

Your Own Online Magazine

Make Money Online As A Writer/Blogger

YOUR OWN ONLINE MAGAZINE



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Chapter 1 – Niches To Write In

As we mentioned earlier, the Google Keyword Tool is one way to help you identify topics through researching interesting keywords. In this chapter, we'll walk you through how to use the Keyword Tool to get the best results. It's not just a matter of sitting there thinking up words, but actually using the tool to think them up for you.

However, that's not the only way to really ramp up your potential topic appeal. The #1 way to make your topics appealing to a wide audience is to have a knock-out title. Yes, that's right, the first step of identifying topics starts with titles and the search engines weight these heavily in their search engine algorithms. So, while you can use the Keyword Tool to help you locate words to use in your title, to give your articles some Search Engine Optimization (SEO), the real way to make them profitable is to make them grab the reader as well as the search engine.

Finally, even having a good idea of what topics you want to address, you still might have to think up multiple articles for the same topic. That's where a tool called Rack and Write Mixer can help you generate titles from various disjointed phrases and power words that you have thought up. This way, it takes a little less time to brainstorm potential topics and they are targeting all of the elements of good Internet marketing too.

How To Use The Keyword Tool

We've talked a little about the Keyword Tool already, but now we will go into the details of how to use this tool to start generating titles that make your topics profitable and optimized for maximum exposure.

Set It Up For The Proper Language

One of the first things you should do is to set up the tool for whatever country and language your major audience happens to be. You can find out what your biggest audience is regionally by checking the administrative panel of your website for the makeup of countries visiting your site. This is important, even for all English language sites because even English is spoken differently around the world. People in the UK will visit a site and see different spellings and instead of realizing that you are an American company, they might think you are just not a very good speller, and thus unprofessional. So, try to suit the tool to the language you want to highlight most.

At the very top of the tool you will see a sentence that says: "Results are tailored to English, United States." There is a link next to that that simply says, "Edit." Choose the link and change the main language and country, if necessary.

Search Descriptive Words Or Phrases

The tool can search three different ways, based on a keyword or phrase, based on a URL, or based on some content. For this section, we'll concentrate on choosing to search by descriptive words or phrases by making sure that radio button is selected. Next, you want to enter the word or phrase that you've brainstormed to start the process of finding other ideas or words that might work for you. You will need to type in the letters in the captcha facility that keeps spammers off the site, but it doesn't do anything to your search results.

After you get the results back, you can search through the list and look at the competition for the keyword or phrase, the approximate search volume for the month, and the average search volume. In general, what you want to find is a word that has a low level of competition with a high search volume.

Of course, that's nearly impossible to find these days as advertisers are very savvy. But, you can at least get a good idea of which ones are worth trying to use. If you use something with a high advertiser's competition value and a high search volume, the odds of being in the top search results are practically non-existent because major players are hogging the traffic on those.

There are other search metrics that you can add to your list after it is generated. You have to use the drop-down box that says, "Choose columns to display" to add other columns. One other column that is great to see in the results list is Estimated Avg. CPC, which gives you an idea of the payout associated with the keyword or phrase in the Google Adwords system. Using low competition words with high CPC values is one way to generate more Google Adwords dollars on your own sites, as SEO articles will cue the Google server to serve up ads related to what's on your page. If it sees high-paying words, the ads served that people can have the opportunity to click are often also high-paying ads.

If you find some additional keywords in the results that lead you to new keywords, don't be afraid to pull them out of the list and run them alone in the Keyword Tool to see what comes up. You will find this helps you to brainstorm different ways to find words for your topic title that are going to bring in traffic and money to your sites.

Search Web Page URL

Another way to use the Keyword Tool to analyze the keywords being use on another web page. This is a great way to generate keywords off competitor's sites without too much effort. If you know of sites similar to your own that are already doing a great job attracting traffic, then you should use this tool to find out what keywords they are using.

The way you do that is to switch the radio button from descriptive words or phrases to "website content." It will then return a results list that will be sorted in groups by whatever the major keyword or phrase used happens to be. This is a very easy way to get a list of usable keywords, but do realize that keywords campaign change frequently as new trends are identified.

Generate Keywords For Already Written Articles

Maybe you've written articles already, but they're not generating much attention. You can still use the tool to help you optimize the articles and change the titles. All you do is choose the "website content" radio button and use the link under the box for the URL to add your text into a box instead. Then, the tool will go through the topic and suggest keywords to use in it. All you have to do is change some words here and there and add a different title to get these stale articles to become stars in your writing lineup.

