



BLOGGERS TREASURY

www.BloggersTreasury.com

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Introduction To Pro Blogging

Welcome to the world of profitable blogging, where you will be able to create websites that are monetized from the very beginning, while being thoroughly optimized for top search engine ranking.

In truth, creating websites using blog software like Wordpress or Blogger has changed the dynamics of website development, making it easy for anyone to create and maintain an online presence, even if they are inexperienced with designing, or website creation.

With just a few clicks, you can instantly install a blog and begin to add in high quality content, to attract subscribers and prospects from various niche markets, and because of the fact that Wordpress is a free open source platform, your overall costs are limited to only needing a domain name and a hosting account.

This means, that you can easily venture into numerous markets and test the waters without having to invest money in creating websites, hiring designers or search engine specialists.

All you need is a copy of www.Wordpress.org, a domain, hosting account and a copy of this guide that will teach you the fundamental basics of developing well constructed, profitable blogs in as many industry's as you wish.

So, without further delay, let's get right into it, and get you started in creating your very first highly monetized blog!

Blog Development 101

When it comes to creating your online blogs, you have a few options available. For those who are unable to register a domain name and set up a hosting account, choosing a free blog hosting option sounds like a good idea.

The problem with this, is that if you truly want to establish a professional presence online, housing your website on a free hosted account not only puts you at risk for not being taken seriously, but since your website is hosted on a third party server, you are also unable to fully control and manage your website.

Worse, there is no guarantee that your website will not be removed or suspended, without notice, meaning that you could put a lot of time and effort into building a website that is at the mercy of someone else.

Not wise.

Instead, if at all possible, try to register your own domain name and set up your hosting account so that you are given full control and creative freedom over how your website is created, what content is offered, what forms of monetization are integrated,

and how much traffic is directed to your website from various sources.

You can register a domain name for less than \$10 at services like <http://www.NameCheap.com> or <http://www.GoDaddy.com> and can also set up an affordable hosting plan at <http://www.HostGator.com>

The first step is to identify the theme of your blog so that you can find a relevant domain name that will work well with your market and integrate your primary keywords into your domain name.

Once you have written down a few ideas, as well as keywords that relate to your topic, you can use the services of free domain suggestion tools to locate domain names that are available to register.

One such service is available at: <http://www.NameTumbler.com> and another at <http://www.NameBoy.com>

Another useful tool is available at <http://www.InstantDomainSearch.com> that will show you the availability of a domain name as you enter it in.

One thing to consider, regardless of the domain name you choose is that it is memorable, easy to spell and can be used to build a brand or future network.

Also, be careful not to choose a domain that is not a top level extension (.com), as it's the first domain name that a visitor will type into their browser when trying to locate your website.

When it comes to choosing a hosting account, another thing to keep in mind is that if you plan on creating multiple websites, you are better off selecting a hosting account that allows you to add more than one domain name to your package. This ends up being far more affordable than creating individual hosting accounts for every website you create.

With HostGator, you can purchase a reseller account for \$25 a month that allows you to add dozens of websites and domains to one account, so be sure to thoroughly evaluate your options and carefully consider your long term objectives before moving forward.

After you have your domain name and hosting account set up, it's time for you to install the blog software that will power your website and allow you to set up a fully functional, feature laden community where your visitors can interact by posting comments

regarding your posts and content, and give feedback on the information you create.

To start, depending on your hosting provider, you may be able to use cPanel's built in Wordpress integration, where you can click on a single link and have Fantastico install a fully functional copy of Wordpress.

If you are interested in locating a hosting company that features Fantastico, and fully supports WordPress, you can review the hosting directory located at:

<http://www.Wordpress.org/hosting>

Dreamhost.com offers instant Wordpress installation, and offer affordable packages for new bloggers. Simply click on the Wordpress installation link from within "Fastastico" and Wordpress will be installed.

If your hosting provider doesn't come equipped with Fantastico, you can manually install a copy of Wordpress by downloading it from their main website, <http://www.Wordpress.org> and uploading the files to your server.

If you need help with this, Wordpress provides a step by step

installation guide on their website (view the "Docs" section for details).

[http://codex.wordpress.org/Installing_WordPress#Famous 5-Minute Install](http://codex.wordpress.org/Installing_WordPress#Famous_5-Minute_Install)

Installing a blog is exceptionally easy, regardless whether you use the automated install feature or manually create your blog, but it's only the first step in an important process that you need to follow if you want to ensure that your blog is fully optimized and tweaked so that it's functioning at its best performance.

This includes taking advantage of pre-created plugins that will enhance your website and optimize it for search engine rankings, as well as help automate content creation and management.

We'll discuss how to best use these blogs as well as what you need to do to optimize your website in the next chapter, for now, let's take a look at a handful of other elements that you need to pay attention to in order to create the best website that you can.

