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# BlogTabulouous

## **Fantabulous + Blogging**

adj. describes something fantastic and fabulous, generally beyond belief or expectation. Add blogging and what do you get?

**A Blogtabulouous money making experience!**

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## **Introduction**

It is the **nature of the internet** that things never stay still for long. What is current or works on the net today will have changed by tomorrow because someone will come along and dream up a new idea or design a new software program that alters the net, probably forever.

The idea of creating a web log or blog is a fine example of just how quickly and dramatically things can and do change online.

In the early days, blogging was all about creating a personal online journal that told family members or friends what you were doing, what was going on in your life and how you felt about it.

It was a bit like creating an online diary in which you reported the tale or story of your life and no doubt, there are still some folk who use their blog in exactly the same way even now.

However, as the software that people use to create blogs has developed and grown to the point where many blogging software programs are more akin to fully fledged [content management systems](#), it might be fair to suggest that blogging has grown up over the past few years.

What is certainly true is that nowadays, if you want to start an online business to generate an additional income, you can certainly do so with nothing more complex than a blog.

This report is going to consider the many different ways that you can make money blogging on a step-by-step basis. Even if you have absolutely no concept about how to create a blog or how to make money from such a thing once you have created it, this report is going to demonstrate and highlight everything you need to know about creating a blog to make money.

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Before starting to look at creating a blog to generate an income, the first thing to understand is the essential nature of what you need to do to make money online. In other words, we need to start at the very beginning so that you have a very clear and detailed understanding of why creating a blog can make money and how it does so.

Let's get started without any further delay.

## **You can make money from your blog, but...**

Right from the earliest days of blogging, one of the major attractions of creating blog sites as opposed to building websites using 'traditional' methods of making sites with HTML coding was their very simplicity.

Before the idea of blogging came along, creating a website was a relatively complex thing to do, something that you needed a certain degree of skill or ability to achieve, whereas blogging changed the picture entirely.

Whilst learning HTML was not particularly difficult, it was nevertheless relatively time-consuming. Notwithstanding this, if you wanted to create your own website back in 'the old days', you either needed to learn HTML skills or you needed to pay someone else to create your site for you.

**Blogging changed all of this.** Because most blogging platforms made creating your own personal website extremely easy – no more difficult than using a standard word processing program like Microsoft Word – creating blogs quickly, became the 'open door' to the internet that many non-HTML experts had been seeking for so long.

This is one aspect of blogging that has not changed a great deal over the years. It is still remarkably easy to create a blog from scratch within a few minutes, and given that there is no reason why you cannot monetize any blog site that you create, it effectively means that you can set up your own online business in exactly the same time span.

This ease-of-use is undoubtedly a good thing for most people because without it, there would be significantly less people capable of generating an income from their online activities.

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On the other hand, it does also mean that there are millions more individual websites that are designed to generate an income than there were just a few short years ago.

**Competition in the market is therefore very hot and getting hotter by the day.**

What this of course means is that you have to differentiate what you're doing if you want to generate an online income from blogging. In effect, whilst anyone can generate an income by creating their own blog, it is absolutely essential that before trying to do so, you understand the importance of finding your own place in the online business market.

It is also critical that you understand that building a blog to make money is not something that you can treat lightly or flippantly.

If you adopt a nonchalant, part-time attitude to making money online, you guarantee that the money you make will reward you in exactly the same way.

**Treat your moneymaking blog like a hobby and it will pay you a 'hobby-esque' income.**

Believe it or not, creating and running a successful blog can generate a full-time income but only if you treat it as a serious business. Whilst there are many serious bloggers who generate five figure sums every month from their efforts, they only do so because they take their blog site every bit as seriously as any other business person would take their own business activities.

Just because the nature of blogging makes it incredibly easy to create your website, do not underestimate how much work and attention there is involved in owning and running a successful blog site.

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As long as you understand that in order to make good money from blogging, you have to be willing to give your site the care and attention that it needs, there is very good money to be made from blogging.

But it will only happen if you adopt a full-time, professional attitude to your site.

**This does not necessarily mean that you have to work on the site full-time** – it is a fact that most “would-be” online entrepreneurs start off on a part-time basis, so if you are doing the same, you’re not alone. However, it is more to do with having the right attitude than it is to do with the actual amount of time you can spend on your business.

Perhaps you’re wondering why I am placing such great emphasis on the need to take your blogging activities so seriously. The simple reason is because the majority of people who set up blogs to make money do not succeed and the reason that most of them don’t make it is because they don’t take or treat their activities seriously enough.

Almost inevitably, they follow the Kevin Costner dictum from ‘The Field of Dreams’ – ‘build it and they will come’ – whereas in fact, nothing could be further from the truth.

If you set up a shop in the local high street or shopping mall, you would expect to spend many hours a day working to develop your business and looking after your customers.

Setting up any web-based business is exactly the same and the simplicity of blogging does not detract from the fact that setting up a blog to make money is no exception to this rule.

Another mistake that many new online entrepreneurs make is to fall into the trap of believing that they can create a blog to make money



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and then walk away from it, apparently under the impression that the site will look after itself.

### **It doesn't work this way.**

The reason that some people can generate a five figure income every month from their blog whilst 99.9% of blog creators never earn more than a few cents from their efforts is that the people in the first group understand and have mastered two elements of achieving success.

**Firstly,** they always ensure that their blog sites provide quality and value to their visitors. No matter what kind of information they carry on their blog, it is always what their visitors want to see or read.

**Secondly,** they also understand that whilst the quality of the content they carry on the site is important, it is not the most critical factor. Far more important is their ability to drive targeted visitors to the site, people who are already interested in the topic or subject matter of the blog in question even before they visit.

**Once again,** building your blog is not enough. It could be the most interesting or engaging site on the internet but if you do not have the ability to drive targeted traffic to that site, you are wasting your time and you will never make any money.

## Why are blogs so popular?

From the point of view of an individual who is going to create their own blog site, the primary reason for the popularity of blogging is the simplicity of creating a site from scratch in a few minutes.

Nevertheless, one of the reasons why it is possible to generate an income from blogging is that **blogs are incredibly popular** with both human internet users and the search engines as well.

And in both cases, the reason for the popularity of blogs is exactly the same. The basic simplicity of using a blog platform to create a site enables anyone to keep the content of that site constantly updated, and constantly updated content is what net users and search engines want.

As it really is no more complicated to update a blog than it is to use a standard word processing program, it is perfectly feasible to add new content to the site every day or even several times a day.

From a human visitor's point of view, this is a major plus point. If you create a site which really 'grabs' someone and they know that your site is going to be updated two or three times a day, they will inevitably visit your site several times a day as well.

The opposite is however also true. **If you manage to attract a targeted visitor to your site and they visit on several occasions to see that the content rarely changes, they will very quickly stop visiting.**

There are two things to understand here.

**Firstly**, to attract a first-time visitor is the most difficult, time-consuming and often expensive operation that your business will ever undertake. Hence, if you 'lose' that visitor because of a lack of care or

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attention, it represents money down the drain and a great deal of wasted time.

**Secondly**, if you can convince someone to come to your site once, and supply them with valuable information, then keep supplying them with value they will keep coming back.

If they do, you will significantly increase the chance that they will spend money or at least that you will earn money from their continued visits.

Again using the shop analogy, if someone chooses to come into your store several times, it is obviously far more likely that they will buy something than if they visit only once.

As far as the major search engines are concerned, they understand that the majority of people still use Google, Yahoo! or MSN to search for information when they are using the net.

At the same time, all of these search engines make most of their money from advertisers who pay a considerable amount of money to have their advertising materials published on the search results pages:

The screenshot shows a search engine results page for the query "weight loss". At the top, it says "Web" and "Results 1 - 10 of about 95,000,000 for weight loss". There are two columns of sponsored links, each labeled "Sponsored Links". The left column contains three ads: "I Want to Stay Fit" from healthytips4us.com, "25 Pounds in 2 Weeks!" from AppliedNutritionalResearch.com, and "5 Tips for a Flat Stomach" from TruthAboutAbs.com. The right column contains three ads: "Fastest Weight Loss?" from FatLoss4idiots.com, "Healthy way to lose fat" from globalFitness.com, and "Lose Weight & Shape up" from loseorgainknow.com. A red box highlights the first three organic search results: "Weight Loss" from About.com, "Weight loss - Wikipedia, the free encyclopedia", and "Fast Weight Loss Tips - Lose Weight With Quick Weight Loss Diet". A red arrow points from the text "==== Adverts ====" to the sponsored link sections.

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The reason that advertisers are willing to spend money is because the underlying algorithms that these search engines use match the advertising material shown on a search page for the search term being used.

For instance, in the previous screenshot example, you can see that a search for 'weight loss' related information has returned lots of advertisements from companies and individuals advertising weight loss related products and/or services.

It is also a fact that the majority of people who use search engines to seek information tend to prefer to look at the natural search results on the left-hand side of the page before they turn to advertising materials to find what they want.

Consequently, it is absolutely essential as far as the search engines are concerned that the natural search results on the left-hand side of the page be highly targeted, to provide for their customers, the individual information seeker.

Furthermore, it is also critical from the search engine point of view, that the information carried on the sites which are shown at the top of their search results page is current, valuable and constantly updated.

In this way, they can ensure that the information that is shown to anyone who clicks on any of the pages shown offers that visitor genuine value and quality, which in turn keeps that visitor coming back to use the same search engine time after time.

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If you have a blog site to which you are constantly adding unique new information, you provide exactly the kind of quality experience for your visitor that the search engines want to provide to anyone who uses their particular search engine.

It therefore follows, **that by adding new content to your blog on a regular basis, you will be creating exactly the kind of site that the search engines will prefer to send visitors to.**

Consequently, it is more likely that the pages of your site will feature more prominently in the search results as long as you continue to add new content to your blog on a very regular basis.

## **Your first decision\_**

The first consideration that you need to take into account is whether you are going to create a blog using a free online blog hosting system or whether you are going to spend a little money to create a blog site using your own domain name and web hosting account.

