

**Bloggers Secret**

**[www.Your-Domain-Here.com](http://www.Your-Domain-Here.com)**

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## Building A Profitable Blog

Are you ready to begin your journey into the incredibly profitable world of Wordpress blogging?

Even if you've never done it before, building dynamic, profitable websites using blog software like Wordpress or Blogger has changed the face of web development, making it **VERY** easy for anyone to create and maintain an online presence, even if they are inexperienced with designing, or website creation.

In other words – NO more technical nonsense! No lengthy learning curve, and no road blocks!

With just a few clicks, you can instantly install a blog and begin to add in high quality content, to attract subscribers and prospects from various niche markets, and because of the fact that Wordpress is a free open source platform, your overall costs are limited to only needing a domain name and a hosting account.

This means, that you can easily venture into numerous markets and test the waters without having to invest money in creating websites, hiring designers or search engine specialists.

All you need is a copy of [www.Wordpress.org](http://www.Wordpress.org), a domain, hosting account and a copy of this guide that will teach you the fundamental basics of developing well constructed, profitable blogs in as many industry's as you wish!

Let's begin!

## Choosing A Profitable Market

The very first step before setting up your blog is to decide **WHAT** your blog will be about. What niche market – what scope – what angle?

When it comes to building profitable Wordpress blogs, you want to go after the **MONSTER** niches! These are markets that have insane levels of traffic, are always in demand and have been **PROVEN** to yield results.

If you really want to make the most money possible from your niche blogs, you absolutely need to research markets, verify the viability of niches and know, with certainty, what people are interested in, searching for and willing to buy.

Without proper research, you have little idea as to what products or services you should include within your website, but more importantly, you aren't sure WHAT people are entering into the search engines when searching for these products.

This is where niche and keyword research comes into play. By defining the most popular keywords used by your target audience, you can incorporate them into your blogs optimization strategy and content to attract organic traffic from the search engines.

Your blog will be thoroughly optimized and VERY targeted towards hungry buyers.

(Plus, you can swipe commissions by piggy backing off of successful marketing campaigns that others have created!)

For example, you decide you are going to include the ClickBank product *“Acne Free In 3 Days”* on your niche blog, as a way of generating commissions from referrals, so you set to work implementing affiliate campaigns into your blogs content..

You know that people who are likely to purchase this product are suffering from acne and want a quick and pain free solution so you've already finished half your research: You're able to define WHO your market is.

And don't be afraid of competition – because the more competition, the more profitable the market!

While there are literally hundreds of profitable topics and markets that you can build your Wordpress blog around, here is a quick list of evergreen markets that are proven to be profitable:

- Weight Loss (Muscle Building, etc)
- Pets (Dog training, cat lovers, etc)
- Entertainment & Celebrity Gossip ( specific reality shows, etc)
- Finance (Debt Management, Credit Repair, Saving Money, etc)
- Technology (Latest gadgets, computer systems, etc)
- Business \*(including IM, work at home, make money)
- Travel & Vacations
- Food (recipe sites, etc)
- Gaming (Warcraft, Starcraft, Sims, etc)

The golden rule when just starting out with blogging, is that you want to choose a topic that you're personally interested (and invested) in.

If you're passionate about a topic AND it's a proven winner, you'll find it a lot easier to maintain the blog and keep it updated with fresh content. But even if you aren't personally attached to a topic, if you plan to outsource the majority of your content, you can enter into any niche market imaginable!

When it comes to making money with blogs, you need to be able to position your website in the top search engine rankings, and to do this, you need unique, quality and informative content.

Search engines like Google will rank your blog based on its originality, and focus, so you want to always make sure that you're producing enough content so that the search engine spiders are consistently crawling your blog, AND that the content is relevant.

We'll explore the top ways of optimizing your blogs in a later chapter, as well as how you can begin to generate premium, targeted traffic to your website VERY quickly (and at no cost), but for now, it's time to choose the topic or theme for your website.

To start, write down 5-10 potential topics that you are interested in, and believe to be profitable. You will run a test on each topic in just a minute that will help you define the ones that are bound to be most profitable.

Then, you will break down each topic into sub-topics (or segments) so that you can drill down into a specific niche market, and target your content around attracting specific customers. The more targeted your blog is, the easier it will be to monetize **AND** the easier it will be to create highly

targeted traffic campaigns that will flood your blog with hungry buyers!

As we begin our journey into finding profitable niche markets, stop to ask yourself. *'What are people desperate for?' or 'What do people REALLY need?'*

By answering that question, you'll be able to tap into countless profitable niche markets, because when it comes to what people NEED rather than what they WANT, you've got yourself some hungry, desperate buyers who will anxiously purchase instant solutions or remedies to their questions and concerns.

You've probably heard of just how profitable 'desperate markets' is and there's good reason for this. Markets that are considered desperate are not only easier to target but easier to sell to.

- *That person desperate to get rid of her acne quickly!\**
- *That mother frustrated by not being able to potty train her toddler.*
- *\* That guy who will do anything to win his ex back.*

One of the most important things you can do is first evaluate and identify niche markets that encompass 3 important components:

- 1) You can easily identify exactly who your audience is.
- 2) There are motivated, active buyers in the niche market.
- 3) You are able to get your marketing message across to your audience.

There's no sense in trying to find an untapped niche market. In truth, there



are few of them out there and those that exist and you'll end up wasting valuable time testing out markets, conditioning buyers and analyzing what sells and what doesn't.

It's **always** easier to make money in niches that are already proven to be profitable, and it will take far less time.

You always want to conduct as much research about your markets as possible however, so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language'.

Keep in mind that the best markets consist of buyers who are looking to relieve their pain whether emotional, physical or mental.

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

Again, here's the 3 step process:

- 1) Identify your target market's problems
- 2) Find solutions for their problems
- 3) Give them your solutions to their problems.