Just remember that you can't put duplicate content on your website, or Google will penalize you. It doesn't understand that you wrote the same articles, only that they appear plagiarized because more than one copy shows up. So, be sure to make the new articles sufficiently different so that you aren't penalized by Google, or remove the old copies and replace them with new ones.

Creating Knock-Out Titles

Now that you understand the importance of researching keywords and how to do it, we'll begin to get started creating knock-out titles. The first rule of thumb is that the first three to five words in the title carry the most weight with the search engines. They will determine the success of your article for the most part. So, it's important that they contain some of the keywords and also some power words to the interest of people who are surfing the web. After all, if you just wrote for search engines - let's be honest - no one would

want to read your articles. You need something in there to make the titles interesting to readers too!

As with most marketing, the way to sell something is to invoke an emotional response first, followed by a justification for buying into a particular product. The same is true when you are writing to attract attention. You want to create titles that have an emotional draw to them, but also don't forgo the logical reason why someone should take the time to read your writing. And, of course, you have to include the keywords too.

It sounds like a lot of work, but it's not!

All you really need is a good Thesaurus. You will take the same old titles you think up and kick them up a notch by finding powerful words that have an emotional effect on your reader. For instance, check out any marketing book and you will see that some words have a higher emotional value than others and sell your products better. These words are things like super, improved, gold, platinum, etc. Well, you can use a Thesaurus to kick-start the brainstorming process to get words in your title that have a more direct emotional appeal. And, try to find action verbs that really engage the readers senses and makes your title come alive.

If you have the money, you should invest in a very good program called Visual Thesaurus. It not only gives you alternative words for your titles, but also lets you drill down those alternatives to find even more words that might work for you. Eventually, you will start to develop a list of power words that you can use over and over again with great results!

Chapter 2 - Tools

As you are probably starting to notice, using different tools can really impact your productivity. Speed Writing isn't just about how fast you can type, it's also about the many technical aides that are available now due to the power of modern electronics. Yes, many of them cost money to get, but they also end up being a great investment that can pay you back by freeing up additional time, and some will even help maintain your sanity and health too as you start to mass produce articles for the Internet.

So, without delay, let's get started discussing the great products out there that can boost your productivity into the stratosphere!

Dragon Naturally Speaking

Once you start to type article after article, maybe an e-book in between, you might start feeling the beginning symptoms of carpal tunnel syndrome. This is a very serious disorder that affects the tendons in your hands and can cause a great deal of pain. It can keep you off the keyboard for long periods of time too! So, getting a program that saves your wrists while it increases your writing speed is really a great investment for you as a content developer.

This program, Dragon Naturally Speaking 10, is a godsend for Internet marketers who may have a good idea of what they want to say, but have very poor typing skills. It allows them to speak and have the program type the spoken words into a word processor for you. It may take a while to get used to, but the newer version has about a 99% accuracy rate. You will still need to proofread your work before you send it, but generally that makes it even easier to do. If you type something, you will notice that reading it over for grammatical errors is harder for the writer, and that's why people generally hand off their work to others to proofread. But, if you speak the

words, your eyes will see the words as new and won't be as likely to filter out the mistakes when you proofread.

If you can't imagine how much this program can speed up your writing, think about this. Nuance.com, the makers of Dragon Naturally Speaking 10, estimate that people typically type less than 40 words per minute, but can speak up to 120 words per minute. That's three times faster! So, if you get into the hang of using this program, you will have the potential to be three times faster than normal!

Now, that isn't the only benefit you get with Dragon Naturally Speaking 10. You can also search the web much quicker by using web commands to do your surfing. In fact, you can even create word commands that allow you to insert blocks of texts or images into your documents. This is particularly effective for inserting signatures. The program isn't just used with Microsoft Word. You can also use it with Outlook, Excel, Corel, and WordPerfect. There is even an option to use a hand held device when you're not near the PC to later use with Dragon Naturally Speaking to insert into your documents. It is also compatible with a nuance-approved Bluetooth headset.

The program is pricey at \$199 plus shipping and handling fees. But, it is a software program that is guaranteed to save your wrists and speed up your writing with dramatic effects. Please see the resource section to find a link to this product which is available at <http://www.nuance.com> .

Visual Thesaurus

Another great program that isn't nearly so expensive. The Visual Thesaurus, available at <http://www.visualthesaurus.com> , generates a blossom of related word branches from a single word that you put into it. As you see them visually, you can also drill down by clicking on any word in that layout. This is great for brainstorming word lists. It is based on a monthly or a yearly subscription of \$2.95 per month or \$19.95 per year.

