

Your Blogging Guide

From a dummy to a pro, this guide sets to give you the basics of blogging ideas which can turn you into one of the most sought after bloggers



Things You need to Know Before You Start a Blog

Blogging is going to be an interesting venture if we know the nature of the path itself. To enjoy your future in blogging, you need to focus on laying the right foundation for your blog, and getting the facts straight. In this chapter, we focus on what you need to know, even before you hit the purchase '**Domain**' Button.

This guide is both for beginners and experienced bloggers who want to take their blogs to a greater extent.

The first thing to be certain of, is the reason why you need to have a blog or an online presence for that matter. With everything being digitized, your business and personal brand need online presence nowadays, more than ever. However, you do not want to start a blog which will get lost in the noise.

There are over 1 billion websites on the world wide web today.

Yes, that's true according to Internet Live Stats. This Milestone was first achieved in September, 2014. From only one website in 1991 (yes, that's very true) to over one billion websites today, one must note that competition for Search Engines Rank Pages is becoming tighter and tougher every passing day.

Do You Want to Start a Blog That Will Get Lost in the Noise of Over

1000,000,000plus other websites?

Off course no. You want to stand out, right? But How?



Why do you need start a blog?

Everyone is a seller. We are all selling something to someone at any particular point in time. We are always bargaining our prices through. This explains further why you need to be where your buyers are, as a seller.

Internet receives billions of visits every hour and if you are crafty enough, you can use this platform to reach out to them. It could that free book you want downloads from, a blog post that you want people to read or sometimes you simply need their time.

WHERE TO HOST YOUR WEBSITE/BLOG?

If you are looking where to host your website, then we highly recommend **BLUEHOST**. They are relatively cheap and offer great features. You can easily install Word Press and get your site live in minutes.

Things to Know Before Starting a Blog.

1. Short and Long term goals.

What do you want to achieve given a certain period of time, and how is that relatively important when it comes to your own personal branding. As a blogger, start with an end in mind. Have the big picture. If you are using a free sub-domain like blog post or WordPress, maybe your short-term goal is to buy your own domain within the next six months or 1 year.

2. No One Really Grows Alone.

I spend time reading other people's blogs, commenting and sharing. You almost said that right again! The Only way to get what you want in life is to help a couple of others get what they want in life. You will have to promote other people's contents if you want yours to be promoted.

3. You need Great Content.

Value is the Key.

That's what people are willing to exchange it for their precious time. Choose your niche and gain expertise on it. It could be fashion, design, relationships, finances, news and entertainment, poetry etc.

Do not always be quick to publish posts, but pose to ask yourself, is it going to add value? What problem are you aiming to solve and how? Every post you write should have an aim... like do you wish to inform, inspire, challenge, trigger some emotions, entertain?

4. You Can Start a Blog with Free Hosts, But Do Not Last With Them.

Probably you are using or rather planning to use Blogger or WordPress Like Me here, or even Tumblr, or Medium. Though they might sound easier, they are not always kosher. Free blogs do not give you the control, ownership or the branding options that you need, and the Google indexing are not also pretty high. Opt for providers like **BLUEHOST** and you will pay about \$40 only for the entire year.

5. You Might Have to Invest.

Rather, it's not like you might, you will have to. And yes, that means going back to your kitty and spending some on promotions. The aspect behind this is that there is so much noise in the internet and you would want to stand out.

There are so many competitors in your niche, perhaps brands that are already established. To bypass their domination and get your content read by your target audience

6. Never stop learning! Like, Never!

To build your own brand under a specific niche, you will always need to learn. Learn how things are done, and how should be done.

Long paragraphs are boring, hard to read and navigate and that is likely to piss off your visitors into another well-organized and structured website. The repercussions of this is not something I would like to imagine.

So learn, and see what you are not doing right and start doing it. Focus on the comments that people leave on your website and never take them personally.

