



***BLOGGING FOR BEGGINERS***

***How to Start a Highly Profitable Blog***



Emeke Odili

**“Blogging for Beginners: How to Start a Highly Profitable Blog”**

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Emeke Odili

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## Introduction

It is an unarguable fact that blogging is one of the most sustainable ways of establishing a successful online business. A blog can be used as a standalone online business or as an effective content marketing tool for any online business...

As a matter of fact, several people all over the world, earn their living online by blogging. And yet several people also setup blogs every now and then; and eventually abandon them with little or no success.

Personally, I have tasted the two sides of the candy. I had run some blogs that failed miserably. And currently, I run successful blogs too. In this report, I will be sharing with you in a straight to the point approach...

The basic steps required to start up an effective and highly profitable blog...

As you read, I encourage you to apply everything you learn in this report religiously and consistently. Don't just learn without practicing. And at the same time, don't practice for a while and give up.

Over the years, I have observed that the major reason behind the failure of so many blogs and bloggers alike is lack of persistence. People start up blogs for a while, and as they face some challenges, they quickly throw in the towel...

While many who start up and press through every hurdle on their ways--with patience and persistence, eventually end up as renowned success. As the old, common saying goes; "winners never quit, and quitters never win".

The truth is--there is great profit and income in blogging. But you need to treat it as a business--with all required diligence and persistence; in order to make the money out of it.

Happy learning,

Emeke Odili

[www.softerboom.dockymail.com](http://www.softerboom.dockymail.com)

## 1 Research And Choose A Profitable Blog Niche

As you plan to start up a highly profitable blog, the first thing you must do, is to carefully research and choose a niche to blog about. A **niche** simply means an area of specialization. Examples of blog niches include: Travel, Technology, Digital Marketing, Blogging, etc...

When choosing your blog niche, it is best to choose a niche around your passion or area of knowledge or expertise. Then another thing of great importance in choosing a blog niche... is that you must find out whether people are searching enough for information around the niche or not.

If people are not searching enough for the content you are providing online, your blog may not be that successful. Especially if you plan to make a living from your blog. So to ensure your content has enough audience to make you great profit, you must do keyword research on your niche.

And you can easily do that by using [Google Free Keyword Research Tool](#). Google keyword Research Tool or other keyword research tools will help you know the volume of search for the niche you want to start blogging about...

It will also help you know the level of competition. So you can make wise choice.

For instance, the niche of my blog—[www.softerboom.dockymail.com](http://www.softerboom.dockymail.com)-- is "**Digital Marketing Tools**". I chose this Niche because I am a Multi-Lingual App Developer. And I'm also a passionate Internet Marketer...

And from my keyword research, there are enough searches on the keyword to make me good profit in the short run. Plus, I also discovered there was medium competition on the keyword-- using Google Keyword Planner Tool.

Then best of all, I also found out that the PPC bid for the first page in Google ads, was relatively low, compared to other niches I could have opted for.

So as you plan to start up your highly profitable blog, the importance of careful niche research cannot be overemphasized.

## 2 Choose The Right Blogging Platform

Once you've gotten your blog niche, the next actionable step you take for starting up your blog, is choosing a blogging platform.

Depending on your budget, you can either go for a free or paid blogging platform. The major free blogging platform you can choose for your blogging is either [blogger.com](https://www.blogger.com) or [wordpress.com](https://www.wordpress.com).

Free blogging platforms go with their disadvantages over the paid self-hosted solutions. But if you would want to start with a free platform, I will recommend [wordpress.com](https://www.wordpress.com)...

I recommend [wordpress.com](https://www.wordpress.com), because it will be easier for you when you want to migrate to a paid, self-hosted solution in the future. Because as your blogging business grows, you're going to need more customization and features.

But if you want to start up your blog in your own domain name and hosting account, you need to sign up a paid hosting account and register a domain name.

When it comes to paid hosting account, I recommend the services of Hostgator. To sign up a hosting account with Hostgator at \$2.75/mo, with one free domain name registration for one year, [Click Here](#).

*Disclosure: I'm an Hostgator affiliate; so if you sign up through any of the [Hostgator links](#) in this report, I'll get a commission. But you won't be charged extra because of my commission. You'll still get all the matchless offers and expert services that Hostgator gives to his customers.*

### 3 Setup Your Blog

If you choose to start up your blogging in a free blogging platform... all you need to do, is to go down and register your free blogging account and start off.

