

BLOGSENSE

HYBRID MARKETING

BLOGSENSE HYBRID MARKETING



Blogger - TOM "THE TOOLMAN"

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**The Insider
Secrets To
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The Insider Secrets to Making Your Blog Pay!

By: Tom “theToolman”

http://thetoolman.net/PLR_Club/

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Chapter 1

Introduction to Blogging

What Exactly is a Blog? A Bit of Blogging History

As the internet grew to become what it is today, many webmasters discovered that web surfers wanted to know which websites had recently been updated and which had new information on them. Web surfers were looking for new and exciting information and didn't want to have to go check websites themselves to see if they had been updated recently. They wanted somewhere they could go and see just what was new.

Some smart programmers started posting logs on their own websites which told the web surfers which websites had recent updates or new information on them. These weblogs, as they were called at that time, were like an informal directory of "what's new" online. These weblogs, and the technology which powered them, eventually grew and changed to become the blogs of today.

A blog is simply a website which is written in a friendly news format which is frequently updated. Rather than be a listing of new or

updated websites, blogs became to be new, always changing, websites in themselves.

A blog takes the same role online as your local television daily news program or newspaper do in their respective media types. Blogs are somewhere you go when you want new and interesting information on any given topic.

A blog is a website which is always being updated with up to date information. A blog serves the sole purpose of educating and entertaining people. Just like a good daily news program, or local newspaper, good blogs provide you with a nice balance of education and entertainment. A good blog is one which has a lot of content, teaches you something new and entertains you a bit in the process. For your blog to be successful you will want to make sure you incorporate each of these three things into your own blog as well. The most successful blogs on the internet do this and do it quite well.

Where a weblog used to be a list of new or changed websites, they changed over time and exploded in popularity into today's blogs. Where a blog used to be something only a programmer had, blogging now allows anyone, without any programming or HTML (hypertext mark-up language) skills, to set up their own blog. The weblogs of yesteryear paved the way to the blogs of today.

With the proliferation of free blog sites such as Google's Blogger, it is simple for anyone in the world to have their own blog. Blogger uses templates and signing up for an account and starting your blog takes all of about five minutes and you are up and on your way! If you can

e-mail and surf the web, then you can have your own blog. It really is that easy. And, best of all - it is free!

Today's blogs are maintained by both companies (large and small) as well as individuals all over the world. In this day and age even your grandmother could have her own blog if she wanted to. All she would have to do is sign-up for a Blogger account and start typing about her family, her hobbies, her pets, or whatever else she might want to talk about. A family blog can be a great way for families who want to stay in touch with each other.

A blog can simply be an online diary or notebook you use to publish your thoughts. A blog can also be a more formal website used to educate people about just about any topic you can think of. Your blog can be as personal or professional as you want it to be.

Through the use of Blogger's great templates you can adjust the look and feel of your own blog to match the type of blog you wish to have. You are also free to have more than one blog and can have the look and feel of each separate blog vary depending on their individual topics. And the best thing is that both a personal or professional blog can have AdSense on it and make you some money!

Online there are currently blogs on topics ranging from workplace politics, world politics, relationships, frugal living, sports, religion, family life, children, family pets, and just about anything else in between. Chances are if you have an interest in something then there is a blog out there on the topic. However, if you search and can't find a blog on a topic which interests you then that can tell you that it

might be a great idea of a topic for starting your own blog and making some extra money with it!

Making Money with a Blog

Blogging is one of the only truly “free” start-up business models on the internet. You can quickly and easily sign-up for an account with a free blog service such as Goggle’s Blogger. From there you can add AdSense and other affiliate links to your blog and make money from your visitors clicking on those links. This is referred to as monetizing a blog – making money with a blog. You can accomplish all of this without ever spending a single cent of your own money.

Google started a program called AdSense. AdSense is for website owners to make money by hosting other business’s advertisements on their websites. These AdSense ads can also be hosted on a blog, even if it is hosted by a free blog service. Google owns both Blogger and AdSense so they are both programmed to be very simple for anyone to use. Because Google owns both Blogger and AdSense they go extremely well together.

With AdSense you paste the code the program generates for you into your Blogger template. Where the advertisements will show up on your blog depends entirely on where you choose to paste the AdSense code into your template. Later in this eBook we will talk about how to

generate AdSense code and exactly where in your blog template to paste that code is.

AdSense additionally allows you to blend in the ads with the content of your blog. This helps to make your AdSense ads look more like your written content and less like advertising billboards.

AdSense is also intuitive enough that it will serve you ads which match the topic and content on your blogs. For example, if you have a blog on saving money then AdSense will likely serve up ads for coupon clipping services, freebies online and other things which match your blog's topic. On your saving money blog you will not see ads for irrelevant things like animal care or technology products.

How do you make money with Google's AdSense? Google pays you when the visitors to your blog click on the AdSense advertisements on your site. This is called "click through." Google pays you a varied amount depending on the ad which was clicked on.

A Successful Blog

Once you have a blog, with AdSense placed on it, you will want to start posting to it every day or two. Your blog posts can be about anything relating to the topic of your blog. And, while you should generally stick to your blog topic, you really can post about anything you want to on any given day. If you have an opinion on politics or something else that day you can easily post it on your blog. You do not have to be an expert writer to have a successful blog. In fact, you

will find that most bloggers are not professional writers but just write for the sake of their blog. You simply need to be interested in the topic you are posting about and post regularly with interesting and engaging content.

Creating engaging content is not hard to do if you are interested and somewhat knowledgeable about the topic of your blog. You can post articles on your blog, post product reviews, have other people write your posts for you, or just simply write a paragraph or two of whatever is on your mind that day. Blogs are generally meant to be informal, so you will want to keep the tone of your writing friendly and post messages which are written like you are e-mailing a friend. You want to have your readers see you as an "online friend" to them. They want to feel included in your life and get to know all about who you are and what you think and believe.

It is easy to promote your blog online with a signature file which you can attach to posts on internet message boards, called forums, and your e-mail messages. These signature files will bring more readers to your blog because these will be people you develop an online relationship with over time. The more people who read your blog the better and the more loyal readers you have the more they will share a link to your blog with their friends and acquaintances. You should always encourage people to share your blog's link with other people who might be interested in reading your blog. The more readers you have the larger AdSense income you will likely have.

Through the search engines such as Google and Yahoo, you will also receive visitors to your blog. These are called "natural" visitors

because they found your site via a search engine search. There are special things you can do to your blog, and your blog posts, to help your rankings rise with the search engines and get you more natural visitors. The process of increasing your search engine ranking is referred to as "search engine optimization," or SEO for short. By understanding a bit about how search engine optimization works you can help to make more money with your blog by making it one of the first websites which comes up in the search results list when someone does a search engine search on your topic.

One of the most popular ways to increase your search engine optimization is by placing META tags and special keywords, on each of your posted messages. This is a very easy process which we will go over later in this eBook. In addition to tags you will want to use good keyword rich content on your blog. By using good keyword density you can tell the search engines more about your blog topic and attain higher rankings by the search engines. Using good keyword density is very simple and easy to do and can really help pay-off big for your blog.

Another simple way to increase your search engine optimization is to build links to your blog on other websites. You can easily do this while you are also promoting your blog. You can help to build up the links to your blog and raise your rankings within the search engines through submitting articles and press releases online. You can also join in on online forums and use a signature file to link people to your blog. By joining in and participating you will gain more readers to your blog. These readers will then go on to tell their friends and family about

your blog and you will gain even more readers. More readers means more clicks on your AdSense ads and more money in your pocket.

By creating an RSS feed to your blog you can essentially syndicate your blog, much like comics and television shows syndicate their content. We will talk about RSS feeds later in this eBook as well. Having an RSS feed for your blog is quickly becoming a must-have option on any successful blog and setting one up in blogger is a very simple thing to do.

It is also possible to raise your search engine rankings through pingging the search engines about your blog. There are websites you can use, for free, which allow you to do something called "ping" the search engines about your blog. You simply go to the website, put in the URL of your blog, and the website will tell a bunch of blog directories and search engines to go take a look at your blog because it has been recently updated. By pingging your blog regularly you can increase your search engine rankings because the search engines see how you are using your keywords and raise your rankings in searches for those specific keywords.

The Future of Blogging

While no one can know for sure what the future will hold for blogging, I am pretty secure in thinking that amazing new developments are on the horizon. With the ability to host audio and video files on your blog you can make your blog a very personalized and impressive experience for anyone who visits. You can essentially have your own

television or radio show via your blog. Imagine shooting live footage of a crime or event and being able to have that footage on your blog before any news station can get the footage out! And, the best part is you can do most everything you want with your blog for free or at very little cost!

Even at this relatively early stage in blogging, there are some people out there with blogs which are much, much better than traditional websites in their ability to educate and entertain their visitors. Gone are the days where it is enough for your business, or even your family, to put up a simple website and then never change or update it. Web surfers expect regular updates. They like it even better to see an actual blog on your site. They know that if you have a blog then they will be able to read and find out what is new and exciting with your business or family. If you have a website, you will need to have a good blog to go with it.

There are many ways today to monetize a blog such as through Google's AdSense and affiliate programs. As the times and the web change there will likely be many, many more ways to monetize your blog. Companies both large and small understand that people are reading blogs in large numbers. Companies want nothing more than to get their advertising dollars spent in areas where people who would be interested in their business's goods and services will see them. Blogs are a great place to find these potential customers. Just as the original weblogs morphed and changed into today's blogs, so too will today's blogs go through great changes in the years to come. Imagine how far they have come in this relatively short time and imagine what they will evolve into in the next five to ten years! Will you be part of

this evolution and the money to be made from it? Will you have a well established blog and be raking in the big money with it in the future? We hope that you will!

Chapter 2

AdSense as a Monetization Model

AdSense is Google's program which allows you to sell space on your website to host other people's advertisements. Hosting AdSense ads on your website or blog is completely 100% free to you as the host and a great way to earn some money.

How do you earn money with Google's AdSense? Simple, every time someone clicks on an AdSense ad on your blog Google pays you. Someone clicking on your ad is called "click through." Your visitor is clicking through your webpage to another webpage via the AdSense link on your website. Google pays you for these click through visitors because their advertising has successfully reached a visitor on your blog. You get paid because you agreed to host the ads and you provided good content which got a targeted ad and a resulting click on that ad.

AdSense is a very popular way to monetize a blog because it is simple to set-up and use, especially on a blog which is hosted by Blogger. Why? The answer to that is simple; Google owns both Blogger and AdSense so the two have been programmed to work very well together. Google wants you to host their AdSense ads on your blog so they have made it very easy for you to ad the ad blocks, and has made it simple to make them look great and blend in with the theme of your blog as well. They understand this makes for a higher click

through ratio and want to help work with you to earn as much revenue for both of you as possible.

AdSense is also very popular because it makes you money without you having to go out and find your own advertisers for your site. Imagine all of the work you would have to go through to find other businesses to advertise their products that would interest your specific visitors on your website. Rather than you having to go out and find other companies to advertise on your website Google brings them there for you to advertise on your site. This saves you loads of time and has the potential to make you loads of cash in the process. It also brings your blog some seriously high quality advertisers. Most all of the biggest companies in the world advertise through Google!

AdSense is intuitive, meaning that it reads your website or blog and then chooses ads which are relevant to the content it has found. This means that if you have a blog on cats, then AdSense will not put ads about working at home on your blog. The AdSense ads are great because they will be relevant to your topic and content which means you have a better chance of your readers clicking on them.

How AdSense works is that if, for example, you have a blog about dogs, AdSense will place ads for things like pet supplies, dog training and other relevant goods and services likely to get the visitors of your blog to click on them. You will not see ads on a dog themed website for irrelevant things like weight loss products or make tons of money at home stuffing envelopes schemes. The ads will fit the topics you are writing about.

What additionally makes AdSense ads great is that they can be made to blend in with the theme and look of your website or blog. This makes them less “ad” looking and they genuinely look like a totally natural part of your blog. While visitors to your website or blog don’t want to see blatant advertisements, they see the AdSense ads more as a part of your content or other links. This is good for two reasons. Number one, you do not want to appear to be trying to make money from your readers of your blog. Number two, your blog does not end up cluttered looking with a bunch of very obvious looking advertisements. You do not want your visitors to see a bunch of billboard type ads but rather ads which blend in with both your blogs colors and topic. AdSense does this very well and by using Blogger to host your blog the process is very simple.

AdSense does not allow you to select the specific ads which appear on your site, but it does an amazing job of keeping them in line with the content on your site. AdSense also allows you to exclude ads from your direct competitors on your website if for some reason they happen to appear on your site. If for example you have a blog on which you sell your own goat cheese, the last thing you want in advertising is your competitor who also sells goat cheese coming up on the ads. Google understands this and allows you to easily exclude those ads from your AdSense ads. This is done on the AdSense console and we will cover that later in this eBook.

How Does AdSense Know What Ads to Send?

The AdSense engine at Google sends its bot, called Googlebot, out to visit your site on a regular basis to examine your pages. This bot is simply a program which reads your pages. Googlebot looks at your key words, the structure and formatting on your web pages, the native language of your site, etc... Using the information gathered by the Googlebot, Google then sends AdSense ads to your site which are the most likely to entice your visitors to click on them.

The Googlebot will even tell AdSense if your blog is in a language other than English, so that your ads come to you in the language of your site. It wouldn't be very good to see English ads on a Spanish site or vice versa. AdSense is available in many languages and regions around the world. And, the ads you will receive on your blog will be from your own region and in your native language.

The longer your website is up, and the more you are scanned by the Googlebot, the more tightly matched the ads become to your content. At first the bot might misunderstand the meaning of your blog if you have not done a great job of using lots of relevant keywords. If you have a blog about coffee yet you talk a lot about your children in your blog message posts, then you might end up with ads which would interest readers of a children's blog. If you want to monetize your blog it is important to stay on topic, most of the time, so that the Googlebot reads your blog and serves up the ads which you want to show up on your site.

Knowing what standards Google is looking for on your website with their Googlebot, and keeping your blog to be compliant with those standards, makes AdSense work it's best for you. For some unknown reason AdSense prefers pages with lots of text and not too many graphics. Googlebot also sees larger or bold text as having more importance than regular text. This means that posting large and bold key words can help AdSense zero in on the subject of your blog better. It also means that you will want to keep the photos and graphics to a minimum and make sure you stay on topic a large percentage of the time. If you want to have a blog with a lot of photos you might consider starting a second blog and hosting them all there and then link the two blogs together.