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

You should look for:

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

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














### **Find Forums In Your Niche**

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

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

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

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

and receive helpful hints and tips on how to use these products, ask questions about product in Alissa's store and request new products.		Yesterday 09:36 AM		
<b>The Diet</b>				
	<b>Who are you?</b> Welcome! Your welcome to Introduce yourself, tell us your story and who you are before moving on to the discussion area, if you choose to do so.	 <b>Hi from Philly</b> by <a href="#">ViolinCyndee</a> Yesterday 11:58 PM	4,280	35,528
	<b>Raw and Living Food Discussion</b> (15 Viewing) This forum is where you can chat with others about the Raw and Living Food Diet, follow the 30 day challenge, ask questions and get support.	 <b>Raw Foods &amp; Serotonin</b> by <a href="#">Sleek98</a> Yesterday 11:31 PM	13,385	160,470
	<b>Raw Before and Afters</b> (2 Viewing) How good has eating raw been to you? Wanna show everyone where you started from and where you ended up? Post your before and after pics here to encourage others!	 <b>nadien alexandra's before and...</b> by <a href="#">Iguch</a> Yesterday 04:58 PM	141	4,352
	<b>Raw and Living Food Discussion ARCHIVES</b> Archived, read only, discussions that are older threads.	 <b>Can I join the 30-day...</b> by <a href="#">katchmoleen</a> 09-21-2009 08:42 AM	7,585	80,470
<b>The Food</b>				
	<b>Raw Recipes and Raw Food Preparation</b> (25 Viewing) Discuss and exchange raw food recipes, ingredients, meals and food preparation including recipe /food prep equipment (spiral slicers, dehydrators, etc.).	 <b>Help Need Spagetti ideas</b> by <a href="#">SheLovesToEat</a> Today 12:26 AM	13,271	111,647
	<b>Juicing, Sprouting, and Organic Gardening</b> (7 Viewing) Information on juicing and juicers, sprouting, appliances, gardening and wild edibles.	 <b>Which juicer is easiest to...</b> by <a href="#">Aleasha</a> Yesterday 11:41 PM	2,045	16,450
		 <b>August Fasters... UNITE!</b>		

## Social Media/Web 2.0 Sites

Social sites and community sites are also popular places for groups of people passionate about the same thing to hang out and share ideas.

Websites like Facebook, Myspace, Twitter, Digg, YouTube, StumbleUpon all have plenty of people constantly discussing and sharing ideas and info on their interests, passions and problems.

### Google Zeitgeist

Offers access to Google Trends, Trends for Websites, Hot trends and more: <http://www.google.com/intl/en/press/zeitgeist/index.html>

### Get Ideas From Yahoo Answers

One of the best places to find the hottest questions and answers in your niche is Yahoo Answers (<http://answers.yahoo.com>).

Here you will find people asking all sorts of interesting (and shameless) questions on every topic you can imagine. It's extremely popular and is a great source for finding out what people are having trouble with and what they really want and need.

Not only will you find ideas on what sub-niche you should choose, you'll also have plenty of questions and answers you can base your blog posts around!

### **Google Alerts**

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

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

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

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



Search terms:

Type:

How often:

Email length:

Deliver to:

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

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

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

Don't overlook other resources for finding hot niche markets including popular magazines through [www.Magazines.com](http://www.Magazines.com) , books via [www.Amazon.com](http://www.Amazon.com), hot searches through [www.pulse.eBay.com](http://www.pulse.eBay.com) and through digital marketplaces including [www.Clickbank.com](http://www.Clickbank.com)

## Exploiting Keywords For Instant Traffic

When it comes to evaluating niche markets, you also have to pay attention to relevant 'keywords'.

*Keywords help you define who your customer base really is.*

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

One of the easiest ways to find hot niche markets is by using Google's Adwords. Since Adwords is a PPC search engine used by advertisers, it's easy to determine what niches are profitable based on the level of existing advertisers, as well as the CPC (cost per click) of ads.

You can also use Adwords as a way of defining your keywords, based on the overall monthly search volume.

You start by visiting

<http://adwords.google.com/select/KeywordToolExternal> and entering in your primary keyword.

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

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

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

Next, enter these into Google's Keyword Tool:

**Keyword ideas** [Sign in](#) with your AdWords login information to see the full set of ideas for this search. [About this data](#)

Download Sorted by **Relevance** Columns

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

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

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

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

*Here are a few other keyword tools worth checking out:*

<http://www.WordTracker.com>

<http://www.WordStream.com>

So, begin by evaluating potential markets. Then, work towards evaluating the products featured within each niche market and finally, evaluate the level of competition.

Determine whether the niche is penetrable and if there is a fresh new angle that you can take to stand out in the marketplace.



## **Building Your Wordpress Cash Machine**

Before you can build a profitable blog, you'll need a handful of tools and resources that will both establish your blog, and help you promote it.

It all starts with choosing a domain name and hosting account. Your domain name must be keyword-rich, meaning that you register a domain name that incorporates relevant keywords relating to your niche market.

### ***You do this for a couple of reasons:***

- 1) Domains with keywords rank better within the major search engines (and you want as much organic traffic as possible!)
- 2) Domain names help you build a brand and establish credibility in your market. (you can't develop a professional presence without one!)
- 3) Domain names tell your market what your site is about (so you can target the hungriest buyers in your niche!)

Your domain name is one of the only costs associated with setting up your niche blogging business, and with one, you can instantly develop an online presence, which is important when establishing yourself as a recognized authority in your market.

One of the biggest mistakes that "rookie" bloggers make is in using free hosting and domain names to build their business. Not only will this put you at risk of losing all of your work in the event your hosting company decides to pull the plug, but you'll find it exceptionally difficult to develop

credibility in your market if you rely only on free domain names.

People want to know that you are here to stay and that if they get used to visiting your website and making it a regular part of their day, that it will continue to be there, providing fresh, quality content based on their interests, passions and desires.

In other words, your domain name is the first building block in establishing a relationship with your niche, so it's important that you not only register a proper one, but that you make sure it's relevant for what your blog is about.

You can register your domain name anywhere you like, keeping in mind that there are coupons available that will further reduce your registration costs. You can browse for available discounts and coupons on community sites like <http://www.RetailMeNot.com>

Retail Me Not provides updated coupons for many of the popular domain registrars, and you could easily save up to \$10 on both domain names and hosting costs, so be sure to check it out.

Here are a few domain registrars that I personally use:

<http://www.NameCheap.com>

<http://www.Moniker.com>

<http://www.GoDaddy.com>

When choosing a domain name, focus on a top level extension (the .com) because it's the most widely used domain extension and it will ensure that you get the most type in traffic possible.

Remember, not everyone will come to your site by clicking a link. Some people will manually enter in your domain name, and you never want to lose traffic by having your domain on another extension.

You also want to first evaluate keywords to determine what people are entering in the search engines when looking for blogs on your topic. That way, you can register a domain name that includes primary keywords, driving in even more traffic.

If you have trouble finding the perfect domain name for your niche, consider using "domain research tools" including <http://www.instantDomainSearch.com> or <http://www.NameTumbler.com>

One thing to consider, regardless of the domain name you choose is that it is memorable, easy to spell and can be used to build a brand or future network.

