics that are very profitable such as making money online, insurance, credit cards etc. More competitive keywords can cost up to $30 per click sometimes.

You can apply for the Google Adsense program here: http://www.google.com/adsense/

Affiliate Links

The most popular affiliate programs out there for blogs are Clickbank, Commission Junction, Amazon, and Ebay. A great way to integrate these into your blog is either through banners ads or reviews.

When writing a review make sure you include a description of the product, the benefits, the disadvantages (don't leave this out because adding the negative points about a product will make your review more credible to your readers), how the product has helped you, and add your affiliate link to the site where they can buy the product. This is a great technique because it's pre-selling to your readers and will help to encourage a higher conversion rate.

Clickbank

http://www.clickbank.com

Clickbank sells only digital products such as video courses, ebooks and software. You can find a huge range of products to promote and

it's very easy to do. Also, a lot of the payouts are 65%-75% and on average about $30. If you go to Clickbank's marketplace you can sort the products by different criteria and categories.

Commission Junction

http://www.cj.com

Commission Junction has a range of different affiliate programs for a range of products; both physical and digital. You can get paid for either a lead or a sale.

Amazon

http://affiliate-program.amazon.com

Although Amazon doesn't pay as big of a commission as Clickbank and Commission Junction does, it is good at converting clicks to sales. Plus there's a variety of ways they provide you with to advertise their products on your website, such as rotating widgets displaying lots of products and Amazon aStores that allow you to have a whole customized Amazon product store on your blog.

Ebay

http://www.ebaypartnernetwork.com

Ebay is similar to Amazon and has a large range of products you can promote on your blog. They also have a Pay Per Click program too.

Your Own Products

Another great way to monetize your blog is to simply sell your own products. This is a great way to build even more credibility and popularity for your blog. Having your own ebook or video course will

help you to be seen as an authority in your niche and someone to go to for information. Plus you get to keep 100% of the sales!

Creating Products Yourself

Two of the most popular forms of products are ebooks and video courses. For ebooks, all you need to do is have Microsoft word or open office (free open-source software you can download from the internet), and convert your word document into a pdf so your customers can download it.

For video courses, I suggest making power point slides with Microsoft Powerpoint or Open Office and then using a screen capture software such as Camtasia or Camstudio (Camstudio is open-source software so it's free, just do a Google search for it), to record the powerpoint slides as you narrate them.

Using PLR Products

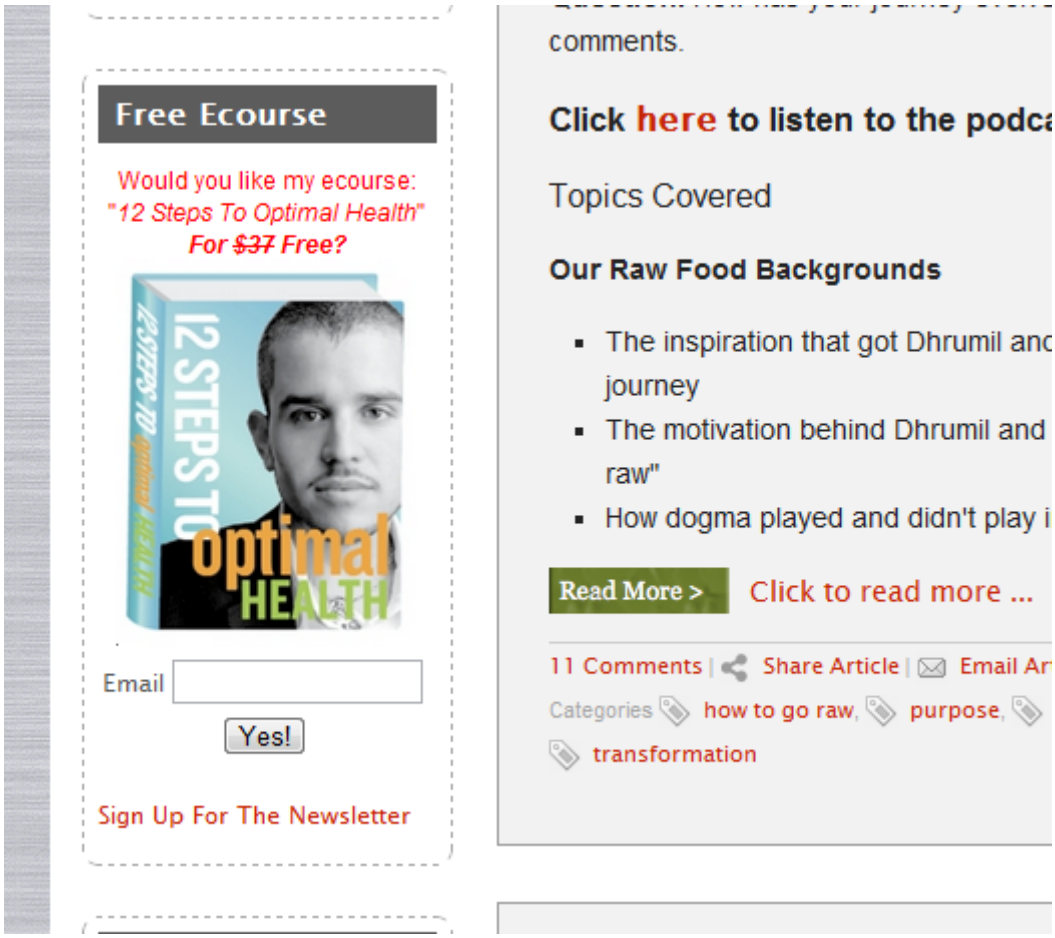
If you're not up to making your own products or you're short on time, a good option is to purchase Private Label Rights Products. If you do a search, you will find plenty of ebooks, and video courses in all sorts of niches that come with PLR. Simple purchase the products you want, edit it to suit your brand if you want to, and then it's ready to be sold as your own product on your blog!