One valuable tip for all bloggers is to make sure you start all of your blog posts with a large, bold, title at the beginning of the text section of each blog message post. It is very quick and simple to do this and yet it is very effective with AdSense. If your blog is about frogs and you mention frogs in your title and then again as a bold title at the beginning of your blog message post, the Googlebot can better understand that your blog is about frogs. Taking the time to do this simple thing will insure that the Googlebot understands more quickly what your blog is about and serves you up relevant AdSense ads. It also looks natural to your readers and isn't distracting to them. It is also less time consuming than dealing with special tag words or any other search engine games bloggers play.

Another good tip with AdSense is to make sure you use your topic's keywords often in your blog post titles, and use them again within the content of your posts as well. For example, if you have a blog about

chickens you will want to make sure your post titles mention the word "chicken" in them. You will also want to make sure you mention chickens, eggs, and other related words as much as possible within your posted messages. The more you can post relevant titles and content loaded with keywords, the better AdSense will work for you and send you relevant ads. You have a much higher click through rate for ads which are relevant to the topic of your blog. Think about the times you have clicked on the Google AdSense ads on a website you were visiting. Generally speaking, was it for something related to the topic you were already reading about? Of course it was.

However, all of that being said, you do not want to overload your posted messages with keywords. Your reader wants to know that you publish your blog for them to read, not to make money from them. By posting a sentence which reads; "the chickens in my chicken coop are working on having more chickens in the spring..." looks like a sentence I tried to use the word "chicken" in as much as possible. There is definitely a balance to be struck between pleasing your readers and pleasing the Googlebot who serves your AdSense ads on your website. Instead of stuffing in those keywords try making more sentences or using them in the title and adding a bit more text to your message posts.

You also do not want it to appear that you set-up your blog with a bunch of keywords simply for AdSense. You also do not want to copy content from free sites like wikipedia and then paste them into your blog. These blogs are called splogs (short for spam blogs) and doing this can get you kicked-off of AdSense and Blogger as well. You need a blog with good original content, not just a bunch of keywords. By

creating a splog you can get a high search engine ranking temporarily but why would readers want to visit or return to your blog if all it offers them is some keyword garbage and ads to click on?

It can take a bit of time for the Googlebot to visit your website and determine what its main topic is. If your website is new to AdSense, Google will not guess about your topic, it will simply place ads on your blog for charities or public service announcements as to not waste the advertising dollars of its AdWord clients. This is good for you the blogger as well. The last thing you want to do is to see ads on your blog which have nothing to do with its topic. By putting up the neutral ads Google has solved this problem.

Where do the Ads Come From?

It is logical that at this point you might be wondering where the advertisements Google puts on your site come from. Google has another program called AdWords where businesses and individuals can pay to advertise their websites via AdSense. These companies and individuals are assured by doing this that the websites their advertisements end up on will be relevant to the goods and services which they want to sell. Just as AdSense saves you time in looking for advertisers for your site, AdWords saves a lot of time, energy and money for those businesses who want to advertise on relevant sites without having to go out themselves and search for the sites to host their ads.

Using the AdWords program, businesses and individuals buy AdSense advertisements in large blocks by bidding on them. Generally a business will pay for 500-1000 ads at a time. Based on their specified keywords, a business allows AdSense to put their ads on sites which would likely interest people who would be their potential customers.

For the example above of the chicken blog, if you were a hatchery, or a supplier of chicken accessories, then you would want ads placed on blogs such as the above one for chickens. This is exactly what AdWords and AdSense do. And, they do it very well for both the advertiser and the host of the ads. The hatchery wants to find chicken lovers and the blog about chickens is the place it can easily find them. The blog wants ads which will appeal to chicken lovers, and the hatchery is one of those ads.

Just as AdSense can be a good way to make money from advertising, AdWords can be a good way to advertise your business or even your own blog! If you are looking at driving targeted traffic to a website what better way than to use AdWords where it will place ads on similar websites to yours? There simply is no easier way. If you have a blog on a unique topic and are struggling to bring it traffic, you can buy AdWords advertising and your blog link will show up on similar sites to yours, and this will bring you added traffic. From this added traffic you will get more clicks on your AdSense ads and will likely make more money from those than you paid to advertise with AdWords.

Using AdSense for Monetization

Many websites and blogs use AdSense to monetize their sites.

AdSense is good for monetization because it tailors the ads to your site content. AdSense also allows you to sell space on your site by setting it up once and then not having to think much about it ever again, other than tweaking a bit the location and side of the AdSense ad blocks themselves on your site. Passive income is always the best form of income to have because it frees you up to be working on other things and sits there in the background making you money.

If you spend a bit of time placing the AdSense ad boxes on your site when you build it, and then keep your titles and content inline with the topic of your blog, you can make money with AdSense without much further thought. AdSense is a great source of passive income. Passive income is very important and valuable. Passive income is money which you receive without having to do daily work for it. It is simply something you set-up once and then sit back and collect your money from it over time.

One way to publish a successful monetized blog is to find a blog topic which is fairly unique. Find a unique topic means you do not have a lot of websites to compete with in the search engines. By doing this you can generate a lot of natural visitors through search engine listings and then from those visitors a lot of clicks on your AdSense ads as well.

There are entire books written on how to find "the" topic to publish the best monetized blog. However, the easiest way is to simply search for

topics that interest you and see how many page hits sites like Google return; the lower the number, the better the topic. Understand however, that everything you search will have a ton of hits. Any search with results lower than about a two million is probably a great option for a blog topic. Any search over about ten million is probably not the best topic to choose.

Trying to get good search engine rankings with a topic like chickens is much easier than trying to get a high ranking with a topic like computers. With a topic of computers there are literally millions of websites; some are very large sites, dedicated to the topic. All of whom you will have to compete with for rankings! Why try and compete with IBM and Dell when you can simply find something easier to blog on? It just doesn't make sense to try. Stick to the lesser keywords and you will see better traffic and AdSense income.

Rules of AdSense

When you sign up for Google's AdSense, you will be asked to agree to their "Terms of Service" agreement. This is one agreement which you should read and make sure you fully understand everything on it.

Google has very specific rules as to what you can and cannot do with their AdSense ads. And Google is very serious about their rules. For instance you are prohibited from asking your readers to click on the AdSense links. You are totally prohibited from clicking on the links on your own sites. You are also prohibited from putting Google AdSense links in pop-ups, pop-unders, or websites with any type of

pornographic material. You are only permitted three AdSense boxes per website page. By understanding the terms of the AdSense agreement it will go a long way towards helping you to stay both ethical and profitable with their program. Ignoring their terms of service will only cause you problems and likely get you kicked off of the program forever.

Google tracks websites which are created with a bunch of junk content specifically to get AdSense clicks. Google does not like splogs and goes after them with a vengeance even encouraging other bloggers to report them when they find them online. These sites generally copy content from other websites or free content sites, and then post it on their site solely for AdSense revenue. This is against Google's policy and they will pull their ads from these sites when they find them. As an ethical blogger this is actually a good thing for you and your success because it can keep the splogs from getting higher search rankings than your real and valid blog which you put your time into creating and keeping up to date.

AdSense for Search

Google also offers a companion program to AdSense which is called "AdSense for Search." The AdSense for Search program allows you to host a Google search box on your website or blog. When a visitor to your website searches via that search box you will be paid if they go on to purchase something online from the search. In other words, Google does not pay you for the search itself, but does pay you from any revenue earned from the search which originated on your website.

AdSense for Search can be a great income generator for you. Assume for a moment that your blog is about appliance repair. Someone finds your site that is looking for information on the problem they are having with their washing machine. You have a Google Search box on your blog. After the visitor is done reading what you have suggested the problem might be, they decide to go on to search for a new washing machine. Maybe you had a review on your blog of a good washer they might consider buying. If they buy this washing machine from the search then you will get part of the revenue from that purchase because the search started on your blog. How entirely cool is that? All you did was simply host a search box on your blog!

How Much Money Can I Make from AdSense?

So, this all sounds easy so far and you want to know how much money you can earn through AdSense and AdSense for Search, right? The answer to that question is that it depends. Sorry, I know that's not a great answer, or the one you were likely hoping to hear, but that's the best answer anyone can ever give you. Anyone who gives you a different answer is lying to you!

Google does not release how much it pays for various clicks. The money you can make from AdSense and AdSense for Search depends largely on the volume of traffic to your site and how often you get clicks on the Google ads. Obviously the more traffic to your site then the more potential clicks you will receive. No one knows how many visitors you will have and no one can tell you how many of those visitors will click on your ads. It is simply impossible to know.

What most people do know for sure about AdSense is that some clicks pay you mere cents and others pay a few dollars for a single click. It all depends on the specific topic and very specific keywords for the ads. For obvious reasons, Google does not release which clicks pay more and which pay less. This is one of those things you have to try and guess about.

The single absolute best thing you can do to insure that you make the most amount of money possible with AdSense is to set-up a quality blog with a good topic, post quality information on it regularly, and promote it to get the maximum visitors possible. Using this model you will make the most money possible from AdSense without having to play games with Google or your readers.

Chapter 3

Setting Up a Blog Using Google's Blogger

One of the simplest ways to start your blog is by signing up with Blogger. Blogger is a free blog service offered by Google and is extremely high quality and very easy to use. By setting up a blog on Blogger you do not need to have any HTML or web designer skills whatsoever. Blogger offers standard templates, and because of these great templates, it is as easy to use Blogger as most e-mail applications. If you have learned to e-mail, then you can learn to blog!

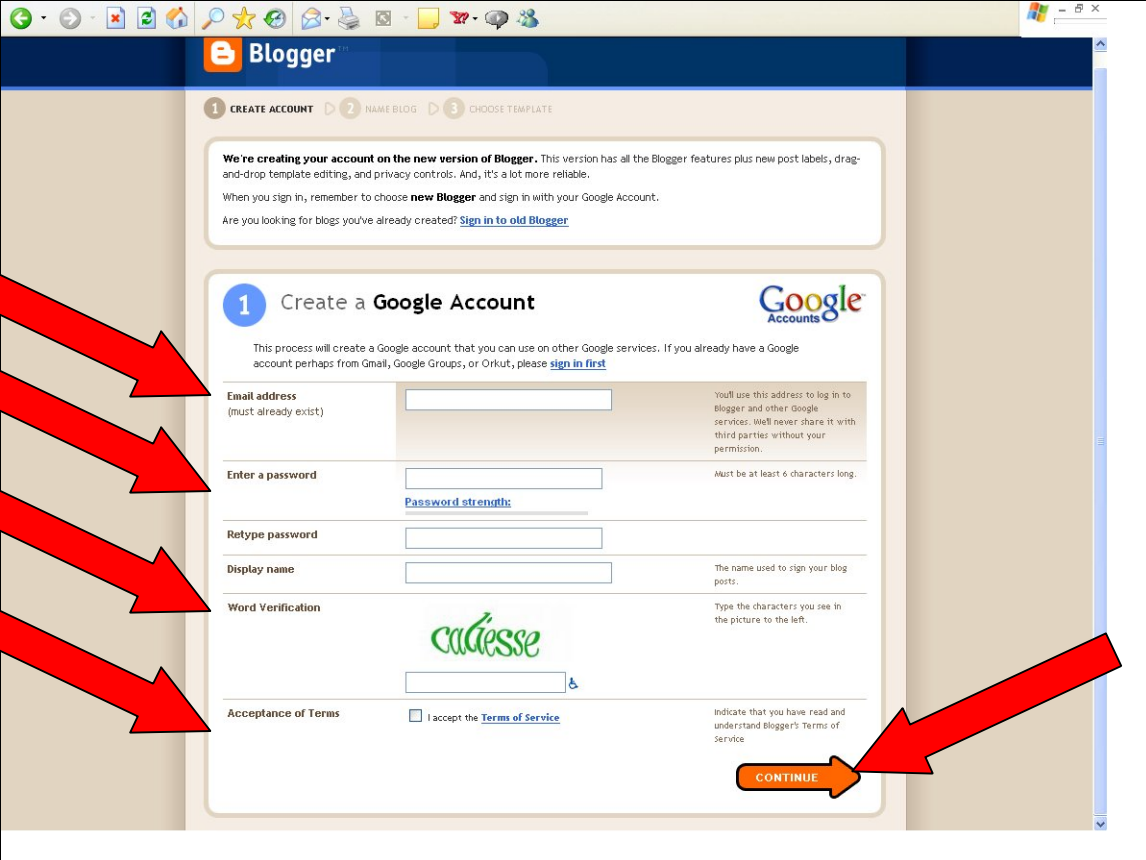
To create your blog on Blogger, open your web browser to <http://www.blogger.com> and you will see the following start screen:



From this main screen of Blogger click on the large orange arrow which says "Create Your Blog Now." This will take you to the first step in creating your blog; the "Create an Account" screen.

Blogger Set-Up, Step 1 – Create an Account

To create your own free blog on Blogger, you will need to complete just three easy steps. The first is to create a Blogger/Google account. To create your Blogger account simply fill in the requested information with an existing e-mail address, a password of your choice, a display name of your choice, enter the word verification, and check the box showing that you understand and accept the Blogger “Terms of Service” legal information. (Yes, you should read the Terms of Service!)



The screenshot shows the Blogger account creation interface. At the top, there are three steps: 1. CREATE ACCOUNT, 2. NAME BLOG, and 3. CHOOSE TEMPLATE. Below this, a message states: "We're creating your account on the new version of Blogger. This version has all the Blogger features plus new post labels, drag-and-drop template editing, and privacy controls. And, it's a lot more reliable. When you sign in, remember to choose new Blogger and sign in with your Google Account. Are you looking for blogs you've already created? [Sign in to old Blogger](#)".

The main section is titled "1 Create a Google Account" with the Google Accounts logo. It includes the following fields and instructions:

- Email address** (must already exist): A text input field. Instruction: "You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission."
- Enter a password**: A text input field with a "Password strength" indicator below it. Instruction: "Must be at least 6 characters long."
- Retype password**: A text input field.
- Display name**: A text input field. Instruction: "The name used to sign your blog posts."
- Word Verification**: A text input field with a picture of the word "cuisse" in green cursive. Instruction: "Type the characters you see in the picture to the left."
- Acceptance of Terms**: A checkbox labeled "I accept the [Terms of Service](#)". Instruction: "Indicate that you have read and understand Blogger's Terms of Service."

A large orange "CONTINUE" button is located at the bottom right of the form. Four red arrows point to the input fields for email, password, display name, and word verification. A fifth red arrow points to the "CONTINUE" button.

The word verification on Blogger is simply to insure that actual people are signing up for Blogger web space and not having software do it for them. Word verification just simply a security feature that Google uses on Blogger to try and keep its website safe from spam and other inappropriate usages.

