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presents

# Bloggng Success Course

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# What is a Blog and How Blogging Will Help Your Business

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Many people wonder what exactly is a blog, and how can it help their business, if at all. This is a common question that people ask me as I make big money on the internet with blogs, but before you can make big money with blogs you must first understand what blogs are all about, because many people simply don't know.

The blog has been around for years, however just came into major popularity in the last three years. The weblog, or blog is simply a application that allows users to post written text that gets immediately posted to the web, like an online journal of sorts. The blog is something that is meant to be as easy to use as the word processor application on your computer. While most websites take hours to update, a blog can be updated in real time, as quick as one would save a file to a computer. This is partly what makes blogs magical.

Blogging is a great way to get information on the internet inexpensively with friendly results, such as high search engine ranking, and free advertising. The blog, with it's variety of keyword heavy posts allows people to make money off of the high return result on a search engine like Google. What this means is that if you are selling home security systems, and you create a blog about good deals on such systems, chances are people looking for a security system will come across your blog in the search engine. This added exposure will surly help more people notice your business, and make purchases, thus creating greater business for you.

Blogs are most commonly found on the internet via the World Wide Web, and can be published for free by some of the biggest names on the internet. The fact that the blog is free is the main reason why people can so easily profit from using them, because there is no real upfront investment with blogs, and thus there is only one way to go from zero dollars invested, and that's to profit.

# Why Blogging is So Popular

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Name one person that doesn't like to share his or her point of view, and you will have just named nobody at all. The point of the above exercise is to show the simple fact that everyone likes to talk about themselves, and what they are up to, even if they say that they do not like doing so. There is something about being human that makes us self involved to the point where we truly feel as if others want, or need to know what is going on with us. Blogs offer one a unique way to express his or her feelings on any number of issues, with a shield that only the internet can provide.

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

The internet can be a cold and bare place for people to be at times, and the blog helps create a sense of community with its powerful reach, and ease of use. Many people want to share, or keep up with others, but simply don't have time. Email has gotten to the point that people are overwhelmed just to deal with their regular inbox each day, nonetheless an email from an old friend, and thus checking someone's blog is commonplace nowadays. In fact, there are millions of blogs out there, and most of them are intended to be read by family and friends.

Blogging is popular because it relates to community, family, and friends, and therefore it is in direct relation with what matters most in life. Blogs can be a powerful tool to communicate to others, as well as to market with, as they are so friendly to search engines in terms of keywords, and ranking. Just making a few blog posts can literally get you noticed immediately, and is something that truly can help you become a big player in the internet business game.

# Niche Blogs and How to Get the Most Out of Them

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Having a niche blog is something that can be profitable and easy, or challenging and difficult depending on how you handle the day to day posting. Niche blogs are typically blogs related to one or more specific industries or fields, including hobbies, illnesses, and sports. The more niche, or in-depth a blog is, the harder it might be for people not involved in that niche to get into. It is for this reason that one must think about the best way to make the most out of niche blogs, and finding the right niche is a good start.

When searching for the right niche for any blog, be sure to look at the prospective audience, and your abilities to keep the blog up to date within that niche. If you are thinking about doing a blog about horse racing, yet you have no time to watch horse races, it might not make sense to try to do a niche blog on the subject. Instead a good way of finding a niche is by looking at what it is that you do have time to do, and then creating a blog based on that instead.

After you have selected your niche blog topic, it's time to become an expert. No matter how much you think you know about your niche blog theme, chances are you could use some brushing up on the topic. One can brush up on a topic by simply doing research on the niche blog theme, and spending a few hours reading within the blog subject territory each day. Feel free to check out rival blogs, as they will give you an idea of what is popular in this niche, and what is not.

The most important part of getting the most out of a niche blog is becoming the go to place for information in this niche. That means creating a blog that is constantly updated, and is accurate in the stories relating to the subject. If you do this with your niche blog, expect big time results.

# Benefits of a Wordpress Blog

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Concentrating on the benefits of a Wordpress blog can provide you with some great optimism for the future. The reason Wordpress is such powerful software is the combination of value, quality, and ease of use that is unparalleled in the blog software world. While some people prefer to use more basic blog software, they too can truly benefit from the power of Wordpress, and once they read about all the perks they too will be downloading the software for profit as well.

What might be the most notable benefit of Wordpress is the ability to work on a post offline, in a standalone interface. Most blog software applications require one to be logged onto the internet, and geared up ready to go to post to the blog, whereas Wordpress allows you to edit, build, and post a blog at anytime, without being connected to the internet.

Another benefit of Wordpress is the ease of use, and advanced functionality of the software compared to some blog software applications. Wordpress functions code free if one needs to post in such a fashion with easy to use icons similar to what one would see in a word processing program. Having the ability to utilize a program like this allows people to create blogs that are as high tech, and complete as full blown websites.

Yet another benefit of Wordpress is its remarkable plugin library that allows for users to instantly add features, and functions to Wordpresses already impressive abilities. The plugin library for Wordpress is robust because of the popularity of the software, many programmers and designers have created plugins based on their particular needs.

