

# **Creating Successful Blog**

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## **1. Blogging and Its Effects on Business**

A lot of people don't know what a blog is and that they could sometimes improve their business by writing one. I make big money on the internet with blogs, but before I made money I had to understand what blogs are exactly as I, like many simply didn't know.

Blogs are also known as weblogs and have been around for many years now, but have only become popular in the last three years or so.

A blog/weblog is basically an online journal which can be updated in a split second. Writing a blog is as easy as using a word processor application on your computer. Once you write your text for a blog you can post it immediately whereas most websites take hours to be updated.

You can gain better business exposure by writing a blog about the type of business you run and the products which are available. When using a blog it will be updated constantly and the amount of keywords will be immense therefore allowing a high return from search engines such as 'Google' thus increasing your business traffic and purchases. A blog is a great way to get your business free advertising on the internet thanks to search engines.

Due to the low cost of creating a blog, is one of the main reasons why so many major businesses use them. A blog provides so much publication and recognition and costs next to nothing to use and maintain, therefore leading to maximum profit from your blog.

## **2. What Made Blogging So Popular?**

A blog allows you to talk and to voice your opinion with an immense freedom of speech and a protection that only the internet can provide. Almost everybody has an opinion and almost everybody loves to share what's on their mind. But EVERYBODY with no exception loves to talk about themselves and to share what they are doing, even the shy people who say 'I don't like talking about myself!' – It's human nature to share and to express your thoughts and that is what a blog allows you to do without any repercussions.

The most common use of a blog is that of a journal, or an opinionated piece of writing involving some aspect of the author's day to day life. While some blogs are totally commercially driven, they are often masked as personal musing in order to entice visitors. This is something that just can't be avoided, people love checking out other peoples blogs to see what's going on.

Blogs can be written as personal online journal or can be written for commercial purposes. But, nowadays blogs popularity arises because of its potential power for making money. So, you can see a lot of blogs out there now trying to sell services or products.

One of the main advantages of blogs amongst traditional websites is, they allow users to interact by leaving comments. Blogs allows visitors to express their feeling about the product or services offered. That is why; blogs can also allow you to improve your service.

Simplicity of setting up a blog is also one of the main reasons why they are so popular. Anybody, with little bit of knowledge on how to setup a blog, can easily create simple weblog.

You can implement ready made programs (plugins) into your blog easily. These plugins can transform your blog into powerful web application. For instance, before you needed a developer to implement a payment system to your website. Now, with the help of plugins, you can implement those by just few clicks.

### **3. Creating A Successful Blog**

#### **3.1 Initial Stage of a Blog – Choosing the right niche**

This is probably the most important bit before you even start writing to your blog. You need to decide what your blog will be about? If you can't decide this from the start, then you will have big problems to keep the blog up to date. You will struggle to find content to create your blog posts. So how, do you choose the right niche?

About the niche, many would tell you choose something that is less popular amongst others. Although it is right, I would say best niche for you is the niche you are most comfortable with. A niche, which you have some knowledge. Try to be as specific as possible with your niche.

After, you choose your niche you need to cover every branches of that subject. For instance if you are writing about dogs, try to include most common illnesses a dog would have, what would help to prevent lots of dog hairs? Etc. Divide your subject into branches. The more brunches you cover in your blog, more helpful you will be to your visitors. Also more successful your blog will be.

*Right Niche = Something You Know*

### **3.2 Second Stage – Choosing Blogging Platform**

I will not waste your time on his section a lot. There are lots of blogging platforms available such as Blogger, Typad, etc. But I would highly recommend you to use [WordPress](#). Why?

#### **Lots of Nice Templates**

You can find lots of freely available WordPress templates over the Internet. These templates are easy to install and also professional looking template. With the help of WP templates you can convert your blog into professionally designed website. Here you can find library of [WP Templates](#)

#### **Ease of Use**

Ok. It is probably not as easy as other blogging platforms. But anybody can learn the basics of WP blogging within minutes. And when you become comfortable enough to use WP, then you will understand what I mean by “easy to use”.

## **Huge Plugin Library**

As I explained before, plugins are ready made applications that are ready to use in your WP blog. For instance you want to create a gallery in your blog. Instead of developing the gallery from scratch, you use one of these plugins. All you do, upload the gallery plugin to the right folder, and then activate that plugin in your WP control panel. You can find collection of different plugins for different purposes [here](#).

### **3.3 Third Stage - SEO**

After choosing the niche and the blogging platform, the 3<sup>rd</sup> stage is Search Engine Optimization (SEO). You need to optimize your blog, so you can get visitors to your blog. Without visitors, it doesn't matter how well the content, your blog worth nothing. Therefore you optimize your blog to get those visitors you deserve.

#### **Identifying Search Queries (Keywords)**

Any SEO project should start with research. Before starting you need to identify the search queries for your site. But try to keep those queries as specific as possible. For instance if your blog is about Acne, try to go for queries such as "Acne Information Blog", "Natural Remedies for Acne" etc. After deciding on the queries write them down.

## **Analyze the Keywords**

You can analyze each keyword or query that is identified above by using the tools such as [WordTracker](#) and [Keyword Difficulty Tool](#). These tools will help you to see the competition for the keywords you chose. Also, they will identify the number searches conduct per month. By properly analyzing your keywords and its usage over the Internet will help you to use the right keywords.

