

The Ultimate Free Blogger Guide

Giving you HONEST step by step instructions so that YOU can make money online



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The ultimate free Blogger guide



If you are looking for a way to start making money on the internet, and you have a budget that is very small or zero, Blogging is a great way to get started.

Blogging has become very popular lately. For one thing, it's free. For another, you don't need to have any technical skills whatsoever to get started. If you can read and write, you can blog.

So what is a blog?

A blog is a simple web page that anyone can set up in minutes. People use them as journals, diaries, and sales pages, like you will learn to do here. You may be wondering how you can make money with a free blog. The answer is by adding Google AdSense, and promoting affiliate products.

You will not make money overnight with this system, but over 2 to 3 months, you can expect to start making some decent money. Remember, the cost for all this is absolutely nothing (other than the cost of this E-Book).

For our purposes, we will be using "Blogger". Blogger is owned by Google, which is one reason we're using it. Blogs are crawled by the search engines regularly, so you can get indexed very quickly.

Wordpress Blogs offer more features and are far more powerful.

Getting Started

It is always best to try and make money from what you know. It is far easier to write about what you know than to try and make money writing about other things. However, having said that, you can find free content on almost any subject, so you can pick a subject that you think would be profitable, but you don't really know anything about.

AdSense Research

We will start by finding out how much the maximum bid is for a keyword. Please note that you will not likely get anything close to this value as this is only showing the highest bid. The visitor may click on lower paying ads. Also, there are two types of PPC advertising. They can advertise on the “Search Network” and/or the “Content Network”. If they don’t advertise in the content network, the ads won’t show on your site. This is the best information we have, so it will give you a general idea of the money available for this keyword.

[You can find the tool here.](#)

Here are the results for a search on credit card:

Details for: credit card

Max Bid: \$11.56

Estimated Daily Search Volume: 280223

Estimated Monthly Search Volume: 8406716




Estimated Daily Clicks: 4203.36 (This is for the top

Market Value: \$1457725.25 (This is how much this keyword)

AdSense Effective CPM: \$346.81 (Assumes a 60%

It appears that this would be a lucrative niche however you need to find less competitive keywords to be successful with this method.

When you roll further down the page you will see some further analysis:

	Number of Search Results
 Google	211,000,000
 Yahoo!	311,000,000
 MSN	160,615,528

Demographic information	
This keyword is oriented towards:	Females
Age Group:	25~34
Percentage of Males:	100000%
Percentage of Females:	46%

Demographic Data Via: [Microsoft adCenter Labs](#)


Using the information provided above we can figure out a ratio to see how competitive the keyword is. You will now do some division to come up with a ratio. You take the number of searches for that phrase and divide it by the number of search results for Google to get a ratio of searches performed. In this example, that would be:

8406716 (monthly searches) / 211000000 (Number Of Google Results)
= which is .03984

Now we need to repeat this process for a large list of related keywords.

Go [here](#) and search for the keyword or key phrase that you are targeting for your niche. For instance, if you are targeting “credit card”, you would key it in below as shown:

Get suggestions for: (may take up to 30 seconds)

credit%20card 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in January 2007

Count	Search Term
968245	apply for a credit card
797914	credit card
186775	apply online for credit card
136187	business credit card
127868	credit card application
114184	credit card offer
78345	chase credit card
65624	online credit card application
63533	credit card debt
63521	credit card processing
57411	credit card consolidation
56984	0 apr credit card
51228	bad credit credit card
50247	low apr credit card
42990	the best credit card
39211	credit card debt consolidation
39198	travel reward credit card

Do the same for all of the results. You will then take the result with the highest ratio and optimize your blog for that content. This will be the keyword which is most likely to get you listed high in the search engines.

Included in the zip file is a spreadsheet that you can plug the results into. The spreadsheet will open in Microsoft Works and Excel.

Below is a screenshot of the included Spreadsheet on the keyword credit card. These are not real numbers, but example data so don't use it.

The formula is already in the spreadsheet. You key in the keyword, the number of searches and the number of Google results.

	A	B	C	D
1	keyword	Searches	Google Results	Ratio
2				
3	credit card	229293	367000000	0.0006248
4	credit card debt consolidation	214857	2400000	0.0895238
5	cash back credit card	173110	719000	0.240765
6	credit card debt	164904	18000000	0.0091613
7	credit card processing	121748	15400000	0.0079057
8	credit card application	119011	7030000	0.016929
9	business credit card	108005	2680000	0.0403004
10	uk credit card	87919	2100000	0.0418662
11	0 apr credit card	82770	897000	0.0922742
12	chase credit card	81295	1810000	0.0449144
13	apply for a credit card	73659	2390000	0.0308197
14	student credit card	66389	3780000	0.0175632
15	credit card deal	66240	1140000	0.0581053
16	southwest airline credit card	65933	13000	5.0717692
17	low interest credit card	65475	1420000	0.0461092
18	online credit card	64430	5920000	0.0108834
19	accept credit card	52433	3760000	0.0139449
20	bad credit credit card	50525	2040000	0.0247672
21	secured credit card	49666	4000000	0.0124165
22	credit card merchant account	44729	1290000	0.0346736
23	online credit card application	41779	1400000	0.0298421

Finding Content for Your Blog

You can find free content for your Blogs at article sites. You must follow the rules outlined in the article site. This usually means keeping the author's contact information and links in place. Below is a list of links to article sites:

<http://www.goarticles.com/>
<http://www.articlecity.com/>
<http://members.tripod.com/buckcreek/>
<http://www.fripp.com/articleslist.html>
<http://www.arcanaweb.com/resources/article-directories.html>
<http://www.articledepot.co.uk/>
<http://www.dotcomwomen.com/free-content.shtml>
<http://www.valuablecontent.com/>

Though this will give you a start, it is always better to write your own, or buy some from someone else. I have found a great resource that will create 100% unique content for you.