This includes:

Template Customization

With Wordpress, there are literally hundreds of free templates and themes to choose from, giving you the opportunity to use different themes relating to niche markets that you are focused on.

You can download these templates from various directories online and use them 'as is', or take it a step further and hire someone to customize the templates, or take a shot at it yourself if you are proficient with editing CSS and HTML.

Regardless what you choose, you need to make sure that the theme is fully functional and provides adequate space for advertisements, affiliate product offers, and allows for a clean interface with well managed categories and pages.

Take some time to explore the different themes that are available before making your selection and don't be afraid to download multiple themes and installing them to see exactly how they look and function.

From within your Wordpress administration panel, you can activate and de-activate themes on the fly, making it exceptionally easy to change the templates instantly should you wish to update your website's scheme or evaluate different themes until you find one that will work for you.

Here are a few theme providers and directories worth checking out:

<http://www.BlogOhBlog.com>

Explore the archives for previous releases that are hidden away. Fewer bloggers will notice them, and the quality of Blog Oh Blogs themes is very impressive and easy to work with.

<http://www.themes.wordpress.net>

<http://www.wordpress.org/extend/themes>

<http://www.FreeWPThemes.com>

<http://www.ThemeLab.com>

<http://www.Fresheezy.com>

<http://www.topWPThemes.com>

<http://www.SkinPress.com>

<http://www.WPSkins.org>

In order to feature a theme on your blog you simply have to download the theme's template package, unzip it using a utility such as www.Winzip.com and upload the contents into your wp-content/themes folder.

Then, you log into your Wordpress admin area and activate the

theme by clicking on the "Design" tab and choosing your theme. There is no limit as to how many themes you can upload to your Wordpress blog.

From within the "Design" area you can access different controls including Widgets, Themes and the Theme Editor (I do not suggest editing your themes code unless you are familiar with HTML and CSS). Go ahead and download a theme, and upload it into your Wordpress wp-content directory.

I would suggest sticking with one theme so that you can begin to brand your website so that when visitors return to your site they instantly recognize that it's your blog, rather than confusing them with different styles or color schemes on a frequent basis.

Any time you would like to log into your Wordpress' administration interface, you would visit:

<http://www.yoursite.com/wp-admin>

If you install your blog into a different folder other than your root directory, you simply include the folder name:

<http://www.yoursite.com/blog/wp-admin>

From within the "Design" area you can access different controls

including Widgets, Themes and the Theme Editor (I do not suggest editing your themes code unless you are familiar with HTML and CSS).

Critical Blog Plugins

In addition to customizing the look and feel of your blog, you can also choose to add plugins to your Wordpress blog that will enhance your website and work as extensions of the blog software that can make your blog more interactive as well as easier to manage.

In order to put these plugins to work for you, you simply download them from the developers website and upload them into your wp-content/plugins in the same way that you uploaded your themes.

And just like a theme, you need to activate each plugin from within your Wordpress admin center before it becomes active and visible on your blog.

Sometimes a plugin will require more than just activating it. For example, a popular plugin that helps blogs do better in the

search engines requires that you configure the settings before using it.

If ever a plugin requires additional information in order to function properly, you will see a new link appear in your navigation menu (from within the "Plugins" area) that will give you more information about that specific plugin.

One example of a useful plugin is found at <http://www.CodeBanter.com> who features a free Wordpress plugin that will instantly add an autoresponder opt-in box to your blog. Since it's important to start building a list, integrating this plugin makes capturing subscribers a breeze.

We'll talk more about list building in a future chapter, but in the meantime, head on over to CodeBanter.com and download a copy of the plugin, so you have it ready for when we focus on building a targeted list of prospects.

Plugins are exceptionally useful, especially when optimizing your website for the search engines. I have created a swipe file of the top plugins that I add to every blog that I create, and I suggest that you add these to a folder on your desktop so that you can use these on your websites as well.

Here they are, in no particular order:

All In One SEO Pack

<http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/>

This plugin ensures that your blog is well optimized for the title, meta description, and meta keywords. It should be a required plugin with every installation of Wordpress.

Google XML SiteMap

With every blog you create you will want an auto-generated sitemap. This is important so that the search engines can get a clear guideline regarding the pages from your site that you would like indexed.

<http://downloads.wordpress.org/plugin/google-sitemap-generator.3.1.2.zip>

Related Posts Plugin

<http://www.w-a-s-a-b-i.com/archives/2006/02/02/wordpress-related-entries-20/>

No Ping Wait Plugin

<http://onemansblog.com/2007/04/15/no-ping-wait-wordpress-plugin/>

Privacy Policy Plugin

Every blog you setup should have a privacy policy in place. This is to ensure that you inform your readers of what they can expect from visiting your blog.

