

# Blogging For Profits

Module Two - Let's Start Blogging



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# **Let's Start Blogging**

**Go From Nothing To Successful Blogger with The Latest Blogging Tools and Techniques.**

Let's start blogging! We're going to focus on the powerful blogging system Wordpress primarily in this module. Why are we going to focus on Wordpress? Right now Wordpress is the leading blogging system that is easy to use and has high quality plugins.

You can join some of the free blogging networks and follow the steps, but it is strongly recommended to install Wordpress on a web host to take full advantage and increase the money you'll make.

- **You'll Go From Nothing to Fully Optimized Blogger**
- **You'll Know The Secrets to Setting Up Successful Blogs**
- **You'll Be Able to Constantly Optimize Your Blog**
- **You'll Know The Techniques To Get High Ranking in Search Engines**

## Bloggng is Wordpress

The easiest way to install Wordpress is to login to your C-Panel (control panel) of your web host and you can choose Fantastico to install Wordpress. You will need to create MySQL database and username for the database. Just click install with Fantastico and use the database name and user name you created.

<http://wordpress.org/download/>

To start bloggng you need to download Wordpress and upload it to your web host using a FTP software such as FileZilla. This will take a few minutes. You will need to create a MySQL database and username.

Once Wordpress is uploaded to FTP you will need to access the URL of where you uploaded it. Then you will need to click install though interface and add your database name and user-name. Just add your website name and e-mail address and your ready to start bloggng.

## Install Wordpress Guide is Included in This Module!

For an easy to read Wordpress installation guide follow to PDF included in this module.

## Increase The Power of Wordpress With Plugins

By using Wordpress Plugins, you can extend the features and functionalities of the Wordpress Blog. Most of the time, you only need to upload the plugin and activate it from your Wordpress Admin Control Panel, or cut & paste a few lines of codes and you are all set.

By combining the Widget plugin and the compatible widget template, you can easily switch around the layout of the side bar components, the calendar, search, category and post. Don't need to edit the template or the php files.

The best way to maximize your use of Wordpress is to install plugins. Included in the source files of this module is a e-book with 118 very good plugins that you should install to maximize your Wordpress blog.

## 101 Plugins That Will Increase Conversion

Included in this module is a PDF that has over 100 great plugins that will streamline your blog , get more traffic to it and make more money! A installation guide for Wordpress plugins is included in the Wordpress installation guide.

## 10 Reasons Why You Should Use Wordpress

This is an excellent tool to produce income for your business. Wordpress has the potential to be the perfect tool for your business to generate an average level of traffic to a central website. The relative advantages are:

1. You don't have to know php.
2. You don't have to know how to program at all.
3. You don't need to use the Wordpress hosting service.
4. Wordpress has aggregator support for standard RSS configurations.
5. Wordpress automatically connects and configures with MySQL with virtually no effort.
6. Being built to standards increases Wordpress's longevity and future internet adoption
7. Wordpress automatically imports images.
8. The Wordpress template has built-in links added in the template.
9. Wordpress allows for the customization of metadata.
10. Wordpress allows customized styling for printing.

## 10 MORE Reasons Why You Should Use Wordpress

The customization that Wordpress offers is far better than most other blogging scripts and free blogging services.

1. Wordpress allows customized styling for printing.
2. Wordpress allows the administrator to design headlines.
3. Wordpress allows for categories.
4. Wordpress allows for customization of the sidebar.
5. Wordpress allows for customized RSS Feeds.
4. Wordpress allows for customized forms.
6. Wordpress allows for basic blogging posts.
7. Wordpress allows archiving for posts.
8. Wordpress allows for contacts in the template.
9. Wordpress allows for an "about" page.
10. Wordpress allows for the styling lists and is built with CSS.

## The Search Engine Advantage

By default WordPress gives you the ability to choose if you want Search Engine Friendly URLs for your blog, but I've taken that a step further. You will only be able to follow the instructions I'm giving below if you already have WordPress installed.