For most bloggers, this boils down to a straightforward choice or fight between using the Google owned [blogger.com](http://blogger.com) to create a free blog site or to install a [WordPress blog](#) on their own hosting account. There are advantages and disadvantages to both approaches, but the ultimate 'best choice' will not be a hard decision, as you will see.

As far as using blogger is concerned, the major advantage is obvious – it's free! It is also extremely easy to use and because it is owned by Google, it is a well-known and widely respected as a site.

On the other hand, all free site building or "blogging platforms" have an easily recognizable URL. For example, your blogger site will have an address that looks like something like:  
<http://YourBlogSiteAt.blogspot.com/>

The fact that blogger uses a widely recognized URL would clearly indicate to any visitor to your site, that you are using a "free" site building resource for a business-based site.

This would not create the right impression with your visitors, particularly if you are trying to sell a product or service that costs a decent amount of money.

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In effect, if you use blogger, you run the very real risk of people not taking your business site seriously, which is not a risk that you should want to take, if you genuinely want to make decent money from your efforts.

Another disadvantage of using a free blog site building resource like blogger.com is that you do not have a great deal of control over your site. For example, there is absolutely nothing to stop Google closing down your site.

On several occasions, this happens (or at least, used to happen) far more regularly than you might imagine.

Once Google decides to close down a site, it is a very tough job to convince them to re-open it.

Assuming that there was no good reason for Google to close a site down (which is generally the situation), they will reopen it eventually... but it is going to take some precious time and involve a degree of effort before they will do so.

During that "down time", if it was your business site and therefore your business, if it is offline then you are not earning any money as a consequence.

**The key here is professionalism.**

**"If you realistically expect to generate an income from blogging, you have to give your visitors what they want, you have to do so consistently and you must have a site that is totally professional."**

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Thus, you really should have your own domain name, a name that is indicative of what your site is all about.

Furthermore, that site needs to be built on your own web hosting account so that **you** control your business, not someone else, like Google.

Taking the whole process step by step, the very first thing that you have to do or have before you can go further is an idea or a theme around which you are going to build your site and your business.

Only after this can you realistically start the domain name registration process because until you know what your business is going to be based on, you cannot register an appropriate domain name.

Picking a suitable market niche is therefore the next stage of your research. However, before moving on to market selection, there is one final concept that you need to grasp.

### **That is...**

There are several different ways that you can make money from a blog site but the best way of doing so necessitates that the market sector in which you launch your site has a degree of continuity and longevity.

Not every market has this, because there are some markets where by definition, you are only going to be able to promote and sell your product or service one time.

If for example you decided to enter a market where you offered a cure for a skin condition like psoriasis or eczema, visitors to your site are only likely to buy this product once.



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After that, assuming that your product works and therefore cures the problem from which they were suffering, they do not need to buy that same product again.

Consequently, what you should really focus on is choosing a market sector or niche where people spend money on a consistent and reasonably regular basis.

For instance, people who have specific hobbies or interests are likely to spend money on their hobby or interest reasonably regularly.

As an example, I know many people who are remote control model fanatics who spend money on their hobby almost every month and they continue to do so month after month.

This is the kind of market sector you should be looking for if you want to create a business which has the ability to make money on a consistent basis from the same people.

## **The 'Niche' Concept**

People who use the net overwhelmingly do so as a source of information because the net is the biggest repository of information the world has ever known.

When they go online to discover information, these people are usually seeking something very specific and they are likely to use one of the major search engines to find what they are looking for.

Although there are a few sites on the net that attempt to be a source of information for a massive range of topics – [Wikipedia](#) would be a good example – most sites focus on providing information about one topic or subject matter only.

By doing so, they are able to provide the kind of information that people are seeking about that one topic, hence they are able to target their marketing efforts accordingly.

This ability to target or aim for visitors who are seeking information or detail about one particular subject is the central core of what is commonly known as niche marketing.

If you find a small 'slice' or place in a major market and aim to provide as much useful information as you can about that specific topic or subject matter, you are targeting a niche. Target all of your marketing efforts at pulling people to that site who are already interested in the topic that you are focused on and you will make money.

Hence, the first job is to find a market sector or niche where there is currently a paucity of information so that you can build a site to fill that gap. By doing so, you create a viable online business and if you can do

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so from a simple, easy to create blog site – which you definitely can – you will have the ability to build a viable online business very quickly.

There are again however, a couple of other things you need to consider.

First, you need to know that there are enough people searching for information about whatever it is you are thinking of building a site around. After all, just because you happen to think that Mongolian throat warbling is interesting, does not necessarily mean that there are thousands of people out there who share your enthusiasm!

Secondly, even if you manage to find a market niche where there are lots of people trying to find information, you have to know whether those people are willing to spend money; assuming that the basis of your business is going to be selling products or services to your visitors (which it is).

If potential visitors are not willing to splash the cash, you cannot make money. Be careful that you have not chosen a market sector or niche that has little monetary value. An example of this would be the entertainment business, because there thousands of people looking for entertainment information – the latest gossip about movie stars, for example – but they are not willing to pay for it.

Fortunately, because most people who use the net to search for information are fairly predictable creatures, researching is nowhere near as difficult as it might first appear.

## **Niche research**

As suggested earlier, it is important to understand that if you want to generate a reasonable level of income from your blog site, you have to be willing and able to keep working on that site, adding new content on a regular basis for example.

From this it follows that the most successful blog based businesses tend to be those where the site owner has an inherent interest in their topic or subject matter. For example, super-successful online marketing blog sites like [ProBlogger](#) are owned by people who have a great deal of interest in the latest developments in the online marketing business, so adding regular content is not a chore for them.

Whilst there is no reason why you cannot launch a niche targeted blog in any market, it is likely to be more profitable to do so in a market in which you already have a good degree of interest.

It is also far easier to create a continual stream of content if you already know your subject matter because content creation will be far more instinctive and require far less research than it would otherwise. And it will be far more fun and easy if you already know what you're talking about.

If on the other hand you have to research every article you ever write for your site, creating that content is going to take far more time and be considerably more troublesome than it would otherwise be. Hence, the chances of you losing interest are far higher if you create a site that is focused on a market sector or niche in which you have little interest. Therefore failure rates are far higher, in that case, than it would be if you were writing about something for which you have a passion.

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Hence, the first niche research tool to use is the oldest one of all – your own brain! What are your own passions, interests or hobbies? Try thinking about your friends, family and work colleagues as well. What are they interested in or passionate about? These interests represent more valid, viable ideas that you might be able to earn an income from.

Look around you. Almost everything you see contains the kernel of an idea – all you have to do is 'dig out' what the idea is.

There are also dozens of web sites that you can use to generate ideas. Many of these sites represent excellent research resources because they are places where people go to buy products or services. Hence, you automatically know that there is money being spent.

For example, check the [eBay Pulse page](#), it lists all of the most popular searches of the site in the previous 24 hour period. If people are searching an online auction site like eBay for information about certain products, you know that they are willing to spend money on them, hence you have valid market idea.

You can do a similar thing by checking what the best sellers are at [Amazon.com](#) too. Click on any category at the top left hand corner of the home page and then look for the 'Bestsellers' link at the top of the page:

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The screenshot shows the Amazon.com homepage for the 'Toys & Games' category. At the top, there is a navigation bar with the Amazon logo, a search bar containing 'Toys & Games', and several utility links: 'Your Amazon.com', 'Today's Deals', 'Gifts & Wish Lists', and 'Gift C'. Below the search bar, there are three main navigation options: 'Browse Categories & Characters', 'Bestsellers' (which is highlighted with a red rectangular box), and 'Hot New Re'. A large banner below the navigation reads 'Top Picks for Summer'.

This screenshot shows the 'Toys & Games' product page on Amazon. On the left is a sidebar titled 'Shop Toys' with several sub-sections: 'Deals & Savings' (including 'Toys Savings Event' and 'Newest Outlet Deals'), 'Age Ranges' (listing 'Birth to 24 Months', '2 to 4 Years', '5 to 7 Years', '8 to 11 Years', '12 to 15 Years', and 'Grownups'), and 'Great Toy Values' (including 'Toys Under \$25'). The main content area features the heading 'Toys & Games' and the subtext 'Shop for toys, games, and gifts for boys and girls'. Below this is a large image of two dolls dressed in red graduation gowns and caps, one with a white sash and the other with a purple sash.

The top searches page of MySimon is another shopping site with a huge list of product and service categories shown:

The screenshot shows the 'Top Searches' page on MySimon. At the top, it says 'Home > Top Searches' and 'Top Searches'. Below this is a paragraph: 'Looking for luggage? Hunting for headphones? Searching for sunglasses? Find out what other mySimon shoppers have been looking for the top searches in that category.' The page displays a grid of 30 product categories, organized into three columns:

- 2 Way Radios
- AV Antennas
- AV Blank Media
- AV Cables
- AV Furniture/Mounting
- Action games (GameCube)
- Action games (GBA)
- Adapters/NICs
- Air Conditioner Accessories
- Air Conditioners
- Air Purifiers
- Amplifiers and Preamps
- Amplifiers/Preamps/Processors
- Answering Machines
- Appliance Accessories
- Audio & Video Distribution
- Audio and Video Media
- Audio Cables
- Audio Input Devices
- DVD Recorders
- DVD/VCR Combos
- Dye-Sublimation Printers
- E-Book readers
- Education & reference
- Electric Fans
- Electric Kettles
- Electric Skillets and Woks
- Electronic Dictionaries and Translators
- Electronics
- Equalizers
- Event Tickets
- Expansion Modules
- External Drive Bays
- External Hard Drives
- Fax Machines
- Film Cameras
- Film Scanners
- Firewall
- Movies
- MP3 Accessories
- MP3 and Digital Media Players
- MP3 Player Accessories
- MP3 Player Cases
- MP3 players
- Multifunction Devices
- Multifunction Printers
- Multimedia Projector Replacement Lamps
- Multimedia Projectors
- Music
- Musical Instruments
- Musical Instruments & Accessories
- N Gage Games
- Network Accessories
- Network Adapters
- Network Antennae
- Network Cables
- Network Storage

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Click on any of these categories to see what the most popular searches are in that particular category. Again, this shows you exactly where the money is being spent, which is exactly what you **have** to know.