Every morning, at around five, I wake up to purposely scroll through pages for any piece of information on how I can be more, and do more when it comes to writing.

7. Your Network is Your Net Worth.

Start making connections as early as you possibly can. In this case I

mean, real lifelong friends whom you walk together in the writing journey. Do not spam them with emails asking them if they can help. First make sure they know you. Write about their blogs on your blog, or simply mention them and let them know.

A simple tweet like,

Hey, #Name, I recently wrote a post on Ten Things You Have to Know Before Starting a Blog, and I mentioned your Blog in the second paragraph. You might want to have a read, #LINK.

Comment on others blogs, ask to guest blog and when you do, write an outstanding post that you would have liked to remain within your sites. Most of them will accredit back to you and you will thus get more visits.

8. Your Design Might Scare Your Visitors Away!

Simplicity is the way to go. However, sometimes simple is more complicated than the complex when it comes to blogging.

- Choose a pretty cool WordPress theme, buy a premium one or ask a friend to help you design a website.
- If you have money you can hire a professional.
- Avoid too much and more so, carelessly placed graphics.
- Go straight to the points in your posts and avoid so much animations, as they are normally associated with scam sites.

9. Your Subscribers are Your Customers.

This means that you will have to integrate an opt-in form to collect the emails of your visitors. The more subscribers you have, the larger your niche and scope of your operation. However, don't be spammy and always make sure that you are adding value

Craft an awesome give away, like an eBook or an online course and offer them upon successfully subscribing to your blog. The simple rule is never expose their details to a third-party. That's illegal. Everyone hate

spam you know!

10. Finally, Rome was not Build in a Day!

Patience and more of it will only lead you to a successful blogger. It will cost you much; your time, your resources and your energy but apparently, it will pay off. And if you are a teenager, you will have even more time to build your blog a better way. Stop complaining that you do not have what it takes.

The simple rule of life is that the only way to start doing something, is to go out and start it!

How to Write Unique Blog Post and Avoid Plagiarism.

Here are quick and simple ten practical steps to avoid **plagiarism** while **writing your blog post**.

- Search Google using the keywords or topics provided
- Open up all the links in the first page of the Google search
- Skim read through each article writing the main points.
- Write a list of main points from different sources
- Do not use one source
- Map out the structure of your post
- Add to the list what you already know
- Start writing your blog post from the scratch.
- Do not copy paste anything! Write notes then put them in your own words.
- Then the final step is to edit your article for any grammatical errors.

Ten Ingredients of Great Content That Engages Your Readers

It is the desire of every blogger to write a blog post that engages their readers in the best way that they can think of. As bloggers, we possess this unexplained desire to see our readers immediately connect with us through our posts.

We want them to have a feeling that, '*these folks behind the screens*' are real people having a deeply immersing *one-on-one conversation* over a coffee table, on the matter at hand.

But do you have to be a literary genius to engage your readers in a written blog post? Not really. Just connect. How?

Arm yourself with these ten ingredients (*and a bonus point*) of great content and you would be on the right track to earning your readers' trust and loyalty.

1. Great Content! Offer Junk, and You Will Receive Junk in Return.

Poorly written blog posts will never generate leads, earn traffic, sell or earn loyalty.

The internet is saturated with tones of useless posts already. To fish from the internet sphere, you need to spice things up with valuable information that is hard to come by.

Readers will always pick and enjoy a well written blog post. They want to be involved with every post that they lay their hands on. Therefore, by

understanding and empathizing with your readers, you'll inevitably develop a following for your blog.

If you provide very useful information like folks at [The CopyBlogger](#), then your readers will stay on your site longer, as well as visit often. Great contents often trigger your visitors to click those ‘*Share This Buttons.*’ This way, your rankings will go up.

2. Great headlines and subheadings.

There is something magical with brief, catchy and well-thought-out magnetic titles.

Use appealing headlines in all your blog posts. Include **power words** as well as figures in your titles.