Once you have entered all of the requested information on the "Create an Account" screen, click on the orange "Continue" button. This will take you to the second step in creating your blog; the "Name Your Blog" screen.

Blogger Set-Up, Step 2 – Name Your Blog

On the "Name Your Blog" screen you will enter a blog title, a unique Blogger URL address for your blog, and once again enter the word verification.

Naming your blog well can be an important part of having a successful and income generating blog. It is a good idea to name your blog something memorable and in tune with the content your blog will contain. Rather than name your blog "Jane's Blog," try to name it something people surfing the web will remember and look for again in the future.

If your name is "Jane," and you will be blogging primarily about knitting, then your blog might have the title "Jane the Master Knitter" or something similar. Feel free to use your imagination and have fun

with your blog name, but try and keep it both short and easy to remember.

Each blog on Blogger has a unique URL which looks like this:

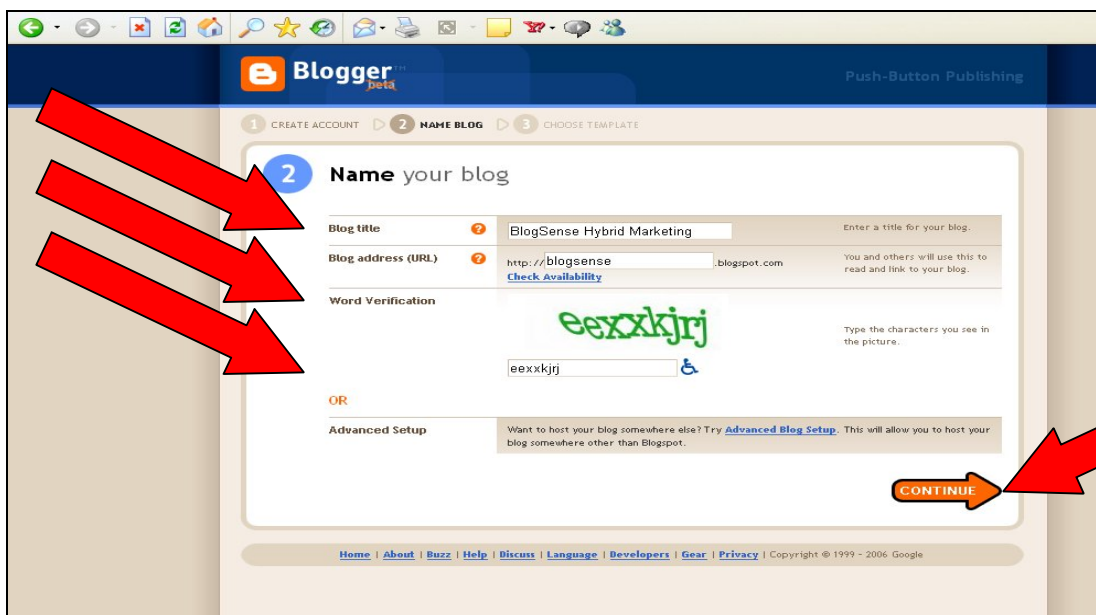
http://www.____.blogspot.com

Blogger allows you to enter the word(s) to fill the blank space before the word "blogspot" in the URL. Just as important as the name of your blog, what you choose to enter here for the URL will help others to find your blog online. It is always best to stick to only a few words and make the URL similar to your blog title. For the example above something like this would work well:

<http://www.masterknitter.blogspot.com>

while <http://www.janethemasterknitter.blogspot.com> gets a bit long to remember and type so it is probably not ideal to use.

The "Name Your Blog" screen of Blogger looks like this:

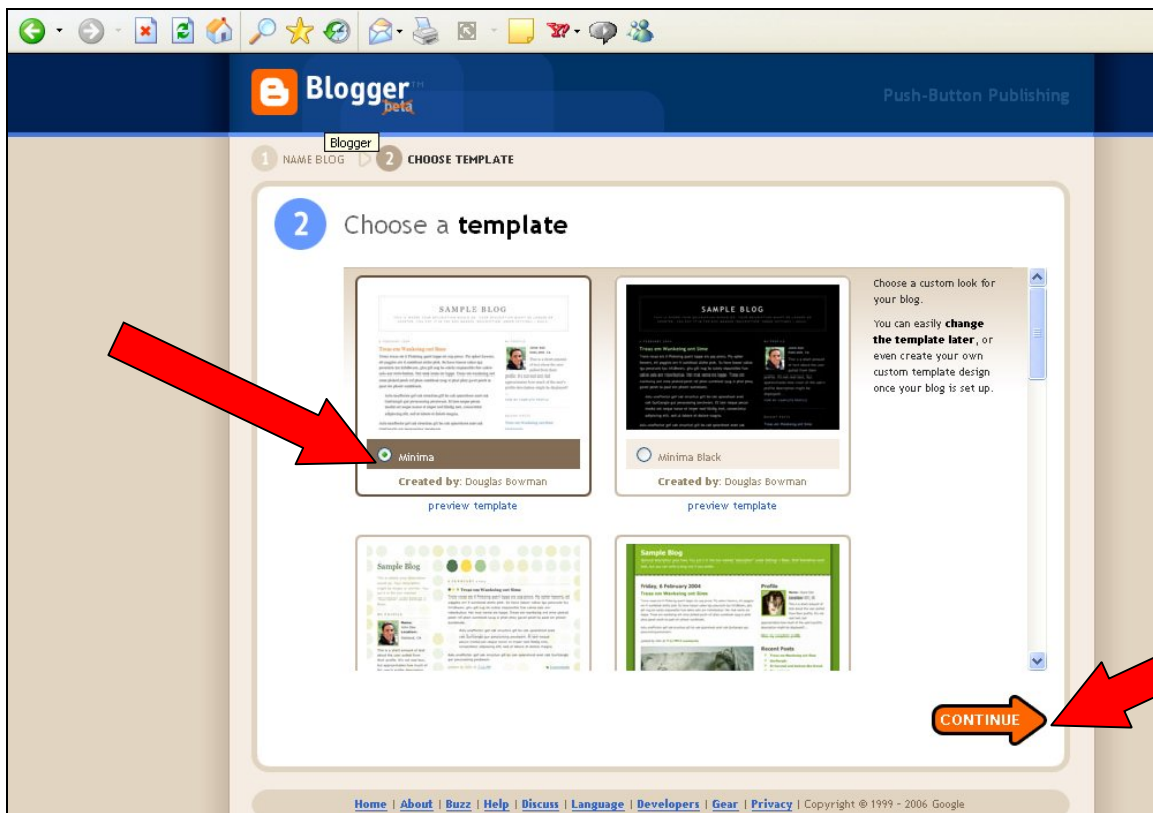


Once you are satisfied with your new blog's title, unique Blogger URL, and have entered the word verification, click on the orange "Continue" button. This takes you to the third step in creating your blog; the "Choose a Template" screen.

Blogger Set-Up, Step 3 – Choose a Template

Blogger uses pre-designed standard templates to make your blog look professional and exciting. By using Blogger's standard templates you can have an amazing looking blog, from the first post you make, even if you do not know any HTML or have any website design experience at all!

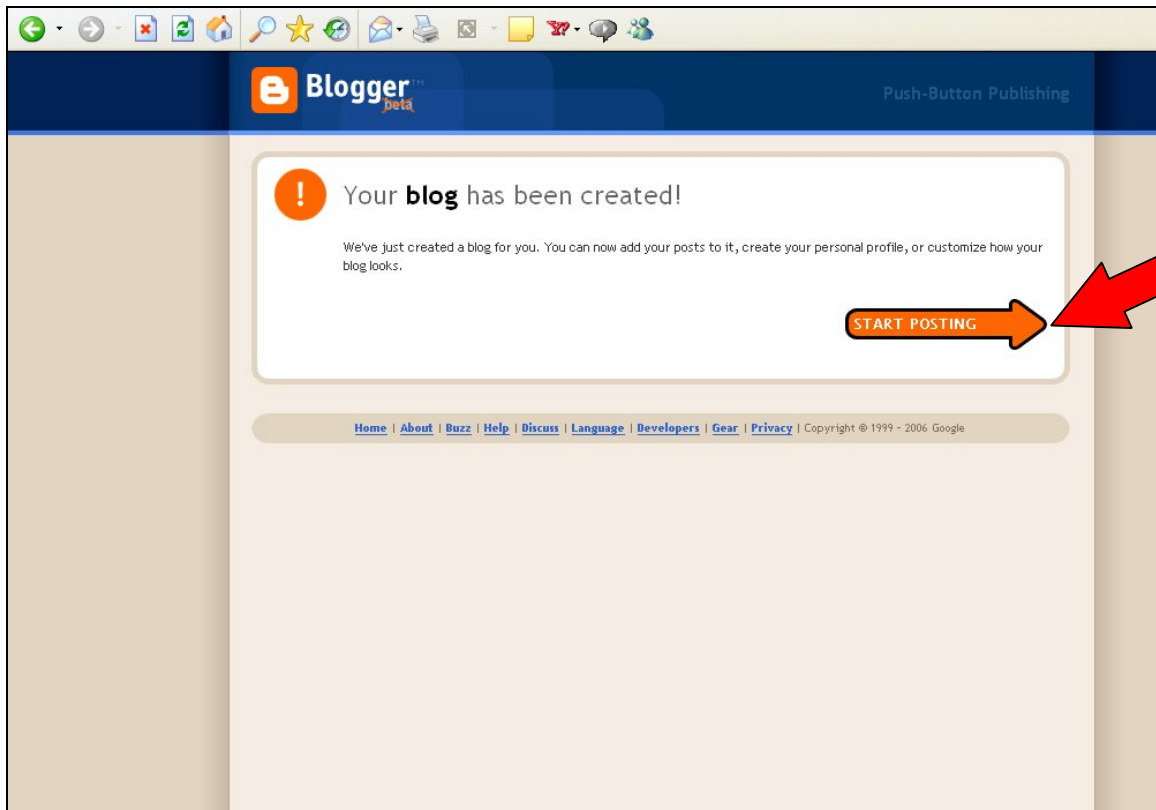
The final step in creating a blog on Blogger is to choose a template from those listed. Choose a template that is both aesthetically pleasing to you and which fits the theme of what you want to blog about. It is important to note that you are able to change your template, and most other aspects of Blogger, at any time in the future.



From the "Choose a Template" screen you will need to choose your template by clicking on the radio button of the template of your choice. Then click on the orange "Continue" button. This will take you to the "Your Blog Has Been Created" screen.

Congratulations - You Now Have a Blog on Blogger!

With the completion of those three simple steps, you now have a blog of your very own!



By clicking on the orange "Start Posting" button you will be taken to the "Posting" tab in your Blogger Dashboard.

Using the Dashboard in Blogger

Blogger refers to their administrative screen for blogs as the Dashboard. Like a dashboard in a car, this is where all of the

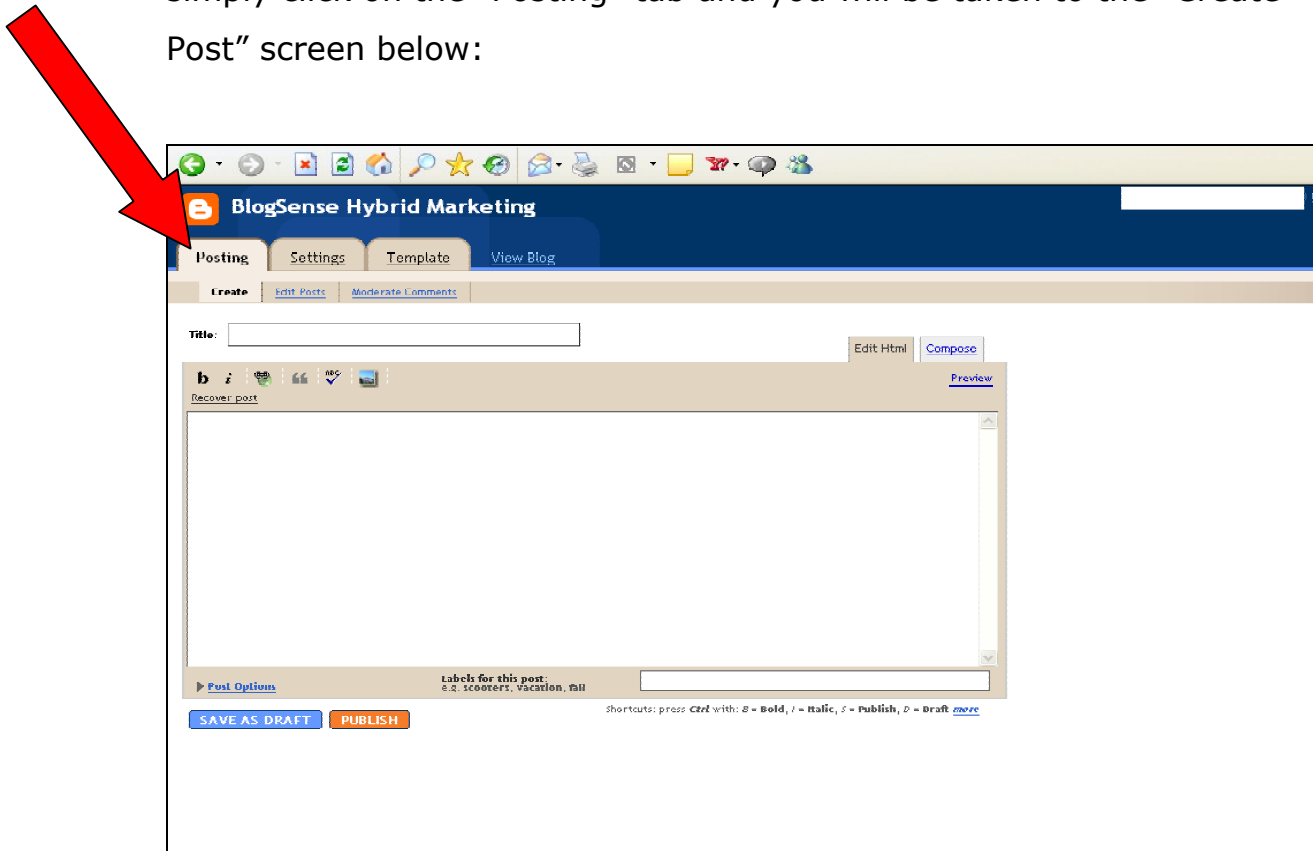
important functions are controlled. It is from the Dashboard that you will post messages to your blog and make any changes to your blog's look and settings.

While the Dashboard can look a bit intimidating, it is really a very simple tool for you to use. It was designed by the programmers at Google to be simple enough for anyone to use who wants to have their own blog.