Tip: You will also use these keywords when creating the content for your blog as well as in optimizing your blog for maximum positioning in the major search engines!

I'll show you how to effectively research keywords in your niche market in the next chapter, for now, let's take a quick look at how you can set up your hosting account.

A hosting account houses your website files and pages, so that people can find your site. When it comes to choosing a hosting provider, there are many reputable ones that are easy to use and affordable. My favorite

resource is <http://www.HostGator.com> where you can set up a "starter" account for as little as \$10 a month!

Tip: With HostGator, you can purchase a reseller account for \$25 a month that allows you to add dozens of websites and domains to one account, so be sure to thoroughly evaluate your options and carefully consider your long term objectives before moving forward.

After you have your domain name and hosting account set up, it's time for you to install the blog software that will power your website and allow you to set up a fully functional, feature laden community where your visitors can interact by posting comments regarding your posts and content, and give feedback on the information you create.

To start, depending on your hosting provider, you may be able to use cPanel's built in Wordpress integration, where you can click on a single link and have Fantastico install a fully functional copy of Wordpress.

If you are interested in locating a hosting company that features Fantastico, and fully supports WordPress, you can review the hosting directory located at:

<http://www.Wordpress.org/hosting>

Dreamhost.com offers instant Wordpress installation, and offer affordable packages for new bloggers. Simply click on the Wordpress installation link from within "Fastastico" and Wordpress will be installed.

If your hosting provider doesn't come equipped with Fantastico, you can

manually install a copy of Wordpress by downloading it from their main website, <http://www.Wordpress.org> and uploading the files to your server.

If you need help with this, Wordpress provides a step by step installation guide on their website (view the "Docs" section for details).

### [http://codex.wordpress.org/Installing\\_WordPress#Famous 5-Minute Install](http://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install)

Installing a blog is exceptionally easy, regardless whether you use the automated install feature or manually create your blog, but it's only the first step in an important process that you need to follow if you want to ensure that your blog is fully optimized and tweaked so that it's functioning at its best performance.

This includes taking advantage of pre-created plugins that will enhance your website and optimize it for search engine rankings, as well as help automate content creation and management.

We'll discuss how to best use these blogs as well as what you need to do to optimize your website in the next chapter, for now, let's take a look at a handful of other elements that you need to pay attention to in order to create the best website that you can.

This includes:

### **Customizing Your Template**

With Wordpress, there are literally hundreds of free templates and themes

to choose from, giving you the opportunity to use different themes relating to niche markets that you are focused on.

You can download these templates from various directories online and use them 'as is', or take it a step further and hire someone to customize the templates, or take a shot at it yourself if you are proficient with editing CSS and HTML.

Regardless what you choose, you need to make sure that the theme is fully functional and provides adequate space for advertisements, affiliate product offers, and allows for a clean interface with well managed categories and pages.

Take some time to explore the different themes that are available before making your selection and don't be afraid to download multiple themes and installing them to see exactly how they look and function.

From within your Wordpress administration panel, you can activate and deactivate themes on the fly, making it exceptionally easy to change the templates instantly should you wish to update your website's scheme or evaluate different themes until you find one that will work for you.

Here are a few theme providers and directories worth checking out:

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

<http://www.wordpress.org/extend/themes>

<http://www.FreeWPThemes.com>

<http://www.ThemeLab.com>

<http://www.topWPThemes.com>

<http://www.SkinPress.com>

In addition to customizing the look and feel of your blog, you can also choose to add plugins to your Wordpress blog that will enhance your website and work as extensions of the blog software that can make your blog more interactive as well as easier to manage.

One example of a useful plugin is found at <http://www.CodeBanter.com> who features a free Wordpress plugin that will instantly add an autoresponder opt-in box to your blog. Since it's important to start building a list, integrating this plugin makes capturing subscribers a breeze.

We'll talk more about list building in a future chapter, but in the meantime, head on over to CodeBanter.com and download a copy of the plugin.

Plugins are exceptionally useful, especially when optimizing your website for the search engines. I have created a swipe file of the top plugins that I add to every blog that I create, and I suggest that you add these to a folder on your desktop so that you can use these on your websites as well.

### **All In One SEO Pack**

<http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/>

This plugin ensures that your blog is well optimized for the title, meta description, and meta keywords. It should be a required plugin with every installation of Wordpress.

### **Google XML SiteMap**

With every blog you create you will want an auto-generated sitemap. This is important so that the search engines can get a clear guideline regarding the pages from your site that you would like indexed.

<http://downloads.wordpress.org/plugin/google-sitemap-generator.3.1.2.zip>

### **Related Posts Plugin**

<http://www.w-a-s-a-b-i.com/archives/2006/02/02/wordpress-related-entries-20/>

### **No Ping Wait Plugin**

<http://onemansblog.com/2007/04/15/no-ping-wait-wordpress-plugin/>

### **Privacy Policy Plugin**

Every blog you setup should have a privacy policy in place. This is to ensure that you inform your readers of what they can expect from visiting your blog.

It's also very good to have this page setup since a few affiliate programs do request that you have a privacy policy page in place if you are going to be advertising their products. <http://www.synclastic.com/privacy-policy-1.0.zip>

### **Google Analytics**

This plugin is useful for reviewing the stats of your blog and viewing any patterns regarding your traffic. It has a wide range of features that will



enable you to have a complete traffic breakdown:

<http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.2.7.zip>

Once you have downloaded these plugins, upload them into your Wordpress wp-content/plugins directory.

Then, log into your Wordpress admin panel at <http://www.yoursite.com/wp-admin> and click on “Plugins” to load the listing of plugins and the activation link that will appear next to each one. Make sure to activate every plugin, otherwise they will not begin to function until you turn them on.

You can also explore other plugins at <http://Wordpress.org/extend/plugins/>

## **Pro Optimization Strategies**

Wordpress blogs are VERY easy to optimize for the search engines. In fact, it should take less than 60 minutes to fully optimize and tweak your blog's default settings so that it will position itself well within the search engines.

To begin, log into your Wordpress admin panel and click on the Settings tab. Under General Settings make sure that you enter in your blog title and tagline.

For your blog title, do not just enter in your domain name but instead focus on entering in keywords that relate to the theme of your blog based on the content you intend to create.

For example, if I was creating a blog that focused on the cake decorating niche, my blog title might be something like this:

*Wedding Cake Decorating – Secret Techniques To Creating Gorgeous Wedding Cakes*

Just the same, my tagline would also incorporate my keywords:

*Example: Wedding Cake Decorating Secrets*

Under the “Membership” option click both fields, “Anyone Can Register” and “User Must Be Registered And logged In To Comment”. Then, click Save Changes.