This little online tool can help you generate your power words much more quickly. This will help you build customized word lists on any topic that you can imagine or think up. What's even nicer is that this tool is based on a community concept. If you want to look up other people's word lists, you can! That can save you enormous amounts of time creating power word lists. It comes with over 145,000 English words with 115,000 associated meanings. You can even use this tool with several different languages: Spanish, German, Italian, Dutch, and French.

MindManager Pro

We talked briefly about this tool in Chapter 2. It is used in our system to create brainstorming sessions that not only increase the speed with which you do steps two and three, structure and research. This program retails for \$349, but is well worth it. You can not only map your ideas, but you can also write your articles within the mind mapping program. You can go across more than one page and see everything at once. It's a great way to create outlines that include all your relevant research notes too as each of the branches allows you to insert notes. You can include links to website URLs, insert images, spreadsheets, and other types of research information that can be helpful when writing the articles. After you're done you can export it to Word and finalize your copy there.

Inspiration

This is another mind mapping program, but it costs much less: \$69. You can do about the same things you would do in MindManager, except for generating a table of contents. These programs are great for representing your brainstorming ideas visually, and Inspiration comes with a symbols library.

Inspiration comes with 65 different templates that can help you jumpstart your projects. Another 60 templates are available from other sites. So, if

you're not sure how to get started doing a mind map, you can open one of the templates and let it guide you through a sample one. It will give you an idea of how to organize your ideas and thinking.

A good mind map will help you to visualize the inter-relationship of various aspects of your research and ideas. It will help you to organize your thoughts and even use it to create articles that have a sound structure. Then, you can export it to Microsoft Word to finalize the articles there.

Adjective: A power word descriptive word.

Person 1: The person that the article is geared towards.

Person 2: Another person that the article can be geared towards.

The Action: Describes what Person 1 might do, in verb format.

The Action 2: Another verb, this one with a "ing" ending.

Thing: This is a noun that relates to Person 1.

Thing 2: Another noun.

Place: A place that might be involved in the topic.

Place 2: Another place that might be involved in the topic.

Industry: The type of business this refers to.

Problem: A brief problem statement, typically three to four words.

After you add the words you want, Rack And Write will generate some example titles. Not all of them will make sense, but it's a great way to develop titles easily and quickly.

Mozilla Firefox

This browser has some advantages over Internet Explorer. It is free to download, and you can use the tabbed pages features to keep multiple windows open without opening another instance of the browser. This keeps more memory free and allows you to zoom along and not lose your place as your opening articles that you might be interested in reading. You can get a free copy of Firefox here: <http://www.mozilla.com> .

OpenOffice

This product is very much like Microsoft Office, except it is open source and thus available for free to download. It takes much less space in memory, but it doesn't have all the nice features of Microsoft Office. However, if you just need a good word processor that can convert to Word when done, this is the ticket for you. Updates are free, unlike updates for Office and that saves you quite a bit of money in the long run. You can get a free copy of OpenOffice here: <http://www.openoffice.org> .

Chapter 3 - Lists

Word lists are invaluable tools for brainstorming related ideas and also for facilitating searching through Google later on. Another type of word list is a frequency word list which is a word list with the words that appear the most in an article listed by order of frequency in a certain topic. The way to use word lists is to keep some great words, either keywords or good research terms that can be put aside in list format to help keep the important details of a topic in the forefront of your memory. Another way is to use the words in your list to help you research the topic more, and thus add even more to your word list to modify it to suit a more thorough representation of the topic.

If you get a project that you have no idea how to start, a word list can be a great way to get you going. The reason for this is that you can simply find articles already written on the topic online, and then use some online tools to check the word frequency within it. Odds are, the more frequent words are keywords or power words being used by the other marketer to generate traffic or income. So, in a way, you can get other Internet marketers to build your word list for you.

If you already know something about the topic, then you can sit down for a brainstorming session. Here you would want to start thinking about the different words that can be used within your topic. After that, you want to start combining words in different arrangements to see how they stir your creativity. After some research on other sites, you may come up with a great word list to actively Google and find relevant research being done already by other online marketers and use it to generate topics.

A Simple Word List

This may sound very complicated, but it's not! Word lists are intuitively simple. So, let's start with a simple example.

Let's say you've been given an assignment to write about gardening. The first way to start generating topics is to free associated and brainstorm different words associated with gardening.