List Building

If you're serious about long-term success on the internet and making enough money for your online business to be able to replace your day job, then building a list is vital. Almost anyone who makes a substantial amount of money on the internet has a mailing list of targeted subscribers who are interested in their niche. Imagine being

able to wake up in the morning, send out 1 email to your list of subscribers, and making more money in 1 day from that email then you do working a month in your regular 9-5 job. It's entirely possible and very worthwhile. I recommend **Aweber** **http://fcow.co/AW** which is the world's largest email provider with the highest deliverability, use this link and get your first month for only $1: **Aweber** **http://fcow.co/AW**

The best way to do this is to offer your visitors something of value to them for free in exchange for their email address. It could be something like a free report or an ebook, or a 7-part eCourse. Below your offer have an opt-in box where they can enter their email so they can be sent their free gift.



As you can see, building a list of targeted, potential customers is very valuable and is an excellent asset, because since you now have their

email address you can email them directly with your product offers and affiliate links, as well as plenty of helpful, free info!

Traffic Generation Strategies

So now we've picked a profitable niche, we have our blog set up and optimized, and we've monetized our blog, we now have one thing left to do; get visitors to our blog!

Blog Commenting

A great way to get targeted visitors to your blog that will be interested in your content and products, is by leaving comments on other similar blogs in your niche with a link back to your blog in you comment or 'signature'.

Do a search on Google for other blogs in your niche that are relevant to your own blog and try to find blogs that have a lot of traffic, a lot of activity, and are seen as somewhat as an authority in your niche.

Try to engage constructively in the conversations and threads and offer useful advice. Try to help people the best you can, the more you positively contribute to forums and blogs, the more clicks you will get on your link back to your blog and the more traffic you will get.

Don't ever try to spam blogs by leaving comments of little value like leaving one liners like 'great post'. This will never work and no one will even click on your link.

Try to actively participate in the community and build up a bit of a reputation for helping people and you will see a huge jump in your traffic!

Submitting To Directories

There are hundreds of directories out there that let you submit your blog to them for free (there are also some paid ones). This will not only help increase your traffic by people looking through the directories and finding your blog, but it will also help you to get backlinks to your blog. A lot of blog directories have a high page rank and this in turn will help you to rank in the search engines.

Doing this manually is very time consuming and a bit tedious, so I recommend using a software tool that will automatically do it for you.

IM Wishlist Directory Submitter **http://fcow.co/DS** can automatically submit your website(s) to a whopping 1600+ website directories, even the completely free standard version allows you to submit to 350 website directories free.

Submitting RSS Feeds

RSS (Really Simple Syndication) Feeds allow readers of your blog to automatically receive any updates for you blog as they happen. The great thing is, Wordpress automatically creates an RSS Fed for your blog.

Submitting your RSS Feed to RSS Feed sites will help give you more high PR backlinks which will help with your SEO and rankings.

Do a search for RSS Feed Feeder sites that you can submit your RSS Feed to.

Pinging Your Blog

Pinging your blog will notify the Search Engines of your blog's content, since the search engines are always scanning the net trying to pick up any new content. By pinging your blog you will speed up the process of getting all the pages of your blog indexed.

There are also a lot of sites out there that publish any new content found on the web. By pinging your blog you will also notify these site's of your new content.

Here are a couple of free pinging sites to ping your blog on:

http://www.pingomatic.com

http://www.just-ping.com

http://www.pingthatblog.com

Social Bookmarking

If you social bookmark your blog you will not only get more high PR backlinks, you will also get more traffic by people finding your on social bookmarking sites and visiting your site.

Make sure to bookmark every single post you make.

There are dozens of social bookmarking and web 2.0 sites out there that you can submit your blog posts to. Doing this can be very time consuming though so I suggest using some kind of software to automatically social bookmark your posts for you.

Here are a couple of popular ones that are also free:

http://www.onlywire.com

http://www.socialposter.com

Also remember, there's the plugin we talked about earlier that can automatically do submissions with Onlywire.com every time you publish a new post:

http://wordpress.org/extend/plugins/wp-onlywire-auto-poster/

Article Marketing

Article marketing is very popular and has always been a very effective way to not only get backlinks, but also traffics from interested readers. The key here is great quality content that leaves the reader wanting more.