Next, click on the Writing tab to configure this area. Within the Writing section, you will want to add a list of blog ping services.

Pinging your blog simply means that each time you update it, you are able to send an alert out to blog directories and news sites telling them that your blog has fresh content.

Copy and paste the following ping service list into the text box at the very bottom of the Writing sections’ page.

<a href="http://blogdb.jp/xmlrpc">http://blogdb.jp/xmlrpc</a>
<a href="http://bulkfeeds.net/rpc">http://bulkfeeds.net/rpc</a>
<a href="http://coreblog.org/ping/">http://coreblog.org/ping/</a>
<a href="http://ping.blo.gs/">http://ping.blo.gs/</a>

<a href="http://ping.cocolog-nifty.com/xmlrpc">http://ping.cocolog-nifty.com/xmlrpc</a>
<a href="http://ping.rootblog.com/rpc.php">http://ping.rootblog.com/rpc.php</a>
<a href="http://ping.syndic8.com/xmlrpc.php">http://ping.syndic8.com/xmlrpc.php</a>
<a href="http://ping.weblogs.se/">http://ping.weblogs.se/</a>
<a href="http://rcs.datashed.net/RPC2">http://rcs.datashed.net/RPC2</a>
<a href="http://rpc.blogrolling.com/pinger/">http://rpc.blogrolling.com/pinger/</a>
<a href="http://rpc.pingomatic.com/">http://rpc.pingomatic.com/</a>
<a href="http://rpc.technorati.com/rpc/ping">http://rpc.technorati.com/rpc/ping</a>
<a href="http://rpc.weblogs.com/RPC2">http://rpc.weblogs.com/RPC2</a>

## **Blog Page Titles**

There are a few things to keep in mind when you are entering in titles for your blog posts and pages.

Search engines like Google.com only show the first 70 characters of your title within search results, so be sure to include your most important keywords within each title, stripping away any extra words that you just don't need.

Focus heavily on your primary keywords, and make sure that your blog's page titles vary, so that each one contains a different set of keywords and phrases, relevant to your niche market..

## **Meta Tags**

Meta tags are very important in ensuring that your blog ranks well within search engines. The All In One SEO Pack plugin that we activated will make this exceptionally easy to do. From within your Wordpress admin

panel, click on “Settings” and look for the All In One SEO link.

Click it to load its option page.

Here you will be able to enter in the Home Title.

If you want to use the main title that you entered earlier, just leave this blank and it will use your default blog title.

### **Home Description**

Once your pages rank within the search engines, potential visitors will see your description and title, so be sure to enter in a detailed, relevant description about the subject matter of your blog.

**The tag plugin is available from:** <http://code.google.com/p/simple-tags/>

When creating content, including page titles, meta tags and even category titles, be sure to always focus on including relevant keywords relating to your niche.

To do this, create a keyword swipe file that includes a broad range of keywords that target your market, and do your best to always include a handful of keywords with every post or page you create. Search engines will place more weight on keyword phrases that appear within the first few lines of each individual blog page or post, so be sure to keep that in mind when constructing your categories and content so that the most important keyword phrases are used at the beginning of the content.

### **Keywords**

The All In One SEO plugin can generate these based on the categories

that you will create, or you can enter them in manually. Choose relevant keywords and separate them by commas’.

**Example:**

making money blogging, blog money, blog cash, monetize blogs, blog payment, pro blogger, etc.

Next, click the “Rewrite Titles” option so it’s activated.

Scroll down until you see “Use Categories For Meta keywords” and tick this on to activate this feature as well.

Select to use noindex for Categories and Archives.

Click to activate Autogenerate Descriptions.

Leave everything else as is, and click Save Changes.

The next step is to ensure that your blog is included within search engines like Google, but also blog based communities such as Technorati.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines.

Next, I set up permalinks in settings. Setting your permalinks correctly will help you rank better because they will contain relevant keywords based on the different page content that you create.

Click on the “Custom” option and paste the following into the text box

(double check for accuracy to ensure it matches with no extra spaces!)

**/%%postname%/:**

To include the category, you change it to:

**/%%category%/%postname%/.**

Doing this will modify your website URL's so that they are search engine friendly, featuring your category titles and post / page title with your chosen keywords. This makes the URLs on your blog look like this:

<http://www.yourdomain.com/category/this-is-the-name-of-your-post>

The next step is to ensure that your blog is included within search engines like Google, but also that it is featured within blog-based communities such as Technorati and Feedburner.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines. Click "Save Changes" to complete this step.

Let's take a look at the options under the "Discussion" tab. You will want to ensure that the first three options are enabled, so that other blogs are notified whenever you link to them, and that you are allowing pingbacks and trackbacks.

Pingbacks: Are when someone (Person 1) posts on their blog and someone else (Person 2) posting to their own blog links back to person 1. This automatically sends a pingback to Person 1 when both have

pingback-enabled blogs.

Trackbacks are a way to notify blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using pingbacks, so no other action necessary.

## **Creating Your Content System**

There are many different ways to create a content system that will help you maintain your blog, and keep it up to date at all times.

Here are a just a few ways to get started:

### **Writing Your Own Content**

This is the best option when it comes to building authority blogs! Create keyword-rich content that is unique and interesting is a great way to gain credibility and customer interest. Ideally, you should have 5-10 blog posts on your website before launch.

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

Your content doesn't have to be too long. Keep your blog posts to around 400 words, and pay attention to the overall structure. Blog posts are VERY different than articles, because you want to make sure that you engage your visitors, provoke thought, and demonstrate your commitment to providing quality content.

Ask questions, offer help – create “how to” blog posts, tutorials and more. The key to every successful authority blog is in the quality of your content, and the better your content is, the easier it will be to drive in traffic AND encourage repeat visitors.

The idea is to build a VERY loyal following. People who will bookmark your



website and return regularly, so focus on writing for THEM first, search engines second.

### **Using Private Label Rights Content (PLR)**

If you are short on time or you simply aren't interested in writing your own content, you could try using PLR articles for your blog posts.

This is pre-written content, usually articles (or ebooks, videos....almost anything) that you can buy (and get for free) and can use as your own. Usually you'll pay a small fee for a license to a bunch of PLR articles that you can use however you like.

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

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

There is plenty of plr out there on almost any subject you can imagine.

However, since this is pre-written content that anyone can buy the rights to, I would suggest re-writing 25-30% of each article to try and make it unique and to avoid duplicate content.