So a simple word list would look like this:

- gardening
- plants
- perennials
- gardening equipment
- drought-resistant plants
- rain barrels
- seeds
- Burpee
- heirloom plants
- bulbs
- soil preparation
- composting

Anyways, you get the idea. From this simple brainstorming session, you may end up getting some great ideas for topics or for the outline to an ebook from a few minutes of using a word list creatively. But, we're not done! We're going to use a more complex word list to eventually target research and articles already written on the Internet in a very precise way. Before we create the complex word list, let's think about the case where you are faced with a blank sheet of paper and a topic that has you mystified.

Figuring Out Word Lists From Scratch

Don't panic! Even if you got a subject that frightens you, we will show you a ridiculously easy way to get past the initial terror that seizes you with an unfamiliar topic. All you have to do is be able to cut and paste, basically, to

have the skills to generate words that go with this topic. That's because you're going to let other people build the lists for you. All, you're going to do is plug in the original topic term into the Google search engine and find relevant articles. After you've got a list of URLs with relevant topics, you can start to use them to generate a frequency word list.

A frequency word list is like a simple word list, except that it tells you how many times a word is used in a piece of text or article. This is really valuable information if you are trying to generate a word list for research purposes or to find out what keywords Internet marketers are targeting on their websites. The higher the frequency of a word, the more important it is to search engine and to the marketer. So, you can bet that some of these words that pop up the most are actually Google Keywords too, at times.

If you are in Firefox, you can facilitate this next process by using the tabs feature. You would open up a URL in one tab for a relevant article, and then in the other tab, you will open up the Build Your Word List program at <https://www.vocabulary.com/lists/vocabgrabber> . You can even use keyword searching tools that are available online to build a frequency word list instead of this tool. There are many different types of frequency word searchers online. They work about the same. Then, you would simply cut and paste the article text into the Build Your Word List tool and see which words are used the most. These can help you start to build word list without even knowing one thing about the subject! You just use what other people are using to get a starting point in your research.

You will find that in a lot of ways this process is even easier than brainstorming. Some of the tools, besides the Build Your Own List tool, will even give you the frequency of phrases. That way, it can help you to brainstorm combinations of words that are powerful, either because Google likes them or because the marketer has decided they attract attention. And,

just because you did a little brainstorming to start finding articles doesn't mean you can't use this step too to refine your word list even further.

A More Complex Word List

So, we might come up with a more complex word list through the frequency word list generation strategy, or we can start combining words on our own in the brainstorming session, or both. Let's say that we are going to take the original simple word list as follows:

- gardening
- plants
- perennials
- gardening equipment
- drought-resistant plants
- rain barrels
- seeds
- Burpee
- heirloom plants
- bulbs
- soil preparation
- composting

And, we're going to start creating a complex list for research purposes and to effectively target highly relevant articles on Google. The term "gardening" is great but too broad. It will come up with all kinds of things. So, we can't really use it effectively in Google and really get anything too specific. So, maybe we combine it with other terms in our list. So, maybe instead, we choose to combine the term "gardening" with other words on the list to put in the Google search box. Maybe we start to brainstorm a more precise list that might look like this:

gardening "drought-resistant plants"

gardening "heirloom plants"

Burpee seeds

Burpee AND "gardening equipment"

bulbs AND "soil preparation"

As you can see, now the list has become much more specific and highly targeted. In addition, we are using some Google searching techniques to refine the search results we obtain from our word list. In the case of putting words in quotes, we are telling Google that the term must appear exactly as we have it in the quotes. It's a way of saying: Return only the articles with the exact phrase. However, gardening is not in quotes, so it is a very general search term that just says we're interested in gardening articles, but also for drought-resistant plants. That means we won't get scientific articles describing the way drought-resistant plants function, but specifically how to garden with drought-resistant plants.

Maybe, we're also interested in particular companies that create gardening equipment or sell seeds. Then, you can just add their proper name in the search box. Finally, when you use the search function AND, that tells Google that you want both terms on either side of the AND function to appear on the same page.

Obviously, it's not an exact science, but you will get the hang of the different operators available to use for searching in Google the more you practice. We will even discuss this further in the next chapter. For now, this is a good way to start your word lists while keeping in mind that the ultimate aim is to get a list that helps you create topics or research them more efficiently.

Research With Word Lists

After you have a great word list put together, always keep it handy as you are doing your research. You can use it to jog your memory too. You can even use them to do some mind mapping and within the Thesaurus to generate power words. The word lists are very versatile and are key to establishing a firm framework for your entire project. At the very least, they will help you build an outline for the projects that are informative and also attention-grabbing, both from a readership and search engine standpoint.

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