Another thing you can do is search for the kind of questions people are asking online as well. This is another indicator of the kind of information that people are looking for and you know that if people are searching for something, there is a business idea in supplying what they want.




One great site for this type of research is [Yahoo! Answers](#), which is the number one online question and answer site. Type in any market related search term that you can think of and you will be shown a list of all of the questions that people are asking in that particular market. Take a few minutes to scan the site and you should start to see some questions that are repeated time and again (albeit in a slightly different format).




You can do a similar thing by searching for forum sites in any market that you are thinking of diving into, because forums are by definition sites where like-minded people 'gather together' to discuss their shared passions, hobbies or interests.



To find sites of this nature, type 'topic + forums' into your browser to run a standard Google search, such as this search for 'weight loss forums':

Web Results 1 - 10 of about 12,000,000 for [weight loss forums](#).

[Nutrition, Health & Fitness, Weight Loss, Diet - Weight Loss Forum](#)    
Weight loss Forum.com - free weightloss community. Discuss weightloss and diet ideas with other people. View other success stories and find your motivation.  
[weight-loss.fitness.com/](#) - 56k - [Cached](#) - [Similar pages](#) - 

[Weight Loss Forums — Great Community, Aimed at Helping People](#)    
Get unbiased reviews on the best diet pills such as Phentermine, Rimonabant, Lipovarin, Alli. Great online community offering support, tips and advices on ...  
[Phentermine Forum - Before & After Pics - The Lounge - Meridia](#)  
[www.weight-loss-forums.com/](#) - 19k - [Cached](#) - [Similar pages](#) - 

[MiniMins.com - Weight Loss Support Forum](#)    
Weight loss support forum, to help others lose weight with various different diets. A large community of people trying to lose weight. All diets welcome.  
[www.minimins.com/](#) - 141k - [Cached](#) - [Similar pages](#) - 

[Obesity Forum - Weight Loss Forum - Diet Forum](#)    
Obesity Discussion-Obesity Forum/Weight Loss Forum/Diet Forum. Valuable info on obesity [weight loss](#) [summary](#) [childhood obesity](#) [recipes](#) [Atkins](#) [exercise](#)

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You know that Google lists sites on the left hand side of the page in order of popularity so by definition, this search will throw up all of the most popular forum sites.

Once again when you are using forum sites, look for the same question or queries appearing on a regular basis because again this gives you an indication of exactly what people in this particular market are looking for.

Forums are also great places to start getting yourself established and recognized in a particular market sector or niche too. Because most forum sites allow you to add what is known as a signature file – a two or three line text description of what your business is or does – forums are tremendous for starting to build the reputation of your business in your market.

When you are on a forum, and you can answer other member queries, do so. Help other members out and don't be afraid of starting your own threads. This can help you to become a recognized authority or expert in your market sector.

Another important factor about using forums is that doing so, enables you to get used to the way people in your chosen market sector communicate with one another.

This is important because no matter what market you are thinking of setting up in, the devotees who populate that market will have a certain argot or slang that they commonly use. If you can discover the way people communicate, the language that they use to talk to one another, you have more chance of appearing like a genuine 'insider' and ultimately increases your credibility and will bolster your reputation.

Because they allow you to include a signature file and because many forums are frequented by top people in the niche to which they are



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related; forum sites offer significant marketing opportunities and other advantages as well. As a starting point however, they offer superb research resources from where you can discover exactly what people want. If you know what they want, you will have a much clearer idea of exactly what you should be providing, to make money.

With your research completed, you should have a list of at least a dozen different ideas of market sectors or niches where you might be able to build a business. The more ideas you have on your list, the better, because there is nothing to stop you creating many niche targeted blog sites over the coming weeks or months.

Some of your ideas may already be market niches, whereas others are probably still too broad.

For example, if you had 'dogs' on your list, you have a broad market targeted phrase whereas 'dog training' is more of a niche and 'boxer dog training' is more of a micro-niche or sub-niche.

Wherever possible, the narrower you can make the focus of your business, the more likely it is that you pull only super-targeted prospects to your site. The more targeted your visitors are, the more likely they are to do business with you.

Hence, narrowing your focus down even to a micro-niche level is perfectly acceptable as long as there are sufficient people looking for that information to 'carry' your business.

## **Are there enough people in the niche who are spending money?**

When a searcher uses Google or Yahoo to seek information, they do so by typing in a search term that is indicative of the exact kind of information they are looking for.

If for instance someone wanted information about training their boxer dog, they would probably use something like 'boxer dog training' as their search term. On the other hand, if they were only searching for 'dog training' information on a far more general level, with no particular interest in any specific dog breed, simply 'dog training' is the term they would use.

When you build your blog, you already know that you need to add a constant supply of fresh new content to that site in order to keep your visitors coming back for more.

When you create content for your site, you have to include the kind of words and phrases that people are going to use when they search for information, of the type that you feature on your site. These are known as keyword terms, and it is by researching these keyword terms that you establish whether there are people searching for the kind of information you are thinking of offering.

There are dozens of keyword research tools and many of them are free to use, although you will generally find that the free versions of most keyword research tools are somewhat limited in terms of the information they provide. Nevertheless, even these free keyword research tools can be used to make a valid initial assessment of exactly how you should target your new site.

## **[Get This - Recommended](#)**

For instance, if you use the [free Word Tracker](#) keyword research tool, you can pull together the top 100 keyword terms for any market which you are researching, whereas if you use the full paid for version of the software, you can build a keyword list of thousands of appropriate terms.

And as there is a [free 7 day trial of the software](#) available, this is definitely an offer that you should take advantage of. In seven days, you should be able to research all of the ideas that you have on your list – assuming that there are not hundreds of them – so don't hesitate to take advantage of this offer.

What Word Tracker shows you is, an approximate number of Google searches every day for particular keyword phrases. Thus, as a tool that can help establish whether there are people in the market looking for what you are considering offering, it is exactly what you need.

It also allows you to find the keyword phrases around which you can create both content for your site and promotional materials that you can use to drive targeted visitors to that site.

What you need to do at this stage of the research process is to finally 'nail down' exactly what market niche you are going to focus on, a process which is greatly helped by using a tool like Word Tracker.

For example, if you were considering entering the remote-control models marketplace, you would use the Word Tracker keyword tool to discover exactly what kind of remote control models people are most interested in as your starting point:

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# FREE keyword suggestion tool

---

**Keyword:**

**Adult Filter:**

This search would highlight that the most popular remote-control searches for remote-control helicopter, cars and airplanes, with all three enjoying a reasonably high number of daily Google searches:

**rc**

6,345 searches (top 100 only)	
Searches	Keyword
435	<a href="#">rc helicopters</a>
433	<a href="#">rc cars</a>
395	<a href="#">rc airplanes</a>
391	<a href="#">rc helicopter</a>
306	<a href="#">rc willey</a>
277	<a href="#">rc</a>
219	<a href="#">rc groups</a>
205	<a href="#">rc planes</a>
176	<a href="#">rc universe</a>
142	<a href="#">rc helicopter review</a>

Pick any of these categories by clicking on the link to discover the keyword terms that are directly related to each individual different type of remote-controlled model.

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For example, if you were thinking of building a site and a business that focuses on providing information to remote-controlled car fanatics, click on the 'rc cars' link to establish what keyword terms around which you could use on that site to draw visitors.

As you would probably expect, the most popular keyword phrase in this particular market is the basic root phrase 'rc cars'.

What Word Tracker is telling you is that approximately 433 people search Google every day using a term or phrase that includes 'rc cars', so other phrases shown in this chart such as 'gas powered rc cars' would be included in this 433 as it also includes 'rc cars'.

What you need to do is establish is, which of the keyword phrases that Word Tracker lists in its chart are phrases which you can realistically construct content articles around with a reasonable chance of drawing targeted visitors. You need remote control car related phrases that are being searched for a reasonable number of times every day for which there is relatively limited competition.

In order to establish this using the free version of Word Tracker, you simply take each phrase from the list of the top 100 keywords to check out how many pages Google has indexed for that exact same phrase. To do this, you need to search Google using an exact match search by including the key word term in quotation marks (i.e. "sample").

What you are ideally looking for are keyword terms where there are less than 30,000 competing web pages indexed by Google which are nevertheless enjoying a reasonable number of searches every day.

You saw in the preview screen shot that 'gas powered rc cars' is searched for approximately 60 times every day, but how many competing web pages are already featuring this particular phrase?

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Results **1 - 10** of about **24,100** for "[gas powered rc cars](#)".

There are only 24,000 web pages indexed by Google for this particular phrase, which is exactly the kind of result you want to see.

