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BLOG HATTER

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Information Only

What Is Blogging

What Is Blogging? (And Can You Make Money Doing It?)

So exactly what is blogging anyway? And is it possible to actually make money doing it?

Blogging is hot right now. In fact, it has been hot for the last several years. It seems you can't go anywhere online without hearing about one blog or another. And blogger success stories, in which people have turned blogging into a career and manage to make a good living doing it, are almost as common.

Maybe you are new to the Internet and, having heard so much about blogs, want to know more about it. Or maybe you have been online for a long time, but that's just not an area you have investigated much before now. Either way, it is possible for someone with absolutely no blogging experience to start a blog today, and have a successful blog up and running in just a few weeks. Or even days.

What Is a Blog?

The word "blog" is actually short for "web log." From the beginning, the idea behind them was that they would be like online journals. They would be a

place where you could record, or "log," your thoughts, ideas, opinions, or anything else you could think of.

Of course, the major difference between a blog and the leather bound journal you keep in your nightstand drawer is that the online version can be shared with others. And, for many, the prospect of sharing their thoughts, opinions and interests with others can be very appealing.

You can create a blog about anything that interests you. Your hobbies, your interests, your dieting experiences, or even the movies you like. There are no limits when it comes to blogging.

Can You Really Make Money Blogging?

Many people dream of being able to make a decent living doing something they really like and enjoy. For them, being able to make money just writing about a topic they love a few times a week would be a dream come true.

But you might be wondering how your blog about gardening or recipes could actually turn a profit.

The simplest way is by putting ads on your site for affiliate products, products at Amazon.com, and so on. For example, say you put an affiliate link to a new gardening book on your gardening blog. If one of your site's visitors click on that link and end up buying the book, you would get a

commission. And, depending on the type of affiliate program you belong to, you can earn as much as 75% of the books sales price.

So, what is blogging? It's a way to make money while having fun writing about the things you love.

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How Do I Start Blogging

How Do I Start Blogging?

Blogs are one of the hottest things online today. So many people seem to be doing it and loving it. And, even better, making money from it. There is a good chance that you have thought of putting together a blog of your own. If so, you have no doubt asked yourself, "How do I start blogging?"

To those who have never done anything like starting a blog before, it can probably seem like a mysterious and complicated process. But starting a blog is actually much easier than you think. In fact, one of the common comments from new bloggers is, "I can't believe how easy it was."

Here are a few tips that will help you get your blog up and running.

Choose Your Topic or Niche

The first step is to choose your topic. Ask yourself what you want to write about?

The great thing about blogs is that you can write about things you care about and are interested in, and still make money from it. So think about your hobbies and interests. What are the things you like to do? What are the things you are interested in? What are the things you like learning more

about? Many of the possibilities on your list would make great topics for your first blog.

Choose Your Platform

One of the most important questions a blogger has to ask themselves is whether they should use a third party blog host, or maintain their blog on their own web host.

If you are new to blogging, you will probably want to use a free, third-party host like Blogger to start out with. With that service, all you have to do is sign up and start posting.

You can also choose to maintain your blog on your own web host. In that case, you can use WordPress, which is free and easy to install. In fact, with most web hosts, you can install it in just a few clicks, and have your blog up and running in less than ten minutes.

Post Daily

When you first start your blog, try to post in it daily for at least a week.

There are two good reasons for this. First, it will give you a good head start, and help to fill up your currently empty site with good content. And,

secondly, posting frequently will help you quickly get comfortable with the process of writing posts, and using the blogging software.

If you have been asking yourself, "How do I start blogging?" these are the three easy steps you should follow. As simple as that, you can have your blog up and running. And, once you get your first one off the ground, your second, and third, and fourth will be even easier.

Information Only

How To Make Money Blogging

How to Make Money Blogging

For many, keeping a blog is something they do mostly for fun. They want to write about things they care about and are interested in. They also want to have a place where they can share what they have written with others. But many want to know how to make money blogging. How can they take something they enjoy doing, and use it to generate a little extra income, something anyone would enjoy having?

Luckily, there are many ways to make money blogging. Some of the options are easier than others. And, with some, you will probably only make a little extra pocket change while, with others, you can actually generate a full time income.

Here are two excellent, and pretty easy, ways you can make money blogging.

Promote Affiliate Products

If you already have a blog, and are looking for ways to monetize it, this is a great option for you. With this technique, all you have to do is keep doing what you have already been doing, while making one simple change.

The change you will make is adding links to affiliate products to your site. Now, if one of your visitors clicks on the link and ends up buying the product you are promoting, you will make a commission. Some affiliates make as much as 50% to 75% of the sales price of every product bought through their affiliate links.

Becoming an affiliate is fast and easy. Sign up at a website like ClickBank or Pay.com, find products that are somehow related to the topic of your blog, and start promoting those products (using your affiliate links) on your site.

