

BEGINNER'S GUIDE TO

BLOGGING

SUCCESS

I am sharing with you what took me lots of \$\$\$, thousands of hours and hard work to learn.

Florence Ki

The blogger who loves Marketing Tools



If you want to end your employment for whatever reason you have, want to venture online to live a dotcom lifestyle, or even existing blogger who wants to succeed online, then you may want to put some thoughts into this.

“Are you willing to start from scratch to build your online empire? ”

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Whether you like it or not, the business world has changed. It is now a challenging, borderless and exciting world.

Twenty years ago, it was about starting brick and mortar business locally. Today, with the World Wide Web (www), and easy access to internet and social media, building a global business is just within clicks.

This eBook will share with you what I've learnt about building a blog and how it enriches my life, increase my bank balance and provide me with lifelong learning opportunities.

Being a blogger has further strengthen my belief that anyone can make a difference if passion exists in them. This increases my desire to SHARE about how blogging can really make a difference.

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To Make A Difference

in someone's life, you just need to

SHARE

@florencecki

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SO, WHY WOULD YOU BUILD AND MARKET A BLOG

- Open doors of worldwide opportunities that you may have never dreamed of
- Increase your bank balance while you sleep
- Enable lifelong learning as you blog
- Create a platform to reach global audience
- Leverage on tools and technologies to bring you closer to success
- Create independent career and business
- Increase travel opportunity
- Position you as the expert in your industry

Sounds too good to be true? Well, I can feel your doubt as I once had this feeling too. Let's explore the common doubt you may have on this blogging opportunity.



BARRIERS THAT STOP YOU FROM BLOGGING

Blogging is something when embraced and focused, it can bring out your passion, hidden abilities and undiscovered talents.

It can be agent of personal change and self-development, creating impact on yours and your readers' life.

So, what stops you from sharing your passion, knowledge and skills with others?

Reason #1

I cannot create perfect content

I have to really admit that it is never possible to create a blog post that is 100% free of grammatical errors and expression.

Just need to make sure you've done every care to make your content into shape, then close your eyes and hit the publish button. You can just go back and edit anytime you feel like it. This is the beauty of publishing online.



Reason #2

I do not have original content

You are afraid that your content is not original and this makes you no different from others.

I am sorry to bring the truth to you –

"There are not many original content around"

Many actually gather content from difference sources, adding their own thoughts and publish. There's nothing wrong with this. We call this curation!

Steve Jobs expressed strong agreement with the following aphorism which he ascribed to the famous painter Pablo Picasso:

"Good artists copy;
great artists steal"

The art of creativity starts with copying, transforming and finally combining with your own mixture.



Reason #3 I am Nobody

Do you think only geniuses will have great accomplishments? Many people who succeed in life starts by being a nobody.

So what's wrong with that? Geniuses who achieved success are sometimes just talented and lucky.

Nothing in this world can take the place of persistence. It is only a matter of time persistent will overtake talent.

Don't let this urban myth stops you from pursuing your dream."

Combining with passion, your persistent and innate ability, miracles can happen. Keep dreaming!



Reason #4

My time is meant for love ones

Yes, blogging will take up a lot of your time. Many potential bloggers use this as an excuse to never start. But let's look at the bigger picture. If you are one day a successful blogger who earns while you snooze, won't you have more time for your love ones?

To start, you just need to strike a balance. Watch less TV, get up early and stay up late when the house is quiet. I still spent quality time with my son everyday even though I blog. Now, I've earned more of his respect and become a role model to him.

Reason #5

I cannot write

Hey, blogging does not mean that the only way to create content is by writing. If you think your writing is bad, then you may want to look at my first post. (LOL secret shhh..)

In fact, writing can be learned. You just need to do some reading and start writing. You might give me the excuse that "writing is just not me".

Hey, this is lame excuse!



You can try video blogging. Visual is getting more and more important. Many area of interest such as food, travel and fashion are communicating with images more than text.

The Solution?

"Just Do It!"

There is no perfection in this world. Stop wasting your time and start now or you will never reach your destination.



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Stop procrastinate. Follow these steps to achieve blogging success and see how this can transform you life.

I am not bother whether you ready, so...

LET'S GET STARTED!

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Step 1: Identify your influence

Blogging is not just about writing. You can be a podcaster, visual or a video blogger in the relationship between blogging and new media.