The other thing that you can see from the search results page when you run a search is the fact that there are a reasonable numbers of advertisers shown too (the 'Sponsored Links'):

<a href="#">Buy Nitro RC Cars Here</a> <small>www.nitrorcx.com NitroRCX.com is the #1 Online Shop To Shop for Nitro Gas RC Cars</small>		Sponsored Link
<a href="#">Nitro &amp; Gas Powered RC Cars - Remote Control Reviews, Pictures ...</a> <small>RC nitro cars are powerful <b>gas powered rc cars</b> with some reaching speeds of over 80+ mph! See tips, pictures, videos, reviews, comparisons &amp; more! www.everything-rc-cars.com/rc-nitro-cars.htm - 36k - <a href="#">Cached</a> - <a href="#">Similar pages</a></small>		Sponsored Links
<a href="#">RC Cars   Remote Control Cars   Nitro RC Cars   Electric RC Cars ...</a> <small>RC Cars (Radio Control &amp; Remote Control Cars) Plus Over 1000 RC Car Parts In Stock Today. Nitro RC Cars, Gas RC Cars, Nitro Methane RC Cars, RC Drift Cars, ... www.trendtimes.com/rccars1.html - 138k - <a href="#">Cached</a> - <a href="#">Similar pages</a></small>		<a href="#">Gas Powered Rc Cars</a> <small>Bid on <b>Gas Powered Rc Cars</b> now! Find Radio Control Toys. www.eBay.com</small>
<a href="#">RC Toys » Nitro RC Cars &amp; Buggies, RC Trucks, Radio Control Toys ...</a> <small>RC Toys House-online shop of latest (RC) Radio Control Toys, RC Nitro Cars &amp; Buggies &amp; Radio control toys like RC Trucks, Remote control cars &amp; rc buggy. <a href="#">RC Nitro Truck - On road nitro gas car - Replacement parts</a> www.rctoyhouse.com/ - 61k - <a href="#">Cached</a> - <a href="#">Similar pages</a></small>		<a href="#">Nitro Car Fuel</a> <small>Research, Reviews, Pricing &amp; More. Get Nitro Car Discounts www.Edmunds.com</small>
<a href="#">Video results for "gas powered rc cars!"</a>		<a href="#">Rc cars</a> <small>Looking for Rc Cars Info In New York City? Find It Here! www.local.com New York, NY</small>
 <small>2 min 7 sec www.youtube.com</small>	 <small>3 min 11 sec videos.streetfire.net</small>	<a href="#">Save on RC Cars, Trucks</a> <small>Full Line of Hobby Grade Electric &amp; Gas RC Cars, Trucks, Buggies, etc www.grandhobby.com</small>
		<a href="#">Gas Powered Rc</a> <small>Everything to do with Gas Powered Rc items. Yahoo.com</small>

If companies are advertising, it is a clear indication that there is money being spent in this market which, as previously suggested, is something you need to focus on.

Obviously, the less competition there is, the more chance there is that any content page you include on your site is going to achieve a top 10 Google ranking, which is what you need to drive traffic to your site. This is therefore another phrase that you can use very profitably:

Results **1 - 10** of about **6,500** for "[1/4 scale rc cars](#)".

This one enjoys approximately 45 Google searches every day so between the two phrases that you have already found, you have the potential to draw in excess of 100 visitors to your site every day.

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This is another good one that enjoys approximately 24 searches every day:

Results **1 - 10** of about **3,900** for "[fastest rc cars](#)".

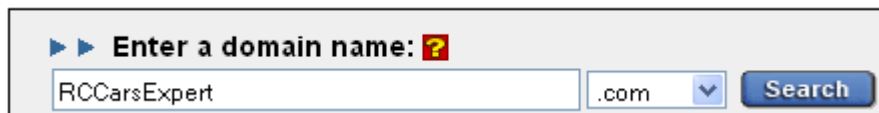
From this snapshot of how you use Word Tracker, you should now have a clear indication of your objective. Build a list of as many keywords of this nature as you can, and then write content articles for your site, based around each of these keyword phrases. This is a way of drawing targeted visitors to your blog from whom you can make money.

## Registering your domain name and creating a hosting account

You now know that you are going to create a blog that provides information about remote control cars. Consequently, the domain name that you register is also going to be 'rc cars' related as well.

In order to register a domain name, you need to use an online domain registration site such as that offered by [The Internet Company](#). However, because each and every domain name that is used on the net is unique, you will need to have a list of half a dozen different alternatives that you can use in case your first choice has already been grabbed by someone else.

Type in the domain name that you want to check and click the 'Search' button to the right-hand side of the search box:

A screenshot of a domain search interface. It features a text input field containing 'RCCarsExpert', a dropdown menu showing '.com', and a blue 'Search' button. Above the input field is a label 'Enter a domain name: ?' with a question mark icon.

Note that in the domain name which I am trying to register, I have included the primary 'root' keyword term and have done so at the very beginning of the domain name I am going to use. This helps to indicate to the search engines and also to your human visitors what your site is all about.

This name is still available, so I would go ahead and register it:

 **RCCARSEXPERT.COM is available!**



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Incidentally, whilst you can register your domain name for one year for less than \$10, it is generally believed that registering a domain name for more than one year is a good idea. This is because it appears that Google are likely to give more credibility and credence to any site built under a domain which is registered for at least two years.

Also, wherever possible, I would recommend that you register a .com domain name, rather than a domain name attached to any other suffix.

Whilst there are nowadays a great many different domain name suffixes available, the majority of net users still see the internet as a place where .com domain names still dominate. Consequently, any net user who partially remembers your domain name will try the .com version before they try anything else, so that is what I suggest you should register.

With your domain name registered, the next thing to do is set up a web hosting account. Whilst organizations like The Internet Company also offer web hosting, it is generally recommended that you should separate your domain name registrar from your web host.

Otherwise, you are back in the situation where one company controls the whole of your business 'empire' which is never a particularly smart thing to do.

There are literally dozens of web hosting companies, but probably the best-known web hosting company in the online marketing community is [Hostgator](#). This is primarily because they are widely recognized to be extremely internet business friendly and whilst they are not the cheapest in the market, their prices are still extremely reasonable.

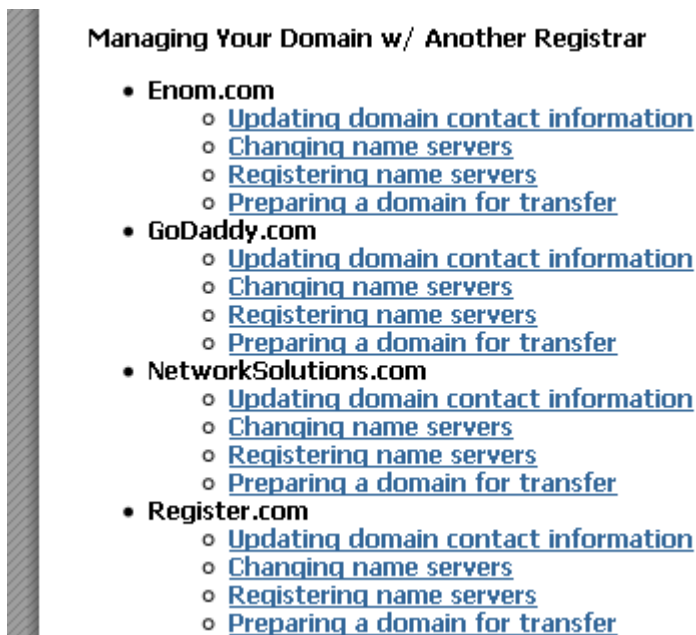
Add to this is the fact that they guarantee uptime (the time when your site will be live and visible to the world) of 99.9% and you have a hosting package that is almost unbeatable.

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When you start out, a shared hosting account that is available for around \$7.95 a month is more than adequate. You can use cheap alternative to host as many different sites as you want, thus enabling you to duplicate your marketing efforts.

The final job that you need to do is to tie your domain name and your web hosting account together, so that when anyone types your domain name into their web browser, they are automatically redirected by The Internet Company to your site as hosted by Hostgator.

This process is technically known as changing the DNS, and whilst it might sound complex there are detailed video instructions about two thirds of the way down [this Hostgator support page](#):



**Managing Your Domain w/ Another Registrar**

- **Enom.com**
  - [Updating domain contact information](#)
  - [Changing name servers](#)
  - [Registering name servers](#)
  - [Preparing a domain for transfer](#)
- **GoDaddy.com**
  - [Updating domain contact information](#)
  - [Changing name servers](#)
  - [Registering name servers](#)
  - [Preparing a domain for transfer](#)
- **NetworkSolutions.com**
  - [Updating domain contact information](#)
  - [Changing name servers](#)
  - [Registering name servers](#)
  - [Preparing a domain for transfer](#)
- **Register.com**
  - [Updating domain contact information](#)
  - [Changing name servers](#)
  - [Registering name servers](#)
  - [Preparing a domain for transfer](#)

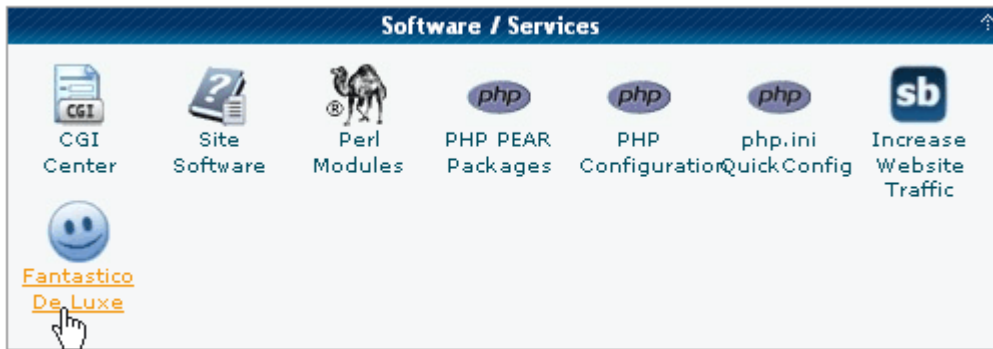
That's the nuts and bolts of your site put together, so the next stage is to start putting some meat on the bones, of your web site.

Fortunately, because you are using Hostgator and you are going to create a WordPress blog, the actual creation of your site is remarkably easy, something that can be done in less than five minutes.

## Creating your blog the easy way

When you log in to your Hostgator hosting account, the first thing that you see is your cPanel through which you control your site.