Instead of ***“Ways to Improve Your Website Ranking”*** think of, ***“Eleven Powerful and Proven Ways to Improve Your Website Rankings.”***

The latter tends to get more clicks because of its weight.

Once you have captured a lazy reader's attention, don't let them scroll their eyes and stop reading. Instead, bring in subtitles.

Subtitles bring out structured and purposeful outlines, making it easy to scan through the content.

3. Write a Blog Post With a Clear Purpose

We write to communicate a particular point (s).

When your article has a point, it gives readers something memorable to latch onto. They are more compelled to share it, comment on it, and engage with it.

Learn to write a blog post that accomplishes a particular objective and mission. Are you seeking to inform, entertain, educate, or inspire?

The ‘Purpose’ is the subject matter of your blog posts. If a reader reads through your entire article and fails to figure out what it was all about,

then you would have failed as a messenger.

Keep it simple. You don't want to scare your readers with big vocabularies and figures. *Besensitive, responsive, respectful, non-judgmental* and *fun*. Do not over think.

Stick to *brevity and simplicity*. That pays too!

4. Originality is the Key Secret to Great Contents

Think outside the box when writing a blog post. You have to 'capture' your readers' minds with something unique, crafted with lots of creativity.

Carry out a thorough research on a particular niche and publish the results. That work is new, it's yours and is totally original. Researched work is killer content which gets more links and shares. The work is more credible and detailed.

You might also like: [Simple Tips to Write an eBook That Achieves its Purpose](#)

If you are doing your research online, and not using surveys, then the key secret to avoid plagiarism is to use multiple sources, pick the main points and then write in your words from the scratch. Both Google and your users are *madly in love* with great and unique content. Offer them!

Never plagiarise someone's else work. In fact, do not even duplicate your own work. This is what a friend of mine terms it as '*Self-plagiarism*.' Google and other search engines are getting clever every day, and you need to cope up with the pace. Search engines detests [duplicate contents](#), you should too.

5. Find Your Personal Voice and Use it.

[Blogging](#) is a personal adventure. Don't do things the way everyone else is doing.

In writing, use your voice. Shakespeare wrote a sensational story about

falling deeply in love with someone on ‘the other side of the tracks.’ He used his voice to engage the audience. Detached perspective when writing a blog post will disconnect your readers from your story.

While you will learn a lot from the expert bloggers like [The Blog Tyrant](#), do not imitate their styles of writing. Stick to your own voice as what your readers value the most is your sincerity.

Your voice adds on to your business brand. So don’t ruin it by doing it someone else way.

6. Emotional triggers.

Let your readers feel it. Let them share in the joys and sorrows of your written blog post. They will be enthusiastic to read more from you, and they will always remember the detailed descriptions that caught their eyes.

A [Great content](#) is typically one which is relevant, unique and informative.

Think of a relevant story, whether funny or sad that matches your content. Using analogies to introduce a topic dear to your readers will keep them glued to their screens.

7. Stick to the truth.

No matter how good you are at telling lies that bind, the truth matters. Want to tell a story to color your content? Fine. Tell a true story.

Want to illustrate a point? Great. Share research that can be traced and substantiated. Want to state your opinion? All good. Just make sure you state that’s what it is. While writing a blog post, the truth gives credibility.

8. Don’t let your attention wander.

Blabbing on and on while writing a blog post will make you lose transition and flow. Do not write a blog post with a million ideas in it,

your readers will definitely get lost.

Also, don't be too monotonous, play with words here and there. Stay focused and hold your reader's gaze.

9. Ability to share.

People are prone to share. It's almost like, "Write a great blog post, and someone will share it."

Having your content shared might even be the ultimate indication of its greatness. Several people are likely to stumble upon a shared post, read it, find out that it is actually worth sharing, and they go right ahead to share.

So, make it simple for your readers to share.

Display share bars that are easy to find and use. Feed readers' suggestions and shortcuts for sharing your content.