The visual social network such as Instagram, Pinterest and Facebook are driven by awesome images and videos that can go viral.

What is there to blog?

Many often asked me on what to blog about. I would say the content lies with what you are passionate about, wanting to know more and have an innate talent to it. This sounds easy but not many people are able to achieve it.

Images speak a
thousand words!



Find work in your playground

Finding work that you enjoy doing is something many will never discover. Most of us do not have the privilege to discover this during earlier times but stumble upon as we grow older.

Ask yourself

So how do you determine your work playground?

Here are some questions you should start to ask yourself.

- What is easy for me?
- What can make me wake up at 4.00am?
- What type of things people say I am good at?
- What do I enjoy most?
- What interest me everyday?
- What activities boost my energy?

By end of the day, you may discover the topic of the blog you create become combination of a few things that you love.



What do successful bloggers blog about?

I wouldn't say all but most successful bloggers create content that combine what they are good at and their passion.

It might be cooking, sports, fashion, politic or anything you can think of.

That burning interest, your desire and innate ability are going to create you explosive blog.

I am sure some of you already found this secret but if you still sit on it, nothing is going to happen.

Remember, it is never too late to find your work playground. Blogging is one way to start.

So, find your passion and kick start your blog.



Step 2: Create an impressive blog brand

If you think having a brick and mortar business is difficult, then think again. Having a blog that can easily be created within minutes is 10 times more difficult to grow and sustain than a conventional business.

The challenge now is how to stand out among the 500 million websites. Create an impressive and distinctive brand and personality is the way to start your blog.

Before anything, you need to have a distinctive brand voice that match your personality which you need to include in the way you create your content.

So why do you need to create distinctive brand voice?



- Show the real you
- Display your humor
- Think from the perspective of your audience
- Expose your weaknesses
- Reveal what you love doing
- Share your stories
- Brand you!

Other than the inner brand voice, physical brand look cannot be neglected. Your brand needs to be unique in its logo, media, writing (fonts) and messaging too.

Combining both, people who discover your blog will immediately recognize and know it is you!

This is how important creating brand personality to express your passion, experience and the real you. You need to stand out amongst peers.

THINK – What will make you stand out?

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Step 3: Create a marketing plan simple enough to work

A plan will keep you on track and a strategy will ensure you select the right tactics and tools to effectively engage your targeted audience.

Here, you will discover a simple yet effective marketing plan which I use to manage my blog. It only involves 5 stages.

1. Decide Your Audience

You need an audience who are interested and want to listen as not everyone on the web want to listen to you. If you are selling furniture, you will need to target home owner and interior design companies.

This is an important decision you need to make before start building your blog. You must put serious thoughts into this.

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2. Set Goals

Goals are measurable and keep track of your blog performance. Here are some examples.

- Monthly website traffic increase to 1,000 visitors in 3 months
- 500 email subscribers in 6 months
- 1,000 Facebook followers in 1 month
- 5% campaign conversion rate

3. Identify Marketing Channels

There are many ways to reach your target audience. In blog business, some common ways are through email, search engine optimization and social media.

Of course, there are paid advertisement on search engines and high traffic websites too. Here, we will discuss only 3 channels to reach your audience.

Email marketing, SEO and Social Media



a. Email Marketing

This is still the most effective way to directly engage your audience.

Therefore, building the list on day 1 is really important.

The effective way to build your list is by giving out free giveaways such as videos, eBook (that's how I got your email right?), cheatsheet and resource guide then offer to people who are willing to give you their email address

b. Search Engine Optimization

Make sure you optimize your blog so that you can get organic traffic from search engines.

Optimization includes making your blog design responsive with good navigation, include keyword strategy, implement social media share buttons, include variety of rich media content and avoid keywords stuffing.

c. Social Media Marketing

If your audience in on Twitter, then focus on improving engagement with your followers.

You can use tactics such as following influencers of your niche, tweet great content, tweet at optimal time, retweet others, use mentions and make your retweet button prominent.



4. Monitor your Stats

There is no exact solution to improve your blog performance. You need to experiment with different scenarios to get things right.

Therefore monitoring and measuring both success and failure consistently are very important. It enables you to keep on changing tactics until you find one that can effectively bring you closer to your goal.

I monitor my link using [Linktrackr.com](https://www.linktrackr.com)

5. Discard or Repeat

After a while, you will start to know what works and what doesn't. Repeat those that work and discard those that don't. Keep on monitoring your performance indicators like traffic, subscribers and sales.

