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Special Report

# "Make Money Blogging"

by George Langer of

<http://www.millionstrategy.com>



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George Langer

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## What Are Blogs And How To Make Money From Them?

'Blogs' or 'Blogging' have existed for several years and there are still many people who don't know what one is and how important it is to making you money.

A blog is a web log. It's used to add contents of a diary or news by the owner (blogger). For example, I may want to blog about the latest affiliate programs there are and ones that have good commissions as soon as I know about them. People can visit my website and see new contents on my website regularly.

A blog should contain information about a similar topic. For example, cars, computers, stamps etc... The good thing about blogs is that you can write whatever you want on it. Your visitors can even comment on what they think about a particular blog. With a blog you do not need to have any programming experience. You can update a blog easily by just typing what you want just like with a word processor. What an easy way to update a website.

So now we know what a blog is, what's so good about a blog? Why are so many talking about it?

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Owners have found that updating fresh content to their websites has been made easier by using blogging software. Before blogs were popular, people had to create the content, get it transferred into HTML by the programmer, and then uploaded to the website. All this hassle is gone with blogging.

Perhaps, the most important thing about having a blog is that the search engines love them. Yes, search engines love new content. It means a website is not static, therefore search engines will visit that website often and get them indexed. If you have a blog, search engines will have your website in their listings quickly.

Blogging should be done regularly by your business. The customers should have the feeling that your blog will be updated regularly so that they will feel the need to visit often. If your blog is stagnant, then people will not go back. This is not how blogs are used.

What a lot of people don't know about blogging is that it can also help make you money. Yes - blogs can be profitable too.

One of the ways you can profit from blogs is to provide valuable content to them, and keep them regularly informed. Once you have created that relationship with them, you can place affiliate links within your blogs. These have to be products or services that you recommend to your readers to use. Good commission comes with using this idea.

You can even ask your readers to donate money to maintain your blog. Stress that your blog is a free service and you hope that they will support you etc...

Once you have a lot of visitors to your blogging website, you can use Google's AdSense which shows Google's ads on your blogs. When your visitors click on those ads, you'll get a percentage of the payment for each click. With a lot of visitors, this will add up to a nice check every month.

You can even have an advertising space at the top of your blog. Advertise this space. You can charge people weekly to advertise what they want. You may even have more than one space for advertisements. The more popular and more visitors your blog gets, the more you can

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charge for these advertising spaces.

## **Blogging for Profit Begins Here**

Many people dream of blogging for profit, and this goal is not far beyond the reach of someone with average intelligence, a willingness to work hard, and a basic grasp of blogging technology. However, very few people manage to reap the profits they want from their blog. Most people who attempt to make money with their blogs do not succeed for two reasons.

Often, bloggers have unrealistic expectations of how fast their readership will grow and how much money they will make, and when these expectations are not met the disappointment can crush the desire to continue blogging. The other trap that many bloggers fall into has to do with lack of planning. If you want to turn a profit as a blogger, the key to success is to make a realistic plan and stick with it.

To succeed at blogging for profit, the main thing that you will need is a large readership. The higher your traffic, the more advertisers will agree to pay you. However, cultivating the regular visitors that you will need in order to make a profit isn't easy. As more and more blogs appear each day, having a great idea or a wonderful writing style is no longer enough to get attention.

You need to be able to market your blog effectively. Too many bloggers spend all of their time writing posts and almost no time marketing their project. To be certain, updating as often as you can is a great way to keep your blog high on blogrolls and high in blog search engines like technorati, and once your readers know that you update frequently they will return to your site on a regular basis.

However, it does not matter how often you update if nobody is reading your page, so don't skimp on the time that you spend drawing visitors to your site.

To make your dreams of blogging for profit a reality, try decreasing your number of posts and using some of that time to draw new visitors by

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setting up link exchanges with other bloggers, making contacts in the blog community, and following other established modes of winning traffic. Of course, even if you are a marketing genius or have a really great idea for a blog, success is not going to happen overnight.