When you add up all these elements you end up with a program that is fully capable of creating highly attractive blogs that encourage people to visit the sight and stay to read whatever is posted on it. If you ever wanted powerful blog software that was less template and more unique Wordpress is it.

# Blogging and SEO - How it Can Help You

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Blogging can greatly enhance any websites natural search results through regular posting, and natural keyword placement. There in fact is no stronger way to market ones website for free than by blogging with natural keywords.

Similar to article marketing, posting daily blogs with the keywords of your business included can have remarkable effects on the ranking of your site in any given search engine, and thus net you more traffic. The key to gaining more traffic from the keywords is what is called long tail keywords, and short tail keywords. The word tail refers to the length of the keyword term. A short tail keyword term would be “internet marketing” whereas a long tail keyword term would be “internet marketing for people that own mac computers” and so on. The short and long tailed keywords help your post get picked up in the search engine as highly applicable to the keyword that a person was searching in the first place.

Getting picked up in search engines can lead to huge masses of traffic heading to your site everyday. There are top keyword placers that use blogs to retain huge amounts of daily traffic to their sites just by implementing these long and short tail keywords into their posts. The amazing thing about blogs is they are picked up by the search engines almost as quickly as one posts to it, which makes it a wonderful tool for SEO purposes.

Another way blogging can help your sites search engine ranking is by the quality score. Most search engines, including Google rank sites with a quality score, the more unique, user provided content, the higher the quality score. If a website is just a sales page, and a few pictures, the quality score will most likely be low. But if a site has a blog on it, with fresh, daily posts, the quality score becomes much better, and thus the site gets ranked much higher when people are searching for your niche, or keyword terms.

# Blogging and RSS

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Many people fail to realize that blogs started out as a subscription style online journal for people to receive via email, otherwise known as a RSS feed. Blogs are at their most fundamental state nothing more than a journal posting that can be delivered to subscribers via email. The RSS feed is an easy way to land your blog post in millions of people's inboxes, and on the net under bookmarks as well.

With the advancement in technology the RSS feeds will now auto update themselves to provide people with a wonderful array of blog posts daily without ever having to actually visit the blog itself. This means that one can grow a virtual subscriber base with one simple niche blog, and profit from the experience every time they make a post. Utilizing the power of blogging and RSS one can make some serious money by keeping people up to date with affiliate products, and services.

Since the RSS feed will deliver the blog to subscriber's mailboxes, and let millions of people on the net know what your blog is about through a RSS feed description, it makes sense to attempt to profit from such an advantageous situation. By offering affiliate products, one can provide their own affiliate link embedded into the blog for readers to click.

One example of setting up a blog for maximum RSS exposure is to write a blog with hyperlinked keywords that are directly linked to your products. The more links the better, as the more chances you will have to sell the affiliate items to your subscriber base. Make sure that the links are either live, or given actual URL's in the actual post so that the user can stay within their own e-mail application while reading, and visiting the recommend site that you provide them with.

RSS feeds are hugely popular today, and known to help search engine optimization as well, and thus are a must do for anyone serious about profiting off of blogs. Setting up the RSS feed is as easy as filling out a short questionnaire in the blog application of your choice, which means it takes little time to do something that can help you profit big.



# AdSense and Blogging

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One of the easiest, if not the easiest way to make money with AdSense is by posting to blogs. AdSense and blogs go together like peas and carrots, or peanut butter and jelly, and the results tend to show this fact.

The key with any AdSense optimized website is traffic, the more traffic that comes to the website, the more clicks the ads will get. While traffic is the key, there is one other important aspect of AdSense money making schemes, and that is keyword placement. AdSense advertisements must be triggered by a keyword, or set of keywords, and can often be cumbersome if the website the AdSense is hosted on doesn't offer the exact keywords the ads need to be triggered.

With blogs one can rest assured that if they are making daily posts, most every AdSense ad possible for their niche will run at some point during the blogs life. This means that the variety of AdSense ads on blogs is second to none, and the traffic is also very good.

The majority of web traffic comes from search engine listings, and blogs help even the most novice marketer place high in the search engine rankings. By having a high place in the search engine rankings one can receive copious amounts of traffic to their site on a daily basis for free.

AdSense is a marketing business that needs to be tested constantly to ensure effectiveness. The sad fact is that many websites need to have certain keywords on them to attract big dollars, and the typical AdSense client might not get the traffic to trigger those ads for years, if ever. With blogs one can constantly test the keywords on the site to help prompt better advertisements on his or her website.

Using AdSense as a way to make money with blogs simply makes sense, a lot of sense, as it is the easiest, most effective way to make money on the internet without doing a single thing different with your blog besides placing the code in at the top to allow the ads to be shown.

# Ad Placement - How and Where to Place Your Ads on Your Blog

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In making money with blogs there is one element that trumps all the rest in importance, advertisement placement. The actual spot where you put your ad is as important to your profits as any other thing you do with your blog, ever. The most successful people that blog for profit utilize special placement for their advertisements so to best get results from the site visitor, and from experience I can tell you this works like a charm.