Get Paid To Post

Wouldn't it be great if you could get paid to write about a product you just used, a movie you just saw, or a new software program you are interested in?

Well, you can.

There are plenty of "Pay per Post" and "Paid to Blog" opportunities out there. All you have to do is sign up at a site like Blogitive or PayPerPost. Once your blog is accepted, you will be paid anywhere from \$10 to \$20, and sometimes more, to write short posts about their sponsors' goods and services. And, in many cases, these posts only have to be around 100 or 200 words long.

It's a great return for relatively little work.

Keeping a blog can be fun, interesting, and rewarding. And, once you learn how to make money blogging, it can be profitable, too.

Information Only

Blogging Jobs and How To Get One

Blogging Jobs and How to Get One

What makes blogging jobs so attractive?

With the blogs that you run yourself, there are a lot of details you have to take care of. You have to decide on the platform you will use. Pick out an attractive layout. Promote the blog so it will get plenty of traffic. And, since you probably want to make money with your blog, you also have to find affiliate products to promote, or create a product yourself to sell.

With blogging jobs, you don't have to concern yourself with any of that. It's up to someone else to worry about maintaining the blog, making sure it looks good, and getting enough traffic. All you have to worry about is writing your blog posts, submitting them, and getting paid.

Blogging gigs are a great place to start if you are new to blogging, and aren't ready to deal with the more technical aspects yet.

But how do you go about getting a blogging job?

Show You Have Experience

People who hire bloggers are just like any employer. You would probably have a better chance of getting the job you are after if you have some experience.

But you don't have to have been running your own blog for years to show you have experience. You also don't need a foot long resume of former blogging gigs. All you need is a sample blog.

What Is a Sample Blog?

When you apply for a blogging job, you will probably be asked if a sample of your work can be viewed anywhere online. And that's what a sample blog is for.

A sample blog isn't like a regular blog you are trying to use to make money. You don't have to worry about promoting affiliate products on it, or driving traffic to it. It simply exists to show what you can do.

If you don't already have a free Blogger account, sign up for one. It will only take you a few minutes.

Create your blog on a topic you know quite a bit about, and could probably write short, 200 to 250 word posts about in your sleep. Remember, you want to put your best foot forward.

Now, make your first post. And, just like that, you have created your sample blog.

Show You Are Dependable

People who are hiring bloggers want to know that they are reliable, and can be depended on to make their blog posts on time.

Try to make a post in your sample blog every day, at least for the first week or two. After that, make two or three posts a week.

This will show that you can be counted on to post in a blog regularly.

For many people, making money writing about things that interest them is a dream come true. And, by creating a sample blog, you will increase your chances of landing a great blogging job by leaps and bounds.

Blogging Jobs

Blogging Jobs: No-Hassle Blogging

There are many ways to make money blogging online. And you don't even have to actually start your own blog to do it. Instead, you can start looking into blogging jobs.

There are many people who would love to make money writing about things that interest them. And, while starting their own blog would be a great way to do that, the hassles that can come with maintaining a weblog makes them hesitate. They don't want to worry about finding a good third party blog host. Or setting up WordPress on their own web host. Or finding affiliate products to promote. Or trying to attract enough traffic to make decent money.

For those who are interested in blogging, but aren't interested in actually maintaining their own blog, blogging jobs are the perfect solution.

What Is a Blogging Job?

There are many companies that have realized the value of having a frequently updated blog. So, they hire someone to create the blog for them, making it look very professional and inviting. After that, they pay someone to actually post content in the blog.

And that someone could be you.

There are also blogging networks. Blogs are their business. They make money from the visitors who come to their sites and click on the ads posted there. And the more good, content rich blogs they have in their network, the more money they make.

With these types of blogging jobs, all you have to do to get paid is write your blog posts and submit them. Someone else takes care of everything else.

How Much Can You Make?

Every blogging job pays contributors differently.

Some jobs share revenue with contributors. This means you get a share of the advertising money made through your blog.

Some pay according to how many blog posts you make. For example, for every 200 or 300 word blog post you make, you might earn \$4 or \$5.

Still others pay on a weekly or monthly basis. So they might pay you \$250 a month as long as you make at least 4 blog posts a week.

Finding Blogging Jobs

There are many sites where new, paid blogging opportunities are posted daily. You just have to know where to look, and check often enough to jump on any attractive offers fast.

One good place to start looking is ProBlogger. You will find dozens of blogging gigs posted on their Job Board.

So, do you want to make money blogging without having to maintain a blog? Then you should definitely consider blogging jobs. Whatever you are interested in, there is someone out there looking to pay someone just like you to blog about it.