There are several plug-ins that can help you do this:

- **Social Warfare**
- **SumoMe Share**
- **Image Sharer**
- **Easy Social Share Buttons For WordPress**
- **WP Social Sharing**
- **Shareaholic**

10. Optimization of Your Content for Search Engines

While you may have a decent mailing list and an active approach to sharing your content via social media, the best way to find new readers over the long haul is to earn a spot on SERPs (Search Engines Results Pages.)

Learn to Optimize your blog posts for search engines. You have to understand Search Engine Optimization, apply on-page optimization tactics and most important ranking factors.

Mastering SEO (search engines optimization) takes time. You don't need to wreck yourself when you are not getting it though. Besides, there are lots of free information packaged as eBooks, blog posts from reputable sources that can really be of ultimate help.

To start with, ensure that you have some reputable SEO plug-ins such as [Word Press SEO by Yoast](#) installed on your website

This is a must have plug-in for all bloggers. It's pretty simple to use. While writing a post, you can always check your SEO status after setting your *focus keyword*. You do not need to have everything right, but a Yoast rating of above 70% is worth working for.

11. Go for Long Content.

I can't emphasize this enough. Long content is continuously becoming very important in engaging your readers and even having them coming back for more.

With great long content, you are able to provide valuable information to your readers. All-in-one posts. Simply structure your posts into sections and place a good table of contents at the beginning of the post. If you are a new blogger, aim for at least 1000 words.

Writing long contents triggers some sweat, and some folks are not willing. Seize the chance! If you grab this opportunity, then you are more likely to stand out.

Most people are looking for the strategy, tactic or strategy but there isn't one. Go for the painful path, as it is the only one that is truly rewarding.

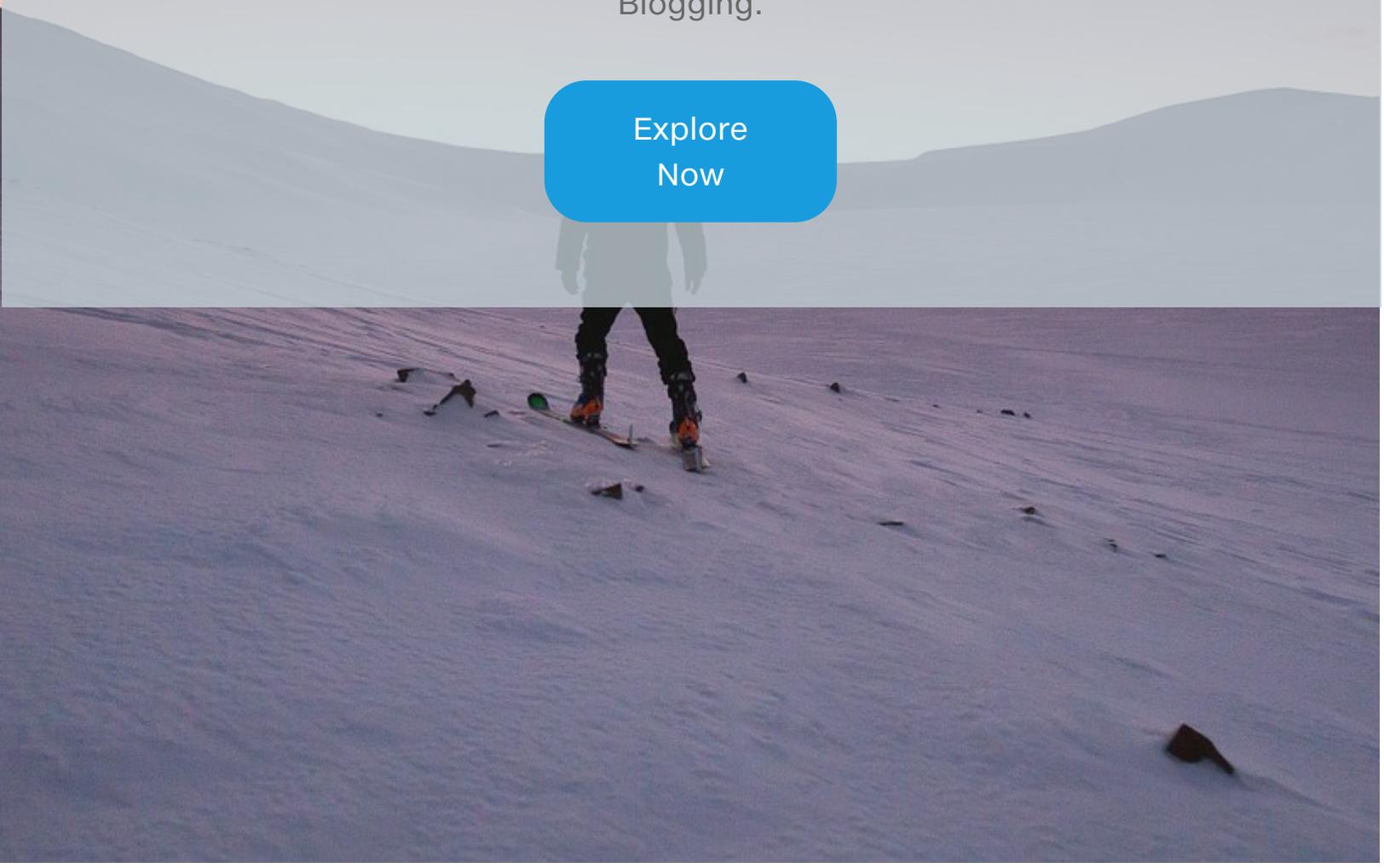
Conclusion:

Writing great content is something within your reach. If you want to write a blog post that will attract a huge traffic, you have to start using the above ingredients. They will prove worthwhile in the long run.

Learn More about Blogging

From outstanding tips, to practical steps and tutorials, the posts in this blog are aimed towards your financial freedom. Diversity is the key, that's why we think of Online Business, eBook Writing, Freelancing and Blogging.

Explore
Now



Useful Ways To Make Money Blogging.

Running a successful blog that literally foots your bills is quite a task and an accomplishment all together. To make money **blogging**, you will need to focus on building trust and loyalty.

Once your readers can easily trust you, and buy into what you are selling, then it won't be a hefty task doing some promotions.

But how do you actually make money blogging?

There are several ways of making money blogging, but in this guide, we are going to discuss the major five.

Applying for Google's AdSense Program.

AdSense is an advertising network that puts business related ads on your website.

You just have to copy paste a code given to you from Google in the places you'd like the ads to appear on your website.

In return, Google will then display the ads which match your content.

Perhaps this is one of the easiest ways to make money blogging. You get paid per click whenever your visitors click on your ads.

You can roughly make a dollar per 1000 impressions. Your click-through rate (CTR) determines how much you can earn per a thousand

impressions. The cost per click is also dependent on the 'quality' of your clicks, that is, where are your visitors coming from, and which niche is your website?

Therefore, the secret is the content. If you want to have a big pay-per-click, choose a good niche and always deliver quality work.

Have you ever applied for Goodgle Adsense before? Here are **things you need to know** before you do.

Affiliate Marketing

Promoting digital information products as an affiliate is one of the best ways to monetize your blog.

Only promote the products you trust. I personally like promoting the products I love, and which I actually use.

There are marketplaces for buying and selling digital products sold on the internet. A good online market place for digital products is **Clickbank**. You can easily search the marketplace for product and promote them on your website. You can even write product reviews. If some of your many visitors click on the link then buys the product you are promoting, you would get a commission.

The added advantage of promoting digital information products is that the commissions are always greater than that of physical products.