Resource >> <http://www.CopyScape.com>

### **Outsource Your Content**

If you struggle to write articles, you can hire quality writers from community forums to freelance marketplaces, but when choosing your freelancer do NOT base your decision on price point alone. You really want your content

to be informative, useful and valuable to those who read it.

Here are a few places where I've had success finding quality freelance writers:

<http://www.WarriorForum.com> (see "Warriors For hire")

<http://www.Fiverr.com> (If you sort results by rating, you'll be able to quickly find quality writers who can create articles for only \$5!)

<http://www.Guru.com> - The best freelance marketplace for finding seasoned writers.

Make sure to browse through each writers profile paying special attention to feedback left for them by past customers. You'll be able to get a good feel for who will deliver quality, and whether they'll go the extra mile in customer satisfaction.

For sites like Fiverr.com, you can sort listings by ratings by clicking on the "Rating" link at the top of your chosen category.

## **Creating Multiple Income Streams**

When it comes to making money with online blogs, there are many different ways to instantly monetize your sites with little work involved.

One of the most powerful methods of making money with your niche blogs is by integrating an opt-in form and growing a targeted list of prospects!

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

Building a list of targeted, potential customers is very valuable and is an excellent asset, because since you now have their email address you can email them directly with your product offers and affiliate links, as well as plenty of helpful, free info!

You will need:

1: An Autoresponder Account, available at <http://www.GetResponse.com> or <http://www.Aweber.com>

2: Squeeze page template with opt-in form (see <http://www.WhiteLabelreports.com> for pre-made reports and squeeze templates that you can use)

3: Incentive : Reports, ebooks, tutorials, videos – anything you can offer that will appeal to your target audience and motivate them into becoming a subscriber!

If you aren't sure how to add an opt-in box to your Wordpress blog, download the free opt-in plugin available at <http://www.CodeBanter.com>

With these resources, you will be able to start growing a list from the very

first day that your website is developed. All you need to do is consider what "subscription bait" (also referred to as your "opt in bribe") you are going to use in order to motivate your visitors into becoming newsletter subscribers.

The easiest way to do this is by purchasing rights to a high quality report from places like <http://www.CompleteStartups.com> or in outsourcing the development of a free report or ebook from an experienced freelancer on websites such as <http://www.Elance.com> .

If you are capable of writing yourself, you could save yourself time and money by developing a short report that specifically caters to your blogs theme. You NEED to make sure that what you are offering is relevant to your topic.

Once you have a report ready, you can log into your autoresponder account and create your welcome email, which is the introductory email automatically sent to each subscriber upon confirmation of their request to join your list.

This email will thank them for subscribing and will include the download link to your report.

Just like in monetizing your website, you need to first work to build a relationship with your list so that they trust your recommendations and look to you as a sound source of advice, tips and information relating to the subjects that interest them.

Spend some time engaging with your subscribers, offering them free

material, information, tips and resources that will help them.

You need to build a relationship with your list so that they trust your recommendations and look to you as a sound source of advice, tips and information relating to the subjects that interest them.

Spend some time engaging with your subscribers, offering them free material, information, tips and resources that will help them.

If you do this, it won't be long before you have a loyal following of people who will eagerly open up your emails, respond to your offers and genuinely investigate the products that you promote.

### **Affiliate Links**

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

When writing a review make sure you include a description of the product, the benefits, the disadvantages (don't leave this out because adding the negative points about a product will make your review more credible to your readers), how the product has helped you, and add your affiliate link to the site where they can buy the product.

This is a great technique because it's pre-selling to your readers and will help to encourage a higher conversion rate.

### **Clickbank**

<http://www.clickbank.com>

Clickbank sells only digital products such as video courses, ebooks and software. You can find a huge range of products to promote and it's very easy to do. Also, a lot of the payouts are 65%-75% and on average about \$30. If you go to Clickbank's marketplace you can sort the products by different criteria and categories.

### **Commission Junction**

<http://www.cj.com>

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

### **Ebay**

<http://www.ebaypartnernetwork.com>

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

The Clickbank.com marketplace is filled with thousands of products that you can promote. It's free to setup a Clickbank.com affiliate account, so you can begin exploring potential products and services instantly.

Here is an overview of how to choose the best products for your niche:

Visit <http://www.ClickBank.com> and click on the Marketplace link. Then, enter in keywords relating to your market in order to generate a page listing products and services that you can promote as a ClickBank affiliate.

Whenever you view the details of any given offer, you will see stats located under each listing, one of these statistics is called gravity.

The gravity rating in Clickbank.com is just an estimate of the most recent sales for a particular product. The higher the gravity rating, the more popular the product is among affiliates since it appears that the product is receiving a large number of sales.

When a product also has a high gravity rating, since sales are factored in, it means that the product is converting. That's the critical aspect of selecting a product to promote within Clickbank.com. You always want to ensure that the product you are promoting actually converts.

You want to pay attention to both the quality of the products you are promoting, as well as the price range, based on what your target audience is comfortable spending.

Keep in mind that choosing high ticket items with a large commission payout should never be the criteria for choosing products, but instead, base your product pricing on what your target audience is willing to pay.

You can gauge the average selling price by reviewing different products within each niche market you are interested in.

*Tip:* If choosing products from the ClickBank marketplace, you can use <http://www.CBEngine.com> to create a snapshot of the top products selling in various niche markets.

It's important to take a specific focus with your niche blog, so that you are catering to a segment of a larger market, rather than the market as a whole.

For example, 'fitness' is a market, whereas "muscle building" is a niche within the fitness market, and it's important that you identify your niche so that you can target your niche blog towards a specific demographic.

When choosing niche markets, don't be afraid to focus on smaller (micro) markets, as they are not only easier to penetrate but can be just as profitable.

Apart from monetizing your blogs with affiliate products through direct linking, you can also take another approach by creating keyword-rich reviews around the products you are promoting.

When writing your review, you need to think about two things:

- a) *The search engines who read it*
- b) *The people who read it*

Obviously, you first write for your visitors, after all, it's them that will make the decision to purchase through your affiliate links after reading your content but you also have to write your reviews so that they are fully optimized within the search engines.

You do this by incorporating your keywords (including product titles) into your content and page title but also keep in mind that you should integrate keywords into:

*Title Tag*

*Page Descriptions*



*Meta Descriptions*

*Anchor Text*

*Alt Text (if images are used)*

That's it for the basic anatomy of your reviews, but let's touch down on the actual STRUCTURE of your reviews.