The Blogger Dashboard contains three tabs; Posting, Settings and Template.

Posting a Message

If you click on the Posting tab you will be brought to the screen where you will be able to post messages, edit messages and moderate comments on your blog. If you wish to make a post on your blog simply click on the "Posting" tab and you will be taken to the "Create Post" screen below:



To post a message on your new blog, simply type a title and the text of your post, just like you would if you were sending someone an e-mail message.

When you are finished with your post, you can either click on the blue "Save as Draft" button or "Publish" your post to your blog for everyone who visits your blog to see. If you make an error in your post, even

after you have published it, simply go to "Edit Posts" here on this screen. Here you can make your changes and re-publish your blog.

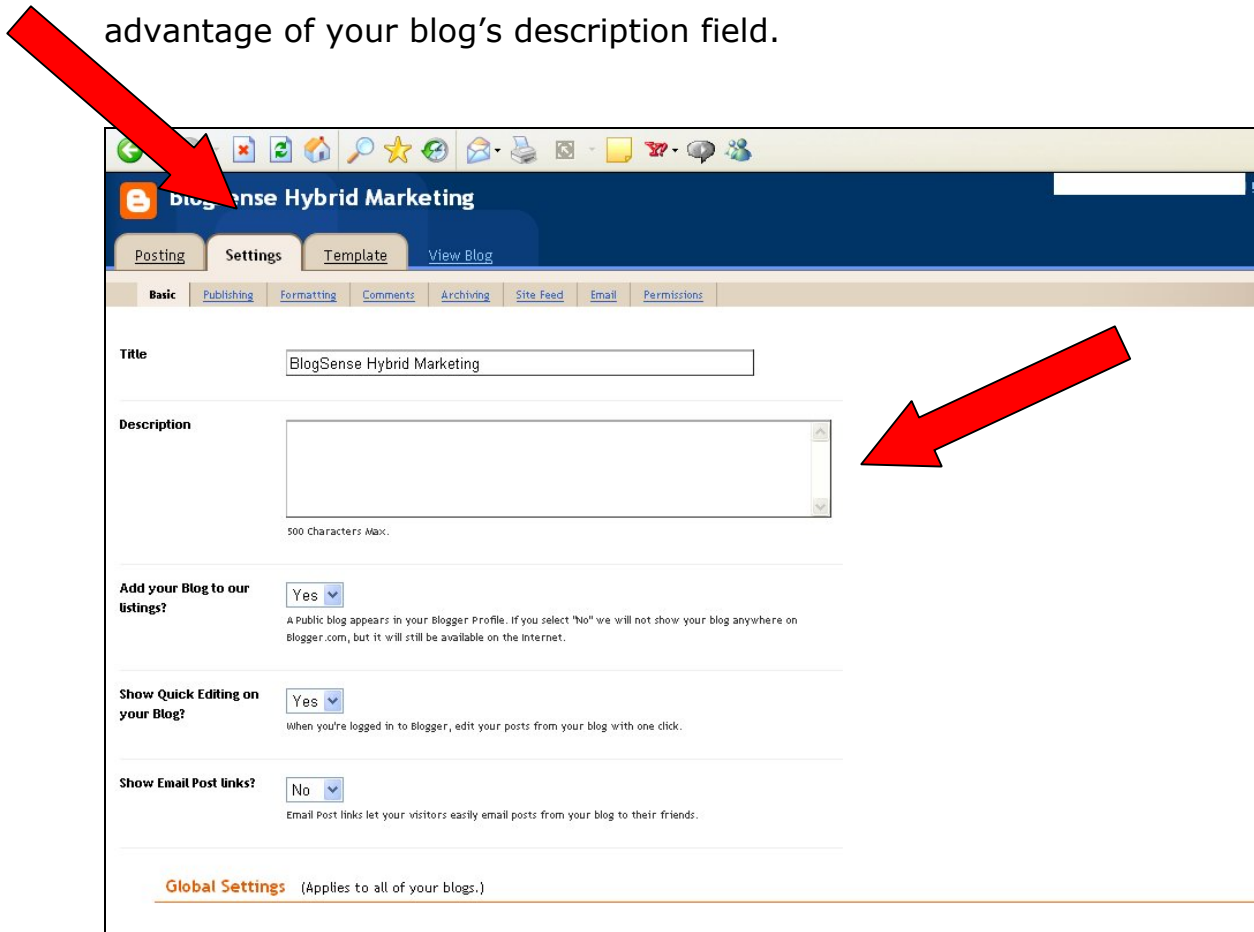
Blogger gives you the option of moderating comments on your blog as well. This means that you can restrict who can comment on your blog. You can allow comments to be added to your blog by anonymous visitors or only those registered with Blogger. You can also turn on word verification to insure a comment on your blog was typed in by a visitor to your specific blog. You also have the option of manually approving any comments on your blog before they are posted for the whole world to see. This can be helpful if you have someone spamming your blog with their comments or posting something offensive in the comments section of your blog.

Blogger Settings

The "Settings" tab in Blogger allows you to control the Basic Settings, Publishing, Formatting, Comments, Archiving, Site Feed, E-mail and Permissions on your blog. It is here where you can change the title of your blog, make a description of your blog and make most other changes which surround the way your blog acts for both you and your visitors.

You will want to make sure to enter a description here for your blog that is very heavy in keywords. If your blog is about goats, then you need to make sure your description talks about goats, hooves, milking, farming, etc... Use anything and everything you can think of to load your description with keywords. This will help your ranking with the

search engines and your AdSense ads to optimize their best. Take full advantage of your blog's description field.



The Blogger Template

While most things you will want to do in Blogger require you to know nothing about the HTML coding that makes things happen behind the scenes, your template is the one area where you will want to learn a bit about HTML and a bit about what the various strings of code on your template mean.

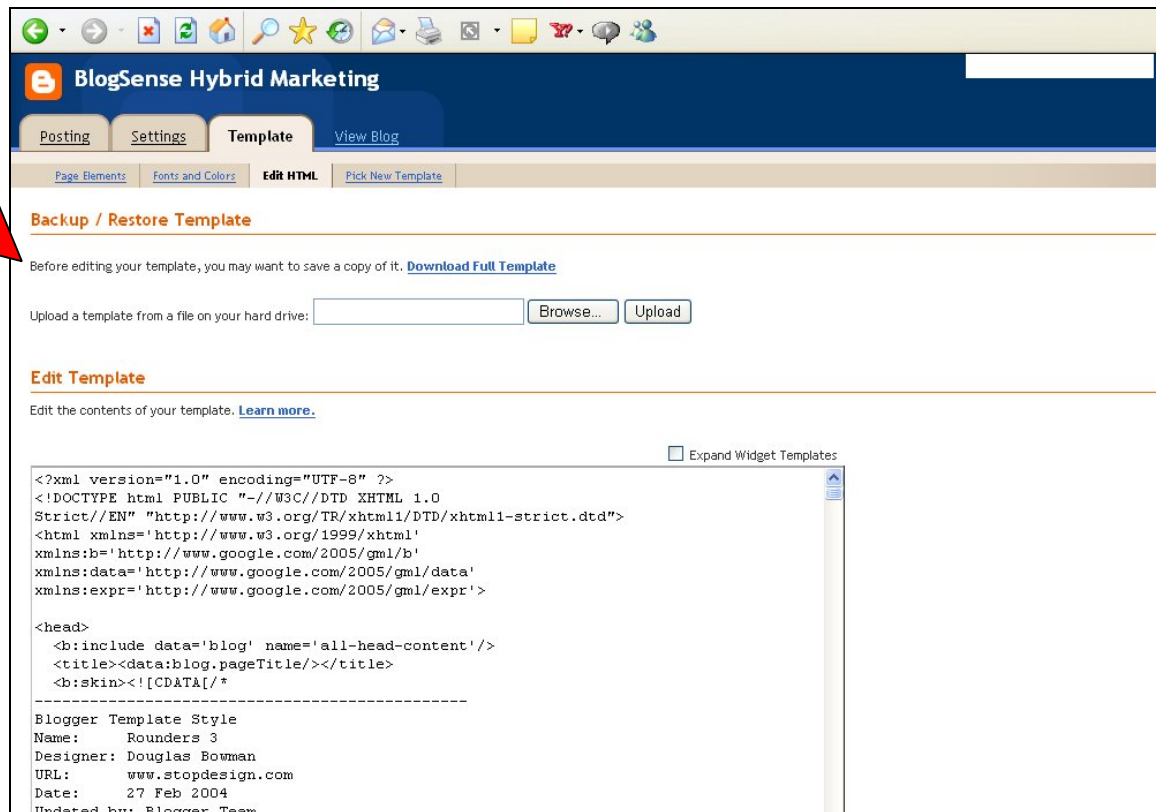
If you were simply going to create a blog to tell your family what's going on in your life, then you could probably care less about the

template coding. You would choose a standard Blogger template and the biggest change you would likely make is to select another standard template at some point, to change the look of your blog. However, because we are talking about monetizing your blog, you will need to be familiar with some basics of HTML and your blog's template. Where you put strings of code within that template will effect where they show up on the screen.

While the HTML in the template looks ominous, it really isn't too hard to learn what you will need to know. You will quickly discover that HTML is a pretty intuitive type of coding and learning the basics are possible with just a little practice. There are tons of great websites which can teach you the basics of HTML, as well as books like "HTML for Dummies" and the like. It is a good idea to find either a good site or book for you to use when you start playing with your Blogger template.

It is also important to note that if you **always** save a backup copy of your template, then when things go awry, you can always go back to where you started. Blogger created the ability for you to Backup and Restore your template with ease. Always take this short step before modifying your template. It will save you a lot of frustration down the line. Never make changes to your template without a back-up copy.

Below is the "Template" tab in the Dashboard.



In the next chapter, "Signing Up for AdSense," I will show you how to add the AdSense code strings into your template. We will also talk about specifically where to add the code within the template and where that location will correspond to on your blog. While it looks daunting, it really is very simple to do.

As you can see creating a Blogger account is a very simple process. The first thing to do in order to make some money with a blog is to create one on Blogger and then play around with the Dashboard and get familiar with it. Google has done a great job with the "Help" screens in Blogger. Many of the questions you will have about your blog, template, and even HTML, they have created instructions and explanations for. While familiarizing yourself with your new blog it is

advisable to take a few minutes to check out the help screens and look around there as well. Google understands you will likely want to add in AdSense and do other simple changes to your blog, so they have made it as easy as possible for you.

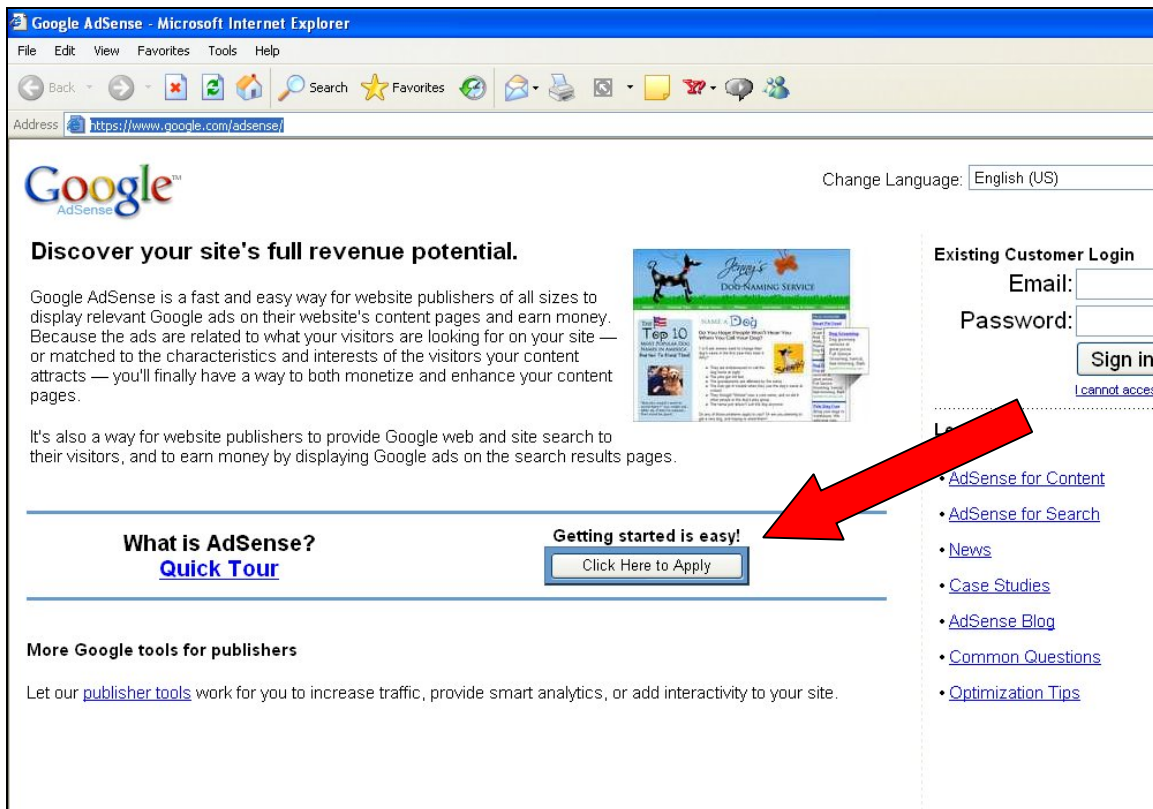
Chapter 4

Signing Up For AdSense

Once you have your blog created in Blogger, signing up for AdSense is a very easy thing for you to do. The first thing you will want to do is go to the AdSense Console located online at:

<https://www.google.com/adsense/>

On the AdSense starting page you will want to click on the "Click Here to Apply" button.



Clicking on the "Apply" button will take you to a second sign-up screen where you will enter the URL of your blog, your name, address, phone number and the other usual basic information about yourself.

You will also have to check the boxes agreeing that you will not ever click on your own Google AdSense ads, that you will not put ads on sites which include incentives to click on the ads, that you will not place ads on sites with any pornographic content, that you can have checks made out in your own name, and that you have read and agree to the AdSense Program Policies. Remember to take the time here to read and understand the Program Policies!

The last selection, the AdSense Program Policies, is very important for you to read and make sure you fully understand it. Google is very vigilant about compliance to their rules and regulations when it comes to AdSense. You cannot ever click on your own ads, you cannot ask your readers to click on the ads hosted on your sites, and you need to understand where you can place the ads and where you cannot. Understanding the AdSense policies and rules will potentially save you a lot of hassle in the future.

Once you have applied to host AdSense on your blog you will be asked to confirm your request via the e-mail address you have provided on your application. To do this, simply open your e-mail client, and click on the link to confirm that you did indeed apply for AdSense in the message Google has sent to you. This step insures Google that you are who you say you are.