In the cPanel, you should see the icon for 'Fantastico De Luxe' near the bottom of the page under 'Software / Services':



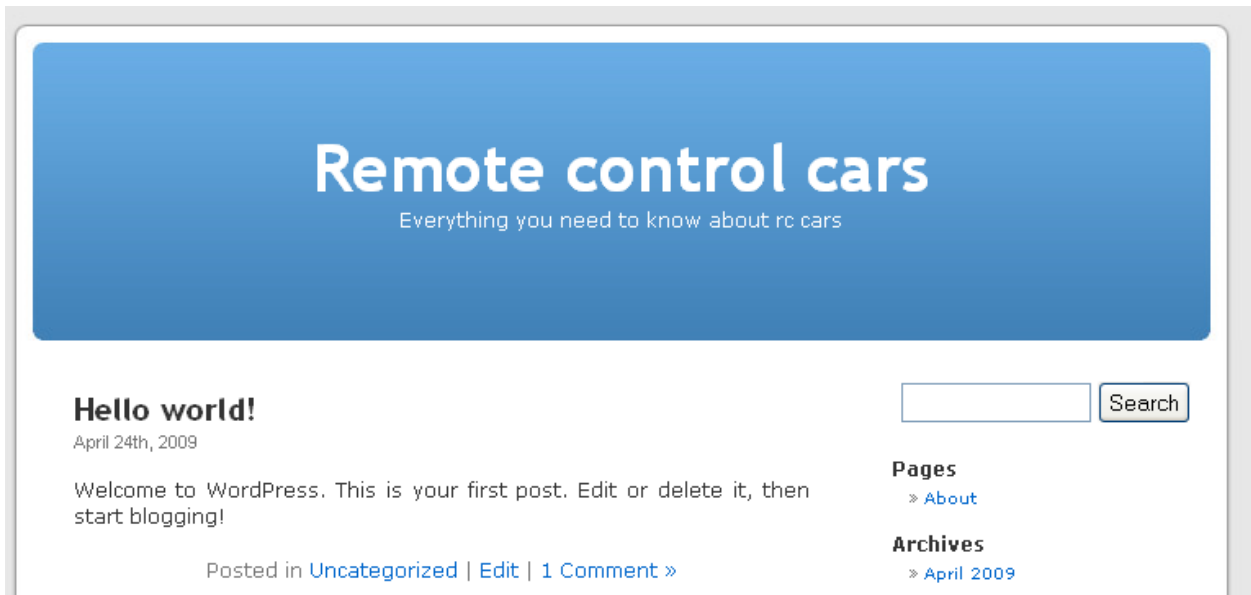
The exact icon that appears will depend upon the theme that is being used by your cPanel, but as long as it says 'Fantastico', you have the right one. Click the icon, to be presented with a list of software programs that are already installed on your site ready to be activated. Near the top of this list you will see WordPress under 'Blogs':



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From here, you need to complete only three screens of information and your blog is installed on your site almost automatically, ready for you to start constructing your site and adding content just a few minutes later.

With the initial installation process is complete, you will have a site that looks something like this:



This is functional but hardly inspiring, so there are a few housekeeping tasks that need to be undertaken before your site is ready to start accepting content.

Taken together, all of these housekeeping tasks should occupy no more than 15-30 minutes, so let's move through them step by step.

**You don't need standardized links:** You will note that when WordPress is installed, it has a series of outgoing links automatically installed in the 'Blogroll' section of the site. These links only benefit those whose sites they go to and do nothing for you or your business.

For this reason, I would remove these links, replacing them with links to your own sites as you build more and more.

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You do this by clicking on the 'Manage' link at the left-hand side of the 'Dashboard' page within your WordPress administration area, and then 'Links':

<input type="checkbox"/>	Name	URL	Categories
<input type="checkbox"/>	Development Blog	wordpress.org/development	Blogroll
<input type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll
<input type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll
<input type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll
<input type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll

Check the 'Name' box on the left hand side of this screenshot above the links list, and then hit the 'Delete' button to get rid of them en masse.

**Get rid of ugly 'Permalinks':** Next, you need to change the 'Permalinks' structure of your site as well by following the instructions in [this WordPress article](#).

This is important, because 'Permalinks' are the unique URLs assigned to each post and page on your site. Consequently, by changing the 'Permalink' structure and including keyword terms in your article titles, you ensure that the URL's attached to each individual article also include your keyword terms.

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This helps the search engines ascertain exactly what pages are about, which helps you to achieve top 10 rankings for the correct search terms, so this is definitely a change that you should make.

**Find a new theme:** Next, you should do is change the appearance of your site, because although the default WordPress theme is functional, it is hardly going to impress any of your visitors, nor does it give them any indication of what your site is about either.

Fortunately, there are lots of sites where you can download free WordPress themes, so try any of these sites to see what you can find, that is appropriate to your market or the subject matter of your site:

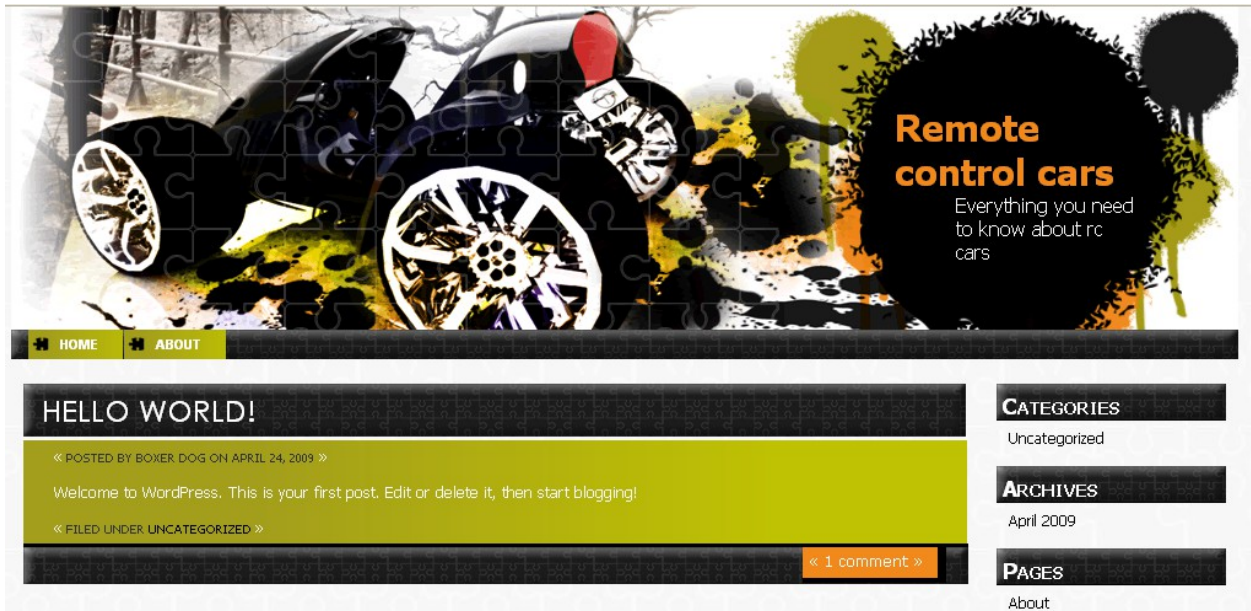
- <http://wordpress.org/extend/themes/>
- <http://topwpthemes.com/>
- <http://www.wptmp.com/>
- <http://www.freewpthemes.net/>
- <http://www.wpthemes360.com/>
- <http://www.elegantwpthemes.com/>
- <http://wptheme.net>

When you find a theme that is suitable for your site, download it to your computer before uploading it to your site by following [these WordPress instructions](#) about how to install your new theme.

There are literally thousands of free WordPress themes out there, so you should be able to find something that is at least relatively well matched to the subject matter of your site without too much difficulty.

With my new theme uploaded and installed, my radio control site now looks far more like the kind of site that a radio control car enthusiast might enjoy visiting:

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The site is now just about ready to go and (even more importantly) it is ready to start making money as well, but there is one final job to do before starting to add your content.

**Make it more functional:** As well as the hundreds of free themes, there are also thousands of free plugins available for WordPress blogs, small software programs that you can install on your site to increase the functionality, effectiveness and search engine friendliness of it.

You will find a list of all of the plug-ins that I would recommend you download and install in 'Appendix A' at the end of this book and you can follow the instructions for installing them on your site [from this article](#).

These plug-ins will, between them, provide a massive boost to your efforts to attract visitors and bring your site to the attention of the search engines. And as every one of them is free, there really is no reason why you should not install them.

With these plug-ins installed, you are finally ready to start your moneymaking efforts.

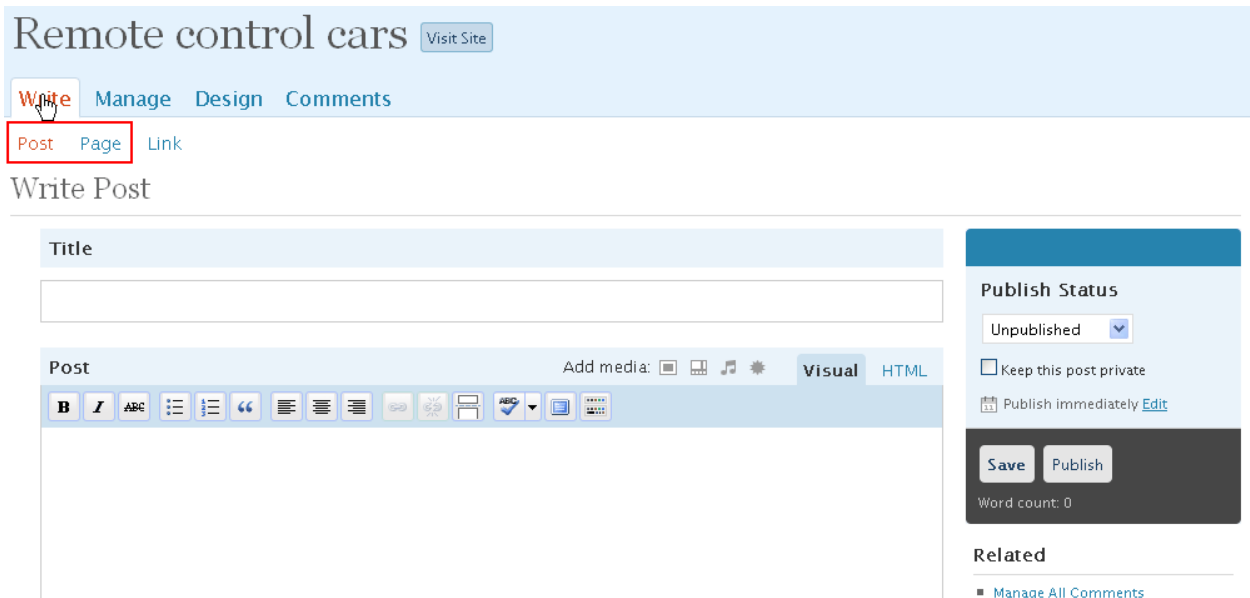
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But of course, before you can start making money, you need to add content to your site, so this is the next step.