If you choose to use blogger, [Click Here](#) to sign up your free blogger account. Then if you choose to use the free Wordpress blogging account, [click here](#) to register a free Wordpress.com account.

Wordpress.com is the hosted version of the most popular open source, blogging and Web Development project—Wordpress.

To learn how to setup your blog in blogger.com, [click here](#). Then to learn how to setup your blog in the free Wordpress blogging platform, [click here](#).

If you choose to start up your blog with your own domain name and hosting, [click here](#) to learn how to install your self-hosted Wordpress blog in Hostgator.

Yes, apart from Wordpress, there are several other blogging and micro blogging open source projects out there. But I recommend Wordpress because of its popularity and huge repository of Themes and Plugins. Both free and premium, to quickly help you with your customization and Digital Marketing needs.

For instance, there are free Wordpress plugins for S.E.O. Free plugins for blog speed. Free plugins for social media sharing, e.t.c... In short, there are presently over 2.5 million free plugins in the wordpress repository. Which I don't believe can be found in any other open source project.

## 4 Research, Write and Publish Great Contents Regularly

As you conclude with setting up your blog, the very next thing you need to do, is to begin to research for article topics to write. As you plan to write for your blog, you don't just choose any topic and start writing...

You have to first do some keyword research; to find out topics people are searching for in search engines, in your niche. Keyword research will not only ensure you write what people want, it will also help your blog quickly rank high in search engines. And this will make your blog quickly grow in free traffic.

You can research on your article topics using Google keyword planner tool or [keyword.io](https://keyword.io) research tool. Then if you want to even research your article topic further, based on social media trend, you can use [buzzsumo.com](https://buzzsumo.com).

When you are done with your topic research; and have chosen a topic, then go ahead and write. When you get done writing, proofread and polish the article, at least twice and publish. Don't get tied down with proof reading and editing. And you must make your publication timing consistent...

If you choose to be publishing weekly or monthly; you must endeavor to be consistent. Then you should also be consistent on your chosen day of posting. If you choose every Tuesdays, ensure you always publish on Tuesdays... for better commitment from your audience.

As you publish your post, get relevant, creative common images from [pexels.com](https://pexels.com) or [pixabay.com](https://pixabay.com) to add to your posts for more engagement...

Research reveals that blog posts with images get more attention than those without images. And this is why you should always publish your

posts with images. At least with featured images.

## 5 Optimize Your Contents for Search Engine Traffic

As you publish your posts, you should optimize your contents for good search engine rankings. If you're blogging on a self-hosted Wordpress, you can install S.E.O plugin, such as **All in One S.E.O** or **Yoast Plugin**.

Then apart from installing S.E.O plugin, you should tag your posts with relevant keywords. You can easily get long-tail keywords for tagging your posts by using keyword.io.

You should also link to related posts for easy navigation by your readers. Search engines favor posts that help users easily navigate to other posts...

Still on search engine optimization, you should optimize your site for mobile friendliness and speed. You can easily test your theme for mobile friendliness. You can do that by accessing your blog on your mobile phone to see how it appears.

Then you can also do Google mobile test on your blog. If you test and find out that it's not mobile friendly, you can change your theme or get a developer to help you make the blog mobile friendly.

Then another thing required to make your blog search engine friendly, is the loading speed. Plugin like **Wp Super Cache** can help increase the loading speed of your website if your blog is running on a self-hosted Wordpress. All these and other S.E.O techniques will ensure your website quickly grow in search engine ranking.

## 6 Share Your Blog Posts in Social Media

One of the easiest ways to grow your blog traffic, is consistent social media sharing. As you make posts on your blog, you should share them in social media. Social media such as: Facebook, Twitter, LinkedIn, Reddit, Tumblr, Youtube, etc...

Plugin like **Blog to Social** can help you easily share your posts in several social media with a single click. Blog to Social has free version, as well as premium version. You can start with the free version and eventually upgrade to the premium version with time.

Then apart from BlogtoSocial, there are several other social media sharing plugins that can help you and your blog readers easily share your posts in social media...

As you share your posts in social media, over time, you can re-share old posts in order to increase your contents' visibility and traffic. Re-sharing your old blog posts overtime, is necessary, because your social media connection grows on daily basis...