Once you have confirmed your request by clicking on the e-mail link you were sent, then you will need to wait to be approved by Google. Google generally takes about two to three business days to get back to you. Generally AdSense is approved for anyone who applies. They are mostly just making sure you have the site which you say you do and that you do not have another AdSense account already. They are not really looking at your site itself and what's on it. Even if your blog has a single post on it that's fine and they will approve you for AdSense hosting.

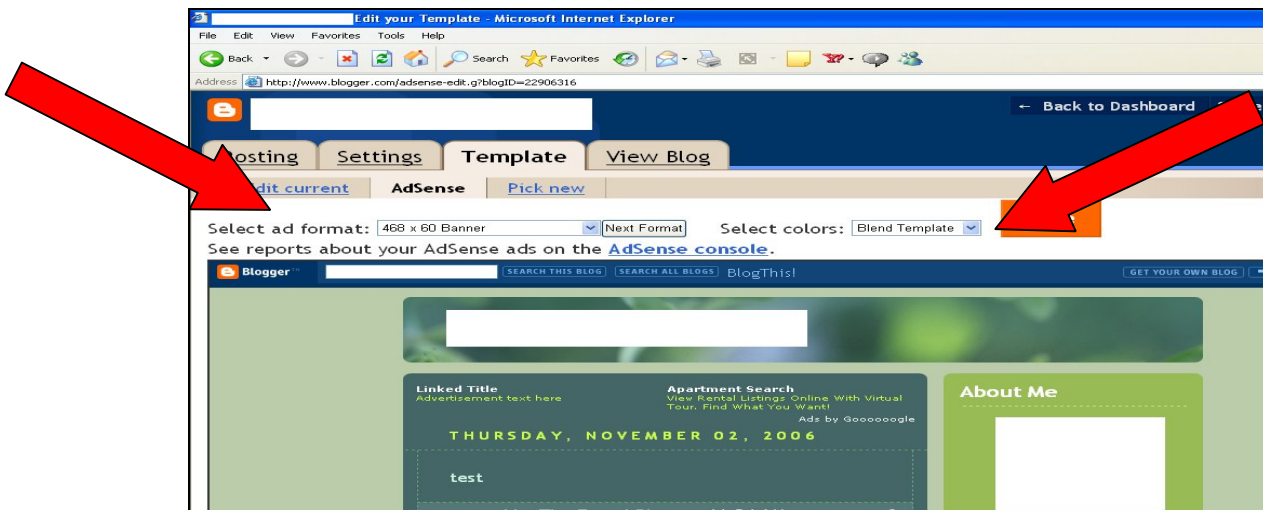
During the waiting period there is nothing you can do with AdSense other than think about where you would like their ads to show up on your blog. Because of this waiting period, it is best to apply for AdSense right after you have created your blog – even if you have yet to post a single message to it. After you have applied then the first thing you should do is make a post to your blog so that Google can see you are making a blog and what it is basically about for the approval process.

Once You Are Approved for AdSense

Once your blog has been approved to host AdSense ads on it, you will want to add in the three blocks of ads into your Blogger template. How and where you do this is vitally important as to how well you will generate income from AdSense. You want the ads to blend in with your template and you want them to not look like obvious ads to your readers.

Reading the terms and conditions of AdSense you find that you are allowed to host three separate AdSense ad blocks per website. For a Blogger blog, you will want one at the top of the page, one within your message text and another on the sidebar with your links. These have been proven locations for many bloggers and are generally the known preferred places for anyone who wishes to make money from AdSense.

Your number one goal with these three ad blocks is to make them blend in with the rest of your blog and not appear to your readers as ads. Google has helped you out with this by providing you with the ability to “blend” your ads with your chosen template. To do this you will go to the Dashboard in Blogger and click on Settings -> AdSense.



Notice where it says “Blend Template” under “Select Colors,” this is the selection you will always want to use! It is very important to have your AdSense ads blend in with the rest of your content. While other colors might look better, people will not click on them as often if they

scream “ads” to them. Better to stick with what has worked for other bloggers and just blend the ads into your template.

To the left of that is the “Select Ad Format” drop-down box. This allows you choose the size of your AdSense ad block. The size of the block you choose will be determined by where you want the AdSense ads to appear on your blog and how you want them to look arranged on the page.

AdSense Block Locations

You will want to place all three blocks which Google allows you to have onto your blog. The best location to place the first ad block is at the top of your message. In the “Select Ad Format” field choose the “468 x 15 Horizontal Row” format. This format will blend in nicely with your blog and will appear as if it were a menu bar of a traditional website. Google will automatically place this ad block for you at the top of your blog. Leave it where Google puts it.

For your second AdSense block you will want to place it on the sidebar of your blog. (You will need to generate this code using the AdSense Console, which I will show you how to easily do, in the next chapter of this eBook.)

Generally, right under your “links” section is a good place to put this second block. If you choose the same font and text size as your links you can make your AdSense look just like additional links for your blog. To ad in this block choose a vertical rectangle, whichever works

best for the space you have, and paste the code into your template right after where it says:

```
<h2 class="sidebar-title">Links</h2>
<ul>
<li><a href="http://www.test.com/">Edit Me</a></li>
<li><a href="http://www.test.com/">Edit Me</a></li>
</ul>
```

By placing your AdSense block at the end of your links, it will blend in nicely with them.

Your third AdSense block should be added so that it shows up in the text of your posted messages. Again, you will need to generate the code in the AdSense Console and then you will want to paste it here in your blog template:

```
</BlogItem Title>
<div class="post-body">
<div>
```

By pasting your third block within your posted message content you will put it in the reader's view enough that they will invariably click on the links. This can be the most profitable place of all for AdSense ads to appear.

If you do not like the ad block in your posted message area, consider adding it in right above the footer of your posted messages. By adding the ad block here your readers will see the links and assume

you are offering them suggested reading on the same subject of your message. And remember, the more they look like your recommendations, the more your readers will respond and click on them! And ultimately the more clicks you get the more money you will make.

Graphics and AdSense

Another good AdSense money making trick of experienced bloggers is to add a picture or graphic file directly above the Google AdSense ads. Google requires you to have a border separating the image from the ads and to make them not look like they belong together. However, by placing the ads directly under the graphic your reader's eye is drawn to the graphic and then naturally to the ads. This can be one of the most effective ways to place AdSense on your blog! Just make sure you adhere to Google's requirement that you clearly separate the ads from the graphics.

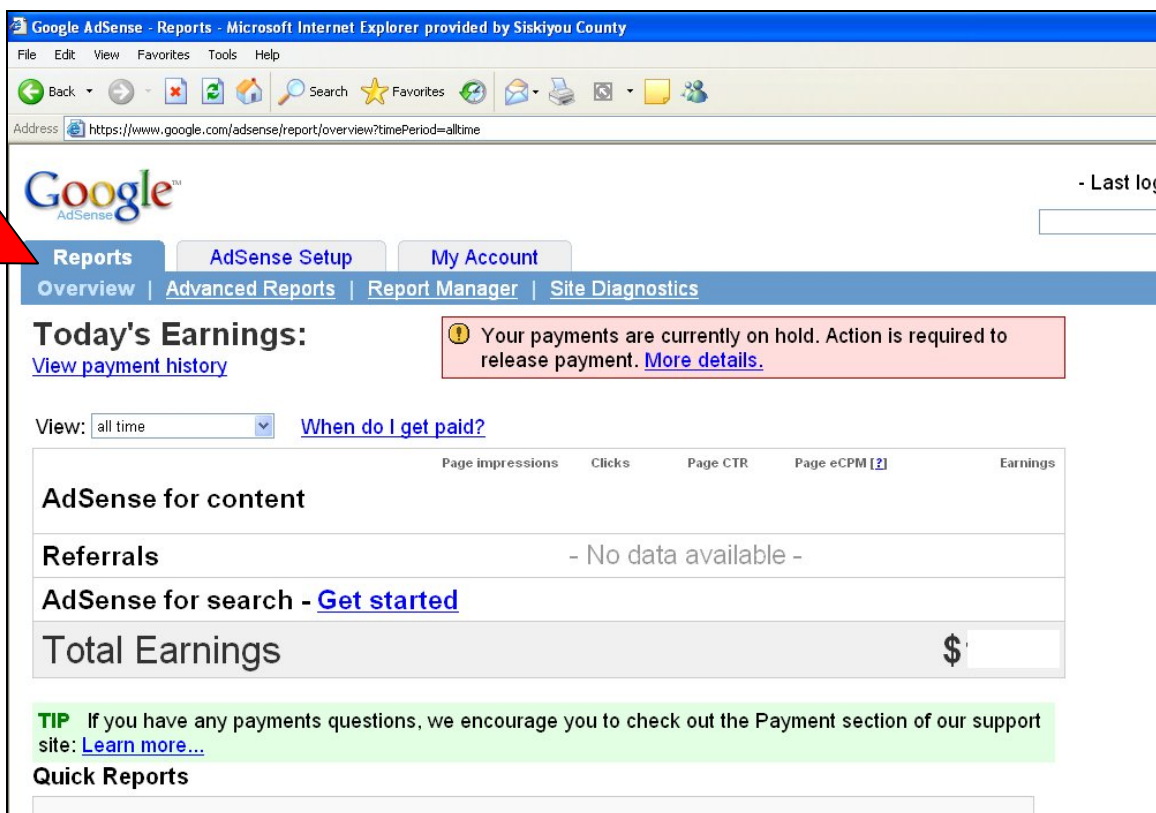
Chapter 5

The AdSense Console

Once you have created an AdSense account and added your ad blocks to your blog, you will want to learn a bit about the AdSense Console, what it is and what it can do for you. To logon to your AdSense Console simply go online to:

<https://www.google.com/adsense/>

Enter your e-mail and password for AdSense, which you used previously to create your AdSense account. Once here you will see the following AdSense Console screen:



The screenshot shows the Google AdSense console interface. A red arrow points to the 'Reports' tab. The interface includes a navigation bar with 'Reports', 'AdSense Setup', and 'My Account'. Below this is a sub-navigation bar with 'Overview', 'Advanced Reports', 'Report Manager', and 'Site Diagnostics'. The main content area displays 'Today's Earnings' with a warning: 'Your payments are currently on hold. Action is required to release payment. More details.' Below this is a 'View:' dropdown set to 'all time' and a link 'When do I get paid?'. A table shows 'AdSense for content' with columns for 'Page impressions', 'Clicks', 'Page CTR', 'Page eCPM [2]', and 'Earnings'. Below the table is a 'Referrals' section with '- No data available -'. At the bottom, there is a 'Total Earnings' section with a dollar sign icon. A green tip box at the bottom left says: 'TIP If you have any payments questions, we encourage you to check out the Payment section of our support site: Learn more...'. The bottom of the page shows 'Quick Reports'.

AdSense Report Tab

The AdSense Console is very easy to use. The first page you see is the "Overview" page of the "Reports" tab. Here you will find the number of page impressions your blog has had, the number of clicks on your ads, your page click-through rate, and your earnings. You can view today, this week, last week, all time, etc... Using this simple overview you can start to adjust your ad block locations and see if your revenue improves or declines based on the location of your ad blocks. One good thing you can try here is to look at your click through rate for a day. Move your ads and then see if your click through improves or declines. Look at the content on various days and find out if one topic seems to get you better click through than another. If so then you might want to create more content based on those keywords. Your goal is the highest click through rate possible.

As you can see in the graphic above, Google holds AdSense payments until you have reached a total of \$100 and have specifically told Google how to pay you. This helps to keep Google's overhead down and your earning potential higher.

In addition to various simple to use reports, Google offers you a Site Diagnostics page. This site will alert you if there is anything on your site that the Googlebot has issues with. It is a good idea to view this from time to time and make sure everything is okay with your site.

Google AdSense - Reports - Microsoft Internet Explorer provided by Siskiyou County

File Edit View Favorites Tools Help

Address <https://www.google.com/adsense/report/report-crawling>

Google AdSense

Last log

Reports AdSense Setup My Account

Overview | Advanced Reports | Report Manager | Site Diagnostics

Site Diagnostics

View detailed diagnostic information about the pages Google crawls to display relevant ads. [?]

If our crawler finds any issues with your pages, they'll be listed in the table below. We encourage you to resolve these issues on more of your pages and provide relevant ads.

For help resolving issues with any blocked URLs, please [visit our Help Center](#)

This crawl report is updated weekly, and we are unable to accommodate requests for more frequent crawling. Please also know that this report is not exhaustive.

Blocked URL	Reason Blocked [?]	Last Crawl Attempt	Failed Attempts
You currently have no blocked URLs.			

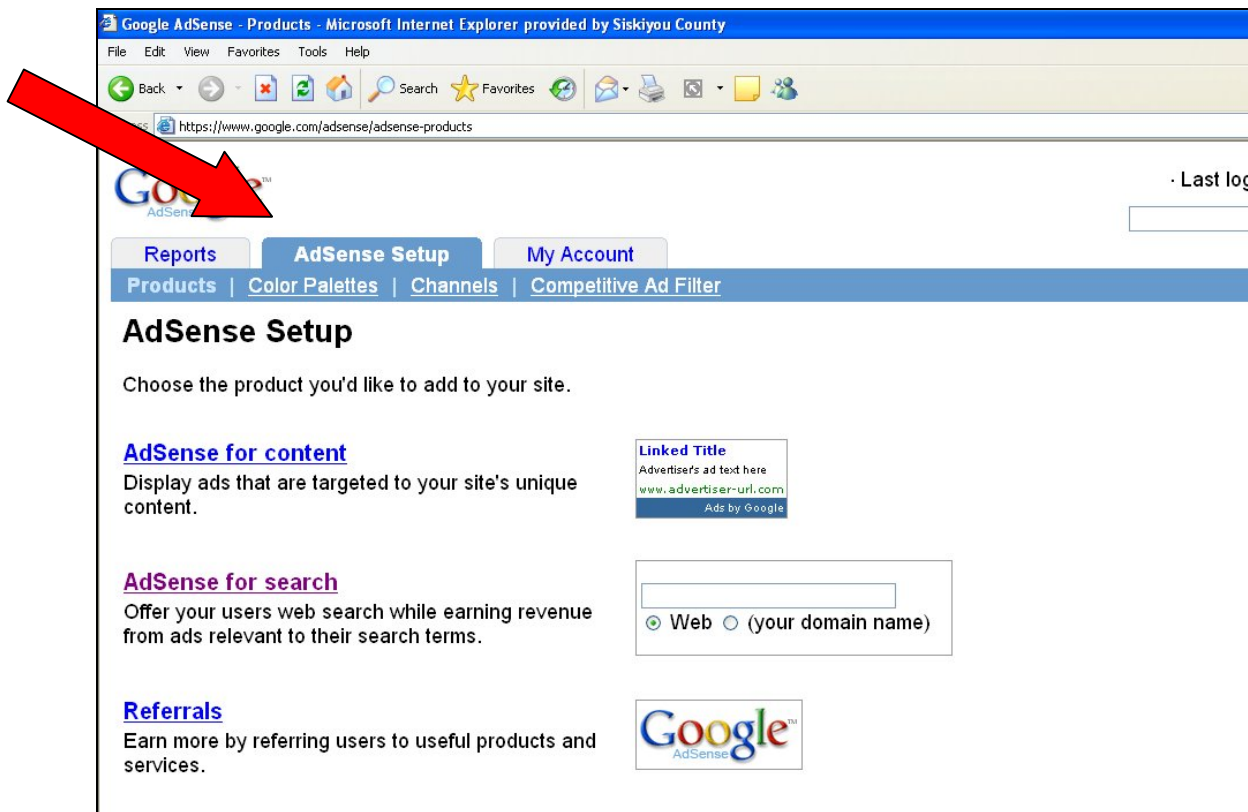
Please note: our crawler is separate from the Google.com crawler, and does not affect your Google search ranking. For more resources available to webmasters, please visit [Google Webmaster Central](#).