Like what Benjamin Franklin says,

“If you fail to plan, you are planning to fail!”.

So, start planning today!



Step 4: Build a profitable blogging foundation

I started my blog with www.ClickWebSuccess.com rather than my own name with the intention to make it my business brand. Well, if you prefer to use your own name as your brand, then is entirely up to you – nothing wrong with that.

I would advise you to start your blog with self-host and own domain name from day one onward to save lots of time and trouble later on.

For those who are not aware, if you are using free-hosted WordPress.com to start your blog, you may have problem later if you want to add extra features or plugins.

So how can you effectively start your blog? Here are 7 actions which I think you need to take when starting to build your blogging empire.

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1. Purchase Own Domain

I always believe being in control is the best practice if you want to build a sustainable business online. Therefore, buying your domain name is the most important thing you should do before starting your own blog. Once you have your own domain, you can host your blog anywhere you like such as [Hostgator](#), BlueHost or GoDaddy.

If you use blogger.com or WordPress.com, you are dependent on their sustainability and this takes away flexibility and control from you.

I only buy domains from [NameCheap.com](#) as I find them very reliable.

And when you are ready to start with your own domain, then you will need to build everything all over again and this can take you months to complete depending on how many years you've been using the free-hosted blogging platform. Your readers will then have trouble finding you with the new domain.

So if are serious about building a sustainable business online, I would advise you to buy own domain be it your name (a blogger) or your business name (corporate blog). Your blog should be consistent with the brand look and feel of your business.



2. Buy a WordPress Theme

WordPress is the most easy to use platform for blogging and requires least technical knowledge. Currently there are many attractive blog templates which you can buy for a mere \$30-\$50.

I use MH NewsDesk from [MH Themes](#) and it only cost me \$49.

But if you are not a design savvy person, then you may want to consider engaging a good website designer so that you do not get “lost” on how a good design actually looks like.

3. Find your Medium

Nobody is good at everything. You need to know your strength and where your passion lies. I prefer text to video as I am not good in front of camera. That’s why most of my content are text and graphic based but not video. If you are good with both, mix it up and provide a good variety of content.

Video blogs are very popular with those born after the 90’s and if your target audience mostly fall into this group of people, then I would advise you to provide content in video format.



4. Social Media Share & Subscribe Button is Important

Social media is so critical that no blogger should ignore its existence. You need to include a social media share button on your blog if you are serious about driving traffic. These buttons can give you instant traffic if it's placed well.

Being a big fan of Twitter, I include “Twitter Follow” button on my post to encourage my reader to instantly follow me on Twitter.

For bloggers who prefer Facebook, it is advisable to place a “Facebook Like” button so that people can instantly connect with you on Facebook.

5. Provide Subscribe Button via RSS and Email

It is important to allow people to subscribe to your blog via RSS feed or email so that they are notified of your new content via email inbox. This promotes daily traffic drive and ensure that you are not forgotten.

I use [AWeber](#) to do this.

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6. Regularly Posting New Unique Content

Create and post new unique content 5 days a week is what every successful blogger does as a routine. However, if you can't commit to this, posting at least 1 content per week consistently is a must for a start.

As I am still trying to balance my current job and also starting as a blogger, I practice a post a week. Remember, magazines and newspapers publish consistently and on time. Blogging is no difference except it uses digital platform.

7. Summary of About Me in HomePage

Readers now prefer to connect with real human rather than with a company. This is also the reason why most powerful brands engage ambassadors to represent their brand. They understand the need to feel connected and be treated uniquely.

In internet world, things become more competitive. Your visitors want to know you before decide to continue reading your post. Therefore it is important to introduce yourself on your blog.

Read about me [here](#).

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Step 5: Creating Valuable Content

Just now, we learned that regular posting of valuable content is important to bring people back to your blog and create loyalty. But what does high valuable content mean to your audience?

Content is in fact the foundation to every successful blog. Only content that educates, inspires and solves problems can really bring success to your blog.

There are 3 critical factors you need to consider in the process of creating valuable content that can inspire your audience to share.