It's also very good to have this page setup since a few affiliate programs do request that you have a privacy policy page in place if you are going to be advertising their products.

<http://www.synclastic.com/privacy-policy-1.0.zip>

Google Analytics

This plugin is useful for reviewing the stats of your blog and viewing any patterns regarding your traffic. It has a wide range of features that will enable you to have a complete traffic breakdown:

<http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.2.7.zip> _

Once you have downloaded these plugins, upload them into your

Wordpress wp-content/plugins directory.

Then, log into your Wordpress admin panel at <http://www.yoursite.com/wp-admin> and click on "Plugins" to load the listing of plugins and the activation link that will appear next to each one. Make sure to activate every plugin, otherwise they will not begin to function until you turn them on.

You can also explore other plugins at <http://Wordpress.org/extend/plugins/>

A widget is basically a little piece of software that allows for a user to interact with the blog. Placing widgets keep viewers longer and can create more traffic flow. Creating a widget of the blog allows it to be placed on other web sites, if the rules allow.

Widgets have the potential of driving more traffic to the blog simply by interacting with your visitors and keeping your blog fresh and entertaining.

Here are a few resources to help you get started:

Kick Apps: <http://www.KickApps.com>

KickApps is a widget creation web site. Designed to work with video applications, it has an easy interface system. Best of all,

the sign-up is free of charge. It user friendly and can be placed on the social networking sites. The fun interaction will keep readers coming back.

WidgetBox: <http://www.WidgetBox.com>

Widgetbox provides thousands of different types of widgets that can be used in a blog. Readers are more likely to stay longer, if they are having fun. Also turn the blog into a custom widget for those social networking sites. Endless options give free reign on creativity.

Majik Widget: <http://www.MajikWidget.com>

MajikWidget is currently in the Beta phase so space is limited. However, the widgets allow for linkbacks to the blog. They offer a free trial. Things such as polls or rankings can be added to the blog.

Wowzio: <http://www.Wowzio.com>

Wowzio is a customizable widget creator that allows for personal photographs to be used. This way the blog can be unique and creative depending on the photographs used. Pick from a variety of different styles for the blog.

Tech Dreams: <http://www.TechDreams.org>

TechDreams places scrolling headlines at the top of the blog.

Free to use, comments are personal and up to the blogger to create. Create a unique quote or a special saying that relates directly to the blog.

Sane Bull: <http://www.SaneBull.com>

SaneBull has widgets available for adding the stock market to the blog. Readers can view the market without ever leaving the blog. Especially, useful for those business related blogs.

Entrecard: <http://www.Entrecard.com>

Entrecard is a service that links bloggers to other bloggers to get the most amount of advertising by that site. It can drive the traffic of other bloggers to the blog for more page views.

Create a unique widget of the blog to bring the interest of more viewers and drive traffic to your blog, so explore the different available widgets out there, and integrate as many that you believe will enhance your website. Go crazy!

Optimizing Your Blog

When it comes to Wordpress blogs, they are exceptionally easy to optimize. In fact, it should take less than 30 minutes to fully optimize and tweak your blog's default settings so that it will position itself well within the search engines.

Here is a step-by-step guide to optimizing every blog you create:

To begin, log into your Wordpress admin panel and click on the Settings tab. Under General Settings make sure that you enter in your blog title and tagline.

For your blog title, do not just enter in your domain name but instead focus on entering in keywords that relate to the theme of your blog based on the content you intend to create.

For example, if I was creating a blog that focused on the cake decorating niche, my blog title might be something like this:

*Wedding Cake Decorating – Secret Techniques To Creating
Gorgeous Wedding Cakes*

Just the same, my tagline would also incorporate my keywords:

Example: Wedding Cake Decorating Secrets

Under the "Membership" option click both fields, "Anyone Can Register" and "User Must Be Registered And logged In To Comment". Then, click Save Changes.

Next, click on the Writing tab to configure this area. Within the Writing section, you will want to add a list of blog ping services.

Pinging your blog simply means that each time you update it, you are able to send an alert out to blog directories and news sites telling them that your blog has fresh content.

Copy and paste the following ping service list into the text box at the very bottom of the Writing sections' page.

http://blogdb.jp/xmlrpc

http://bulkfeeds.net/rpc

http://coreblog.org/ping/

http://ping.blo.gs/

http://ping.cocolog-nifty.com/xmlrpc

http://ping.rootblog.com/rpc.php

http://ping.syndic8.com/xmlrpc.php

http://ping.weblogs.se/

http://rcs.datashed.net/RPC2

http://rpc.blogrolling.com/pinger/

http://rpc.pingomatic.com/

http://rpc.technorati.com/rpc/ping

http://rpc.weblogs.com/RPC2

Blog Page Titles

There are a few things to keep in mind when you are entering in titles for your blog posts and pages.