## **Identifying the Competitors**

By using your chosen keywords you can conduct a search. Then in the result identify the sites that are in the first page. Visit these sites and browse through. See what kind of information they provide and how the site is structured. After, you can use the [Yahoo Site Explorer tool](#) to identify the sites that link to your competitors. This tool is very helpful to identify the sources of the links and traffic of your competitors.

## **Onsite Optimization**

After completing all the steps, now it is time to optimize your content. Here are the thinks you need to consider:

- Include keywords in your Title tag. That is title of your blog posts.
- Include keywords in <H1>.
- Try to use your keywords within your posts.

- Make sure your URLs are search engine friendly. For example instead of having **www.blog.com/?type=acne&remedies=natural**, have it as **www.blog.com/acne/natural\_remedies**.
- Remember to include keywords in images <alt> tag.

## **Building Links to Your Site**

Now, you can start building links to your site. You can start with submitting to directories, which also will help you to get indexed faster. After that you can write articles and submit those articles to article directories. You can also submit your links to social bookmarking sites such as Digg, Redit, etc.

### **3.4 Fourth Stage - Get People to signup to your RSS**

RSS is probably most effective way to inform your visitors about updates on your blog. Also, it is very good way to make your visitors to come back to your site. It allows your visitors to subscribe to your blog, just like subscribing for a magazine so it can be delivered to your door every week.

With the help of RSS you can inform your visitors with the new content and new products. But how do you get them signed to your RSS?

First, you need to have good content. If you provide useful content your visitors would want to come back. So, if you have an RSS option (WP Blogs has it by default so you don't have to do anything), they can subscribe to it.

Second, you can provide free things to your visitors. For instance this Ebook was free if you signed to my RSS. You can also do the same by providing something free if they subscribe to your blog.

You can use various tools to help your users to signup for your RSS. [FeedBurner](#) is probably the most popular one to use.

### 3.5 Fifth Stage – Getting Traffic

All your SEO work is done, you set up your affiliate links, and now what? You need traffic to your blog. There are a lot of ways to generate traffic to Blog. However, generating steady and good traffic also takes time. Here are few tips you can try for blog traffic.

1. Inform your friends and families that you set up a blog and you need a support for promoting it. You never know, some of them can even be interested with the products you are selling and you may make your first sale to them.
2. Always participate with other blogs as well. Visit blogs that have related content to yours. Don't hesitate to give your opinion in their comment section. Try to make commenting on other blogs habit. Commenting can generate good month of traffic if it is done regularly. Always remember, just dropping your link to a comment box of a blog called Spamming. It will not help you at all.
3. Participate in forums and groups that are related to your niche. Always try to get an active role and try to help as much as you can. If you do, people will very likely to visit your signature link to your blog.
4. [Yahoo Answers](#). This also good way to generate traffic. Same as forums, you answer peoples' questions. In Yahoo Answers, there is a section called resource. There, you can put a link to your website. Again, spamming is not acceptable in these sites and your account would be terminated immediately.
5. Writing articles and submitting them to article directories. Article writing can be a very effective way to promote your blog, if it is

done regularly. But, it is difficult to write lots of articles to publish in these directories. So, here is something I do. Although it cost me some money, I use [software to rewrite my article](#). For instance, whenever I write a blog post, I rewrite it with this software. So I can use one version of the article for my blog and other versions for article directories. I also try to change the article for each directory. So, I won't have the same content all over the web.

6. Participating in Blog communities such as MyBlogLog and Blog Catalog. You can also make friends here. You can join my communities at <http://www.mybloglog.com/buzz/community/internethowblog/> and <http://www.blogcatalog.com/user/alpalino>
7. Use Twitter. You probably don't need any explanation on this as it has been so popular. But Twitter can be a good way to promote your blog. Some people just promote their blog by posting their blog title on Twitter. But this usually put people off. You should use it as normal, but every now and then you can post your blog posts to share with your followers. You can follow me on Twitter: <http://twitter.com/internethow>

### **3.5 Final Stage - Start Making Money from Your Blog**

OK. This bit is not that easy. But with a bit of dedication, patience, and hard working it is very likely to generate money from your blog. There are a lot of people out there, making living from their blog. As long as, you keep doing the above steps, you can also make money with your blog. But, how can you make money?

The answer is; selling the right products. It is very unlikely and difficult to sell software or diet products on a blog, which has a niche about animals. So key to selling on your blog is offering right products to your visitors. But where can you find the products to sell?

You can use affiliate programs to find products to sell on your blog. Affiliate programs supply you with the links, which includes your referral ID. So, if some one buys that product by using the link that is displayed on your blog, you get commission. Here are few Affiliate sites you can use.

[Click Bank](#)

[Commission Junction](#)

[Tradedoubler](#)

## **4. Conclusion**

I hope these tips would help you on the way to create a successful blog. You should always keep in mind that success usually comes with hard work, patience, and discipline. Same methods apply for Blogging. There is not secret formula to make thousands from your blog overnight. As long as you draw your route to success and follow that route with enough patience, success is waiting for you at the end of that road.

Good Luck with Blogging

Al Palino