Building the kind of readership that blogging for profit requires takes time, and in all likelihood it will be at least several months before you are able to turn much of a profit. Try to stay committed to your blogging project during this initial rough period. To stay motivated, set goals for how often you will update and how many readers you want to attract, and then reward yourself for sticking with your plan.

## **The Easy How-To Make Money Blogging Guide**

There are two major types of business models that entrepreneurs use to make money blogging. The first and most common way to turn a blog into a profit making machine is to sell advertising to different companies and brands who want to reach that blog's readers.

The second kind of money making blog is one that helps a single brand improve its image by creating positive associations between the blog and the product in the mind of consumers. Both kinds of blogs can make a lot of money, especially if the creator has a keen mind for marketing.

If you are blogging with the goal of selling advertising, there are two basic ways that you can go about recruiting sponsors who want to put ads on your site; you can let someone else do all of the legwork, or you can do the work yourself and keep all of the revenue. Within the first group, many people make money blogging by selling space through Google's AdSense program.

The advantages of this program are numerous, as it requires very little effort on the part of the blogger or webmaster to begin raking in profits. However, most people discover that they make less money through this method than they had hoped that their blog would earn. Selling advertising directly to companies who want to put banner ads or sponsored links on your blog can take quite a bit of time, but it is often fairly lucrative.

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If you have a lot of contacts in industries that are related to the topic of your blog, you may want to try to go this route. People who have a strong background in sales and are experienced at pitching proposals can make quite a bit of money by renting blog space to interested companies.

The most serious problem with this model is that you often have to build quite a sizable readership before you can attract advertisers, which can mean that you have to do several months of work before you start to make money blogging. As blogging becomes a more and more lucrative business, a lot of established companies are considering how they can get into the action.

One way that companies are capitalizing on the blog movement is by having blogs that provide a kind of friendly face for their corporation. Often, a company will employ an established blogger to create a weblog designed specifically to appeal to that company's customers and to create positive associations with the brand in consumers' minds.

More than one writer who never even dreamed that he or she could make money blogging has been approached by a company and offered quite a pretty penny for this kind of gig.

If you run a small company, you may find that the world of blogging for business owners is a world that you want to be a part of. Blogging is a great way to get the word out to consumers about your product or service, and it can even be useful for inspiring employee loyalty and helping you keep your workers at peak morale.

If you are looking for a way to take your business to the next level, consider what starting a blog might be able to do for you. Blogging for business owners has a lot in common with all other types of blogging, but it has its own unique pitfalls and strengths.

The key to having a successful blog as a business owner is keeping your goals clear and concrete at every step of your blogging adventure. It can be all too easy to get sidetracked, especially if you are just learning about the exciting possibilities of blogging technology, but if you want your blog to succeed you need to stay focused.

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Write up a plan for how often you will update, how you will promote your blog and retain readers, whether you will feature photographs or video, and other aspects of your blog, and then stick to it with the same kind of determination that you used when you built your company.

## **The Importance Of Blog Design**

Many people have started to create their personal blogs to express their thoughts and feelings. Internet companies have also started their blogs to inform consumers on the latest product news and reviews.

Because of this, blogs are also being used as internet marketing media. Before, internet marketing is done by placing banners and links on popular websites, such as news and information sites. Links were also included on newsletters and marketing letters sent to the members of their mailing lists.

Many people spend time reading blogs. People read their friend's blogs, their favorite author's blogs, blogs on topics that they are interested in, and blogs on product reviews. With the increasing popularity of blogging, it is even feared that people rely on blogs to get the latest news.

While getting news reports from blogs isn't reliable, some people look for product reviews through blogs. In some cases, this is more dependable. While it is true that some media persons are being paid to write good reviews about a certain product, blog writers write about their actual experiences on products and services from a company.

Since there are many people who read and start their own blogs, blogs are a good medium to market a product. With the increasing blog traffic means increase in product sales.

Blog traffic can be increased by joining affiliate programs and sites, which will list your blog under a certain search category or name. You can also have your blog advertised in popular websites. This, however, will cost some money and is not advisable if you have just started blogging.