AdSense Setup Tab

The AdSense Setup tab located in the AdSense Console allows you to create the customized text blocks you will need to paste into your Blogger template, get the code for AdSense for Search, and also an

AdSense referral button which you can put on your blog to generate income through referring other sites to use AdSense on their own sites.

From the "AdSense Setup" tab you can easily generate the code for your ad blocks, change the colors and look of your ad blocks, update your channels and use the "Competitive Ad Filter" to filter out any ads from you competitor websites which may be showing up in your AdSense ad blocks.



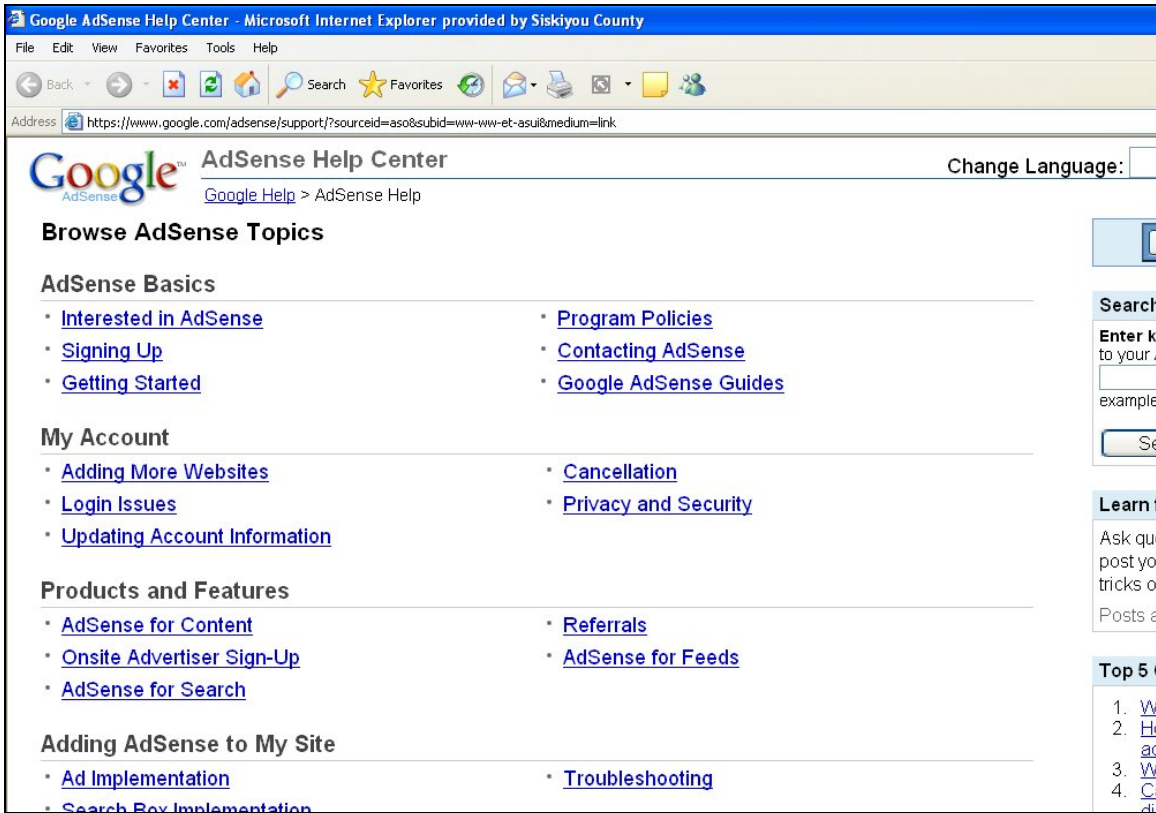
My Account Tab

Under the “My Account” tab you will simply find your personal and financial information. This is where you would update your payment choices or address, e-mail account, etc...

Need More Help With AdSense?

One of the best things about Google is that they assume everyone needs some clear helpful explanations and easy to navigate help pages. They have done an excellent job of creating their “Help” pages with regard to AdSense. Reading the help screens in AdSense can help you to get the most out of the program with your blog. It is well worth taking some time to familiarize yourself with these pages and the information contained within them.

Below is what the Google AdSense help screen looks like:



Chapter 6

Creating Engaging Content

Everyone who publishes a blog has two main goals in common. These goals are to bring people in to read their blog and to keep readers coming back to read it as often as possible. Regardless of anything else you do or don't do with your own blog, these must be your two main goals as well. If you do not have visitors to your blog, and those visitors do not click on your AdSense ad links, then you will not make any money with your blog. It is just that plain and simple.

What Should I Write About on My New Blog?

You have gone through the process of setting-up your blog, you have AdSense strategically placed on it for maximum clicks, and now you find yourself with zero idea what to write about. Been there, done that, bought the proverbial t-shirt. Most of us with our own blogs have been in the exact same position. We want to blog, we know how to write a decent paragraph or two, but faced with the blank text box on Blogger we sit and stare at it. We think to ourselves that no one wants to read what we have to say. Or, worse yet, we can't think of a single thing to write about. We have temporary blog writer's block. Don't worry, there are simple solutions to the problem.

One of the best ways to build-up a popular blog, translation - one which has the potential to earn you lots of money, is to have both

frequently updated, engaging, content and good ad placement. In my humble opinion, ad placement is the easy part. The hard part, at least at first, is thinking of a topic which you can write about day after day.

You quite literally have unlimited options as to what you can write about on your blog. However, this can be more of a curse than a blessing. It's like a child walking into a toy store who has been told they can have anything they want. It is overwhelming. What do they choose? There are so many options. Being told "write about anything you want" is similarly overwhelming; there are just too many options available to you.

To help you decide what the topic of your blog should be, it is important to understand a bit about how search engines and AdSense work. If you were simply interested in publishing a personal, non-monetized blog, then you could write about anything you wanted. You would send the link to your friends and family, post updates about your life on it from time to time, and you would be good to go. However, if you want a monetized blog, then you need to understand how to get visitors to come to your blog, how to make them keep coming back, and how to make the most amount of money possible from your visitors clicking on your AdSense ads.

We will examine Search Engine Optimization (SEO) and the inter-workings of AdSense more in other chapters of this e-book. For now it is vital to the success of your blog that you understand that knowing a bit about how both SEO and AdSense work can be a big help in deciding what you should blog about. If you are interested in making money with your blog, then you want to find topics which will bring

you traffic through the search engines. Search engine optimization can help to bring you some readers, fresh content keeps all of your readers coming back and relevant AdSense ads on your blog help to get you the clicks that make you money.

Just simply looking at search engine optimization or AdSense will not guarantee your blog success with any specific topic. However the additional information search engine optimization and AdSense provides can help to steer you in the right direction with your blog. Use these two things as guidelines in building your blog and all of your content. It will be to your advantage to do so.

So, how do you *really* come up with a topic for your blog?

Think long and hard about your life. Think about your skills. What do you do for work? What do you like to do in your spare time? What are your hobbies? What are your unique skills? Do you have children? Do you have pets? What are your dreams and aspirations? What is unique about you? What is unique about what you know versus what other people know? You can easily use the answers to these questions in your quest to find a good blog topic.

If you have trouble answering the questions above then find someone close to you and ask them to answer the questions about you. Find out what others would suggest you might want to publish a blog about. Often you cannot see what is right before you, but others who are close to you can. You might be surprised at the great ideas they

might come up with for you. Listen to their suggestions. Answer the questions for yourself, and decide on a good topic.

The most important thing you can do is to blog about something interesting, both interesting to you and to other people. Something you either know a lot about, or have the desire to learn a lot about. For example, I may find that a topic like "lime green paint" would be good blog topic for search engine optimization and AdSense, however after about three posts then what would I write about that could possibly be interesting to anyone? There probably isn't much after those first three posts to write about. This would make lime green paint probably not the best topic for my blog.

You will need to strike a balance between search engine optimization, AdSense ad block placement, your knowledge of your potential topic, and your interests.

Finding a topic you like and are knowledgeable about helps you be able to write interesting posts. Your posts do not have to be brilliant works of literary art. They simply have to be engaging, interesting, and most of all fairly frequent. You will find blogging to be the easiest and most enjoyable if you pick a good topic for yourself.

Trust me when I say that you are setting your blog up for failure if you choose a topic based solely on search engine optimization and AdSense yet don't have any real interest in the topic. You will likely run out of interesting things to say before too long and your readers will get bored and not stick around. You will also find that you do not have the motivation needed over the long-haul if you choose

something you do not enjoy writing about. You are much better off by taking the time to find the right topic for your blog(s) right from the start. This will give your blog the best chance for success and generate you the most passive income possible.

Posting Messages on Your Blog

I prefer to post messages on my blogs four or five days each week. Posting more often than that isn't necessary, but you also do not want to post too infrequently either. Nothing will lose you readers faster than if you only post now and again when you feel like it. If your readers come back to your blog even once or twice and find the same content with nothing new then they will likely think you have abandoned the blog and they will not come back. Your readers will have a very short attention span and will always be looking for new and exciting information on your blog. If you can't be bothered to write some new content for them to read then why should your readers keep checking back in to try and read it?

Likewise, it is totally unnecessary to post multiple messages each day on your blog. Some people say you should post three messages each day on your blog. This just isn't necessary and sort of defeats the entire purpose of generating yourself some passive income. You want to keep your readers coming back but you do not want to bury them in content either. They should be coming to your blog, reading a new posting or two, clicking on some ads, and then leaving to return again in the next day or two.

The style in which you write your blog posts can greatly affect the readership of your blog. You should always write as if you are talking to your best friend. Write as if you personally know each person who is reading your blog. Work to develop a relationship with your readers so they feel they “know” you. By taking this time to get to know you and by you taking the time to get to know your readers you will develop a loyal reader base for your blog.

Ask your readers questions in your blog posts and encourage them to post their answers as comments on your blog. When your readers take the time to post you a comment, make sure you always post an answer to them. If you cannot personally answer all of your comments then at least refer to your reader’s comments in your next post. By this simple interaction with your readers they begin to feel like you care about them. Because you care, and are interested in your readers, they will become loyal to reading your blog and will help you out by sharing your blog with people they know. This brings you more readers and ultimately more AdSense clicks. They will also see your blog as the authority on your topic and will be interested in the ads which correspond to your topic and content.

Try to be somewhat entertaining in your blog posts. You don’t have to write great tales of amazing feats, or be overly humorous or anything, but you don’t want to put your readers to sleep either. Keep your posts light, use some humor when you can and when it is appropriate, tell about yourself and your life occasionally, and try to look at your messages from the perspective of your readers. Would you return to your blog each day to read it? Why? Why not? Use the answers to these questions to improve your blog over time. Keep your blog changing and interesting for your readers. This will make your readers

enjoy it more and you will enjoy posting on it more as well. It will also show your readers that you are serious about your blog and in it for the long haul as well. This will help them want to come back often and keep coming back over time.

Formatting Your Posted Messages

Start your posted messages off right by using a title which matches both the content of your post and the overall topic of your blog. Suppose for a moment you have a blog about your pet cat named Felix. Your cat did something funny this weekend so you want to write about it on your blog to share with your readers. Your main goal on your monetized blog is to have your AdSense ads show up to be about cats so they blend in with your blogs topic. Rather than use an ambiguous title like "My Weekend Adventure" use something more specific like "My Weekend Adventure with Felix My Pet Cat."

By using just "My Weekend Adventure" as your title, AdSense is liable to return you ads for things like weekend vacations and other topics which are not of interest to your cat blog readers. By including the word "cat" in your title, and even using the word "pet" too, you are much more likely to get ads about cat products which are much more relevant to your blog. You are also much more likely to come up in search results when people are searching for "cat" or "pet" related websites in search engines.

You also want to have a link to each of your blog messages. This is the field directly below your title in Blogger. A good rule of thumb

online is that any type of link is always a good thing. The more links a website has the higher the search engine ranking of the site. Good search engine ranking equals more of those natural visitors to your site and thus more clicks on your AdSense ads. (We will talk about links in detail in Chapter 9 of this eBook.)

To start off the text sections of your post always take the time to re-type your title in bold type. Below this second title, which of course has good key words for AdSense and search engine optimization, follow up with the actual text of your post message.

Within your message text itself you will also want to try and use as many of your keywords as possible. Mention "cat" and "pet" multiple times where it makes sense to do so if your blog is about pet cats. However, do not add things into your posts simply for search engine optimization and AdSense because it will irritate your readers. You want to use your keywords but use them when it makes sense to do so.

Another simple tip to help you write exciting looking posts, and ones in which the search engines like, is to use a variety of formatting. If you say something which has importance – **use bold**. Use larger text for things like titles, subtitles and keywords. However, don't irritate your readers just to improve your rankings. Make your posts read well and not look like you created them just for the rankings. If your posts are distracting to read because of weird formatting or stuffing of keywords in them then it will make your readers feel like your blog is just about the income and search engine rankings rather than about their own learning and entertainment. This will cause your readers to move on

to other blogs which are more about their learning and entertainment and less about income for the blogger. Always remember that your blog is not the only one on its chosen topic, but you can always strive to be the best blog on that topic!