You want to make sure that your reviews are easy to read and attractive. You need to capture and retain attention, so consider incorporating product images (such as physical box images, or for digital items, eCovers).

Not only will this give your visitors a visual of the products you are promoting, but will also increase perceived value.

Your review site should also include contact information as well as a privacy policy, demonstrating your commitment to safeguarding your visitors information, while providing potential customers with the ability to quickly contact you should they have any questions.

When creating your reviews, you want to keep in mind that your job is to 'inform your reader'. You want to cover as many important benefits and features of each product as possible, while keeping it targeted and straightforward.

Consider writing casual style reviews that make your readers feel as though you are talking directly to them (like a friend, recommending a product that they genuinely believe will help them in some way).

You want your reviews to come across as if they were written exclusively

for the person reading them. After all, it's likely they've already been hard-sold on the product, and they're at your site because they need more than just a sales pitch, they need answers and advice.

So use conversational style writing for your reviews whenever possible.

Be honest. It's important to push the positives in order to maximize your profits, but you also want to come across as genuinely looking out for their best interests.

You want to provide potential buyers with a safe place to come to for thorough, honest and straightforward reviews, so write your reviews in the same way you would be satisfied with if you were looking for information on a product you were personally interested in buying.

If you find there is room for improvement with a product you are promoting, include that in your review, while highlighting the products strengths and benefits as well. People will see you as an honest source of information and as someone who isn't afraid to be upfront and direct.

You also want to write very detailed reviews, rather than basic summaries. People can find those anywhere and it's likely they've already read the products salespage. Again, they want more than that.

So go through the product with as much detail as possible, and really break down the product into segments so you can touch on important benefits and different aspects of the products.

Leave them with a rock solid conclusion! You never want to end your review with a "if" scenario, meaning don't say "IF you purchase the product

you will be able to finally shed that weight and experience self confidence once again”, but instead say “When you purchase the product”.

You are reaffirming their decision to purchase, not questioning it. Make sure that your conclusion highlights key points and clearly sends the message that the product is important to your readers.

Creating powerful reviews isn't rocket science, but it takes time to learn how to create compelling reviews that really touch base with your visitors.

The more you practice writing them, the better they'll get so start by evaluating and choosing your niche, and get started!

Tip: You can create “ClickBank Review Sites” quickly using pre-made scripts that will pull products and descriptions from the Clickbank marketplace and create complete review pages for your site.

*Here are a few resources:*

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

<http://www.instant-sites-launcher.com/>

<http://v2.readymadereviewsites.com/index2.php>

You can also make money by promoting products from within the Amazon marketplace!

By becoming an Amazon affiliate, you'll gain instant access to thousands of products in over 50 different markets that you can base your review site around.

From music, to movies, books and even electronics, toys (and in some countries, food!), there is no shortage of products to promote.

You can create an Amazon review site just by using the same HTML review templates that you are already using, or you can once again; use Wordpress as the foundation for your site.

You will need an Amazon Associates account before you can choose products to promote, and you can sign up at:

<https://affiliate-program.amazon.com>

### ***Create an aStore***

AStores feature various products from hand-chosen categories, so you can really customize your astore to appeal to specific niche markets.

All you need to do is log into your Amazon Associates account and create your store by choosing either specific products or complete categories. You then integrate a snippet of code into your blog or HTML page and your aStore will appear instantly!

*Create your aStore:*

<https://affiliate-program.amazon.com/gp/associates/astore/main.html>

### ***Create Links & Banners***

It's easy to advertise Amazon products by building banners and links for various products, and then adding them throughout your website navigation as well as within your content pages. You can earn up to 15% of all purchases made during a visitors shopping session.

Create Banners & Links:

<https://affiliate-program.amazon.com/gp/associates/promo/buildlinks.html>

### ***Use Widgets***

You can build powerful Amazon widgets quickly right from within your Amazon Associates account. Widgets are interactive mini-applications that bring Amazon functionality to your website.

Check it out: <https://widgets.amazon.com/>

### ***Pay Attention To Stats***

Make sure that you take advantage of the “Reports” section within your Amazon Associates account.

It will provide you with important information regarding your earnings, as well as extensive data about the activity of your Amazon links, aStores and campaigns (including traffic details, conversion rates and more).

Stats: <https://affiliate-program.amazon.com/gp/associates/promo/reports.html>

### **Google AdSense Ads**

This is a form of advertising that involves full text classified ads getting displayed on your websites or blog.

Once you apply for the program and get approved, Google will display relevant adsense ads on your website.

Every single time a visitor to your site clicks on one of the Google ads displayed on your blog, you will get a small commission. The average commission per click is about 20 cents, but it depends on how competitive the keywords used in the ads are. Advertisers will have to pay more money for more competitive keywords.

These are usually the keywords for topics that are very profitable such as making money online, insurance, credit cards etc. More competitive keywords can cost up to \$30 per click sometimes.

With AdSense, you are paid for every click made to advertisements featured throughout your blog. It's free to join as an AdSense advertiser, and you are able to generate code that you simply copy and paste into your blog's pages that will feature advertising boxes from various merchants.

To sign up, visit <http://www.Google.com/adsense> and create your account. Once you have it all set up, you will be able to customize the size and color scheme of your AdSense advertising boxes so that it blends well with your existing blog's theme.

This is an easy way to start making money with your blog even with little traffic, because rather than selling directly to your target audience, you are simply making money each time they click on your ads, costing them nothing in the process (you earn money even if they never purchase anything from these external websites).

You can also create campaigns within your AdSense account so that you can have a number of different advertisements across a network of blogs, which will give you the ability to determine what advertisements are converting and working well, and which ones may need to be tweaked to better perform.

From personal experience, larger square ad boxes convert better, with the colors modified to blend well with your website. You don't want these advertisements to intrude on your visitors experience navigating throughout your website, but instead focus on creating advertisements that fit well within your template and use a similar color scheme.

Start with the 250x250 square ad boxes or the 300x250 medium size if your blog's theme can accommodate it. Otherwise, the tower advertisements can be integrated into the side panels of most blog themes.

The 728x90 leaderboard ad box is great for the upper portion of your blog's theme, right under the header, or at the very bottom, featured within the footer area of your website.

Just be sure to avoid overloading your website with AdSense advertisement boxes.

Remember, that you want to provide your visitors with the most experience possible so that they return to your site frequently.

Besides, if that isn't enough incentive to be careful about the number of ads that appear on your website, Google's Terms of Service state that you are not permitted to feature more than three advertisements on any given

page, so be sure to review their restrictions and terms prior to integrating AdSense on your website.