### **Adding appropriate content the easy**

You have two options for adding new content to your blog, both of which are accessed from the 'Write' link at the top left hand corner of the 'Dashboard' page.

The first option is to add articles as new posts, meaning that those articles will all be published on the front page of your site in chronological order:



Hence, every time you publish a new article post, it will push the existing content on your front page further down the page. If you write a new article and add it as a post today, it will push anything you published previously further down the front page of your blog, so that the most current content is always featured at the top of the page.

Generally speaking, there will be a limited amount of posts which can be added to your front page, after which older posts will be archived.



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However, because each individual post has a unique URL attached to it (because of the 'Permalink' change), it is possible to send visitors to specific articles that you have published on your site that have subsequently been moved down the page by later article materials.

The second option as shown in the highlighted area of the previous screenshot is to publish your new articles to separate pages on your site. This ensures that these content materials have a permanent, fixed place on your site which does not get supplanted by later content materials. Nevertheless, because you can link to these additional article pages from your front page, they do not 'disappear' from your visitors view entirely.

When it comes to choosing between publishing new content as posts or new pages, some people think that one option is better than the other whilst others believe the same but the other way around!

In my experience, I often find that mixing and matching by adding the majority of new articles to the front page of my site but creating new pages at the same time is the best way to go. However, this may depend on the market that you are operating in, so the options are probably something that you should test for yourself.

The most important point is not really about how you add the new content to your site, but that you start to do so reasonably quickly. To do this, you need to create articles of 200-300 words each that focus on the keyword terms that you found with your earlier research.

Make sure that your keyword phrase is included in your article title, preferably at the very beginning of the title if at all possible.

Because it can appear a little 'spammy' if your site grows too quickly, it is generally recommended that you should not add more than 3-5 articles to your site on a daily basis at the outset. However, every time

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you do add new content, you should send information about that content to the major search resources and directories by pinging the URL of your site using both [FeedShark](#) and [Pingoat](#). Between the two they cover almost all of the sites that you need to send information to.

Do this every time you add new content to your site and the search engines will very quickly start to pick up on what you're doing, with the result that it should not be too long before you start achieving some top 10 rankings for some of your keyword focused articles.

Top 10 rankings naturally generate targeted traffic and visitors to your site so the final step on your journey is to implement some moneymaking strategies to your site.

There are several choices of how you can make money from a blog of this nature, and whilst I have one particular recommendation which is making plenty of money for my own businesses, I will nevertheless highlight several options so you know what moneymaking choices are available.

## Using AdSense to generate an income

[Google AdSense](#) is a free to join program that allows you to place targeted advertising materials on your site through the AdSense system. Because these adverts are matched to your subject matter, they are also matched to the interests of your visitors.

Hence, it is quite likely that some of these visitors will click on these adverts. When they do so, you get paid a percentage of the advertising revenues paid to Google from the company or individual who is sponsoring the ads. For example, on this stop smoking blog, you can see that the adverts shown on the right-hand side of the page are all relevant and appropriate to people who are interested in stopping smoking:

### STOP SMOKING NOW TIPS

FRIDAY, NOVEMBER 14, 2008

Ads by Google 

#### Quit smoking through exercise

When you decide to stop smoking, you'll bring on other changes in your life as well. Smoking is a very addictive habit, meaning that it is very hard to quit. There are a lot of changes that take place, although exercise can be a big help to you when you decide to quit.

Try to set a new routine, such as working out or going to the gym. If that isn't possible, you should try waking up earlier and going for a short walk. If you can turn that walk into a run or a jog, it is going to be very stimulating and the best

#### [Quit Smoking](#)

Visit our Smoking Cessation Center for expert tips, tools and advice.  
[yourtotalhealth.ivillage](http://yourtotalhealth.ivillage)

#### [EasyQuit With Zaci Ronen](#)

Personal QuitSmoking Coaching with Professional Psychologist ExSmoker  
[www.easyquitsmoke.com](http://www.easyquitsmoke.com)

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The advantage of using AdSense to make money is that your site visitors do not need to spend any actual money for you to be able to earn it.

Unfortunately, the amount that you are likely to earn per click on the adverts is probably not going to be a great deal of money. From this it follows that in order to generate significant income levels using AdSense, you need to drive a massive amount of visitors to your site, and the more sites you have, the more money you will make.

Because it is not necessary for your visitors to spend money in order to you to be able to earn money, using AdSense in this way, is a very popular way of generating an income for many online beginners.

However, most of these beginners will move on to use other monetization techniques fairly quickly, particularly when they begin to realize that earning their fortune using AdSense is never going to be easy. Nevertheless, using AdSense is a very quick and simple way of getting your moneymaking efforts off the ground almost instantly.

## **Promoting affiliate products**

There are thousands of products and services on the net where the original product creator or owner is willing to pay independent salespeople a sales commission for every sale they generate.

This form of marketing is known as affiliate marketing and it is often to this form of blog monetization that online beginners turn after discovering that using AdSense does not generate the kind of income levels that they want.

There are plenty of different ways of finding suitable products or services to promote as an affiliate.

Firstly, you can find over 10,000 digital information products available at [Clickbank.com](http://Clickbank.com) and you can sign up for an account completely free. Once you have done so, you can immediately start promoting any of the products offered through the site Clickbank. This is therefore a very quick and easy way of getting yourself started as an affiliate marketer.

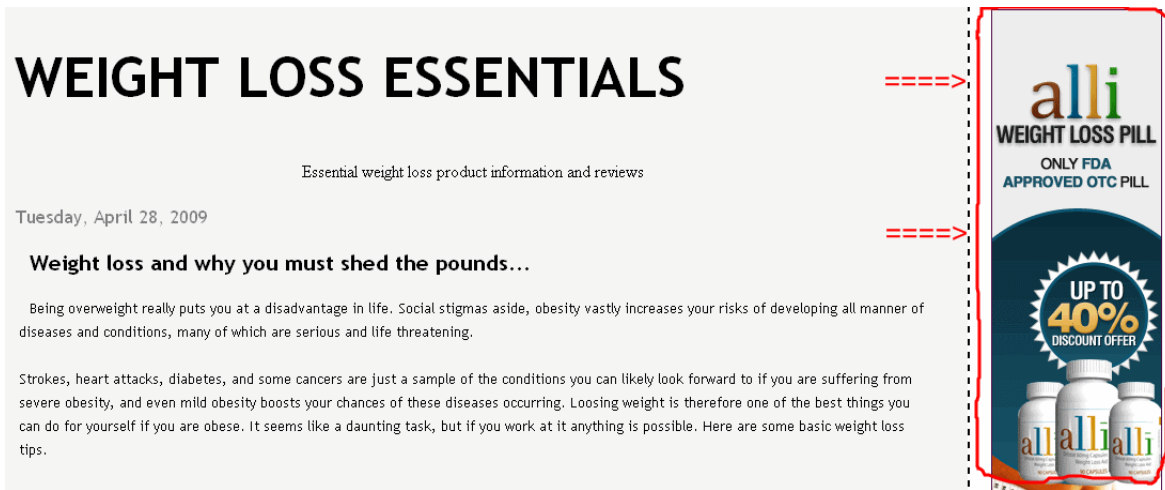
An alternative option is to consider promoting tangible, physical products or services rather than digital information products. You can find thousands of products and/or services on network sites like [Commission Junction](#), [Share a Sale](#) and [Link Share](#).

Although it is a little more difficult to be accepted as an affiliate through network sites like these, it is nevertheless still possible, particularly if you have a niche targeted site which already features a reasonable amount of relevant content.

The third option is to search the net for organizations that do not use network sites like these by running a standard Google search for 'your

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topic + affiliates'. For example, a search for 'weight loss affiliates' turned up this program which has been a very good seller for me:



The image shows a screenshot of a blog post. The main heading is "WEIGHT LOSS ESSENTIALS" in large, bold, black letters. Below it, the subtitle reads "Essential weight loss product information and reviews". The date "Tuesday, April 28, 2009" is displayed. The main content starts with the sub-heading "Weight loss and why you must shed the pounds..." followed by a paragraph: "Being overweight really puts you at a disadvantage in life. Social stigmas aside, obesity vastly increases your risks of developing all manner of diseases and conditions, many of which are serious and life threatening." Another paragraph follows: "Strokes, heart attacks, diabetes, and some cancers are just a sample of the conditions you can likely look forward to if you are suffering from severe obesity, and even mild obesity boosts your chances of these diseases occurring. Loosing weight is therefore one of the best things you can do for yourself if you are obese. It seems like a daunting task, but if you work at it anything is possible. Here are some basic weight loss tips." On the right side of the screenshot, there is a vertical advertisement for "alli" weight loss pills. The ad features the brand name "alli" in a stylized font, followed by "WEIGHT LOSS PILL" and "ONLY FDA APPROVED OTC PILL". Below this, a circular graphic says "UP TO 40% DISCOUNT OFFER". At the bottom of the ad, three white pill bottles are shown.

The advantage of promoting products as an affiliate to generate income from your blog is that for every successful sale you generate, you are likely to receive quite a healthy level of commission.

Hence, as long as you promote a product or service that is popular, the chances are that you will generate significantly more from affiliate marketing than you would ever earn by featuring third-party advertising on your site.