Some **services** such as web hosting normally pay high commissions per successful referral. I still recommend hosting your site with **Bluehost** since I am madly in love with their services. Plus, you can easily grab your affiliate link and earn \$65 per every customer who successfully completes the hosting purchase through your link.

According to many experts, affiliate marketing is the best way to make money blogging. This is so because, while with paid per click adverts where you earn less than a dollar per click, with affiliate marketing you

can earn very high commissions per successful purchase or referral.

Create and Sell Your Own Digital Products.

Let's say your **blog** offers "free" information to readers while demonstrating your good writing skills. With time, they become your loyal fans and are ever looking up for new posts in your blog.

This is your opportunity to make money because your readers value your **high-quality content**. You can turn your blog into e-books and **present** them to your audience sale alongside your free blog.

Regular blogging is the ideal training ground for creating e-books and one of the most popular forms of information products being sold by online entrepreneurs today.

Ensure the e-books builds on your blog output by giving unique content. With time, poll your readers to see what topics they'd be interested in learning more about, and potentially what topics of e-books they'd be interested in purchasing.

There are several **digital products** you can sell online. Just be creative and open to new ideas.

How much you can potentially earn narrows down to your content quality.

Amazon associates.

Amazon is the biggest online retailer. As a blogger you can earn money from your website by marketing Amazon products. You earn commissions provided visitors click-through from your blog to Amazon and make a purchase.

You simply get a tracking link that is unique to you that links to any product sold on the site, so that if someone clicks on the link on your blog and is taken to Amazon and purchases the item, you are credited with the sale.

With [Amazon affiliate program](#), you can include a product catalogue on your blog, write product reviews and link to the products you recommend on Amazon, among other ways to promote these products.

If you are a constant book reviewer, and you have a fan base, this can really be a good shot.

Offering Training, Tutorial and Workshops.

You could also use your blog to make money by selling live training, workshops and seminars just like consultancy services.

Having tutorials, trainings and workshops means the audience can learn from you and implement the strategies you are advocating. This is a very attractive offer to some people who can be willing to pay the price.

The price of the tickets plus selling follow-up from workshops and mastermind can earn you money from your blog.

Look out for what your audience really want to learn about, do your research well and come up with tutorials for them.

There are several platforms where you can use to sell your online courses, and to start with, you might want to try [Skyrep](#).

In a nutshell, you have to be aggressive and positive minded to make money blogging. Running your blog involves costs, and as your blog grows, it should be able to cover these costs and at least, pay your bills.

Best Websites To Find Free Stock Photos For Your Blog Posts.

After writing your blog post, the next thing you would want to do is to add some catchy images to reinforce the message. However, finding free stock photos for your [blog](#) is a difficult task.

Most professional companies charge more than \$20 for a single stock photo, and considering that you are [publishing](#) new posts every day, this can be quite costly.

Young bloggers and [authors](#) often opt to find images on google which have been used for other posts, copy and paste it to their articles. This amounts to [plagiarism](#), and people will rarely take your content seriously.

Oops that's the hardest side of it, but thanks to some professional companies and individuals who allow you to use their free stock photos which they post on their websites regularly.

This is one of those few ways to access high-quality stock photos without much hassle or significant costs.

Below is a list of the best free stock photo websites for you as a blogger.

1. Unsplash.

Depending on your niche, as an online writer, you will get a variety of free stock photos from [Unsplash](#).

I mostly use this site together with a couple of others when working on new projects. The good thing With Unsplash is that their photos are of high-resolution and is actually one of the best sources of stock photos. New photos are added on a regular basis.

All photos on Unsplash are released under the creative commons public domain license.

2. Good Stock Photos.

[Good Stock Photos](#) is another amazing resource to find free stock photos for your blog posts.