Putting your advertisements at the top of the blog isn't good enough anymore. Many people have been using computers long enough to train themselves to ignore the advertisement banners at the top of a website, or blog, and thus you the publisher must find new, and unique ways to get the advertisements read, and clicked by your visitors.

One place to put the advertisements for your blog is directly to the right hand side of the daily blog post. Research shows that the human eyes tend to gravitate to the upper right hand side of any page, which is where your advertisement should be in order to obtain maximum exposure. The more the ad is put in this spot, the better rate of clicks that you will get on the ad.

Another great place to put the advertisement is in the body of the text. This is commonly done by highlighting, and adding hyperlinks to some of the more popular keywords. By adding such keywords one can simply click on the highlighted word to learn more about a product, or service you might be promoting. In text ads aren't ever very big as not to disrupt the text, but can pack a serious punch in terms of sales because of the natural curiosity of the reader to check out whatever it is you are promoting.

Finally one can place advertisements at the bottom of the blog, with more information about you, the author of the blog. Since blogs are typically personal, people enjoy reading about the author, and thus it makes sense to include a few ads near your profile, to capitalize on the profile checking nature of your visitors.

# Getting Traffic to Your Blog

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No matter what the website, in order for it to be a success one needs to have a constant and steady stream of traffic to profit, and this is certainly the case for those creating blogs. There are simply too many factors to ignore when it comes to getting traffic, and thus people that are able to harness traffic to their blog are known as masters of the internet. The interesting fact is that getting traffic to your blog is easier than you might think, and just takes some creative thinking, and a few hours a day of shameless promotion.

So after you hit up your family and friends, who else is going to read your blog? The answer is likely nobody unless you give them a reason to read it. This is where the traffic driving secrets come into play when dealing with a blog. The best way to get traffic to your blog is by using free promotional methods. The key is to have something on your blog worth checking out once they get there, but for this part we'll simply focus on getting traffic.

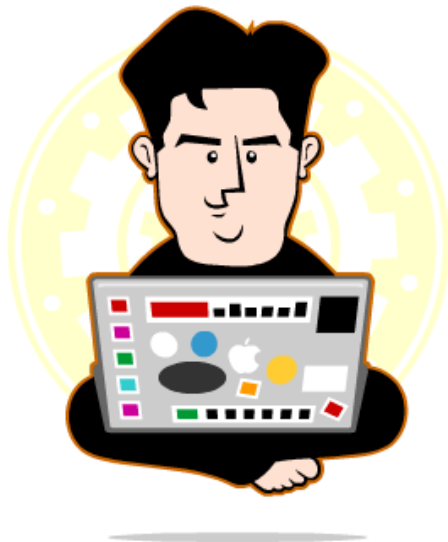
Start out by joining all the forums, and social networks in your niche. If you have a blog that is aimed at giving dating advice, make sure to join all the dating forums you can, and any free dating sites possible. The first thing to do is find out where your link is allowed, and post your blog link in your signature. Once this is done take a few hours each day to make posts, eventually people will start considering you an expert, and gladly check out your site.

Next it is important to start submitting your blog posts as articles to free article directories. The free article directories will help promote your blog by distributing the articles to thousands of resources, which will also get your blog, and your article higher search engine ranking at the same time.

Finally start to collect email addresses and setup your blog for RSS feeds. Allow the membership to enjoy your blog in the comfort of their inbox by choosing the option on your blog software to email the blog post every time a new one goes up. This will be a way to attract daily traffic to your blog for free, and keep the traffic you receive from your expert forum posting coming back.

# Awesome Blogging Resources

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The amount of awesome blogging resources on the net today is outstanding, and can truly make any average blog a special one in no time. There are millions of resources for you to tap into when it comes to blogs, a few of the best ones are highlighted here for your consideration.

**Blogger.com** is a website owned, and operated by Google that allows users to post blogs for free, and make money with AdSense. While blogger.com lacks the power of a Wordpress, it is easy for those that are interested in implementing their AdSense ads in a simple, little code, manner.

**Wordpress.com** is another blog publishing software that is known on the net as the most powerful, and sophisticated blog publishers out there. Wordpress is also free, and allows users to build blogs that are much more advanced than a blogger.com site would be. Wordpress.com also allows users to customize their blog more than most, and even implements free plug-ins that are also worthwhile.

**Blogrankings.com** is another great site that ranks all the latest and greatest blogs. The value of this site is to look at what other top bloggers are doing, and attempt to emulate it with your own blog. Understanding what makes a certain blog in your niche so popular can revolutionize the way you think about and post to your own blog, which could have long lasting positive effects.

**TheFreeSite.com** offers free blog resources that are as much fun, as they are useful. The site offers users free software, and plugins to enhance any blog, or even create one from scratch. Since so many blog updates are costly these days, TheFreeSite gives users a nice alternative with their free downloads of blog software.

**Blogarama.com** offers users a virtual telephone book of blogs from all areas of subject matter. No matter what your interest, or niche, this website can bring out the best and most popular blogs. This site is full of directory style listings, and even user ratings to help you search the net. Ultimately the best blog resource is the one that

caters to your needs, and thus must be sought out by you according to what you are trying to achieve. Seeking out your own best blog resources will certainly help you profit from blogs in the near future.

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