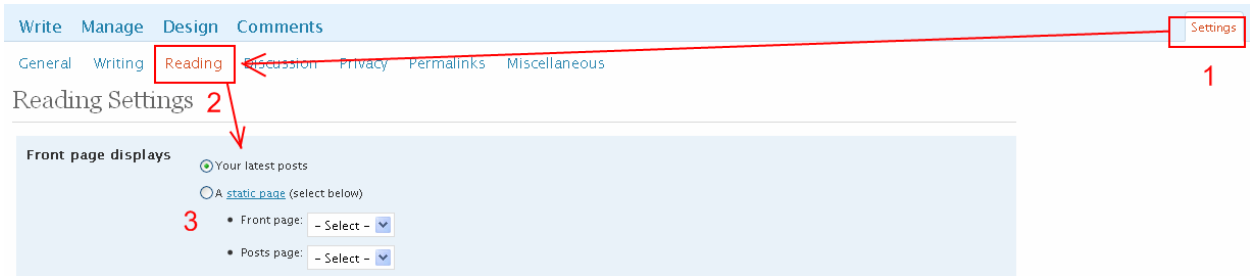
The disadvantage is of course the fact that your site visitor needs to spend money in order for you to earn any. From this it naturally follows that unless you can convince people to buy the product or service you are recommending, you're going to earn nothing from affiliate marketing.

The most effective and profitable way of promoting products for which you are an affiliate is to feature product reviews on your blog site.

In order to do this most effectively, you obviously don't want your review postings to be pushed down the page of your site, so the first

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thing you should do is make the home page of your [blog a static page](#) (click the link for further information, but in current versions of WordPress you do this by clicking 'Settings', 'Reading' before choosing how you want to create your static page):



By doing this, you 'fix' your affiliate product review to the top of your chosen page. In this way, you ensure that review stays visible to all of your readers on a permanent basis.

There are any number of ways that you can use product reviews to promote products as an affiliate. You could for example review just one product from your page, or as an alternative, you can compare two or three different products on a review page.

In the latter situation, do not make the mistake of recommending the most expensive product of the two or three that you are reviewing.

Instead, if you carry three product reviews on the page, recommend the middle priced product.

It you are using reviews to promote affiliate products, try to write your reviews as if they are independent and at least relatively objective. Do not for example be afraid to include criticisms or negatives about the products you are reviewing, although of course, in the final analysis, you should recommend the products that you are reviewing.

## **Get This - Recommended**

Encourage visitors to your site to buy the product or products that you are offering by including bonuses which can only be obtained if they buy the product from your site.

Obviously, the more valuable the bonuses are, the more likely this is to encourage people to take the action you want them to take, so you should try to include bonuses that clearly have significant value.

Make these available to anyone that buys through your site but only do so when they send a copy of their receipt via e-mail. In this way, you add a new customer to your own mailing list, thereby enabling your business to continually promote products and services to them via e-mail.

Promoting products as an affiliate using reviews in this way can be a very effective way of generating an online income from your blog.

However, keep a very close eye on your statistics and sales figures, because it may be necessary to tweak and modify your reviews and marketing efforts if your initial sales are disappointing.



## **Private advertising**

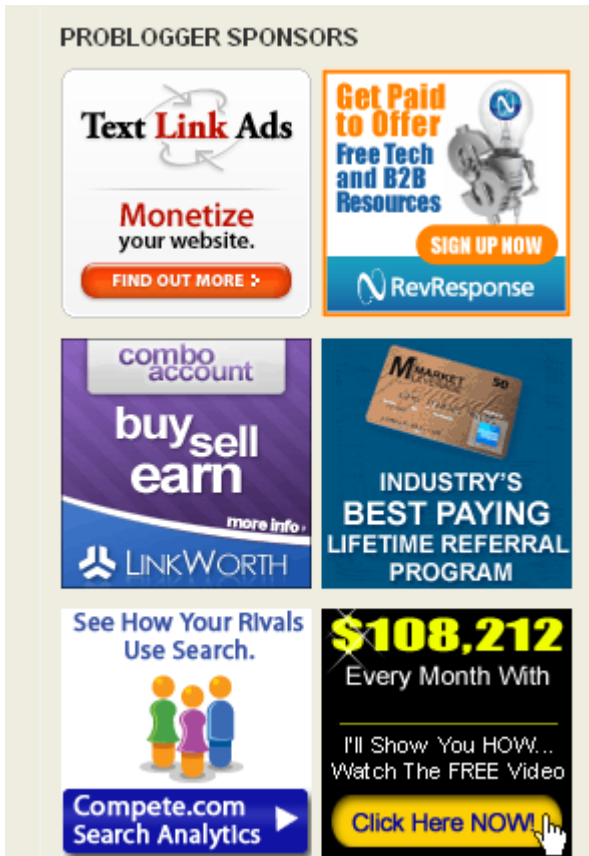
Once your blog becomes well established and your efforts to drive targeted visitors to your site, things start to pay off, especially if you are able to convince significant numbers of your visitors to become regulars, your site will naturally become more popular. When this happens, it is likely that Google will award [Page Rank](#) to your blog in recognition of your growing popularity.

At some point in this process, it may be possible to attract private advertisers to pay you to advertise their products or services on your site. This happens with many of the more popular blog sites, some of which do very well from advertising of this nature as they can charge what they want in such a private arrangement.

One such example can be seen on the prominent online marketing blog site, [Prologger.net](#). This very well-known site has been around since 2004 and currently enjoys a Google Page Rank of 6/10, which is undoubtedly a very respectable rating for a blog:

## [Get This - Recommended](#)

PROBLOGGER SPONSORS



The image displays a grid of six sponsored advertisements under the heading "PROBLOGGER SPONSORS".

- Text Link Ads:** A white box with a circular arrow icon, the text "Text Link Ads", "Monetize your website.", and a red button that says "FIND OUT MORE >".
- Get Paid to Offer:** An orange box with a lightbulb icon, the text "Get Paid to Offer Free Tech and B2B Resources", a "SIGN UP NOW" button, and the RevResponse logo.
- buy sell earn:** A purple box with the text "buy sell earn", "more info.", and the LinkWorth logo.
- MARKET 50:** A blue box featuring a gold credit card, the text "INDUSTRY'S BEST PAYING LIFETIME REFERRAL PROGRAM", and a "Click Here NOW" button.
- See How Your Rivals Use Search:** A white box with an icon of three people, the text "See How Your Rivals Use Search.", the Compete.com Search Analytics logo, and a "Click Here NOW" button.
- \$108,212:** A black box with the text "\$108,212 Every Month With", "I'll Show You HOW... Watch The FREE Video", and a "Click Here NOW" button.

I don't know how much Darren, the owner of the site charges each of these advertisers, but I would imagine that each of them is probably paying several hundred dollars a month to promote themselves on his site, so there is obviously money to be made by selling advertising privately.

On the other hand, until you achieve a decent Google Page Rank, it is not going to be easy to attract advertisers, who will want to promote their products or services on your site.

However, once your blog becomes better established, (which it will naturally do as you add an ever-increasing amount of valuable content to it) your Page Rank will increase and your ability to attract private advertisers and/or sponsors will also increase at the same time.

## **Getting paid to blog**

There are some companies and individuals that offer bloggers the ability to get paid to add content to their blogs.

In effect, most of these companies and individuals act as a go-between, between advertisers who want bloggers to write about their product or services and bloggers who are willing to do so. Thus, the content that you will add to your blog in order to be paid will be very specific, but that is fine as long as you are comfortable with the content that is being requested to blog about. This is yet another way of making money.

Surprisingly, it is generally not necessary to be overly effusive or too full of praise for the product or service that you are writing about. Most advertisers are happiest with bloggers who write balanced, reasonably noncommittal reviews of their products or services.

There are plenty of these types of services out there. Many of them pay you via PayPal and depending on the service that you are using; you can sometimes land quite nice payments for writing a piece according to the instructions, for the job.



For example, I have seen, paid to blog opportunities that paid in excess of \$20 for a 300 word post on the leading paid to blog site [Pay Per Post](#), so there defiantly is money to be made in this way.

However, you should be aware that the quality of the opportunities that you are likely to be offered by the various different paid to blog sites will only start improving once you have acquired some Google Page rank, and the better paying opportunities almost always need higher Page Rank than the ones that pay \$2 or \$5.

## [Get This - Recommended](#)

You may also find that you don't necessarily [want](#) to write about some subjects on your blog site.

For example, whilst this offer pays pretty well for only 300 words:

<a href="#">Casino Night</a>	Write a quality post/article about having/arranging a casino night	\$22.50		300 
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It requires a Page Rank of at least 5/10 and not everyone is going to happy writing about a gambling site.

Other paid to blog sites that you might want to take a look at are:

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

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

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

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

<http://socialspark.com/>

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

<http://www.payu2blog.com/>

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

Take a look at all of these sites, if getting paid to blog sounds like something you might be interested in doing, because even with no Page Rank whatsoever, you may be able to find some opportunities, that you can take advantage of.

# **The best way of making money from blogging\_**

## **The basic concept**

Whilst there are many different ways of making money from a blog site, I have little doubt that the most effective way of generating an income from a blog is to use your blog as the central reference point for a niche targeted membership site.

This is because membership sites have so many advantages to you as a marketer and with more and more software coming onto the market that allows you to build effective membership sites using WordPress (in particular), it has never been easier to create a membership 'club' using a blog as the central point of what you have to offer.

This is also why I suggested earlier in this report that in order to maximize your moneymaking abilities, you need to pick a market sector or niche where there is a degree of continuity and longevity. By choosing something like 'rc cars', you know that you are dealing with a group of people who will come back week after week and month after month for more information, products and services.

They therefore represent the perfect demographic group for a membership site that will provide appropriate information, product discounts and so on to its members every month.

## **Pitch it at different levels**

If you going to launch a niche targeted membership site, you should appreciate that is important to do so with as many different membership options available as you can realistically create.

## **Get This - Recommended**

At the 'bottom' end of your marketing system, you need to have a 'catch' that is going to encourage people to sign up for your membership site.

One option for this is to offer a completely free version of your site in an effort to encourage people to subscribe, because once they have subscribed as free members, it is then up to you to encourage and persuade them that the additional value offered through a paid membership is worth spending money on.

My own experience indicates that in certain markets, making a completely free version of your site available in this way is an effective way of attracting members who will subsequently upgrade.

