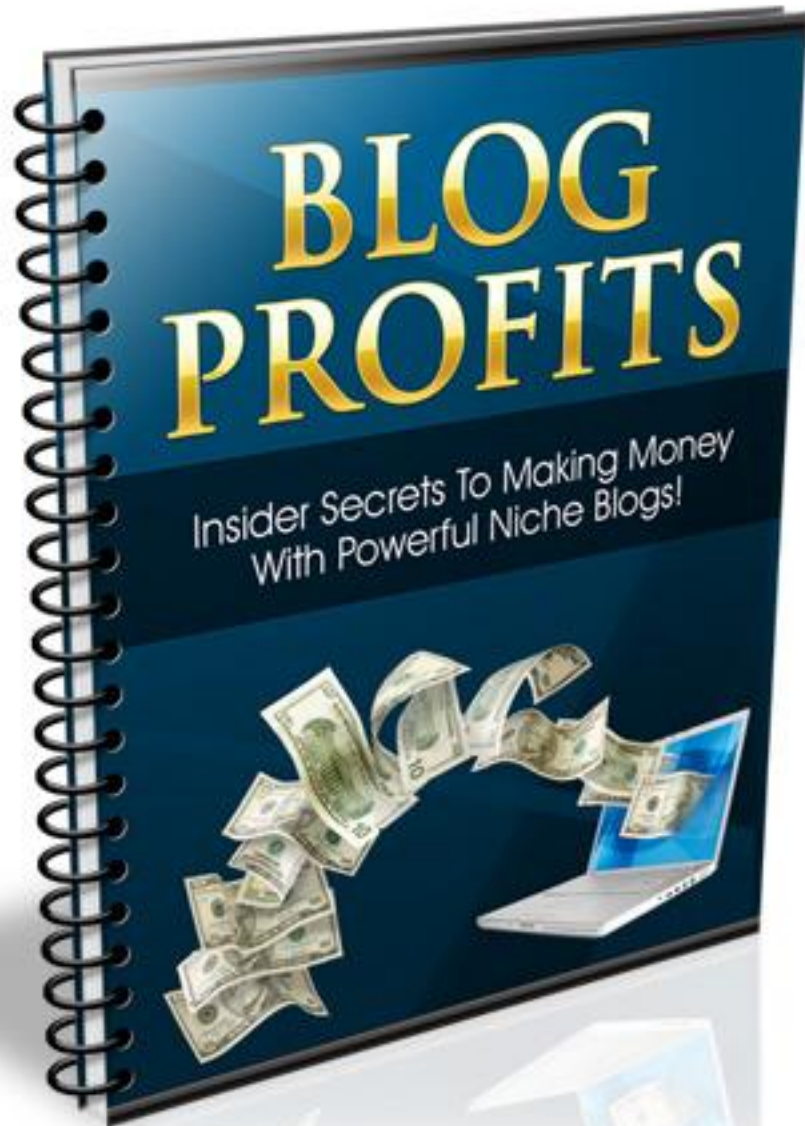




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## **Blog Profits Introduction**

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.

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.

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.

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>

## Creating Profitable Blogs

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

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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.

## **Optimizing Your Blogs**

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.

### **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

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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 deactivate 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>

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

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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).

## **Using Plugins To Enhance Your Blog**

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

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