- Develop inspiring ideas for your content consistently
- Write compelling headlines that make your audience wanting to know more
- Structure your content to enable excellent reading experience



1. Inspiring Content Ideas

When I first starting this blog, I've problem coming out with inspiring ideas to write. Trust me, I can easily spent whole day thinking of a topic to write and still write nothing. As I go along my online journey, I've discover 8 tips to create inspiring ideas for your blog consistently.

a. Follow influencer/top industry blogs in your niche/industry and see what content they are sharing.

I personally follow Kim Garst and SearchEngineLand as my niche is online marketing and many of my content ideas came from them.

b. Learn the culture of your audience and write in their language then publish at platforms they frequently hangout. For example, people born in the 90's prefer to watch YouTube

c. Create content by interviewing experts in your niche. They can really provide real life inspiring content for your blog

d. Share with people on what to avoid in order not to make the same mistake.

"3 Mistakes I made starting Twitter"

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e. Share content focusing on your customer's successes. This will inspire your audience to pursue their goal. One example is the product review I wrote on [Wealthy Affiliate](#).

f. Include eye-catching image at the very top of your content

g. Turn your text content into video or infographic and share on your blog

h. If you have new idea, immediately create new post on your blog and write the headline so when you are free, you can continue filling up the content

2. Compelling Headlines

Having inspiring ideas for your content is not good enough. You need to attract people to open and read your content by ...

"Creating Compelling Headline"

Statistics shown that nearly 3 times as many people will read your content if your headline is attractive enough for them wanting to know more.



Here are 7 types of compelling headline which I've tested to get your started.

a. How To, Tips & Tricks of a Trade: *How to Lose 10 kgs in 30 days*

b. Fact and Lies: *Little Known Ways to Create An Everlasting Marriage*

c. Promises: *These 5 Simple Methods Will Keep Your Baby Happy*

d. Controversial: *Internet Business is a Myth* ([read here](#))

e. Fears & Problems: *Non-Blogger Youth Lose 61% Of Their Lifetime* ([read here](#))

f. Predictions & History: *10 Predictions for Aviation Industry*

g. Best or Worst: *7 Best Tactics to Improve Your Image*



Here is another headline formula you can use to develop compelling headline

"How To Creatively Write Catchy Headline In 5 Seconds" [\(read here\)](#)

This formula uses a combination of number, adjective and fact/promises/lies to develop headlines that can convert to traffic. Here are some examples where I apply this formula.

- 5 Cleverly Designed Email Marketing Campaign
- 7 Tips To Effectively Grow Your Local Business With Twitter

- 5 Common Mistakes Facebook Marketers Make [\(read here\)](#)

Mastering the skill to headline writing is crucial to improve your blog traffic, Twitter tweets and email marketing.

3. Structure Your Content

Writing compelling headline is only the start of seduction. We are living in an era where attention span is reducing and you really need to creatively engage in content seduction if you want your readers to stay and read the entire article.



To make readers continue reading your content, you need to structure your content to enhance reading experience, continuously entice, tease and intrigue them with more quality information or solution to their problem.

Information your post promised in the headline must be transparent and be made available immediately for your readers' eye to scan the page.

Your readers constantly seek solution to their problem and want immediate, easy to scan answer and not something they need to search for.

Here are some tips on how to structure your content and continuously seduce readers' attention so that they will stay on your blog for longer period.

a. Structure Your Content

Writing an introduction is most probably the next most important element after headline.

Readers make the decision whether to continue reading your article after scanning through your post introduction.



I would say a good introduction is an art rather than science. If you are not artistic enough, there are still some tactics you can follow to create a good intro. Here are some you may want to consider.

- **Write a Quote** - Quotes can make a person think deeper which indirectly entice readers wanting to explore your content. For example:
Do something today that your future self will thank you for.
- **Pose a Question** - Curiosity is part of everyone's life. It is the curiosity that makes us desire to learn more. You can pose a question to engage the mind of your readers.

- **Tell A Powerful Story** - Who doesn't love great stories? This is just so natural since we were born. So, tell a powerful story to captivate your reader.



- **Quote a Fact or Figure** - Have you read the book Gruesome Facts? My son kept reading this repeatedly because the facts and figure presented are just so intriguing.



- **Develop Mental Image**
 - Everybody loves imagination. Who doesn't right? You can create an opening sentence with "Imagine you receive a \$1 billion bank check in your mailbox..."

b. Include Keywords

Including keyword is very important for every blog as you are not writing for your reader but also crawl robots in search engine.

It becomes more important if you want optimize your content to get free traffics.