A writer who has just launched his/her blog will want as much traffic as possible to increase advertisements on the site. Also, some advertisers

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pay every time their link is clicked or the page that has their link is viewed.

When you have increased traffic on your blog, you should try to keep you visitors coming back and recommending your blog to friends and colleagues.

This can be done by having informative or amusing content and good blog layout and design. You may develop your blog's content or you can also acquire the services of a web content writer to provide you with the blog articles.

The blog's layout and design also plays a big role. While most of the companies offering free blog hosting offer pre-selected templates, there are also some that allows customization that if you utilize this feature correctly can increase your blog's traffic.

Here are a few tips to make your blog stand out from the millions of blogs out there that have standard designs.

\* Customize the banner

The banner usually has the most generic designs that are common to the blogs from a blogging company or service.

You can personalize this banner by having a graphic with the dimensions of the banner. You can also edit the graphic so that it will also include the title of your blog.

In this case, you can create your own graphic or you can purchase professional looking graphics online for less than \$10.

\* Personalizing photos

Of course, most of the photos that you will be posting will be your own. However, if you don't customize the photos before posting them, you may miss maximizing the enhancing benefits graphics can add to the page. Adding photo borders can help the photo stand out from the page.

It can also add to the design of your blog. You can choose a standard

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border or you can also create your own border which can be associated with your blog's templates.

\* Add a favicon

Don't you think sites with icons on the address bar before the website's URL are cool? Many people do. These favicons add a professional look to the URL. These easy to do using photo or graphic editing softwares.

\* Check out blog templates, layouts, backgrounds, textures and skins from sites

There are sites that offer free blog templates, layouts, backgrounds, textures and skins. You can make use of these so your blog will not look generic like most of the blogs hosted by the service provider.

\* Include RSS feeds

This is a cool way to inform people with newsreaders about your blog headlines. Tutorials on RSS feeds are available on the internet.

\* Audio makes your blog more personal

Not only does audio personalizes the blog; it can also keep your visitors coming back. You can try having streaming radio stations, mp3 file or playlists loading with your blog.

\* Advertisements

If you have signed-up with Google Ad-Sense, which I am sure you would like to do, make sure that the ads are conveniently placed that these will not hinder your readers' ease in accessing the information on your blog.

Try using these tips and you can definitely increase and retain traffic on your blog.

## **How Much Money Can I Earn With My Blog?**

If you're looking at Google's AdSense program to make money with your blog you're surely asking yourself how much you could make from such a

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program. You probably think you can't make as much as you can from traditional advertising schemes.

Google, of course, keeps a great deal of secrecy regarding how much AdWords advertisers pay per each click directed to their site and the same applies for how much AdSense banner holders make from their websites and blogs

While there's nothing official, rumors circulate around the Internet concerning the amount of cash a blogger can earn by using AdSense. And many people (illegally) disclose how much they have been making with AdSense. There are stories of people raising over one thousand dollars per month using AdSense, some as much as \$1000 a day just through blogging.

There are also stories of people exceeding \$100,000.00 per month but it's a bit hard to believe such stories. The truth to the matter is that if you have a small blog and you just want it to support itself with a little extra income, and you don't wish to reach your pocket for its maintenance costs you can easily do this with AdSense.

AdSense is also very good for people who host a lot of pages or very large community blogs. Even if the said pages or blogs don't generate a lot of traffic individually, every click counts and you can earn up with a lot of money by doing this. And that just goes to prove that sometimes quantity matters nearly as much as quality.

There's no telling how much money you're going to make by using Google's AdSense program on your blog but you can sort of tell for yourself, before actually starting, by taking a few things into consideration.

First, is the amount of visits your blog may now get every day. While there's no way to estimate precisely on this, you can generally make a safe assumption that if you have a lot of clicks per day you'll be making good money.

Also, this depends on what exactly your blog is about. If your site is about anything popular (music, sex, whatever) you're bound to get a lot of banner clicks. These have a coefficient associated with them, called

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