Increasing Blog Traffic

Increasing Blog Traffic: 3 Ways to Get More Visitors to Your Blog

When you start a blog, figuring out the most common ways of increasing blog traffic should be at the top of your To-Do list.

You can spend hours and hours putting together the most exciting, attractive, and content rich blog ever in the history of blogs. But, unless you get the word out that it exists, no one will ever see the fruits of your labor. And, if you are trying to make money blogging, you won't have any visitors to click on your affiliate links, buy the products you're promoting, and line your bank account with commission checks.

So getting traffic to your site is important. And here are three simple ways to do it.

Article Marketing

Article marketing is one of the most tried and true methods of getting more traffic to any type of website, including blogs.

All you have to do is write a series of articles related to your topic. And they don't have to be very long. At many article directories, the minimum length for articles is 200 to 250 words.

After you have written your articles, submit them to article directories. Some of the most popular options are Ezine Articles, GoArticles, and Article Dashboard.

In the author's bio box, include a link back to your site, along with something that will make the reader interested in seeing what your blog has to offer.

Submitting articles to article directories is a quick and easy way to dramatically increase the number of visitors to your blog.

Social Bookmarking

At social bookmarking sites, you can share links to articles and other useful or interesting online content. When you post a link to one of your blog posts at a social bookmarking site, you are exposing it to hundreds, or even thousands, of people who could end up following that link and visiting your site.

You should get into the habit of bookmarking your best posts at some of the big social bookmarking sites like Digg, Reddit, StumbleUpon, and del.icio.us.

SEO Techniques

Another way to get more traffic to your blog is by applying SEO (Search Engine Optimization) techniques to your posts. These techniques can help your blog rank higher in the search engines for certain keywords. The higher a site ranks, the more likely it is people looking for info on that topic will visit that site.

When writing a blog post, make sure a keyword or keyword phrase is used in the title and the first paragraph, as well as being sprinkled throughout the post. If possible, you should also use the keyword in the page's meta tags.

Learning some simple methods of increasing blog traffic is an important step in becoming a successful blogger. And, by using these three easy techniques, you will quickly increase the number of visitors who will be dropping by to take a look at your blog.

Blogging for Money

Blogging for Money: How to Get Your Blog Noticed

So, you have decided to give blogging for money a try. Maybe you have already created your blog, and have even started promoting it. And you might even have attracted a few dozen visitors by now.

Starting a new blog can be a really exciting experience. And, early on, you might be really eager to put all of the promotion techniques you have heard about into action.

But you can't stop there. There are things you can do during the life of your blog to make sure it keeps getting noticed.

Post in Other Blogs

Say you have a blog about some aspect of owning a dog. Where would you be most likely to find people who are interested in reading a blog similar to yours?

At others blogs about owning a dog.

Find blogs in niches related to yours. Leave comments to some of the posts, and include a link back to your site. Now, anyone who reads your comment can follow the link to your blog.

However, don't post just to show off your link. Make sure your comments are valuable and useful.

Using TrackBack Links

While reading other blogs, you might find a post you find interesting, and want to share with your own readers. And you shouldn't hesitate to do it.

For one, your readers will appreciate you for pointing out this valuable or interesting information to them.

And, secondly, you will be taking advantage of TrackBack links. When you refer to a post at another blog, a link back to your site will appear on that other blog. And this will help make more potential visitors aware of your site.

The Power of RSS Feeds

RSS stands for "Really Simple Syndication." When you put an RSS feed URL on your site, your site visitors can subscribe to your blog.

Now, every time you make a new post in your blog, your subscribers will know about it. And, if they are interested, they can return to your site to read your new post.

If your blog contains really good content, some people will put your RSS feed on their own websites. Visitors to those sites will see the headlines of your latest posts as links. And they can follow those links back to your blog.

If you are blogging for money, it's important to do things that will both attract new visitors, and let former visitors know your blog is still up and running. And, by following these three simple tips, you will make sure your blog keeps getting noticed.

Blogging Topics

Blogging Topics: Making the Right Choice

You have several different ideas for possible blogging topics. But how do you choose the right one?

When you are first starting your monetized blog, a lot of the decisions you make early on can determine how successful it will be. Choosing the right platform is pretty important. So is choosing a good title. Even choosing which affiliate products you will promote can make a huge difference.

But it all starts with your topic. It's easier to make profits with some blogging topics than with others. In fact, some topics will be extremely difficult to make money with, especially for a new blogger.

Here are some tips on choosing blogging topics.

Choose a Profitable Niche

One of the big draws of running a monetized blog is that you can make money while writing about things that really interest you.

But maybe you really love tadpoles, so you have decided to start a blog all about them. Keeping a tadpole blog for fun might be a great experience.

But, if you want to make money blogging, you might find that tadpoles aren't a very profitable topic.