Be mindful to only include keywords by writing naturally so you will not be penalized by search engines for excessively stuffing keywords.

c. Write Sub-titles

These are your mini-headlines and give readers the teaser that promises more intriguing content if they read on.

d. Include Images

I love to include images such as arrows and circles to show key points in my post. It is indeed worth a thousand words.



e. Include Video and Alternative Media

Some concepts are not easy to explain without video especially those that needs technical explanation or hands-on demonstration. Video can be embedded half-way as you write your content. It is also good because mixed media in a blog is favored by search engines.

f. Do Hyperlink

Many bloggers fail to recognize the importance of inserting hyperlinks to enrich and create depth of its content to make your readers wanting to explore more.

Links at the end of your post is equally important to present relevant information that can be of interest to your readers and make them stay longer on your blog.

"Links can improve search engine result"

Set up the link to open in a new browser window so that your readers can easily go back to the original post.



g. Formatting for Readability

It should always be the last mistake to make readers search high and low for information in your post. Nothing can beat the frustration of repeatedly read a content to search for solution that you need.

So break up your content into readable paragraphs so that it is easy to read and digest.

h. Remember the Closing and Call to Action

Closing is really important to summarize the entire content from the beginning to the ending into 1 or 2 paragraph followed with a call to action.

I always use this phrase as my call to action:

If you have any experience on “Post Headline”, do share with us in the comment below. We would love to hear from you.

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Step 6: Market Your Blog

In this section, I will share with you how you can leverage on social media to drive FREE traffic to your blog and accelerate your blog marketing.

Individual social media platform has its unique form of rich media and should NOT be treated the same.

- Facebook is powered by content shareable by family, fans and friends.
- Twitter is powered by creatively crafted 140 alphabets to deliver timely content
- YouTube fans enjoy entertaining, educational and funny video, mostly preferred by those borne after 90's
- LinkedIn is a professional social media platform that works well with personal branding.
- Never ignore Google+ if you plan to rank on Google. It's a member of Google family anyway.



In this knowledge economy, social media is the fastest way to spread your content globally. Many marketers focus solely on Facebook as it has the most active users in the world.

If you are one of them, then it's time to rethink your social media strategy and start putting your eggs into different baskets to benefit from the synergies it creates.

Here are some tips and tactics on how you can leverage on each social media to improve your online presence.

1. Facebook

As a blogger, it is a fact that Facebook is non-negligible. It is the most effective platform to quickly share your content with the world as it provides bloggers with 1.59 billion active users. So publishing and sharing content on Facebook is vital to succeed in your blogging journey. Here are 7 tips to market your blog on Facebook.

a. Always create a Facebook page for your blog and never attempt to use your individual account as it has limit of 5,000 friends whereby a fanpage can allow unlimited fans



b. Immediately update your Facebook page with rich visual content once you published on your blog

c. Create a custom tab to allow sharing of high quality unique content in exchange for your fan's email opt-in. This can be in the form of video or eBook via a tool - LeadPages.

d. Include Twitter in your Facebook page

e. Respond to all comments on a timely manner

f. Run competition or polls on Facebook

g. Create rich visual inspiration content relevant to your blog to inspire your fans on a daily basis

2. Twitter

Twitter is my favourite social media network even though it is often neglected by many bloggers. Its nature of allowing only 140 characters on a tweet attracts me to be creative with my tweet. Here's how I grow and engage with Twitter followers.

a. Use tool such as Tweepi.com to acquire Twitter followers. It allows you to identify followers of influential bloggers of your niche.



b. Engage with your Twitter followers using [Hootsuite](#) or Buffer via a single dashboard.

c. Automate the re-tweet of other bloggers' or your own content. However, you need to be extra careful with automation as Twitter has strict rules on this.

d. Include #hashtag in your tweet

e. Recycle your content on Twitter as a single tweet is anticipated to have a median lifespan of 18 minutes or lesser. However, take extra care to prevent Twitter from label your content as spam.

3. LinkedIn

This is another social media network that is often neglected. In fact, if you plan to build yourself as a knowledge brand, then this network is extremely powerful. Follow these tips to optimize its effectiveness.

a. Make your account “public” and publish your entire blog posts to LinkedIn

b. Setup a separate LinkedIn profile for your blog and not only individual profile

c. Include a LinkedIn share button on your blog together with other social media buttons.



d. Optimize the usage of “Add an Application” button to integrate blog post feed, Twitter feed and SlideShare into your LinkedIn account.