It is even interesting to note that with the photos at *Good Stock Photos*, you can do much more with them:

- Use them on your blog or website
- Use them in an app or software
- Use them in social media
- Use them on print or online advertisements
- Use them to promote a product or service
- Include them as part of a product or service you sell (such as an app or theme)
- Do derivative works – photoshop the photo and make it cooler.
- Sell derivative works of the photos (as long as it's a fairly significant alteration)
- Sell products in which the derivative work is the focus (such as a physical print of the altered photo)

The site is updated daily and all photos are taken solely by Steve, the brain behind the stock site. This is of particular importance since [Steve](#) do not source images from anywhere else.

The photos you get at the Good Stock Photos are therefore unique and good for your branding. The photos don't require any attribution, though it's always a good practice for bloggers to accredited the sources of their images as a way of saying, 'thank you.'

3. Pixabay.

If you are a web designer looking for a site with free stock photos, here is the place for you. [Pixabay](#) is a web designer's dream. Besides offering an easy-to-use search feature, the images are absolutely brilliant.

Most of its free stock photos don't require any attribution at all. You just pick and use them in your site.

And yeah, you guessed that right. I indeed used Pixabay to find the featured image for this post. You can visit my [homepage](#) to see how it looks.

4. IM free.

There is so much in one place with [IM free website](#). It is a curated collection of free stock photos, all for commercial use. Since the photos are curated from various sources, some photos may require attribution.

5. Negative Space.

From architecture to technology, [Negative Space](#) offers up new free stock photos every week. Their photos do not come with copyright restrictions, and that means you can use them *'your way.'*

With Negative Space, you can easily separate the wheat from the chaff by simply sorting the results based on the color, copyscape position and the category

6. Good Free Photos

This is another awesome resource. The site over 17000 photo categorized mainly by location. Most photos are of state parks, national parks, national landmarks, and historical sites. They also have business, tech, animal, plant, and food photos as well.

All photos at [Good Free Photos](#) are free to use for any purpose. A lot of the photos were taken by Yinan, the site owner though he occasionally take requests for specific photos.

7. Stokpic.

Every two weeks there are up to 10 new free stock photos dished out that you can use on your website, as part of a template, in an ad and pretty much anywhere.

With [Stokpic](#), you can easily browse through categories like landscapes, people, and technology until you find the perfect fit for your blog. The list is definitely endless.

8. MorgueFile.

To the lovers of wildlife out there [MorgueFile](#), will grant you the best free stock photos for your blog posts. It is one of the simplest sites you'll come across. MorgueFile has a streamlined layout and carefully curated list of photos. Its selection isn't as large as that of some of the other sites on this list, though,

9. Kaboompics.

There is clearly a creative eye behind this awesome resource for high-quality photo that you will want to use them on your works. From fashion to food to landscapes, the images outsourced from [Kaboompics](#) cover a variety of different scenarios.

While there is no formal attribution requirement, including photo credit with a link back to the site when possible will help the website grow.

10. Freerange.

All of the free stock photos on the [Freerange](#) website comes from a pool of both in-house photographers, as well as a growing community of external contributors. The photos are good quality. Images provided directly (in-house) by Freerange Stock are either digitally photographed on Canon DSLR cameras and are of a high-resolution Nikon.

11. Pexels: Free Stock Photos

These free stock photos are carefully handpicked from a variety of free

image sources to ensure that you're getting only the best of the best. All of the photos that make the cut at [Pexels](#) are free for personal and

commercial use with no attribution required. You won't struggle to get the best out of it all.



Yes, we sourced the image above from Pexels.

12. Free Images.

[Free Images](#) offers thousands of incredible images from a diverse aspect of categories. This should be your ultimate destinations when writing new posts, eBooks or updating the old ones.

The site boasts of over 389,809 Free stock photos available at a click of a button. If you don't find enough photos on a specific niche, you can always try their premium photos as well.

Got something to add, or just an opinion to pinpoint concerning this article. We would love to hear from you. See you in the comments section right below.

You can now submit a guest post and get a link back to your website. We also allow a brief bio at the end of the article. Sounds cool? Head to the [Submissions](#) page now.

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