Unfortunately however, this has been the case in only a relatively small number of niche markets. The majority of the time, it seems that persuading people to upgrade their membership once you give them a completely free membership is extremely difficult, so I would suggest a slightly different approach.

My favored alternative is to offer a free 14 or 21 day trial to your fully featured paid membership during which time a new trial member is able to really get a feel of what is available inside the full membership area.

More often than not, I find that this approach is considerably more effective than offering a completely free membership. This is because the trial period allows the new member to form a real impression of the quality that you are offering within the paid member's area; without allowing them to have completed, unrestricted access.

Generally speaking, if people believe that they are getting something of genuine value for nothing, they will take advantage of it. If they believe that, what they are being offered is free and freely available anyway,

## [Get This - Recommended](#)

they are far less likely to take advantage of what you offer to them, for a fee.

For this reason, my own results and research tend to indicate that offering a limited period free trial is more effective than offering completely free membership, where the content material seem to have significantly less value.

Of course, during this free trial period, you cannot afford to allow the triallist to have complete and unrestricted access to everything. For example, they cannot be allowed to download all the materials that are otherwise available to paying members, because quite obviously, once they have downloaded everything that is available, paid membership no longer has any particular value.

Nevertheless, there are various payment gateways like PayPal that allow you to offer new subscriber's membership for a free trial period.

Indeed, another advantage of using PayPal to offer a free trial is that at the end of the agreed free trial period, they will automatically start deducting membership fees from your subscribers PayPal account. To prevent that happening, the subscriber has to cancel their subscription within the trial period and PayPal does not make it at all easy to affect a cancellation of this nature.

You will therefore probably find that many members don't bother to cancel, simply because doing so is too difficult and complex, especially if your membership fee is not very expensive.

### **What are you providing and what do you charge?**

In order to run a membership site of this nature, you need to create a restricted "members only" area on your site.

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Within this area, your number one objective should be to over-deliver value and quality to your members on a monthly basis.

Consequently, whilst on the front page of your blog, you might feature short extracts from targeted reports, e-books and the like, in order to promote gaining full paid access to the complete versions of these materials. Only paid members would have the right to login to the restricted member area for those products.

Within this “member-only” area of your site, you should attempt to provide everything that you can possibly think of, which your members might want from a site like yours.

For example, whilst many of your ‘rc cars’ site members might be experts, not every one of them will be. Hence, a video series that shows members how to build remote control cars from an appropriate kit or even from scratch would be of great value to many of the less experienced members. And as this would be a video series which you would create and publish on a month by month basis, content of this nature would keep members coming back, every month so that they could complete the task that they have already started.

Create unique written content materials of a type that you know the members will read, whilst also trying to find products produced by other marketers that you can buy with giveaway rights.

Generally speaking, when you buy an information product from another marketer, it will come with a license document that tells you what you can do with these materials, and the rights that you buy with the product might include the ability to give it away.

Often times, the license document will look something like this:



## [Get This - Recommended](#)

Please Observe The License Terms Below:

- [YES] Can be sold
- [YES] Includes Salespage
- [YES] Can be given away
- [YES] Can be packaged
- [YES] Can be offered as a bonus
- [YES] Can be added to paid membership sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
- [YES] Yes can be sold via auction sites

If you are allowed to give the product away or include it as a benefit on a paid membership site, you can supply it to your members as a member benefit.

The bottom line is, there really is no limit to the kind of content materials or benefits that you can provide to a member of your site, so try to think outside the box to come up with ideas about what they might want from a site like yours.

For instance, if you are able to offer discounted component prices to members of your 'rc cars' membership 'club' because you have managed to arrange discounts with an online supplier, this would definitely be a benefit that many of your members will be delighted to take advantage of. It is also a financial benefit that will save them money which could even cover their cost of paying you the monthly subscription fees.

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Try to come up with some similar ideas where you can offer your members a product or service the usage of which, will cover their subscription fees, and you will retain your members loyalty for a considerably longer period.

Do not limit your thinking as far as what you can provide to the members is concerned – the more you can provide to them. The higher the value of what you are providing is, the happier they will be. The happier they are, the longer they are likely to continue paying membership fees, so it is therefore to your advantage to do whatever you can to over-provide on, the 'great value' front.

How much you charge for your membership site is obviously a function of the value that you're providing to your members, to least some degree.

More importantly however, it is essential that your members *believe* that whatever they are paying, that they are nevertheless getting a 'great deal' from you. Thus, you should probably never consider charging more than 25% or 30% of the true value of what you are providing as a monthly subscription fee.

For instance, unless you are providing astonishing value, there is no way that a site that provides information about; or even discounts for rc car components, could ever justify a price tag as high as \$97 a month.

However, charging members somewhere between \$10 and \$20 a month would be quite realistic and probably relatively easy to justify as long as you are able to provide \$100 a month worth of benefits and value.

This is the key to running a successful membership site.

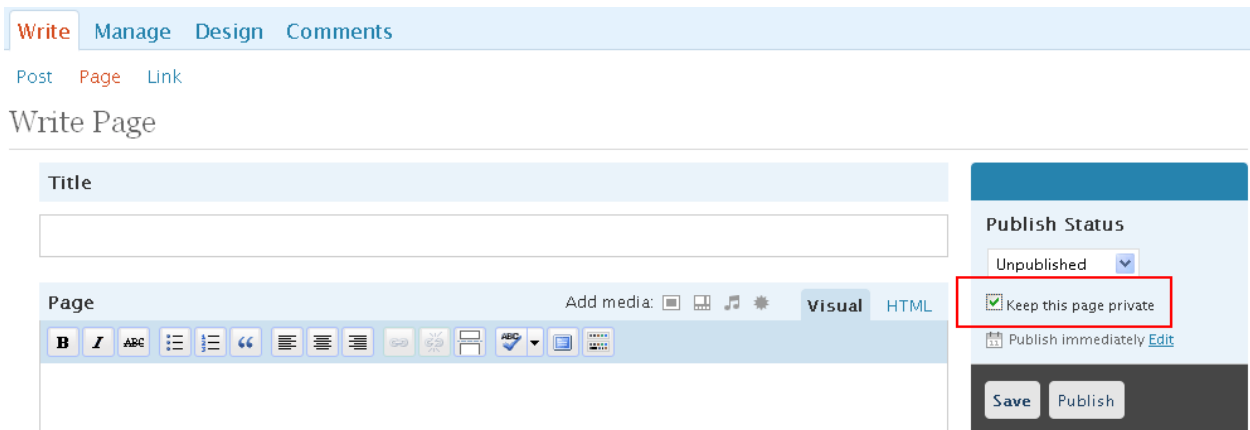
Under charge and over deliver at all times and you will keep the majority of your members happy most of the time.

## [Get This - Recommended](#)

Keep your members happy and they will keep paying their membership fees month after month. Hence, using a blog as the basis for a straightforward, simple membership site is probably the best way of generating a long-term income from your niche marketing activities.

### **How to set up your restricted member area?**

The easiest and quickest way of setting up a restricted area is to keep content materials that you do not want the world to have access to private. The easiest and cheapest way of doing this is to publish these materials to new pages, then clicking the 'Keep this page private' link to the right of the page content creation box:



The major problem with doing this is that anyone who knows anything about hacking or site security is not going to find it particularly difficult to get into the private pages without having to pay a membership fee.

Furthermore, because your only option, if you follow this route is to make information "private" or "public", it restricts the degree of flexibility you have, as far as your membership site is concerned.

For these reasons, it is probably a better idea to download and install either the [WP-Membership](#) plugin or [WP-Member](#).

## [Get This - Recommended](#)

Both of these plugins cost less than \$30 and both will enable you to build a great deal more flexibility and security into your membership site than you could ever hope to achieve without the protection and functionality of one or the other of these plug-ins.

I personally tend to favor the first option over the second, primarily because this happens to be the plug-in which I use, for my own membership sites, so I am familiar and comfortable with how it works. At the same time however, this plugin happens to be integrated with PayPal, so setting up your payment using this option might be easier than using the other plug-in highlighted (I cannot say for sure, because I have only tried one alternative).

But with either of these plug-ins installed, your site can be as flexible as you want it to be – you can for example offer many different levels of membership if you choose to go along that route – whilst the increased levels of security that they offer more than justifies the cost of buying it.

The bottom line is, creating a blog-based membership site is where the real money is and it is certainly the easiest and quickest way of generating a residual income stream, which is the 'Eldorado' for many online marketers. Find your niche and set up a membership site based on that niche, and as long as your niche selection process has been followed through correctly, it is difficult to see how the membership site of this nature could go wrong.

## **Conclusion**

As you have seen in this report, there are many different ways you can generate an income from a blog site. However, the many advantages of running a membership site should indicate that building a niche targeted membership site from your blog is ultimately most likely to represent the best way of generating the income that you want to generate.

The explosion in popularity of blogging that we have experienced over the past two or three years does not seem to be fading, and if anything is still on the increase. It therefore seems increasingly likely that more and more people will switch their online business activities from those that use 'traditional' HTML style websites to blogs.

Consequently, whilst the idea of building membership blog sites is still in its relative infancy, it is an idea which I have no doubt will become incredibly popular in the next two or three years.

By getting in now, you are therefore putting yourself ahead of the curve which should in turn enable you to grab a significant slice of your market for your membership site, before anyone else starts to turn their attention to doing the same.

From this it follows that there is never a moment to lose.

Online business moves at the speed of lightning, and at this very moment, there could be hundreds or maybe even thousands of people who are giving serious thought to setting up a membership site in a niche market for which you are eyeing up total membership domination.

There has therefore never been a better time for action. And there never will be a better time than right now!

## Appendix A – Essential plugins

- [Akismet](#)
- [All-in-one SEO pack](#)
- [Dagon Sitemap Generator](#)
- [E-mail users](#)
- [Exec PHP](#)
- [FeedBurner](#)
- [Google Sitemap Generator](#)
- [MaxBlogPress](#)
- [Navigation List](#)
- [Super Cache](#)
- [WP Users Online](#)
- [What would Seth Godin do?](#)

Take Care,

**{--your-full-name--}**