

5 Steps To A Successful Niche Blog

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Setting up a blog is one of the easiest and quickest ways to gain an online presence. One of the key advantages to having a blog is that because they are constantly being updated with fresh content, they are loved by the Search Engines, so it easier to get ranked than with a more 'traditional' website.

In this report I am going to be talking in the main about Wordpress blogs, simply because I feel that they give the greatest flexibility, have the most potential and are simply the easiest to use for the technical and the non-technical person alike. There are of course other options, Blogger being amongst them, so by all means do your research and see what fits best for you, but I would say for the most part Wordpress ticks all the right boxes.

The screenshot shows a WordPress blog interface. At the top, there are navigation links for 'Home' and 'About'. Below that is a banner for 'MIDNIGHT-SOFTWARE-MART.COM' with a background image of a laptop and a pen. There are links for 'Entries RSS' and 'Comments RSS', and a search box. The main content area features a post titled 'The Ten Stage Traffic Method' by Alison Wood, dated December 9th, 2008. The post text discusses a step-by-step plan for driving traffic to a website. To the left of the post is a sidebar with a 'The Warrior Manifesto' book cover and a newsletter sign-up form. To the right is another sidebar with a 'The 10 Stage Traffic Method' book cover and a 'Recommended' section listing various resources like 'Content Mania', 'EZ Niche Builder', 'GFX Writer', 'How To Book Business', 'RSS Gadgets', and 'SocialhatV2.0'.

Step 1 – Choosing Your Niche


When you are creating a blog it is better to narrow it down to a niche, rather than trying to cover everything, and thereby not really end up appealing to anyone.

When you choose your first niche, I think the best thing is to go with something that you know about and will enjoy writing about – that way providing fresh content is going to be that much easier. As you progress, and you start seeing how much money these blogs can generate, you may decide to create a large number of them. However, by that point you will have probably reached a level where you can start outsourcing some of the content creation.

Ok, so first off, choose something that you know at least a little about. This could literally be anything, a sport, pets, health, weight-loss, handbags, clothing. The list really is endless, but make your choice and go with it.

I recently set up a blog in the weight-loss niche, this is partly because I enjoy writing about health related topics and also because there are a number of ways you can monetize the site by adding Clickbank products.

HOME HERBS FOR HEALTH THE RIGHT DIET



HotDiet4U.com
Find The Diet That is Right For You

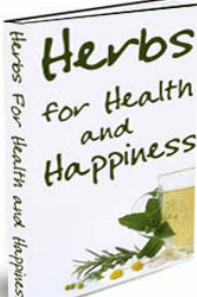
SEARCH

Please sign up to my health, diet and fitness newsletter and get a FREE copy of Herbs for Health & Happiness.

Name:

Email:


Herbs For Health & Happiness Sent Direct To Your Email



You Don't Have To Eat It All!

December 7, 2008

Many of us are brought up from childhood where we have been told they we are not allowed to leave the table until we finished all the food on our plate. While this was done generally with the best intentions in mind it is not the way that we should look at eating. You don't need to eat everything that is on your plate.



If you've had enough to eat you should stop whether there is more food available or not. You shouldn't need to get rid of food as these days it is no longer necessary to be concerned with keeping the food fresh as it was in the past. Stop eating and put that excess food into the refrigerator where you can eat it tomorrow.

If you are constantly finding there is additional food left when you are satisfied then you need to reduce the quantities that you are cooking or making available for your meals each day.

It is better to have a little less than too much.

Don't feel obliged to eat all the food that is placed before you when you're eating out. Even then you should only eat to feel comfortable and not feel full.

For most people it is a habit to get something that is on their plate and this belief has been drummed into them

However, don't be confined just by Clickbank, as today with the great affiliate programs run by Amazon and Ebay you can easily find products to monetize almost any site, from cars to baby clothes and everything in between. One low cost tool that I find particularly helpful in bringing these feeds from Amazon, Clickbank and Ebay is [RSS Gadgets](#). Overall though there are numerous ways of monetizing the site and you just have to find what works best for you.

Step 2 - Creating Your Blog

The first choice you will need to make is whether you want to go for a blog on the www.Wordpress.com site, which means it is hosted by Wordpress itself and is very easy to set up. You could literally have a blog up and running in a matter of minutes.

However, there are some restrictions here and you need to check their T&Cs carefully to make sure you are not flouting their rules. They are particularly strict on affiliate links etc, so do be careful as if you go wrong you could lose access to your site overnight. However, if you are completely new to blogging this may be the way to go initially just to get you used to the whole concept.

If you want a blog that you truly own though, and one that is going to be of great value to you far into the future, then you should really take the plunge and set up your own hosted blog. When I first thought about doing this I must admit I was scared – as believe it or not technicalities are not my strong suit ;-). However, the fear of it was far, far worse than the reality. In the end it was all really quite easy and though I did have some questions I managed to source the answers to those questions quickly and with little fuss.

Ok, so if you want to set up your own blog this is what will you need:

- A Domain Name
- A Hosting Company.

Both of these can be sourced at very low cost.

Domains: I always buy my domains from www.Godaddy.com and the reason I do this is firstly because the domains are themselves very low in cost and secondly the GoDaddy interface is really easy to manage and work with. This is purely a personal choice though and there are many other domain companies out there, so do your research and always go with what you feel most comfortable with.