4. Google+

If you want to rank on Google search engine, this is one social media network you cannot ignore. Currently its demographics consist of mostly male who are tech savvy and educated from the age 16 to 34 who are newer digital adopters. It has several hundred millions of active users despite having 2.2 billion account setup. If you are keen to explore this network, here are some tips you can try.

a. Share your post on this network immediately after you published on your blog

b. Long form content is welcomed on this network as Google also rank Google+

c. Use Google Hangout to engage people in your industry to build long lasting relationship

d. Only use high resolution image on Google+

e. Comment and share other people’s content



f. Include Google+ share button on your blog

5. Pinterest & Instagram

Pinterest was launched at a time when text content dominates social media.

However this image-centric social media network skyrocketed to the top of the charts in not time.

It was initially a female dominated network but after 2014, its gender demographics are now mixed.

One interesting fact about Pinterest is the number of people who actually see your Pins is often far greater than your number of followers, mostly people who share similar interest as you. Pinterest recommend a 20 – 30 Pins per board for best results. This network is most suited for niches in fashion, food and beauty.

Instagram is now part of Facebook's ecosystem of brands that is widely known to effectively humanize a brand. It has become the most important and most used social network for U.S. teens. This mobile photo app can be used to share images on Facebook and Twitter easily



6. Email Marketing

If you are a new blogger, it may be tiring for you to create content for your blog and at the same time build your email list.

"An email list is YOURS"

Regardless of how challenging for you at this moment, building an email list is the one thing that you should start from Day 1.

To get started, you can subscribe to popular email platforms such as [AWeber](#) or GetResponse whereby you can get all the tools to build your list.

Trust me, it is really vital to get this right to make you in better control.

Simply relying on Facebook or Twitter to get traffic is just like giving the control of your business to a 3rd party and survival will be at their hands, but not yours.

Many bloggers use free eBooks or video in exchange for email addresses and I use both.

It is best to place a banner at prominent places such as the top right corner of your blog to optimize visibility of your free giveaways.



You can add more power to this tactic by offering a pop up or opt-in form that hovers around the screen or those that dim your homepage when people visit your blog.

This pop-up called “lightbox” can also be programmed to appear at certain period of time when your readers is on your blog. I use both cheaper yet effective tool which are:

- Magic Action Box
- [Plugmatter Optin Feature Box.](#)

7. Optimizing for Search Engines

Very often, when it comes to driving traffic to your blog, many will choose to use the power of social media as it gives instant traffic.

Peer recommendations can happen when someone likes your page on Facebook, mention your Twitter handle or tags your brand name.

When someone takes these actions, their connections will see them which can help your blog to be discovered.



But on the other hand, think about your habits. What do you do when you are looking for something? Do you go to social networks or do a search on Google, Yahoo, Bing?

In fact, more than 50% of consumer use search engines to help them with product research before making a purchase. This has sufficiently provide a reason for bloggers to work on search engine optimization.

"If you can rank your keyword on 1st page, it's free traffic that you will be getting"

The best is to use both social media and search strategies. Here are some tips to build a search friendly blog.

a. Google loves fresh unique content that is popular and linked to by other bloggers. Create your best content and try to use keyword in your headline, one at the beginning and end of your post respectively.

b. Include relevant tag on your post before publishing so that people can easily find relevant post on your blog

c. Write Meta description that will attract people to click on your link when your page appear on search result.



On www.ClickWebSuccess.com, I use

“All in One SEO”

to expedite all the SEO task mentioned above. You can choose to use the free or paid version and both works very well.

So, other than social media, optimizing you blog for search engines and utilizing email marketing strategy can provide you great marketing mix to achieve maximum result for your blog. Therefore, stay strong with variety and you will soon find your way to blogging success.



Step 7: Monetize your Blog

Creating a blog and drive traffic is just the beginning of living a dotcom lifestyle and many find themselves staying at this stage without progressing to earn a sustainable income.

It is the ability of a blog to convert traffic into paying customers that is most challenging. If you do this well, you will see your income achieve quantum leap.

There are various ways to monetize online. Here are 5 proven ways.

1. Affiliate

Affiliate marketing is the most common and quick way to monetize your blog. I would say this is the most profitable source of income you can get by just promoting products that do not belong to you.