Search engines like Google.com only show the first 70 characters of your title within search results, so be sure to include your most important keywords within each title, stripping away any extra words that you just don't need.

Focus heavily on your primary keywords, and make sure that your blog's page titles vary, so that each one contains a different set of keywords and phrases, relevant to your niche market..

Meta Tags

Meta tags are very important in ensuring that your blog ranks well within search engines. The All In One SEO Pack plugin that we activated will make this exceptionally easy to do. From within your Wordpress admin panel, click on "Settings" and look for the All In One SEO link.

Click it to load its option page.

Here you will be able to enter in the Home Title.

If you want to use the main title that you entered earlier, just leave this blank and it will use your default blog title.

Home Description

Once your pages rank within the search engines, potential visitors will see your description and title, so be sure to enter in a detailed, relevant description about the subject matter of your blog.

The tag plugin is available from:

<http://code.google.com/p/simple-tags/>

When creating content, including page titles, meta tags and even category titles, be sure to always focus on including relevant keywords relating to your niche.

To do this, create a keyword swipe file that includes a broad range of keywords that target your market, and do your best to always include a handful of keywords with every post or page you create. Search engines will place more weight on keyword phrases that appear within the first few lines of each individual

blog page or post, so be sure to keep that in mind when constructing your categories and content so that the most important keyword phrases are used at the beginning of the content.

Keywords

The All In One SEO plugin can generate these based on the categories that you will create, or you can enter them in manually. Choose relevant keywords and separate them by commas'.

Example:

making money blogging, blog money, blog cash, monetize blogs, blog payment, pro blogger, etc.

Next, click the "Rewrite Titles" option so it's activated.

Scroll down until you see "Use Categories For Meta keywords" and tick this on to activate this feature as well.

Select to use noindex for Categories and Archives.

Click to activate Autogenerate Descriptions.

Leave everything else as is, and click Save Changes.

The next step is to ensure that your blog is included within search engines like Google, but also blog based communities such as Technorati.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines.

Next, I set up permalinks in settings. Setting your permalinks correctly will help you rank better because they will contain relevant keywords based on the different page content that you create.

Click on the "Custom" option and paste the following into the text box (double check for accuracy to ensure it matches with no extra spaces!)

`/%postname%/:`

To include the category, you change it to:

`/%category%/postname%/.`

Doing this will modify your website URL's so that they are search engine friendly, featuring your category titles and post / page

title with your chosen keywords. This makes the URLs on your blog look like this:

<http://www.yourdomain.com/category/this-is-the-name-of-your-post>

If you had already created posts, you will want to ensure that those who visit your older URL's are instantly redirected to your new pages. You can use the free "Redirection Plugin" to ensure that people are not directed to nonexistent pages.

Redirection Plugin:

<http://urbangiraffe.com/plugins/redirection/>

The next step is to ensure that your blog is included within search engines like Google, but also that it is featured within blog-based communities such as Technorati and Feedburner.

In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines. Click "Save Changes" to complete this step.

Let's take a look at the options under the "Discussion" tab. You will want to ensure that the first three options are enabled, so that other blogs are notified whenever you link to them, and that

you are allowing pingbacks and trackbacks.

Pingbacks: Are when someone (Person 1) posts on their blog and someone else (Person 2) posting to their own blog links back to person 1. This automatically sends a pingback to Person 1 when both have pingback-enabled blogs.

Trackbacks are a way to notify blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using pingbacks, so no other action necessary.

Traffic Generation Tactics

Generating traffic to blogs is a lot easier than regular static websites, partially due to the interaction and constant updating of content and information which helps your search engine ranking, but also due to the many different blog communities that you can participate in exposing your website to prime, targeted traffic from fellow bloggers and those interested in your market.

Since your blog is fully optimized for the search engines, you need to remember to consistently work to include your keyword phrases within your content, so that you can subsequently continue to maintain your positioning in the search engines, as well as rank within directories, blog networks and other sources of traffic for the keywords that are most definitive of your niche.

Whenever I create a new blog, the first thing I do is join <http://www.MyBlogLog.com> and create an online profile that showcases my blog and announces it to the blogging community.

With MyBlogLog, you can easily add a widget to your website that will feature your recent visitors, and in return, by visiting

other blogs, you will also appear within the navigation menus of blogs that have also integrated the MyBlogLog tool.

Not only will MyBlogLog help you instantly generate traffic at no cost, but also it's a fun and interactive community to be a part of.

You can explore competing blogs, conduct market research on what products are being featured and what topics are currently in demand, and generate a spring of ideas that will help you create the most targeted blog possible, so that you are able to retain visitors and consistently encourage new ones to explore your website.