If you have WordPress installed add this line of code to your "Permalinks" section:

```
/%postname%.htm
```

Input the above code into the line that says "Custom Structure" and ensure that you have the check placed in the "Custom, specify below" under Common Options. What this does is give your blog highly optimizable search engine friendly URLs. Every blog post you make will have a keyword rich URL based on the subject of your blog.

For example if your blog post was:

"Caribbean Recipes" your URL would be <http://yoursite.com/caribbean-recipes.html>

It's a nice handy trick to get more search engine friendly URLs out of WordPress to ensure that your keywords appear not only in the subject but also in the page URL.



## Free Wordpress Themes For A Well Designed Blog

Now that you've got your blog setup, I know that by default WordPress skin may not be too pleasing to you. Let's change that by installing a new theme. The sites below offer some free themes that you can use and customize.

### **WordPress Themes Viewer**

<http://themes.wordpress.net/>

### **Alex Kings' Theme Viewer**

<http://www.alexking.org/index.php?content=software/wordpress/themes.php>

### **Kaushal Sheth's Themes**

<http://www.kaushalsheth.com/themes/>

### **Theme Porter**

<http://www.themeporter.com/tags/themes/>

Browse through those four websites and select a theme that you like best. You simply download the theme and upload it to your wp-content themes directory, then activate the theme in the admin area of Wordpress under presentations.

## Upload Your Blog to Directories!

Link:	<a href="http://www.blogarama.com">http://www.blogarama.com</a>
Blogdigger:	<a href="http://www.blogdigger.com">http://www.blogdigger.com</a>
Blog Catalog:	<a href="http://www.blogcatalog.com">http://www.blogcatalog.com</a>
Blog Hub:	<a href="http://www.bloghub.com">http://www.bloghub.com</a>
Blog Rankings:	<a href="http://www.blogrankings.com">http://www.blogrankings.com</a>
Blog Street:	<a href="http://www.blogstreet.com">http://www.blogstreet.com</a>
Blog Search Engine:	<a href="http://www.blogsearchengine.com">http://www.blogsearchengine.com</a>
Blog Wise:	<a href="http://www.blogwise.com">http://www.blogwise.com</a>
Blogz:	<a href="http://www.sarthak.net/blogz/">http://www.sarthak.net/blogz/</a>
Blog Lines:	<a href="http://www.bloglines.com">http://www.bloglines.com</a>
Bloogz:	<a href="http://www.bloogz.com">http://www.bloogz.com</a>
Blog Pulse:	<a href="http://www.blogpulse.com">http://www.blogpulse.com</a>
Blog Universe:	<a href="http://www.bloguniverse.com">http://www.bloguniverse.com</a>
Blog Tree:	<a href="http://www.blogtree.com">http://www.blogtree.com</a>
Contents Matter:	<a href="http://www.contentsmatter.com">http://www.contentsmatter.com</a>
Feed 24:	<a href="http://www.feed24.com">http://www.feed24.com</a>
Feeders:	<a href="http://blogs.feedster.com">http://blogs.feedster.com</a>
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Get Blogs:	<a href="http://www.getblogs.com">http://www.getblogs.com</a>
Globe Of Blogs:	<a href="http://www.globeofblogs.com">http://www.globeofblogs.com</a>
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Plazoo:	<a href="http://www.plazoo.com">http://www.plazoo.com</a>
Read A Blog:	<a href="http://www.readablog.com">http://www.readablog.com</a>
Technorati:	<a href="http://www.technorati.com">http://www.technorati.com</a>

### Getting Known By The Online Community

Here's one of the reasons I believe that WordPress is a great option for blogging. WordPress has a built in "Ping" option that will notify all the major blogging and RSS feed directories that you've made a new post on your blog. This is automatically activated in the "Writing" section of Word Press. If you scroll to the bottom of the "Writing" section you will see a section called "Update Services".

Below that you will see a URL link: <http://rpc.pingomatic.com/>. Whenever you make a post on your blog, this option sends out a notification to all the blogging directories that you have made a new post.