Actually, experienced bloggers might say it's possible to make money in any niche. But, when you are just starting out, make things easier on yourself and choose a niche that will appeal to more people. For example, instead of focusing on tadpoles, make your blog about caring for pet fish in general. That way, you can still write about tadpoles, but you will increase your blog's money making potential.

How Do You Find a Profitable Niche?

So, how do you choose a profitable niche?

You look at the stuff people are buying. If people are spending money on products in a certain category, then niches related to that category will probably be profitable.

How many infomercials do you see related to dieting and losing weight? Quite a few. The dieting and weight loss industries are big money makers.

What books are on the nonfiction bestseller lists? What are those books about? If people are buying books about these topics, then they could make profitable niches for your blog.

Choose a Niche That Interests You

While choosing a profitable niche is important, you want to choose one you can actually blog about regularly.

Real estate topics are pretty popular right now. But, if you don't care about real estate, blogging about it several times a week will bore you to tears. It won't be long before you lose interest in updating the blog you devoted so much time to creating.

Make sure you choose a topic you will actually be interested in writing about long term.

It is possible to make money blogging. But choosing the right blogging topics can make all the difference in how much money you make, and how fast you make it.

Blogging Advice

Blogging Advice: Tips for a More Successful Blog

You have worked hard to start your blog. You researched and chose the best platform (like using a free Blogger blog, hosting a free WordPress blog on your own web host, or some other option). You have spent much of your free time making the blog look good. You have even made a few posts. Now, you want blogging advice that will help make it as successful as it can be.

Starting a blog can be an intimidating experience. If it is your first, there will probably come a moment when you have finished setting everything up, and then find yourself at a loss on what to do next.

But here are some tips that will help you become a successful blogger.

Promote, Promote, Promote

You can have the best blog in the known universe. But, if you don't do everything you can to let people know it's there, no one will ever even see it.

There are many promotion and marketing techniques you can use to draw attention to your efforts. For example, submit your site to blog directories.

Submit your best, most interesting posts to social bookmarking sites, like digg, StumbleUpon, and del.icio.us. And make use of sites like Technorati.

Post Regularly

Once you start getting visitors, you want to do everything you can to try to keep them coming back. And the way to do that is by adding fresh, new content to your site regularly.

If visitors go to a blog that hasn't been updated in a week, or even a month, they might assume that it probably won't be updated anytime soon, so there is little reason for them to go back to that site. But if they see that a blog has been updated in the last few days, and had been updated just a few days before that, they will assume new content will probably be added soon, and will make a point to come back to see what's new.

Updating daily would be best, but might not be practical for you. But you should try to update at least two or three times a week.

Respond to Comments

It will make you feel good when visitors take the time to leave comments to your posts. And visitors feel good when you respond to their comments. In fact, they will be more likely to return to your blog and comment on your future posts.

Every blogger hopes their blog will be a success, and will attract plenty of visitors. And, by putting this blogging advice into action, you will be well on your way to having a successful blog.

Information Only

Blogging Mistakes

Blogging Mistakes: Are You Promoting Your Blog?

What are some of the most common blogging mistakes?

You can start a blog with relative ease. That is why so many people are attracted to doing it. And the fact that you can actually make money writing about things that interest you makes blogging even more attractive.

Once you have spent a lot of your valuable time and energy putting together a good blog, it would be a shame if a few easily avoidable mistakes hurt your chances of turning a profit from your efforts. But making missteps while promoting your blog can affect how much money it makes in the long run.

If you want to make money as a blogger, here are some blogging mistakes you should try to avoid.

Lack of Promotion

Countless bloggers have had this experience. They spend hours putting together their blog. Then they take a break, and go out to do something fun for a few hours. When they come back, they expect to see that their blog

has had dozens of visitors. But they are disheartened to find that not a single new viewer has visited their blog.

No one is going to know your blog is there unless you tell them about it. And a blog without visitors will not make money.

You can get the word out about your blog with article marketing, or social bookmarking, or by telling people at message boards about it. There's plenty of advice online about ways to promote a new blog. Take advantage of it.

Going "Live" To Soon

While promoting your blog is important, you have to know when to start promoting it.

If you want to make money blogging, you probably want to start telling people about it as soon as possible. But you don't want to introduce your blog to the world too soon.

Have you ever visited a blog that only had one or two very short posts? Did you decide this blog was a great source of interesting information, and that you had to visit it again soon?

Probably not.

If you have gone to all of the trouble of getting people to visit your blog, you want to give them something so good, they will want to come back for more.

Don't start promoting your blog until you have 5 or 10 good posts. This should only take you a week or two to accomplish. When visitors see that you have lots of good content, and you update regularly, they are much more likely to make a return visit.

If you put in the time creating a good blog, you should reap the benefits. And, by avoiding these common blogging mistakes, you will increase your chances of success tenfold.



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