Another useful service in not only generating traffic to your blog but in building a list of subscribers is available at <http://www.FeedBurner.com>

Feedburner is an RSS syndication service that enables bloggers to offer visitors the option to subscribe to a feed where they can receive email updates each time you post new content to your website.

If you plan to offer advertising space on your blog, many sponsors will base the profitability of advertising with you based

on the number of RSS subscribers you have, as it's a direct indication of the popularity of your website.

The wonderful thing about RSS is that it can be implemented quickly and easily, and since it's already part of the Wordpress platform, your RSS feed will automatically update each time you write a new post or create a new page.

To get started however, you need to set up a Feedburner account and provide your visitors with an opt-in box on your website where they can become an RSS subscriber.

Feedburner also provides useful statistics and data relating to your blogs activity that can be used to determine how popular individual posts or pages are, where your traffic is coming from as well as where it ends up going to, and within one single Feedburner account, you can set up and manage multiple blog websites.

Here are some other resources that will help you set up an RSS feed:

Feedster: <http://www.Feedster.com>

Feedster was created as a search engine for finding content that has been published on blogs and websites-utilizing RSS feeds.

Blog Lines: <http://www.BlogLines.com>

Bloglines is a community dedicated to finding and aggregating RSS feeds from blogs and websites. You can use their search engine to quickly locate blog posts on specific topics.

In order to maximize your outreach, you will also want to consider implementing Technorati into your website's marketing strategy.

With Technorati, you are able to submit your website into its ever-growing directory of blogs, where you will receive free exposure each time that someone uses Technorati's search utility to search for information that is related to your niche.

This is also why it's exceptionally important to ensure that you use relevant keywords within your blog's content, since the keywords entered into Technorati's search bar by a potential visitor will only showcase your blog in the results window if your website utilizes the same keyword phrases.

If you are unsure how to find the best keywords for your website, here is a quick-start guide that will help you mine for the most relevant keywords relating to your niche market:

Googles' Keyword Suggestion utility is a great way to seek out popular keywords that are related to the niche market that you cater to. You can use exact results or variations of the most popular keywords, in order to rank easier with less competition.

Here are the top two keyword research tools available online:

Google Adwords Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Free Word Tracker

<http://freekeywords.wordtracker.com/>

Using Google's Adwords tool, simply enter in a keyword phrase that you feel is best targeted towards your niche market. I

By simply clicking the search volume tab, you can sort it by the number of searches, so that you can see which keywords are receiving the most volume and which ones are likely to be less competitive, which will be easier to rank for.

Search engines like Google.com will rank your blog pages based on a variety of keyword related factors including:

Accuracy and Relevance of your keywords

Frequency in which your keywords appear within content.

Concentration of your keywords overall.

Closeness of your keywords in relation to each other.

Placement of the keywords within your content.

This means that you want to be sure to feature your keywords throughout every single post or page that you create on your website.

Do NOT just include your keywords within the page titles, but in the actual content as well. While you want to avoid keyword stuffing (where you include so many keywords that your content fails to flow smoothly), you need to do your best to include your primary keyword phrases and long-tail keywords within your content whenever possible.

To create your free Technorati account, visit <http://www.Technorat.com> and click on the Sign Up link to get started. You simply have to create your profile, and claim your blog so that it can be instantly added to Technorati's database.

Be sure to notify Technorati's search engine of your new blog submission once you have claimed your blog by pinging it at: <http://technorati.com/developers/ping/>

Another great traffic strategy is to put aside 30 minutes a day to visit other blogs that relate to your niche market, and posting useful comments on these websites that include your website URL in either the body of your comment, or in the information field.

If you focus on high ranking, popular blogs that receive a lot of daily traffic, you can begin to generate traffic to your website instantly, at absolutely no cost.

One thing to keep in mind however, is that your posts should be useful, informative and relevant to the existing discussion. You should focus on participating in the conversation, and increasing back links to your website from relevant prospects. There's no sense in posting comments on blogs that don't share the same target audience as you do.

Do your best to engage the audience and give them a reason to follow your link. Simple comments like "I agree with your statement", or "Great post!" won't do the trick, you need to take it a step further and elaborate on an existing comment, share an opposing viewpoint, or provide a useful resource or tool that those reading the thread are likely to appreciate.

Focus on the most recent discussions as opposed to refreshing an

old thread, so that you don't look as if you are only participating in discussions to generate new traffic to your site.

Also be sure to use the same name, avatar (or gravatar) and website URL for each niche market that you focus on so that you are able to build a brand and a following while continuing to establish your online identity.