When blogging remember you must be very personable, friendly and seem easy to talk to. The reason for this is that with each post you make you are trying to elicit a response from users. With WordPress you have the option to enable comments. By having comments on your blog enabled, it increases your popularity rating.

The search engines will visit and update your blog more often as it is constantly changing by having new content. I recommend that in each blog post you make, that you always ask questions, request feedback to ensure that the people viewing your blog find a reason to actually post a comment.

## The Secret That Only Bloggers Know

The biggest secret Bloggers know to learn how to have a successful blog is to review other blogs that are proven success stories. To do this I recommend that you visit a site called Bloglines.com

Link: <http://www.bloglines.com/dir>

Do a search to find blogs that are similar to your blog and review each to see what they are doing. It's easy to tell if a blog is doing well by how often they are updating and how many comments each blog post receives.

## The Second Secret That Only Bloggers Know

Take another trip back to Bloglines.com/dir and do a search again for blogs within a similar genre as your blog but not necessarily identical. Start replying to some of the blog posts made, giving your thoughts about the post or topic. Do this a few times with various blogs, then once you've done it on a regular occasion end your post with a signature link that goes to your site.

After gaining trust you can simply place a link with your next post comment. I recommend replying at least 5 to 10 times before attempting to place a link.

### The Dirty Secret That Only a Few Bloggers Know!

When you've first started your blog as I mentioned prior, comments help your blog look more active. Initially you may find that users may not post comments to your blog. It's going to be up to you to get things going. Have your friends or family members start leaving comments on your blog as it can make your blog seem more active.

People like to see activity; if your blog seems dead you'll likely get no responses. If you would rather not have your family even know about your blog, then you can post comments yourself but as a "Guest" or as registered user instead of admin. Respond to your own posts initially to create activity, then you'll start to see other real users placing comments as well.

If you go to popular webmaster forums, you'll find that users get paid for making posts on forums. The usual rate is about .10 cents per post or something within that range. The same theory applies for blog comments. You can hire a set of 10 to 20 people to comment on your posts and pay them a small fee, this way you generate some interest in your blog.

If you post a project on the sites I mentioned previously such as Scriptlance.com or Getafreelancer.com for "Blog Posters", you can find people who can get your blog active, by making comments and paying them a small fee. Within a few weeks your blog should be very active.

# **Action Plan To Success**

Remember These Quick Tips To Be Successful In Blogging!

## **Be An Active Blogger**

1) Blog Frequently, at least a few times per week. The biggest mistake made by bloggers is to let weeks or even months go by without blogging. If your blog is not being updated it will no longer be considered “sweet” to the search engines, by that I mean it will be considered a “dead” blog and they won’t visit as often.

## **Become Apart of The Blogging Community**

2) Start leaving comments on other successful blogs, and then eventually leave a link back to your site after creating a relationship.

## **Research Is Very Important**

3) Research the most popular blogs within your category; you can use [bloglines.com](http://bloglines.com) for your research. Look at what they are doing and try to model their success without copying.

## Keep Getting Links To Your Blog

4) Add your links to the blog directories to gain more backlinks.

## Always Know Your Traffic and Optimize

5) Monitor your web stats to see where your traffic is originating. It is important that you use a web stats program that can show you how many people are “bookmarking” your site. A good bookmark ratio is a good sign that people are interested in your blog and have plans on re-visiting it.

Follow these steps and you will be moving forward with a very successful blog. Please remember each blog post does not have to be pages in length. It can be as little as one to two paragraphs. Keep in mind that whatever you post should be valuable to the user and elicit a response.

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## Profiting from AdSense

1 Comment

You've probably heard a lot about Google AdSense, but you may not know just what it is. Well, for one thing, it's a one of the hottest new ways to make money online without having to do a whole lot. If you've read Robert Kiyosaki's book, "Rich Dad, Poor Dad", you know that passive income [...]

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