There is a free plugin available for Wordpress that will help you integrate Google AdSense advertisements into your blogs pages.

You can download it from:

<http://www.wordpressmax.com/plugins/adsense-deluxe>

You will also want to create individual channels for each blog that you plan to feature AdSense on, so that you can determine what campaigns are working well, and track the CTR of each advertisement.

If you find that a particular ad isn't performing well, you can choose to change the placement, color scheme or size of the ad, as well as the general channel so that your advertisements are highly targeted to your audience.



## **Launching Your Wordpress Cash Machine**

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

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

If you focus on high ranking, popular blogs that receive a lot of daily traffic, you can begin to generate traffic to your website instantly, at absolutely no cost.

One thing to keep in mind however, is that your posts should be useful, informative and relevant to the existing discussion. You should focus on participating in the conversation, and increasing back links to your website from relevant prospects. There's no sense in posting comments on blogs that don't share the same target audience as you do.

Do your best to engage the audience and give them a reason to follow your link. Simple comments like "I agree with your statement", or "Great post!" won't do the trick, you need to take it a step further and elaborate on an existing comment, share an opposing viewpoint, or provide a useful resource or tool that those reading the thread are likely to appreciate.

Focus on the most recent discussions as opposed to refreshing an old

thread, so that you don't look as if you are only participating in discussions to generate new traffic to your site.

Also be sure to use the same name, avatar (or gravatar) and website URL for each niche market that you focus on so that you are able to build a brand and a following while continuing to establish your online identity.

You will also want to make sure that the blogs you are focused on offer a link back, (dofollow) so that you receive link juice from all of your comments and posts. You can download a fully functional free version of Fast Blog Finder that will help you locate high profile blogs in your niche market that offer back links based on your participation:

<http://www.fastblogfinder.com/downloads/>

There is also a Firefox plugin that will reveal whether a blog contains 'do follow' or not available at: <http://www.quirk.biz/searchstatus>

### **Submitting To Directories**

Another effective method of launching your website is by taking advantage of the blog directories online. Some of these services will submit your blog into dozens of directories at once for reasonable prices, while others allow you to manually submit your blog individually into each database.

One of the most popular directory submission services online is called FeedShot and it's available at <http://www.FeedShot.com>

There are hundreds of directories out there that let you submit your blog to them for free (there are also some paid ones). This will not only help

increase your traffic by people looking through the directories and finding your blog, but it will also help you to get backlinks to your blog.

A lot of blog directories have a high page rank and this in turn will help you to rank in the search engines.

Doing this manually is very time consuming and a bit tedious, so I recommend using a software tool such as Brad Cullen's free Directory Submitter <http://directorysubmitter.imwishlist.com/> that will automatically do it for you.

### **Pinging Your Blog**

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

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

Here are a couple of free pinging sites to ping :

<http://www.pingomatic.com>

<http://www.just-ping.com>

<http://www.pingthatblog.com>

### **Social Bookmarking**

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

Make sure to bookmark every single post you make.

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

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

<http://www.onlywire.com>

<http://www.socialposter.com>

### **Article Marketing**

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

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

Try to re-write your articles a bit to change it up and avoid duplicate content.

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

<http://www.ezinearticles.com>

<http://www.articlesbase.com>

<http://www.suite101.com>

<http://www.buzzle.com>

<http://www.helium.com>

<http://www.articlesnatch.com>

<http://www.goarticles.com>

<http://www.articlealley.com>

<http://www.articledashboard.com>

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

<http://articlesubmitter.imwishlist.com/>

## **Video Marketing**

Video marketing can be one of the most effective and efficient ways to get traffic to your blog. Video blogging is incredibly popular right now and people prefer to watch video over anything else (e.g reading articles).

If you have a really good video that's both informative and entertaining, you could get hundreds of thousands of views! With so many people viewing your videos, you can be sure to expect a large amount of people then clicking on your link to your blog. And that's a ton of traffic!

These days people prefer not to read long-winded sales letters, they would rather just watch a sales video. The same is true with your blog posts. If you take the content you wrote for your blog posts and turn each blog post into a short video, you will be able to upload your videos to video sites in no time.

Plus you can also embed them on your blog as well once you've uploaded them to YouTube (we covered that in the previous chapter on Content).

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

You have 3 main options here for creating a video:

- 1) Use a flip cam and record yourself or someone else.
- 2) Record Powerpoint slides using Camtasia (or the free version 'Camstudio' )
- 3) Using Animoto <http://www.animoto.com> which can create videos for you in minutes for free. All you need is to upload your own photos or put your own text in, pick the music and layout, and Animoto will do the rest (it's really easy).

There are quite a lot of popular video sites out there that you can submit your videos to for free. However if you don't want to do this manually I would suggest using a software program such as TubeMogul <http://www.tubemogul.com> which is free, or TrafficGeyser <http://www.trafficgeyser.com> which is paid (but is really good).

## **Web 2.0 Sites**

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

This method involves creating a network of web 2.0 sites such as Squidoo, Hubpages, Blogger.com, Wordpress.com, Tumblr.com etc and having them all link back to your main blog. This can be very powerful and you'll not only increase your blog's rankings, you'll also see your Web 2.0 pages appear in the search engine results too.

Another tip is to also social bookmark every web 2.0 page you make as this will help boost the ranking of your blog as well.

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

### **Social Media Sites**

These kinds of sites are sites like Twitter, Myspace, Facebook and YouTube. For this traffic generation method, first sign up to each site and create your own page (or in YouTube's case, create your own channel).

Next try to join other relevant online groups that are in your niche and have similar interests. It's important here that you don't ever try to hard sell anyone or over promote. Try to show your personality and get people to like you and be interested in what you have to offer.

Try to be friendly and sociable and network with as many people as you can. Try to make as many friends as possible but don't try to add just anyone, make sure they're people who would be interested in what you have to offer.

Offer a lot of free gifts and advice.... remember people on social media sites told really like hard-sells.

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

Another useful service in not only generating traffic to your blog but in building a list of subscribers is available at <http://www.FeedBurner.com>

Feedburner is an RSS syndication service that enables bloggers to offer visitors the option to subscribe to a feed where they can receive email updates each time you post new content to your website.

If you plan to offer advertising space on your blog, many sponsors will base the profitability of advertising with you based on the number of RSS subscribers you have, as it's a direct indication of the popularity of your website.

The wonderful thing about RSS is that it can be implemented quickly and easily, and since it's already part of the Wordpress platform, your RSS feed will automatically update each time you write a new post or create a new page.