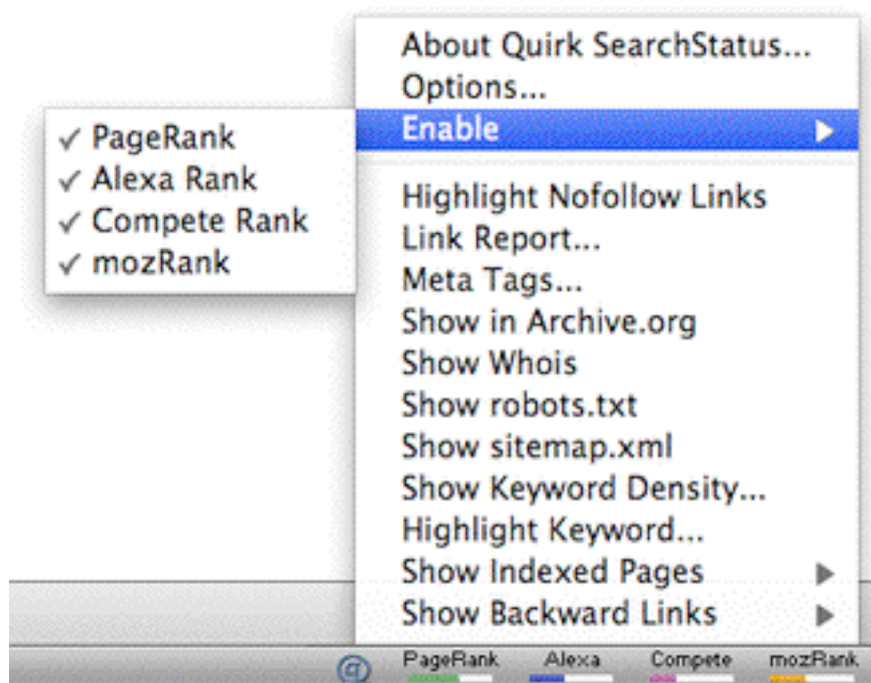
You will also want to make sure that the blogs you are focused on offer a link back, (dofollow) so that you receive link juice from all of your comments and posts. You can download a fully functional free version of Fast Blog Finder that will help you locate high profile blogs in your niche market that offer back links based on your participation:

<http://www.fastblogfinder.com/downloads/>

There is also a Firefox plugin that will reveal whether a blog contains 'do follow' or not available at:

<http://www.quirk.biz/searchstatus>

This plugin also provides information on page rank, Alexa ranking and other useful information to help you determine the popularity and ranking of any blog you are considering engaging with in order to generate traffic.



There is also a plugin that many professional bloggers have integrated into their website, known as the "Top Commentator" plugin. If you participate in discussions that have integrated this plugin, you can appear as one of the leading posters on high profile blogs, which will expand your outreach and drive in more targeted traffic, easily.

You can investigate potential blogs that feature both the Top Commentator plugin as well as dofollow links by visiting:

<http://www.dofollowblogs.com/>

The more involved you are within the blogging community, the

more traffic you will be able to generate to your website absolutely free. While you could set up pay per click campaigns or purchase advertising space on related websites, if you are interested in jump-starting your blogs traffic without having to invest anything more than your time, blog commenting, blog communities and blog directories will help you get started, quickly and easily.

Another effective method of launching your website is by taking advantage of the blog directories online. Some of these services will submit your blog into dozens of directories at once for reasonable prices, while others allow you to manually submit your blog individually into each database.

One of the most popular directory submission services online is called FeedShot and it's available at <http://www.FeedShot.com>

Take some time to explore the many different options out there and create your marketing "swipe file" that contains links to different blogs and social communities that you can use to further your outreach.

Social communities such as <http://www.Twitter.com> and <http://www.FaceBook.com> are also great ways of not only driving in targeted traffic to your website, but in evaluating a

market's profitability based on existing demand, questions, products and competition. With both of these social communities, you can link your blog to your social profile with free plugins available on their websites, so take some time to create your marketing strategy and get involved!

Other popular blog communities include:

<http://www.Bumpzee.com>

<http://www.BloggerTalk.com>

<http://www.BlogCatalog.com>

<http://www.BlogLines.com>

<http://www.BloggerForum.com>

<http://www.BlogCarnival.com>

Monetization Strategies

Now that you have a website fully optimized, tweaked and filled to the brim with relevant content, and you have begun to generate traffic to your website using free resources such as blog communities and social networks, it's time to transform your blog into a cash generating machine.

This is where it gets interesting!

When it comes to making money with online blogs, there are many different opportunities available. Like regular websites, you could integrate Google AdSense, or other advertising networks such as AdBrite, or you could implement CPA offers from services like CPALead.com.

But it doesn't stop there.