Think for a moment about your local television news broadcast. You turn on the television to watch after a hard day at work and then you found it to be 95% commercials. You would likely be very disappointed and you would likely change the channel. You would feel like there isn't anything there for you and that the broadcast was all about advertising revenue for the news station. Same thing for your readers, they do not come to your blog to be targets for advertising. They come to your blog because they feel a connection to you and an interest in what you have to say. Provide them with the necessary ads but give them the good content so they can tolerate the ads as well.

The Meat of Your Messages

For the meat of your messages, or the actual content, I have to first suggest that you stick to writing your own blog posts. Some bloggers do purchase large batches of articles written on a single topic, and then post them to their blog each day as if they had written them themselves. There are a few flaws with doing it this way. You will never get good quality content unless you pay a decent price for it, which sort of defeats the purpose of having a blog you want to make money with. And, you just plain cannot connect with your readers and give your blog that personal feel it needs to have if you are just posting pre-written articles to it. Writing decent content really and

truly does not take a lot of time, but it is well worth the effort for the returns you will receive. Even if you post less often than you would like, or with shorter posts, that is still better than an impersonal blog of cheap purchased content.

Your blog message posts do not need to be long. Trying to aim for posts which are about 300-400 words is probably ideal. Even a simple paragraph or two every few days is enough writing if that is all the time or writing ability you have. The most important thing is that you post regularly and try to engage your readers with your writing style and content. Make your readers want to come back and "visit" with you each and every day! Even if all you can muster on a given day is what is going on in your life and why you haven't posted anything on the topic of your blog that day or week.

So, what do you write? An example of good content would be a product review. If you have a blog on horses you might want to do a review on the new hoof cleaner you just bought. By mentioning a specific product you will find that AdSense gives your blog ads which are similar to the product you are reviewing. This helps you to get clicks because the ads blend in to your content and if they are positioned in the right place on your blog can look like personal product recommendations from you. Other horse lovers will read your post and then either click on a link to go buy the same hoof cleaner you mentioned, or they will use your Google for Search box and buy one through that. Either option will result in income for you from Google. Simple.

Other good content is anything which educates or entertains your reader. If you have a blog on horses you might want to talk about their care, their health, or even their personality. You might want to entertain your readers with stories of your personal horses or a review of the best horse movie you have seen. Think of your blog like television. Some programs educate while others simply entertain. Either type of show serves its purpose, and both have advertising that goes along with their content. All television stations offer a variety of programming so that they can appeal to the largest viewing audience as possible. And, we as viewers put up with the ads because we know that without them we would not have our favorite shows available to watch.

Another way you can get good content for your blog is allow people with a similar blog topic, or website owners offering similar goods and services, to "guest" blog on your blog. This allows you to have great and relevant content on your blog which you did not have to take the time to personally write. You can also offer to guest blog on their blogs in exchange for a link back to your own blog.

If you really cannot write or have little interest in writing your blog, then you can always hire someone to do your blog posts for you. However, if you do choose to go this route you will want to find someone who writes well, with English as their native language if you have an English blog, and someone who is very knowledgeable about the topic of your blog. You will want to work closely with them to make sure that they care about your blog and your readers as you do. Read what they post on your blog each day and decide if that is what you want your blog to be about.

Finding freelance writers who want to blog for you is not hard to do. There are several websites where you can post a “writer wanted” message and come up with suitable candidates to post to your blog on a regular basis.

Chapter 7

Increasing Traffic to Your Blog

Forum Signature Files

One way to increase traffic to your blog is to post messages on internet forums. An internet forum is simply a message board where people gather to talk and form their own online communities. There are forums on just about any topic you can think of. Seriously, you would be surprised what topics you can find forums on! You can find forums on anything from childbirth to finance, from politics to world history, and literally every other topic in between.

Most online forums allow you to have a personalized signature file. Within this personal signature file you can generally put a link to your blog, a link to a website you own or frequent, your name, the city you live in, or any other basic information you choose to have visible to anyone who reads the forum messages. When you post a message on the forum, your signature file will automatically post the information you entered into it, at the bottom of each of the messages you post. Using a signature on forums can be a great way to get people to come and read your blog while being able to reach your target market easily.

What you will want to do first is to sign-up for forums which either relate directly to your topic, or where people with similar interests to

your topic hang-out online, and then include the link back to your blog in your signature file. You want to make sure to only post good quality and more important relevant messages to the topic of the forum. You should aim to become a valuable participant in the forum. If your messages add value to the forum for the other community readers, and you get to know some of the other posters and build an online friendship, then they will likely check-out your blog and start reading it. When they find that they like your blog they will also post messages on their favorite forums about it and bring you more readers. They will begin to advertise your blog for you. What's better than some passive advertising? Nothing!

What you do not want to ever do is join a forum and simply post about how great your blog is and how everyone should check it out. This is considered spamming and will result in you being banned from most forums, and might even get your blog itself shut-down. You will not gain any meaningful traffic from doing this. All you will do is irritate people and possibly get some nice rude comments added to your blog. People will not check out your blog because you say it is great.

Finding Forums of Interest

Finding forums which are relevant to the topic of your blog is a very easy thing to do. Suppose for a moment that you have a blog with a topic of "trout fishing." You can simply go to www.google.com, or any

other search engine you prefer to use, and type in "trout fishing +forum" and you get back 258,000 possible locations to visit for forums relating to trout fishing. The list which Google returns to you will include some duplicates and some other junk, but you will also find that there are more trout fishing forums than you ever imagined!

Because of the way search engines work, you will find that the most popular forums will show towards the top of the search result pages. Those are probably the best to join and get to know people in. Because they have a high search engine ranking tells you that they have a large membership and a good grasp of the topic of your interest. They are the most likely places where people who enjoy trout fishing are hanging out online.

As well as searching for "trout fishing," you might also consider searching for other topics which would be of interest to other people who trout fish. Some of these topics might include subjects like backpacking, camping, fishing, fly fishing, hiking, outdoor life, outdoor recreation, living off the land, etc... Think about all of the other things you are interested in and think about whether or not others who trout fish would also be interested in those things. From there you can come up with relevant words to search and a whole new batch of forums to introduce yourself on and participate in.

If you think outside the box a bit you can come up with unlimited options of where to share links to your blog. The more ideas you can come up with then the more readers you can bring to your blog. The more readers to your blog then the more potential AdSense clicks and the more money in your bank account.

E-Mail Signature Files

Most every e-mail client these days offers you the ability to create a signature file. Even free e-mail accounts, such as Yahoo or Hotmail, allow you to create a signature file. Exactly the same as on an online message board or forum, this signature file is attached to each and every message you send out from your e-mail account. Think of all the people you send e-mail to each day and all of the possible new blog readers you can gain from this one simple signature file.

If you attach a link to your blog in every e-mail message you send out people will invariably click on it whether it has to do with what you e-mailed them about or not. People are very curious creatures and they want to know what's up with other people and what they are thinking. Your blog allows them into your brain a bit, so they will click on the link to your blog and look it over.

These e-mail contacts may be potential blog readers who you would not have reached with online advertising in any other way. Using signature files allows you to easily reach a large variety of people yet not spend more than the couple minutes it takes to initially set up the signature file itself. And, if you have a good quality blog then it is entirely possible these new readers will pass along your link to all the people they know as well.

If you have multiple blogs and multiple e-mail accounts you can put links to all of your blogs in the signature files of each e-mail account or

your can put one link per account. Try to think what will generate you the most traffic to the specific blogs you choose. You should always take the time to promote your own blogs and your own sites through your other blogs and sites; even if they are not directly related to each other. Your goal for any blog or website should always be to have the most visitors possible and you can do this through promoting your sites wherever you can both online and off.

Back-links Bring Traffic to Your Blog

One of the best ways to bring up your search engine rankings, and bring traffic to your blog, is by having a lot of back-links. A back-link is a link on someone else's website to your blog. There are many ways to get back-links to your blog, you can write and submit articles to directories and other websites, you can write and submit a press release online, or you can simply post comments on other blogs which will then link back to your blog. Other ways to get back-links is to link all of your blog to one another and to link up with other blogger's sites for the mutual benefit of all of you.

Article Submissions

There are many places online where you can submit a short (400-600 word) non-fiction article about something you know. This article could be your first blog posting, it could be something you come up with just to post on an article directory website, or it could be an article you have someone else ghostwrite and then publish under your own name.

This is one time where having other people write for you probably isn't a bad thing. As long as the article is good and sound it really doesn't matter if it was written by you or a ghostwriter you hired to write it.

Submitting an article to an online article directory is free, simple, and easy. Simply turn one of your blog posts into an article which can stand alone, and then submit it to the article directory of your choice. (Some popular ones are articlealley.com, contentdesk.com, ezinearticles.com and goarticles.com.) There are also automated submission programs you can use to submit your articles to many article sites all at one time.

Attached to your article will be a "byline." Your byline will contain information about you and a link to your blogs and other websites. You could have your byline read something like "Jane Smith is a programmer by day and blogs on horses at night. See her amazing programming website at www.iprogram.com and read her blog at www.besthorseblog.com." This example byline just created two back-links for every time you publish the article; one to the programming site and another to the horse blog. If you post this article five times on the web you have ten back-links to your sites.

Also, many article sites allow you to publish non-exclusive rights articles on their sites. This means that you are free to post the same article on other article sites as well. Each time you submit the article you build links to your site. In addition, other bloggers and webmasters will link to these articles on their own relevant sites and that creates even more links for your site as well. By submitting

articles to article directory websites you can build links easily to your site to increase your search engine rankings.

Press Release Submissions

If you were to start a small home business, one way to receive free advertising for it would be to send a press release to your local newspapers. Online there are a few press release websites where you can submit a free press release about your new blog or website. (The two most popular are prweb.com and prfree.com.)

To make a press release, simply write up a short statement about how awesome your newly launched site is and post it on the free press release websites. Make sure to have a link to your site in your press release and you have just created one additional back-link for each site you submitted your press release to. Press releases are a great way to get links without a lot of work. They can be short and to the point.

Blog Directory Submissions

Just as there are directories online for e-mail address, phone numbers, and other information, there are also directories which contain blog listings. These blog directories are websites where people can go to find a whole list of blogs on any specific topic of interest to them. The search this directory, just like a search engine, and the results page is one of blogs which are on their topic.

Submitting your blogs to directories will help you to get both back-links and more readers to your blog. Both results will help with your search engine rankings as well as your AdSense ad revenue.

Comment on Other Blogs

Another way to create back-links to your blog is to post comments onto other people's blogs and websites. If you leave quality comments then people just might want to find out what else you have to say on your own blog. If you leave comments on another Blogger blog, then your account will show up and your comments will automatically link back to your own blog. Readers of the blog will read your comments and click on your link to see what your blog is all about.

Some people will post a short message about enjoying a blog and then ask the blogger to check out their own blog and include the link to their own website. By simply leaving a spam message of "hey check out my blog" you will likely irritate people and not gain readers. Leave quality information and people are much more likely to check out your blog. You always want to make sure you are adding value to the web, not just out advertising your own blog to make money.

Team Up With Other Bloggers

Teaming up with other bloggers can be a great way to get links to your blog. You can have a one-way back-link to your website, or you can

have reciprocal links. A reciprocal link is where you link to someone's site and they link back to yours in exchange. Search engines prefer back-links over reciprocal links, but any link is better than none. And, the more links to your blog, ultimately the better.

Many bloggers have formed what is called a "blogroll." A blogroll is a list of links to other blogs with similar topics of interest. This allows blogs to have back-links to them and also allows you to advertise your blog to the readers of all of the similar blogs. Blogrolls can be a great way to get new readers to your blog and to raise your search engine rankings at the same time.

Another thing bloggers will often do is trade posting message with another blogger. This trade of message posts is called "guest blogging." Suppose for a moment that I have a successful blog on work at home opportunities. Another blogger who I found online has a blog on stay at home parents. We could trade posts where I would allow her guest post on my blog about stay at home parents in exchange for my guest posting about work at home opportunities on her blog. We swap "guest" posts and each includes a byline with a link back to our own blog or website. I have a back-link and she has one as well.

By teaming up with other bloggers and guest blogging in this way you can have access to the loyal readers of another blog and they will have access to your blog. Because, in the example above, our blogs do not directly compete with each other for readers, we can be an added service to each other and to our respective readers. We can both build

up our readership and also create some links to our site at the same time. This is a win-win situation for everyone involved in it.

Finding other bloggers to guest blog with is not difficult. If you take the time to develop a good blog, with quality content, then other bloggers with good quality blogs will want to exchange links and posts with you. The better your blog, the better guest opportunities you will have!

Chapter 8

Search Engine Optimization

How Does a Search Engine Work?

Before we can talk about search engine optimization you need to know and understand the very basics of how a search engine works. While the process is very mathematical and way more complex than most people care to know about, I will try and give you a very simple explanation.

A search engine, such as Google, Yahoo, MSN, etc... sends a "spider" to a new website. This spider is simply a bit of code, or a program if you will, which "crawls" the website. Crawling the website is simply a matter of copying the pages and then downloading a copy of them to the search engine's web server.

Once the site has been crawled by the spider, the search engine then indexes the information from the pages it now has copies of. The indexing is all about keywords, tags, and what the site itself is all about.

When you go to www.google.com and put in a keyword to search for, your "search results" page is based in the indexed pages from this process.

So, a search engine basically sends a spider to your pages, crawls them, copies them down to their own server, indexes the information on them, and then uses their index when someone does a search. It's not really that simplistic of a process, but as far as what most of us need to know that is basically what happens.

Search Engine Optimization

Once you have your blog established and are working to get the most traffic to visit it as possible, you will invariably hear about search engine optimization, or as it is commonly referred to - SEO. While search engine optimization sounds pretty daunting, it really is a pretty simple process to understand. Being mindful of SEO can bring your blog more visitors, and thus generate more income for you by those visitors clicking on your AdSense ads.

This eBook will cover the basics on SEO, but know that just like the actual workings of a search engine; entire books can be written on the topic! And, as an added frustration, the search engines do not release exactly how they process their information and index. This means that everyone trying to optimize their sites for the search engines is doing a fair amount of guessing and trial and error to see what works for them.

When looking for something specific online you invariably go to your favorite search engine and put in the keywords to search for whatever it is you are looking for. For example, if you want to buy a new golf

club you would likely go to www.google.com and type in "golf club" in the search box.

Google, the search engine, would then return you a listing of probably a million or more pages of possibilities. The first website you see on the search results page is the page ranked #1 with Google; the second result has the #2 ranking, and so on down the list. With search engine optimization your main goal is to get to as near the top as possible of the results pages when someone searches on the keywords for your blog topic. You want to be on that first page of search engine results.