On daily basis, you make new friends in social media. So you need to re-share your old posts for them to see. Social media sharing also helps your blog's search engine ranking.

So as you kick start your blog, ensure you sign up for as many social media as possible. And consistently share your contents in social media for increased visibility.

## 7 Build Your E-Mail List

As you start up your blogging, it is very important you quickly start building your email list. Because it is through your email list that you'll make money from your blog in the short and long run—by promoting products and services to your subscribers.

Then apart from making money, your email list provides free and quality traffic to your blog. The email list helps you convert your visitors into customers in due time. To start building your list as a beginner, you can easily sign up a free account with **mailchimp** and integrate their Optin form to your blog.

Then you can use tools like **Hello Bar** or **Icegram** to offer your blog visitors access to your optin form. Then you can also increase your subscription with **exit popup, overlays** and **Optin Landing Page...**

To quickly grow your e-mail list, you should place your Optin form in multiple places in your blog. And sometimes you can add your Optin form in your blog posts with discretion.

Then to increase your Optin conversion rate, you should also use valuable incentives, such as valuable E-book or Video on your Optin form and landing pages.

**Warning:** *If you plan to start monetizing your blog as quickly as possible with affiliate marketing, you shouldn't use Mailchimp. Mailchimp policy is seriously against affiliate marketing.*

If you would want to monetize with affiliate products or services, I strongly recommend Getresponse. Getresponse is 100% Affiliate Marketing friendly.

Getresponse is a renowned e-mail marketing and marketing automation service. I've used them for my email and autoresponder marketing. And I can tell you they are one of the best email marketing services out there.

And best of all, their pricing are better-- compared to most other services in the same category. Getresponse pricing starts at \$15/mo. To start a free 30 days trial with Getresponse right now [Click Here](#).

## 8 Using Paid Advertising

As you start off with your blogging and you have some advertising budget, you can supplement your free promotion tactics with paid ads...

As you kick start your blogging, once you have a good number of posts in your blog and have setup your Optin form or landing page... you can start using paid ads to speed up the growth of your blogging business.

It is advisable that you don't spend your money on paid advertising, unless you have a sure plan in place of recouping your money. You can use paid advertising to promote your landing page, where you have your e-mail Optin list. In order to speed up the growth of your e-mail list.

The money you spend in building your e-mail list is never a waste. Because even if you don't make money immediately, in due time, as you keep on promoting offers to your e-mail list, you'll certainly make money and good profit.

Then you can also use paid advertising to promote your webinars where you eventually promote offers to those who attend. The cost-effective way to use paid advertising in promoting your blog--is to promote your best blog post, with the highest traffic and performance...

To make profit from such a post, you should embed some affiliate links to the post or you can add inline Optin form to the blog post to build your e-mail list.

If you would love to try out paid advertising before investing in it, you can start up with services that offer free advertising credits and coupon. Such as LinkedIn Ads, Google Ads and Bing Ads. You can request free \$50 ad credit to test out LinkedIn Ads.

Then if you sign up with [Hostgator here](#), you'll get a free \$100 Google Ads Coupon to promote your blog. Then if you can get Bing ads coupon, you

can get a free \$100 Bing Ads coupon, which you can redeem by depositing your first \$25.

## 9 How to Monetize Your Blog Effectively

When it comes to blog monetization, the first option often given to bloggers, is Google AdSense Ads. No doubt Google AdSense and other Ad networks are a good way to monetize a blog. But there are other good and faster ways to monetize your blog profitably.

If you're a blogging beginner, getting your Google AdSense account approved by Google takes some time. Google requires your blog traffic to reach a certain level, plus meet other requirements before they approve your AdSense account.

So if you're a beginner, the best options available for you to monetize your blog very profitably as fast as possible are as listed below:

- 1) **Affiliate Marketing:** Just register with affiliate programs that are relevant to your blog niche and get their banner on your blog. And when your blog visitors click on the banner, with your affiliate link embedded in it, you earn good commission...

Then to up your affiliate marketing game, you can also be reviewing affiliate products or services in your blog. And occasionally you can be promoting them to your growing e-mail list. You can get affiliate products to promote by joining Amazon Associate Program, clickbank.com, jvzoo.com, e.t.c...

- 2) **Dropshipping:** Another effective way to monetize your blog is through Dropshipping. In Dropshipping, you create an online store and then populate it with product images and prices...