It's fairly easy to come up with new articles because you can just use material from the blogs posts you've written. Try to submit your articles to the top articles directories, but try not to double-up on content. Try to re-write your articles a bit to change it up and avoid duplicate content.

Here's a few of the top article directories I recommend:

http://www.ezinearticles.com

http://www.articlesbase.com

http://www.suite101.com

http://www.buzzle.com

http://www.helium.com

http://www.articlesnatch.com

http://www.goarticles.com

http://www.articlealley.com

http://www.articledashboard.com

Article Writing Tips:

The headline is one of the most important parts of your article. Try to create a catchy headline that creates curiosity. Here are a few good ways to format your headline:

Top 5 Ways To..... (using numbers)

Would You Dump Your Boyfriend For $100,000? (using questions)

Discover the Secret Method To..... (using words like 'discover' 'secret' etc)

Because submitting your articles to many articles directories at once can be very time consuming and tedious, here's some free software that can help automate this process for you:

IM WishList Article Submitter **http://fcow.co/IM** – has a free version which allows you to submit to 85 article directories

Video Marketing

Video marking can be one of the most effective and efficient ways to get traffic to your blog. Video blogging is incredibly popular right now and people prefer to watch video over anything else (e.g reading articles). If you have a really good video that's both informative and entertaining, you could get hundreds of thousands of views! With so many people viewing your videos, you can be sure to expect a large amount of people then clicking on your link to your blog. And that's a ton of traffic!

These, days people prefer not to read long-winded sales letter, they would rather just watch a sales video. The same is true with your blog posts. If you take the content wrote for your blog posts and turn

each blog post into a short video, you will be able to upload your videos to video sites in no time. Plus you can also embed them on your blog as well once you've uploaded them to YouTube (we covered that in the previous chapter on Content).

Videos are also great for backlinks too, because video sites are so popular and they have a high PR.

You have 3 main options here for creating a video:

1) Use a flip cam and record yourself or someone else.

2) Record Powerpoint slides using Camtasia (or the free version 'Camstudio') like what we discussed in the previous chapter.

3) Using Animoto http://www.animoto.com which can create videos for you in minutes for free. All you need is to upload your own photos or put your own text in, pick the music and layout, and Animoto will do the rest (it's really easy).

There are quite a lot of popular video sites out there that you can submit your videos to for free. However if you don't want to do this manually I would suggest using a software program such as **Traffic Geyser** which automatically uploads your videos to more than 30 video sites, even converts your video to a podcast and uploads to over 10 podcast sites, then automatically places links across social bookmarking sites back to your videos so within minutes you have up to 100 links across the internet pointing back to you!

Special $1 Trial for a free month - **Traffic Geyser** **http://fcow.co/TG**

Web 2.0 Sites

Another great way to not only get traffic, but also increase your blog's rankings and backlinks is to create a network of web 2.0 sites.

This method involves creating a network of web 2.0 sites such as Squidoo, Hubpages, Blogger.com, Wordpress.com, Tumblr.com etc and having them all link back to your main blog. This can be very powerful and you'll not only increase your blog's rankings, you'll also see your Web 2.0 pages appear in the search engine results too. Another tip is to also social bookmark every web 2.0 page you make as this will help boost the ranking of your blog as well.

If you create plenty of web 2.0 sites, you could end up dominating the whole 1st page of Google for your keyword!

Social Media Sites

These kinds of sites are sites like Twitter, Myspace, Facebook and YouTube. For this traffic generation method, first sign up to each site and create your own page (or in YouTube's case, create your own channel). Next try to join other relevant online groups that are in your niche and have similar interests. It's important here that you don't ever try to hard sell anyone or over promote. Try to show your personality and get people to like you and be interested in what you have to offer.

Try to be friendly and sociable and network with as many people as you can. Try to make as many friends as possible but don't try to add just anyone, make sure they're people who would be interested in what you have to offer. Offer a lot of free gifts and advice.... remember people on social media sites told really like hard-sells.

This can be a very effective and rewarding way to drive traffic and create a long-term fan base and a reputation in your niche.

Summary

As you can see blogging really is not only a great opportunity to make money, but also to network with a lot of interesting people and create a valuable long-term business.

Blogging can be very enjoyable and very profitable at the same time and can be very rewarding. Once you get over the technical hurdles at the beginning that may have been holding you back, you will soon realise how easy blogging can be, and how much potential it has for online success. Good luck with your blogging business!

For more tutorials, guides and videos for Making Money with Facebook, Twitter, Blogging and Youtube join the FatCowBusiness.com Email Newsletter at

http://FatCowBusiness.com/ and make sure to follow on:

Facebook - http://facebook.com/FatCowBusiness

Twitter – http://twitter.com/FatCowBusiness

MAKE MONEY with Facebook
MAKING MONEY with Twitter