As a blogger, you can make money by promoting affiliate products on your website, by growing a list that you can promote your own products and services to, and you can even make money by joining blog project databases, where you are paid for writing about new launches, providing feedback on company products, or in offering paid reviews for other new bloggers who

are interested in gaining traffic from you.

Of course, how much money you can make will ultimately depend on how much traffic you are able to generate to your website.

The more traffic, the more lucrative your blog will be to potential paid sponsors, and of course, with consistent traffic you can make money through commissions from affiliate products that are purchased through your referral.

As someone who has been blogging for over five years, I always recommend to new bloggers that they focus on growing traffic before ever trying to monetize their blogs.

You need to build a reputation within your market, generate as many back links as possible, and push your website out in front of as many potential prospects as possible before you focus on making money from your blog. You need a captive audience, a loyal following, and return visitors who find your website informative, useful, interesting and worth returning to time and time again.

Once you have solidified yourself within the blogging community, you can then take it a step further by implementing money-making strategies into all areas of your blog, but you need to lay

the groundwork first and focus on generating a steady stream of traffic to your website.

That being said, even from the birth of your website there are a few things that you should do that can be monetized in the future. One of these things involves building a list.

While you may have an RSS subscription option on your website, you need to take it a step further by implementing an autoresponder opt-in form on your site that captures your visitors information and lets you stay in touch with your subscribers.

By doing this, you are able to grow a relationship with your target market, and once you have developed that relationship, you can begin to make money with direct offers, affiliate products and referrals even before your blog is generating a lot of traffic.

To do this, you need two things:

- 1) Code Banter's autoresponder plugin available free at <http://www.CodeBanter.com>
- 2) An Autoresponder Account, available at

<http://www.GetResponse.com> or <http://www.Aweber.com>

With these two resources, you will be able to start growing a list from the very first day that your website is developed. All you need to do is consider what "subscription bait" (also referred to as your "opt in bribe") you are going to use in order to motivate your visitors into becoming newsletter subscribers.

The easiest way to do this is by purchasing rights to a high quality report from places like <http://www.ContentGrab.com> or in outsourcing the development of a free report or ebook from an experienced freelancer on websites such as <http://www.Elance.com> .

If you are capable of writing yourself, you could save yourself time and money by developing a short report that specifically caters to your blogs theme. You NEED to make sure that what you are offering is relevant to your topic.

Once you have a report ready, you can log into your autoresponder account and create your welcome email, which is the introductory email automatically sent to each subscriber upon confirmation of their request to join your list.

This email will thank them for subscribing and will include the

download link to your report.

Just like in monetizing your website, you need to first work to build a relationship with your list so that they trust your recommendations and look to you as a sound source of advice, tips and information relating to the subjects that interest them.

Spend some time engaging with your subscribers, offering them free material, information, tips and resources that will help them.

If you do this, it won't be long before you have a loyal following of people who will eagerly open up your emails, respond to your offers and genuinely investigate the products that you promote.

When it comes time to promoting products, don't worry if you don't have the ability to develop your own product line. Using services like the Clickbank marketplace, you will be able to instantly locate dozens of high quality products worth promoting.

The Clickbank.com marketplace is filled with thousands of products that you can promote. It's free to setup a Clickbank.com affiliate account, so you can begin exploring potential products and services instantly.

Here is an overview of how to choose the best products for your

niche:

Visit <http://www.ClickBank.com> and click on the Marketplace link. Then, enter in keywords relating to your market in order to generate a page listing products and services that you can promote as a ClickBank affiliate.

Whenever you view the details of any given offer, you will see stats located under each listing, one of these statistics is called gravity.

The gravity rating in Clickbank.com is just an estimate of the most recent sales for a particular product. The higher the gravity rating, the more popular the product is among affiliates since it appears that the product is receiving a large number of sales.

When a product also has a high gravity rating, since sales are factored in, it means that the product is converting. That's the critical aspect of selecting a product to promote within Clickbank.com. You always want to ensure that the product you are promoting actually converts.

Another element to monetizing your blog that you can implement even before you begin to generate traffic is Google AdSense.

With AdSense, you are paid for every click made to advertisements featured throughout your blog. It's free to join as an AdSense advertiser, and you are able to generate code that you simply copy and paste into your blogs pages that will feature advertising boxes from various merchants.

To sign up, visit <http://www.Google.com/adsense> and create your account. Once you have it all set up, you will be able to customize the size and color scheme of your AdSense advertising boxes so that it blends well with your existing blog's theme.

This is an easy way to start making money with your blog even with little traffic, because rather than selling directly to your target audience, you are simply making money each time they click on your ads, costing them nothing in the process (you earn money even if they never purchase anything from these external websites).

You can also create campaigns within your AdSense account so that you can have a number of different advertisements across a network of blogs, which will give you the ability to determine what advertisements are converting and working well, and which ones may need to be tweaked to better perform.