Even though you don't have the products in stock. When a customer orders, you contact a merchant to supply the ordered product to the customer. If your blog is running on a self-hosted wordpress, you can easily use plugin such as woocommerce to setup a dropshipping store

in one of your blog pages.

And when someone places an order, you can forward the order to a merchant in another online marketplace. For the supply at a cheaper rate and you make good profit. You can get merchants that will supply products to your customers, anywhere in the world at low prices from either aliexpress.com or alibaba.com.

And when you do seek for merchants in any of these online marketplaces, you must do your research very carefully so you don't fall into the hand of scams.

3) **Reseller WebHosting:** You can also monetize your blog with reseller hosting. You can register a reseller hosting account with web hosts like Hostgator or Namecheap. And start reselling the hosting at profitable rates by placing ads in your blog for your blog readers to see.

4) **Create Information Products:** Another good way to monetize your blog effectively, is to create great information products and promote it in your blog and to your e-mail list.

Information products include: How to Books/E-Books, Info Video/Audio and Softwares. Other ways of monetizing your blog include: Theme and Plugin Development, Rendering of online based services ( E.G Web Designing and Copywriting) and E-Commerce.

## Final Words

The info in this brief report, gives you a guide on how to start up your highly profitable blog in a straight to the point approach. If you religiously apply the directions in this guide to start up your blog, you are sure to be very successful.

However, apart from all that has been written here, success in blogging requires passion, continual learning and committed hardwork. To succeed in your blogging business, you must commit your time and other resources into it.

To speed up your success, you should be ready to spend some money when the need arises. As the old saying goes; 'you need money to make money'. And that saying is true, both in offline businesses as well as online businesses-- including blogging.

As you plan to kick off your blogging business effectively, I advice that instead of starting off with a free blogging platform, you should rather start with a paid hosting platform such as Hostgator. So you can start your blogging on a self hosted wordpress blog.

With a self-hosted Wordpress blog, you'll have access to varieties of great themes and plugins that will make your blog unique amongst the rest. Then also, with a self-hosted Wordpress, you'll have the total freedom and platform to monetize your blog...

...With all the various monetization strategies given in this report in the last chapter.

To start up your own self-hosted Wordpress blog right now, [Click Here to sign up a hosting account with Hostgator](#) and start your blogging right now.

If you would rather want me to help you setup your blog for you and install all the necessary plugins, absolutely free of charge, [click this link](#) to sign up an account with Hostgator:

When you're done with the sign up through my link, you can contact me at [softerboom@gmail.com](mailto:softerboom@gmail.com), so I can help you set up your blog free of charge.

I can only set up your blog for you free of charge, if you sign up with Hostgator, through my [Hostgator link here](#) . Because as you sign up with Hostgator through my link, Hostgator will give me commission. Which will enable me take some coffee while setting up your blog for you.

And while I get my commission for your sign up through my affiliate link, you don't get to pay more or lose out on any of their great web hosting offers. So you have absolutely nothing to lose. It is a win-win deal.

If you have any question on starting your blog or digital marketing in general, you can send them to me at [softerboom@gmail.com](mailto:softerboom@gmail.com) and I'll reply you as promptly as possible.

To Your Success,

Emeke Odili

[www.softerboom.dockymail.com](http://www.softerboom.dockymail.com)

## **Blogging Resources**

- [Google Keyword Research Tool](#)
- [How to Setup a Blogger.com Blog](#)
- [How to Setup a Wordpress.com Blog](#)
- [How to Install Your Self-Hosted Wordpress Blog in Hostgator](#)
- [Hostgator Hosting Services](#)
- [Getresponse E-mail Marketing Account](#)
- [Free Blog Setup Service](#)

## About Emeke Odili

Emeke Odili is a Multi-Lingual App Developer. He is skilled in PHP, JAVA, PYTHON, CODEIGNITER and WORDPRESS.

Apart from Programming, Emeke is also a Veteran Digital Marketer, Copywriter and Blogger. He is the Developer and Co-Owner of the stupendously successful, docpol.com. Emeke has a B.SC. in Economics.

Then on the faith side, Emeke is a passionate Christian Teacher, Author and Blogger. He is the owner of righteousfaith.net. Emeke is Married to his best friend—Joy. Their marriage is blessed with two lovely kids—Enoch and Excellence.