When you are choosing your domain name, if possible, try to include your main keyword or keyword phrase. This may be difficult in some niches, but keep trying until you find something that fits your niche and if possible is also quick and easy to type. Don't get too hung up on choosing a domain name though – I remember spending a lot of time at the beginning really agonising over the choice. You can try and be clever in your name but don't spend too long on it. The key factor in making money online is in the 'making'. Without moving forward all the time and actually getting down to building a site there will be no profit. Ok, lecture over, on we go.

Hosting: For hosting I use [Hostgator](#) – the main reasons again are the great prices and the fact that you can host unlimited websites with them for one low monthly fee. Even more important than the price and the flexibility it offers though is the fact that their technical support is absolutely brilliant and how can I put it very... 'supportive' ;-), which is just what you need when you are not a technical whizz. Also the control panel makes it ultra easy to install Wordpress onto your domain in just a couple of clicks.



Ok, so that's my two cents on your choice of hosting, but as I said before there are plenty more hosting fish in the sea, so look around.

So, you have your domain name and you have your hosting, and on to this domain you have added your Wordpress blog. If you have any queries whilst doing this there are loads of free resources online to help you with this if you search. The [Wordpress.org](#) site is really helpful with loads of information on setting up your site and with finding free themes and plugins and you can also ask specific questions over at the [Warrior Forum](#) – a key free place for finding out about building an online business and internet marketing.

Once your Wordpress blog is up and running you will need to install some plugins, these are the ones that at the very beginning I find the most helpful.

[Add to Any: Share/Save/Bookmark Button](#) - Helps readers share, save, and bookmark your posts and pages using any service

[Adsense Manager](#) -add Adsense and many other adverts to your blog at the click of a button. Insert into widgets and posts

[All In One SEO Pack](#) - improve the SEO of all of your posts

[Google Analyticator](#) - lets you track your stats in Google Analytics and is invaluable in seeing where your traffic is coming from and which keywords have been searched to get people there

Askimet - comes ready installed, although needs activating - and checks your comments for spam - invaluable!

Ok, you're done, site up, plugins installed. Lets go write some content.

Step 3: Adding Valuable Content

The important thing with any new blog is to keep updating it regularly, and when I say regularly only you will know what is achievable with your current schedule. However, at least at the beginning I would really try and post at least every day, or every other day. If you can manage more, then do more. The quicker you start to build some content up, the more visitors you are going to get.

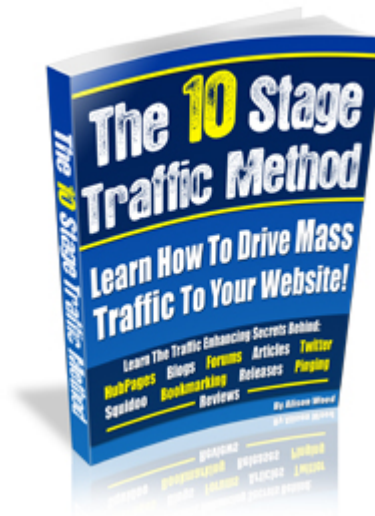
That is why at least when you start it is much easier to write about something that you know and maybe love, or are at least a little knowledgeable about. You can also look around for some free PLR content and perhaps rewrite this into posts. Please don't think the posts need to be a literary sensation. As long as the spelling and grammar is good and they pass along relevant information to the reader, then that is what is important. Again you can agonise forever and try and make every post perfect, but that really isn't necessary. Just start posting and the more you do it, the easier it will get – as with most things in life ;-)

Step 4: Driving Traffic

Once your blog has started to get some valuable content, and of course some affiliate links, you need to think more seriously about driving traffic. Some traffic will come naturally from the Search Engines, especially if you have keywords that are popular and that people are searching for. However, there is a lot you can do yourself to drive substantial amounts of traffic in any of the following ways:

- Pinging Your Site
- Social Bookmarking
- Tweet, Tweet, Twitter
- Hubpages
- Article Marketing
- Squidoo Lens
- Press Releases
- Amazon Reviews
- Commenting on Blogs
- Signature in Forums

Each of these needs to be approached in the right way, right from the start and if you would like step-by-step methods for each of them then I have an e-book newly available which will walk you through it. This book usually costs \$17, but as a thank you for downloading this report I am offering it to you for only \$9. if you would like to find out more then please check out [THE 10 STAGE TRAFFIC METHOD](#).



Step 5: Creating An Opt-In List

Anyone who is successful online will tell you that it is really important to start building a list as soon as you can. To do this you will need an autoresponder which can follow up with all your list members and send out automatic mails to them. Not only does this make what you are doing safe from any allegations of spam, but it also makes your life a whole lot easier as it is all done on autopilot, and it allows you to provide your list members with both valuable content and also offers that they may be interested in, i.e. sales for you.

The most highly regarded Autoresponder is [Aweber](#), it is what I use myself and it is definitely worth checking out. You can even trial it to begin with.

Once you start building your list however, remember that you need to strike a balance between making offers but also providing information that is of interest. There is nothing worse than being on a list where all you get is sales pitch after sales pitch each and every week. Make sure that you don't fall into that trap. Treat your list with respect and they will then be much more open and responsive to the offers that you do put their way.

In conclusion then, I hope this report has given you a taste of how straightforward it can be to build a blog, and also what it can offer you back in terms of financial reward. If you put the effort in at the beginning you can build a blog, or even a whole family of blogs, that will bring you income for years to come.

Of course this report can only be a taster of what is out there, but with a little research you will be able to find a whole host of valuable information that will help you take your blogging to an ever higher level.

Hope to be visiting your blog soon.

Alison Wood has been working in Internet Marketing for the last year and can be found at her blog www.Midnight-Software-Mart.com. Please feel free to contact her there.