From personal experience, larger square ad boxes convert better,

with the colors modified to blend well with your website. You don't want these advertisements to intrude on your visitors experience navigating throughout your website, but instead focus on creating advertisements that fit well within your template and use a similar color scheme.

Start with the 250x250 square ad boxes or the 300x250 medium size if your blog's theme can accommodate it. Otherwise, the tower advertisements can be integrated into the side panels of most blog themes.

The 728x90 leaderboard ad box is great for the upper portion of your blog's theme, right under the header, or at the very bottom, featured within the footer area of your website.

Just be sure to avoid overloading your website with AdSense advertisement boxes.

Remember, that you want to provide your visitors with the most experience possible so that they return to your site frequently.

Besides, if that isn't enough incentive to be careful about the number of ads that appear on your website, Google's Terms of Service state that you are not permitted to feature more than three advertisements on any given page, so be sure to review

their restrictions and terms prior to integrating AdSense on your website.

There is a free plugin available for Wordpress that will help you integrate Google AdSense advertisements into your blogs pages.

You can download it from:

<http://www.wordpressmax.com/plugins/adsense-deluxe>

You will also want to create individual channels for each blog that you plan to feature AdSense on, so that you can determine what campaigns are working well, and track the CTR of each advertisement.

If you find that a particular ad isn't performing well, you can choose to change the placement, color scheme or size of the ad, as well as the general channel so that your advertisements are highly targeted to your audience.

For those who are interested in participating in blog networks that pay you per assignment or project, there are many different opportunities available to even the newest blogger. Here is a break down of the different options available to you:

Pay Per Post

<http://www.PayPerPost.com>

Pay Per Post is one of the larger services available that offer bloggers the opportunity to get paid for blogging about specific subjects. In fact, they are one of the pioneers of “paid to blog” opportunity-based marketplaces.

Blogitive

<http://www.Blogitive.com>

This is a super program for start up bloggers as you can earn \$5.00 per post regardless of your current traffic, or how new your blog may be. I joined this network immediately after setting up my blog and have experienced great success with it. It's really a lot of fun!

Loud Launch

<http://www.LoudLaunch.com>

This works similarly to Pay Per Post where you can browse and accept opportunities however it's still growing in size and isn't nearly as popular as Pay Per Post. Still, It's a great opportunity for new blogs and bloggers with very few requirements such as the fact that your blog must be at least two months old and you must have the ability to use Paypal to receive your earnings.

Review Me

<http://www.ReviewMe.com>

The Review Me program works differently than the Pay Per Post one because with ReviewMe.com, potential advertisers will contact you directly offering to pay you to review their website or blog.

Sponsored Reviews

<http://www.SponsoredReviews.com>

This site includes aspects of both Pay Per Post and Review Me, in which you can browse and accept offers as well as allow advertisers to contact you directly with project offers.

Blogger Wave <http://www.BloggerWave.com>

Blogger Wave can pay you up to \$10.00 per post and have very few requirements, making this is a great choice for new bloggers.

Smorty

<http://www.Smorty.com>

This company will pay you \$6.00 + per post with the payments increasing as your blog grows in popularity.

BlogVertise

<http://www.BlogVertise.com>

Blogvertise works very differently from that of Pay Per Post and Review Me in terms of how opportunities are offered and completed. With Blogvertise, their system matches bloggers to available offers, based on the type of content and ranking.

Link Worth

<http://www.LinkWorth.com>

LinkWorth is one of the web's largest and most innovative marketing portals that caters to both Advertisers and Partners. We have a multitude of products and services to fill your every online marketing need.

Conclusion

When it comes to continuing to build your blog's value through consistent traffic and activity, you need to dedicate the time, initially, to creating the most interactive community you can.

Becoming a pro blogger is an enjoyable and lucrative experience, if you put in the time and commitment it takes to build a brand and consistently engage your visitors with fresh, relevant and informative content.

Even if you are unable to establish a schedule or routine where you are able to effectively update your blog frequently, you can outsource the majority of the content creation at affordable rates, and then plug in content so that it automatically updates on scheduled dates, another feature with Wordpress that will make it significantly easier to properly manage and maintain as many blogs as you create.

Spend time learning about the different functions of your blog, and work towards building a dynamic community of targeted visitors who will subscribe to your feeds, join your newsletters and help make monetizing your blog even easier.

Blogging is something that you can do even with limited time, you just need to focus on creating a schedule that will work for you. Keep your blog current, updated and on track and before you know it, you will be able to make money with every post.

Then, simply rinse and repeat the process to create your very own highly profitable blog network.

To your blogging adventure!

Sincerely,

Your Name

www.BloggersTreasury.com