It is basically a reward given to a person for promoting any goods or services to anyone online when this action resulted in a sale made. In this context, reward normally refers to commission.



You can promote affiliate products from popular marketplaces such as ClickBank, ShareASale, Commission Junction, Amazon, JVZoo or many more.

One of the key success factors to high level affiliate marketing is building promotional partnerships with influencers and other bloggers who have huge following online.

Some bloggers with successful track record doing affiliate marketing are Pat Flynn and Jeff Walker.

2. Advertising

Buzzfeed business model is about building massive amounts of traffic and make it attractive for advertisers. To achieve this, you need to produce massive daily content. To let you have better understanding, Buzzfeed produces dozens of content each day using curation technique.

You can also go through 3rd party to earn commission from pay-per-click advertising and get paid for every click a visitor makes on these ads. Just sign up with a provider and place the given code on your blog.



The provider will then sent contextual ads to your site (either image or text based) relevant to your niche. Google AdSense is reliable and the most widely known pay per click advertising provider but difficult to get approved.

Here's how to get Google AdSense approved fast if you want to give it a try ([read here](#)). Other similar provider include Chitika, Clicksor and BidVertiser.

3. Online Courses and Paywall Business Model

Kim Garst is a blogger and influencer in social media marketing who has created and developed online training as her main revenue stream.

Her flagship course is Social Selling Made Simple Inner Circle that includes access to the entire digital library she build over the years using Paywall Business model. This model involves giving people access to certain number of lessons. She is very popular teaching people about Facebook and Periscope.

[Here's one of her course](#) if you are interested to learn Facebook marketing

4. Subscription & Membership

This is the dream model for most bloggers whereby you just need to put in the initial upfront effort and with some maintenance, you are guarantee a consistent, or increasing monthly income.



It is usually a paid monthly subscriptions that allows the person subscribing gain access to the community that provide valuable content or tools on a specific niche in the form of video, text or images.

Kyle and Carson of Wealthy Affiliate monetize using this method. They develop an online community membership platform to create successful online marketers. Few main components offered in this platform include training, tools & software, support & communication, ambassador program and free website. [Click here](#) to read more about Wealthy Affiliate.

5. Speaking

A blog substitutes books as the door opening to more speaking engagements. It is a platform to build awareness and influence of a blogger. Guy Kawasaki uses his blog to promote his speaking and books.

But how can you be a speaker when you are a new blogger? Try speaking free for community or NGOs & get people to video you in action then embed this video into your blog. If you've never done any speaking, make a video so people can see you in front of a camera. With these, you will be on your way to real speaking engagement with a fee.



Step 8: Keep up the momentum

I believe this is the last and most challenging step to follow if you want to succeed online.

Most bloggers start online on a part-time basis, leaving them lack of time and financial resource. It is my innate ability and passion to life-long learning that motivate me to keep up with the momentum.

Throughout my blogging journey, I discover 4 key elements to keep me moving forward and bring me closer to my dream.

Continuous learning – I have to admit that I feed on continuous supply of new knowledge. It doesn't matter whether it is video, text or podcast as long as it provides new ideas to inspire and enrich my blog content.

Speak out – Have you ever encounter some incident where by speaking out, you will automatically be offered opportunities or solution to your problem? Of course, I am not suggesting that you talk to yourself. Find like-minded people and share with them your passion to find new insights to blogging.



Push beyond boundaries –

Sometimes, you just need to push yourself a little bit more to discover new horizons and keep you motivate.

Hangout with positive people –

There are just too many people who will input negative thoughts onto you – those that discourage or pour doubtful messages to you.

Never spent time with these negative souls or you will find yourself burn-out real fast.

Blogging is just like any brick and mortar business – starting the journey is easy but to sustain and grow the business require persistent, lots of deep thinking and action.

Some of you who have read this might just treat this as another reading material but I hope for those who are really serious about becoming a professional blogger, never give up and keep trying.



Finally, here's one platform you can start creating your website for **FREE**.

It is very easy.

Just click the image below, sign up and you are within clicks to creating your profitable blog.



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SUCCESS

ClickWebSuccess.com



I hope this eBook provides you valuable insight on the entire roadmap to blogging success and do leave me a comment on my blog ClickWebSuccess.com if there's anything I can help.

I appreciate your time reading this and wish you great SUCCESS.

Thank You!

Florence Ki
Founder,
ClickWebSuccess.com



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