Here is the link:

<http://www.need-an-article.com/>

Once you have found content you need to modify it to fit your keyword. For instance in the example above if your ideal keyword was “UK credit card” everywhere you see the word “credit card”, change it to “UK credit card”. While you’re doing this, make sure the sentence still makes sense. If not, reword it so it makes sense with the keyword in it. You should also sprinkle the article with each word individually if possible. From the example above, that would be “UK credit card. Credit Card, UK credit. You will need to do this for every article you post.

Creating the Blog

We will be using the free service Blogger. Go to <http://blogger.com> and open an account. I suggest you use the new Blogger. You need to set up a Google account to use the new Blogger. The reason I suggest this is because the new Blogger has many new features.

I will not go into a lengthy explanation on how to use Blogger.

Once your account is open, create a new blog using your chosen key phrase as you Blogger sub-domain, so if we used “credit card” as our subject, and “UK credit card” was our best ratio it would be:

<http://uk-credit-card.blogspot.com> or

<http://ukcreditcard.blogspot.com>

Make sure you use the keywords in the blog title as well.

Here is a picture of the “Dashboard”,

Dashboard

Manage Your Blogs [Create a Blog](#) | [Help](#)



Make Your Own Blogger Widgets

[+ Add to Blogger](#)

Do you have a great idea for a Blogger widget? The new version of Blogger has an API for [adding a custom widget to a blog](#). By using a simple web form on your site, you can encourage bloggers to add your widget to their blogs.

Here are some sample custom widgets:

[Google Reader](#)
Display your shared items from feeds you read. ([Read more](#))

CHM Group
No photo available.

- [Edit Profile](#) (or [View](#))
- [My Account](#)
- [Change Language](#)

Mobile Devices
[Learn how to start mobile blogging](#)


Help Resources











- [Help Center](#)
- [Help Group](#)
- [Blogger Status](#)
- [Known Issues](#)

Click the “Create Your Blog” link at the top to begin.

Select a template to use. I like to use the “Minima” layout but you may use any layout you want to use.

Once you have an AdSense account you will need to add the AdSense code to your page. To do that click on “Template” and “Page Elements” then “Add a Page Element”. A list will appear with a number of elements you can select. Click the button as shown below.

 **Choose a New Page Element** ? Help

 List Add a list of your favorite books, movies, or anything you like. ADD TO BLOG	 Link List Add a collection of your favorite sites, blogs, or web pages. ADD TO BLOG
 Picture Add a picture from your computer or from somewhere else on the web. ADD TO BLOG	 Text Add some words to your blog - like a welcome message - with our rich text editor. ADD TO BLOG
 HTML/JavaScript Add third-party functionality or other code to your blog. ADD TO BLOG	 AdSense Display AdSense ads targeted to your blog. ADD TO BLOG
 Feed Add content from a site feed to your blog. ADD TO BLOG	 Labels Show all the labels of posts in your blog. ADD TO BLOG
 Logo Choose from a variety of Blogger logos to add to your page. ADD TO BLOG	 Profile Display information about yourself. Already added

Verify your account and pick your ad layout.

Go to <http://clickbank.com>, <http://cj.com>, and <http://paydotcom.com> and create accounts. Find affiliate programs for high-quality products in your niche. Create affiliate links for these products and insert them into your sidebar on the template where it says "Links". Periodically, post a full update with an advertisement that explains the benefits of a particular product. Post another piece of private label content every two days. Search forums with related content - quote and link to pertinent information about your niche.

Insert links to other Blogs, related news, etc. at the bottom of each post using your key phrase somewhere in the anchor text of the link.

Get Your Blog Listed On Search Engines and In Top Blog Directories

Once you have posted your first piece of private label content, inserted AdSense ads, etc, it is time to promote your blog.

Go to <http://www.masternewmedia.org/rss/top55/> and submit your blog to as many of these blog and rss feed directories as possible. Some of them may not accept your Blog. Use your key phrase in the title and at least once in the description if you are able to enter one. This is going to take many hours, but the effort is well worth it.

Go to <http://yahoo.com> and set up an account if you don't already have one. Add your RSS feed to your "My Yahoo" account as a news feed you want to monitor. You will need to add RSS Beta to your My Yahoo content if you don't have it. For more information on how to do that, go here: <http://my.yahoo.com/s/rss-faq.html> and add it.

You will now add your blog into the RSS feed in my yahoo. To do that, click on edit in the RSS feed section.

Enter the URL of your blog.

Submit your blog to:

<http://submit.search.yahoo.com/free/request>

<http://www.google.com/addurl/?continue=/addurl>

<http://beta.search.msn.com/docs/submit.aspx>

<http://pingomatic.com>

Reciprocal linking has become less important so you need to maximize your one way links. [THIS](#) tool will get you lots of one way inbound links fast.

Monitor Your Search Engine Rankings

Once you have been indexed by search engines periodically check up on your Blog's rankings within its niche. You do this of course by searching on the key phrase you used for optimization.

If you picked a penetrable niche, you should be able to get onto the first page (at least on Yahoo) within a month, but if not, you will need to:

Search out link partners in your niche and setup reciprocal links. Simply find high-ranking websites in your niche on Google and Yahoo and offer to exchange links with them.

That's it!

I know, that was a lot of work – but it's worth it!

Now, do it again with a different Blog and a different subject.

Check out our blog at <http://www.myeasyonlinepay.com/>

Good luck

Samantha

X

www.dsm-publishing.co.uk

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