To get started however, you need to set up a Feedburner account and provide your visitors with an opt-in box on your website where they can become an RSS subscriber.

Feedburner also provides useful statistics and data relating to your blogs activity that can be used to determine how popular individual posts or pages are, where your traffic is coming from as well as where it ends up going to, and within one single Feedburner account, you can set up and



manage multiple blog websites.

Here are some other resources that will help you set up an RSS feed:

**Feedster:** <http://www.Feedster.com>

Feedster was created as a search engine for finding content that has been published on blogs and websites-utilizing RSS feeds.

**Blog Lines:** <http://www.BlogLines.com>

Bloglines is a community dedicated to finding and aggregating RSS feeds from blogs and websites. You can use their search engine to quickly locate blog posts on specific topics.

In order to maximize your outreach, you will also want to consider implementing Technorati into your website's marketing strategy.

With Technorati, you are able to submit your website into its ever-growing directory of blogs, where you will receive free exposure each time that someone uses Technorati's search utility to search for information that is related to your niche.

This is also why it's exceptionally important to ensure that you use relevant keywords within your blog's content, since the keywords entered into Technorati's search bar by a potential visitor will only showcase your blog in the results window if your website utilizes the same keyword phrases.

#### **Side Note: Affordable Outsourcing**

Looking to find quality writers, video creators, editors and even 5-minute blog installations? Head over to <http://fiverr.com>

With Fiverr, you can hire freelancers for only \$5, and the best part of all is that there are freelancers available in nearly every market! For example, you can hire a freelancer to install your blogs, optimize your pages, submit content and even generate traffic to your site! Create your Fiverr account, and then browse through the available categories.

Another great resource for finding affordable freelancers is

<http://www.murk.com/mturk/welcome>

This site is an **untapped gold mine** if you know what you are doing . Basically people on this site will do a lot of very simple tasks for pennies! Hire freelancers to post comments on your blog, or create a Facebook Fan Page and hire freelancers to “like” your page as a way of generating even more traffic to your site!

### **Guest Bloggers & Content Syndication**

The top level content syndication networks aren't interested in duplicated, or watered down content, so you'll want to either create high quality articles yourself, or if you can afford to, outsource a series of 10-20 articles to qualified and experienced freelance writers.

The objective is to get your content published on high profile websites relating to your market. These are considered "authority" sites by both regular visitors and readers, but also by the search engines.

The number of articles that you have in circulation will play a tremendous role in just how much traffic you get, so you want to be as consistent as possible in submitting fresh content into the syndication directories.

Now, content syndication goes beyond just submitting content into online directories. There are a number of other ways to gain the competitive advantage you need by high traffic article submissions.

One other way to gain authority, back-links and of course, traffic, is to offer to guest post on authority websites. In order to do this, you'll need to be able to produce and deliver premium grade content, so if you aren't able to write this yourself - now is the time to turn to the professionals.

You can hire quality writers from community forums to freelance marketplaces, but when choosing your freelancer do NOT base your decision on price point alone. You really want your content to be informative, useful and valuable to those who read it.

Here are a few ways to find high quality content syndication networks in your niche market:

### **Google It!**

Type in any of the following keyword strings and you'll quickly locate dozens, if not hundreds of content syndication networks that will publish your article content.

"Submit Content", "Submit Article", "Guest Bloggers Needed", "Guest Bloggers Wanted", "Contributors Needed", "Submit Guest Post", or even "Accepting Guest Bloggers".

Here are a few websites that have compiled listings of blogs that accept guest posts:

<http://piggybankpie.com/guest-blogging/52-blogs-that-accept-guest-posts/>  
<http://maheinfo.blogspot.com/2011/02/blogs-accepting-guest-post-80.html>

You can also find guest blogging openings by using "inurl" keyword searches which will scour online blogs for specific search terms like: "inurl:guest-blogging-guidelines" or "inurl:guest bloggers".

### **Syndication Networks**

There are networks focused around content syndication in nearly every industry or market online.

For example, if you are involved in the Internet Marketing arena, you could submit your content into <http://www.BizNik.com> or <http://www.SmartBlogs.com>

If you are involved in the technology market, you could submit your content into <http://www.WPScoop.com> , <http://www.GeekPedia.com> or <http://www.Blogsolute.com> , and if you are involved in the work at home mom industry, you might want to check out <http://www.MomsNetwork.com> , <http://www.SheKnows.com> and <http://www.AllWomensTalk.com>

Start by searching for "***your keyword+guest bloggers***", and you'll quickly find enough resources to keep you busy for some time.

### **Syndication Services**

If you want to save time, you could outsource the content distribution to professional services who will submit your content to the top syndication networks. Many of these services will also give you advanced tools that

allow you to track the progress of your distribution.

*Here a few worth exploring:*

Gigya: <http://www.GigYa.com>

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

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

Day Life: <http://www.DayLife.com>

Blog Burst - <http://www.BlogBurst.com>

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

All Top: <http://www.AllTop.com>

The Daily Brainstorm: <http://www.TheDailyBrainstorm.com>

Other Resources:

My Top 10 Syndication Channels:

1: <http://www.SearchEngineGuide.com>

2: <http://www.SitePoint.com/about/writeforus>

3: <http://www.Mashable.com/writers>

4: <http://www.ZeroMillion.com/involve>

5: <http://www.AssociatePrograms.com> (see "Authors" tab)

6: <http://www.LifeHack.org>

7: <http://www.ProBlogger.com>

8: <http://www.CopyBlogger.com>

9: <http://www.Scribd.com>

10: <http://www.Gather.com>

## **Final Words**

Creating quality blogs takes time but it WILL pay off if you create your plan of action and stick to it!

Spend time promoting your blogs within blog networks, social media sites, article directories and forums. Engage your audience and communicate your message of quality and authority wherever you go.

Spend time learning about the different functions of your blog, how you can consistently optimize it, grow it, expand it, and work towards building a dynamic community of targeted visitors who will subscribe to your feeds, join your newsletters and purchase the products you promote.

Create a content schedule that keeps you focused on consistently updating your blog with fresh content that will bring visitors back to your website day after day.

Be active! Post surveys, polls and ask your visitors about the questions that are burning on their minds. Give people a place to interact, to share their thoughts and to communicate with others in your market.

Not only will this help you build brand awareness and establish a relationship with your target audience, but this information is invaluable at helping you come up with targeted content and products that your visitors are most interested in!

And above all else, never give up! It takes time to develop an authority

blog, but it's well within your reach if you have the dedication and commitment to succeed.

Sincerely,

Your Name