When a visitor does a search through a search engine and then clicks through to your site from there they are referred to as "natural" or "organic" visitors. They got to your website by a "natural" search engine search and not through another form of advertising you have done. Search engine optimization is all about getting you the most natural visitors to your site as possible. Why? Because these natural visitors come to you without you doing any work and then click on your AdSense ads. This gives you the best form of passive income possible!

The key to good search engine optimization is getting the highest ranking possible with the least amount of extra work on your part. When someone searches Google for the keyword which is the topic of your blog, you want your blog to show up on that first page of results, nearest to the top as possible. While the search engines use very complicated and secret algorithms to create their rankings, there are some simple things you can do to help get your blog up nearer to the

top. You should be posting on your topic and often, building links, using good keywords and keyword density, tagging your posts and pinging regularly. Let's take a moment and look at each of these suggestions in more detail.

Stay on Topic & Post Often

Search engines naturally prefer blogs over static websites. They appreciated that they are frequently updated and that they generally stick to one topic. This makes it important for you, as a blogger of a monetized blog, to stick to one specific topic on your blog. It is also vitally important to update your site regularly. These are the two easiest and absolute best things you can do for search engine optimization. Stay on topic, and post quality content regularly. Simple.

Links

Links to your site from other sites helps to raise your search engine rank. The search engines see links to your site as meaning that other's value it enough to link to it. They do not see if those links are created by submissions you have done yourself or others have linked to you on their own. We have already discussed how to get links to your site through forum postings, articles, press releases, guest blogging, etc... and the reason you want to spend some time and energy gaining links is simply to improve your number of readers and to help out your search engine optimization efforts.

Keywords

Keywords are essential to getting your blog(s) seen and ranked well by the search engines. In a previous chapter of this eBook we talked about writing keyword rich content, using your keywords in titles, and using special formatting like bold to attract the Googlebot to your topics. The reason for this is simply for search engine optimization. You want to use your blog's keywords often because this will help the search engine better index your website for your keywords. Better indexing is equal to a better ranking on the search engine results page when someone searches for those keywords.

Suppose for a moment you have a blog about living in Podunk. The more times you mention Podunk in your titles and posts, the more Google and the other search engines understand your site is about Podunk. This means that when someone goes to search for Podunk on Google, your page will return with a higher position than other sites on Podunk which uses that word less on their websites.

One of your main goals with search engine optimization is to have your blog's content have a lot of keywords contained within it. In other words you need to make sure that within the words on your page, you make sure that a lot of those words are keywords. This is commonly referred to as "keyword density."

Assume for a moment that you have a blog on laptops. You write an article of about 500 words and you mention the word "laptop" 10 times

in the article. This would give you a key word density of 2%. That means that 2% of your words in that article are "laptop." If you changed that same article to have the word "laptop" in your article 18 times, use a title of "The Best Laptop For Your Money" and then include the second title at the beginning of your blog text, you would then have used the word "laptop" 20 times. Using the word "laptop" 20 times in your 500 page article would give you a new keyword density of 4%.

The examples above are very simplified examples, but enough to understand why keywords, and how often you use them in your writing, are important. Your goal should be to have a keyword density of between 5% and 10% but not much higher than that. Adding too many keywords into your blog will make it hard to read for your readers and the search engines start to think you are building a splog if you get much higher than 15-20%. Again this is an area where you will want to strike a nice balance between what will be comfortable for your readers and what will be okay by the search engines as well.

META Tags

META Tags, or simply referred to as "tags," are small hidden pieces of code which tell the search engines what your blog is about. Basically tags are just a listing of keywords which your visitors don't see but the search engine's indexers do. Tags are used to help the search engines index a website better without being visible and distracting to your readers.

If for instance you have a blog on photography, then you might want to add a group of tags such as: photography, photo, photography studio, pictures, prints, portrait, camera, film, etc... You want your tags to stick to your specific topic of your blog, but you also want to include all the possible words someone could search on and find your blog. These tags help get your blog indexed for all of the words included in the tags.

Unlike other blogging software, Blogger does not contain an easy way to add tags to your blog. Some blog formats do, Blogger happens to be one which doesn't. However, it is possible to generate tags for your Blogger blog by using another website and then cutting and pasting a bit of code into your template. (Similar to what we did for AdSense.) It is very simple and free to do. And it is advisable that you do put tags on your blog posts. Anything which will help with your search engine optimization you should spend the time and make sure you do it.

Some popular tag sites include de.licio.us and www.technorati.com. Signing-up for either site is very simple and free. Once you have registered then you can generate the tag code for your Blogger blog and simply paste it into your blog template.

Once you have the code you will want to paste it into your template by going to your blog's template. First back up your blog's template just in case you do not like the changes, and then paste the tag code after the place in your template which says:

</Title>

<\$BlogMetaData\$>

By pasting your tag code here, each time you post a message to your blog the search engines also get a copy of all of your tagged keywords added on to the bottom of it. Even if for some reason your blog post doesn't mention your keywords the tags will! This means that if you have a blog on Christmas but you choose to talk about your family pets in your post, the indexers will still get Christmas as one of your keywords, because they get it from the tags.

Ping

The search engines send their spider, or bot, to your site on a regular basis. They schedule their visits based on the size of your website and how often it appears to be updated. However, if you want to send a message to them letting them know you have updated your site, then you can do something called "pinging." Pinging, in this context, is simply sending a code string to the search engines which says "hey come look at my site again, it's updated, and I want it indexed again."

All you have to do to ping the search engines is to go to a ping website, enter the URL of your blog, check the boxes of where you want to ping (generally do all of them) and then click "Ping." It really is that simple and quick. The two most popular ping websites are www.ping-o-matic.com and www.pingoat.com.

It is generally advisable that you ping each time you update your blog, or each week at least. This makes sure your site is getting seen by the search engines and that it is being indexed as fast as possible.

SEO and Marketing Your Blog

Search engine optimization is a very important part of making your blog successful. It's important to understand how the search engines see your information and what they do with it. By understanding how they work you are better able to create your blog as a "search engine friendly" site. The easier the search engine can work with your site, then the better rankings you will receive from them.

While search engine optimization is important, you cannot rely solely on natural visitors to your website from the search engines. It is great to have some of your readers come from there, but you will generally want your blog's name to get out there in other ways as well. You will want to do all of the other things suggested to help drive traffic to your website. The search engines, even if you get a great ranking, will not do it all for you! You need to market your site and market it to your target audience.

Chapter 9

Renovating & Upgrading

Your Blog Design

Once your blog is up and running for a while you will invariably find that you want to make some changes to it. Maybe you want to make a simple change like turning the blue type to green type or maybe you want an entirely different template and look to your blog. Most all changes you can think of to make to your blog can easily be done with a little Blogger experience under your belt.

As you learn and grow your blogging and HTML skills, you will undoubtedly discover new and innovative things you can add to your blog to make it more appealing to your reader, and ultimately make you more money as well. Always be on the lookout for new and innovative things you can do with your blog and ways that you can use it to generate income for you.

To simply update the look of your blog you can use different templates. There are a million and one options out there for free or cheap templates you can use with Blogger. Because Google's Blogger is an industry leader for blogging many people develop skins (cool background images) and templates for use with it. Playing with new templates and skins can be fun and you can end up with a really great unique looking blog as well. Your blog is simply an extension of you

and your business so you will want to take some time and change it around from time to time.

If you want to play around with other templates for your blog you might consider playing around with a temporary blog. This way any changes you might make will not have any effect on your main blog. This allows you to decide if you like the changes or not, before you implement them. This can save you a lot of time and frustration when you are just starting out and learning to work with Blogger templates and settings.

You will also want to always back-up your current template before you make any changes. **This is very important.** You need to always be able to easily go back to your old template if you do not like the new one. You do not want the hassle of trying to figure out what went wrong in the change. It is much easier to just revert back to your old template and then try again with the changes.

If you change templates you will also need to copy and paste some of your code from the old template into the new one. Things like AdSense and your personal links will need to be manually put on your new template from the old one.

Backing-up your template is not just an option; you really must do it each and every time before you make changes to your blog. This will save you a lot of valuable time and frustration.

It is also very important to decide if you want your blog to look “professional” or have a more homemade feel to it. You want your blog visitors to feel they get value from reading your blog. Will the

value of your blog be in providing your readers with an education or more in providing your readers with entertainment? Are you writing as an "expert" in a field? Do you want to be known for your professionalism and experience? Or, do you simply want to share your human experience and provide a bit of entertainment to your readers?

Assume for a moment that I have a blog with the topic of business ethics. As my primary business I am a consultant on business ethics. I want to be known as an authority on business ethics. I use my business ethics blog to promote my primary business, while also enjoying some revenue from AdSense. On my blog I post professional articles and opinions. With this blog I would likely want a very professional appearance. I want to appear to my readers very professional and as if I am doing well in my chosen profession. I would use a very corporate and professional looking template for my blog to convey this to my readers. I would also choose not to post pictures of my children and pets on this particular blog.

Now, assume for a moment that I have another blog on the topic of self-reliance and living off the land. I live in this way in my personal life and I want to help others to be able to as well. I want to be a friendly resource for people who are interested in living as I do. I want other people to be able to relate to me and share their experiences with living off the land. On this particular blog I post stories about my home life and thoughts on how to get the most from simplified living. While this blog can also be a monetized blog with AdSense on it, I would probably want it to have a more "homemade" feel to it. My visitors aren't thrilled with "corporate and stuffy" so I don't want my blog to appear that way to them. I would use a

colorful earthy template and probably post photos of my children and homestead on this blog.

As you can see in the two examples above, the way your blog looks should have a lot to do with its function and purpose. Getting the right feel and look to a blog is very important in having your readers feel at home and visiting it often. You want your readers to see your blog and understand its purpose and direction easily.

Vlog and Moblog – The Future of Blogging

With ever emerging cell phone and video technology capabilities, we are now seeing vlogs and moblogs come onto the blogging scene. Vlog stands for “video blog” and is a blog which incorporates moving video images into it. Moblog stands for “mobile blog” and refers to a blog which allows the blogger to upload video and photos taken with a camera phone or to even call in a post to their blog from their cellular phones.

The goal of these new blog forms is still the same – get visitors to come see what they are all about and then keep them loyal and returning day after day, week after week. This can be an easier task when your blog contains video and updates “from the field” via your cellular phone. Just think for a moment about all of the interesting things you could put on your blog. You could post about your vacation, while you are still on vacation, and have pictures on your vlog for all to see before you return home.

Vloggers and mobloggers are now using their vlog and moblogs to create their own news and radio stations. Imagine being out for a night on the town and a witness to something newsworthy. You can shoot the footage with your cell phone and upload it almost instantly to your vlog or moblog for the world to see. You could have your images up before a traditional news crew could even arrive on the scene, if they even made it there to witness the news in action.

Other vloggers and mobloggers are creating their own short films with the same technology. Some use a webcam and record their own video shows with them, edit them, and post them to their moblog or vlog. This can allow them to create their own instant programs or short movies. Think of the possibilities to being able to do this and the amazingly large audience the internet can bring you to watch what you have created!

The software industry is starting to see the value in the ability of people to create these special enhanced blogs and is creating software to make the process cheaper and easier. There are now affordable options available for video creation and editing which are simple enough for most people to learn and use.

Create an RSS Feed

By creating an RSS feed to your blog you can essentially syndicate your blog, much like comics and television shows syndicate their content.

What is an RSS feed? RSS stands for "Rich Site Summary" or "Really Simple Syndication" or "RDF Site Summary" depending on the version that is being used. RSS is essentially a way to stream up to the minute news and updates on your blog around the world via the internet.

Readers of RSS streams use a content reader program called a feed reader or aggregator. These can be downloaded free of charge online with the most popular ones being News Gator or Bloglines.

The feed reader, or aggregator, checks websites where the user has subscribed to see if there is any new and updated information and if the site has been updated then the feed reader will copy that new information so that the reader can read it. The purpose of the aggregators is so that the reader does not have to keep checking a site to see if it has been updated, the reader, via the RSS feed, does it for them.

Adding RSS feeds to a Blogger blog is a very simple thing to do. Simply go to the Blogger Dashboard, then to Settings -> Site Feed and enter in whether you want full post syndication or only a short bit of your post to syndicate. You can then add a syndication button to the front page of your blog and that is all you have to do. By doing these simple steps your visitors can subscribe to your RSS feed and will know when your page has been updated!

For a monetized blog it is best to leave the syndication to the short syndication option. This shows your readers that your site is updated, but they will still have to visit your site to read your entire messages.

This insures that they will be seeing your Google AdSense ads and possibly clicking on them. You want to tease them with the RSS feed information to ensure they come to your blog and read the rest of the message.

Alternatives to Blogger

While blogger is a great option for creating a blog and monetizing it with AdSense, especially for beginners, it is not the only blog host online. Some other popular options include WordPress, Moveable Type, and TypePad. Each blog host offers their own set of options and variety. Some blog services require payment while others are free of charge like Blogger.

While starting with Blogger can be a great way to get into blogging, you may find at some point you would like to move your blog to another provider. This is fairly common practice and simple to do. You will however have to develop some HTML skills to be able to move your blog to another format because the Blogger templates generally only work well for Blogger.

Final Thoughts

I can't help but wonder what the next generation of blogging will look like. The possibilities are pretty endless when you think of all that is possible online today. And with this growth and change in technology will always come new and more innovative ways to make money with a blog.

The best suggestion I can make to you on the future of blogging is to try and keep up with the emerging blogging trends and get into something as soon as you can see a way to generate income with it. Do it before other people flood the market and you will have a nice income from your blog for years to come.

You should also support the blogging community by participating in other people's blogs, and helping those new to the medium. There is plenty of revenue to go around and it's a nice thing to help out other people along your life's path.

Best of luck to you and happy blogging!

Internet marketing resources

Private Label Resell Rights Products you can resell as your own
http://thetoolman.net/PLR_Club/ & <http://turnkeyplr.com>

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://cyoebook.thetoolman.net> to get started

Professional Webhosting –
www.thetoolman.net/webhost-pro/

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

2CO.com – <http://thetoolman.net/Recommends/2CheckOut/>

Instant merchant accounts and real-time payment gateway services.

“To Your Greater Success”

Tom “theToolman” CEO

The Instant Private Label Rights Club

http://thetoolman.net/PLR_Club/



Free Bonus

<http://thetoolman.net/Likes/FR.EE-Tips/> -

500 FREE Marketing Tips! Value \$470.00

500 In 5 1/2 Minutes...I Didn't Believe It Either!

Larry Dotson is allowing you to pick up 500 secret marketing strategies for absolutely nothing! Believe me, it's like finding a long lost pirate map to 500 buried treasures!

