

How To START A Blog in 15 Mins Step By Step Newbie Guide [2017]: 10000+ Words Guide

Jitendra Vaswani is a professional blogger, speaker and an influential digital marketer. He is the founder of Internet Marketing blog BloggersIdeas.com & Product Founder SchemaNinja.com. He had worked with leading companies like Zopper, Firstcry and Payoneer and helped them establish a formidable online reach. He started with his entrepreneurial journey with his famous blog: BloggersIdeas which is about Blogging, Digital Media and Technology. The blog became an instant success and Jitendra went on to establish his own Digital Marketing Agency called DigiExe.

Based on Jitendra's core principles of living on his own terms, working on what he loves and making the maximum effort every time, DigiExe has leaped forward and helped major online brands generate increased worth.

Jitendra has been featured in



Through this detailed guide on How to Start a Blog he want to help newbies who want to get started in blogging and willing to make money in blogging.

The world of blogging

About 20 years ago the Internet just used to be an informational tool. During those days, when “World Wide Web” was just approaching puberty, websites were simple, basic and provided a one-sided conversation. As time progressed, Internet became evolved into a more comprehensive and interactive mode with the introduction transaction-based websites and online shopping.

Then came the moment when the online world experienced a sudden boost and changed with the evolution of Web 2.0 (the social web). This was the time when user-generated contents became a crucial part of the online world. Today, we have reached a stage where websites provide a two-way

conversation and blogs are taking over. In this detailed guide of blogging you will learn **how to start a blog under 15 minutes in WordPress.**

Internet & blogging today



Over the years, internet has seen an all-time boost with social media platforms like Facebook, Twitter, LinkedIn, etc. taking over the ranks. News, education, entertainment, knowledge, health, etc. have found a new and concrete platform for showcase through Google and YouTube.

The internet has grown faster than ever before and today anyone can build a website for free. Since the late 1990's, blogging has created a new and unique platform to share and spread knowledge and opinion through online contents and posts. It has now become a genuine profession that earns you both income and respect. So much so, that you will find at least one blogger in every 10 people in the population.

If you go out on a survey, you find millions of blogs being created every day across the globe.

A QUICK RUN THROUGH THE GUIDE ON HOW TO START A BLOG

(Tips and tricks)

Once you have read through all the necessary steps and requirements for building your blog, let me take you through a quick and brief run through for revision purposes. The following steps are more of tips and tricks, rather than a typical guide.

- **Choose your website platform.**
- **Get a domain name.**

- Use a cheap and reliable web hosting solution.
- Choose the advertising that is right for your blog.
- Sign up to and use affiliate programs to sell other's products.
- Choose and contact reputed and established potential advertisers.
- Market your services to your readers.
- Use your blogs to deepen existing relation with your customers.
- Write and upload relevant and good quality contents.
- Update and optimize your blog on a regular basis.
- Install and add useful plugins for added features and functionalities.
- Use SEO techniques to attract more visitors and traffic to your blog.

“Feel free to comment down below if you have any kind of doubts or queries. You can even contact me through email(Jitendra@bloggersideas.com) . I will be really glad to guide you through your problems.”

Blogging in detail

With the advent of Web 2.0 and social networking, blogging has gained much popularity. Blogging has become an online diary for thousands of people. It has also had crucial impacts on the worlds of politics, business, and society with their contents. People and businesses are recognizing the power of bloggers as online influencers.

Just for some extra knowledge, there are a few popular and important variations of the term “Blogging” that you should be aware of, if you are thinking to start your own blog.

- **Blogging**

Blogging is simply the act of writing a post for a blog.

- **Blogger**

A blogger is simply a person who writes/creates content for a blog.

- **Blogosphere**

Blogosphere is an online community consisting of blogs and bloggers.

Types of bloggers

There potentially 5 types of bloggers recognized according to the existing trends and technologies today:

- **Hobbyist bloggers**

These people consider blogging as a hobby and blog for fun. Their works mostly include blogs on personal musings, etc. and don't earn an income from it. More than 60% of these bloggers spend less than 4 hours a week on blogging.

- **Part time professional bloggers**

They are people who use blogging to earn a side income and supplement their primary source of income.

- **Full time professional bloggers**

These are people who have taken up blogging as a full time profession and treat it as their primary source of income.

- **Corporate bloggers**

These are people, who blog as a part of their full time job. They can even work full time for an organization. Work from these bloggers make up to almost 8% of the total blogs.

- **Entrepreneur bloggers**

These are people, who blog for a company they own. This is most commonly seen in cases of start up entrepreneurs. Work from these bloggers make up to almost 13% of the total blogs.

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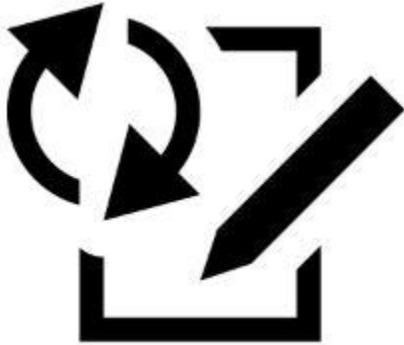
Why is blogging good for business?

Since the past half decade, [blogging has evolved as the next big thing](#) for various start ups as well as for well established businesses. Businesses have taken up blogging and social media as an aid to reach the masses and promote their products and services virally on and through the internet. Here is a comprehensive list of points to prove why blogging is good, or rather great for any kind of business.

- Small businesses and start ups with blogs generate 126% more leads.
- An interesting content is one of the top 2 reasons why people follow brands on social media.
- Over 30% of marketers and companies believe that blogs are the most important type of content marketing.
- More than 75% of consumers today trust advices, information and reviews from blogs.
- Around 90% of consumers find the contents useful and reliable.
- 60% of consumers feel a company's credibility and positivity after reading their site.

- Around 80% of consumers today enjoy reading relevant contents from brands and companies.
- Around 70% of consumers learn about a company through blogs and articles rather than ads.

Blogging: Facts and figures



- Over 6.5 million people across the globe blog on blogging sites.
- Around 12 million people across the globe blog on social networking platforms like Facebook, Twitter, LinkedIn, Tumblr, etc.
- Surveys reveal that people spend around 23% of internet time on blogs and social networking.
- Around 75% of internet users read blogs.
- Around 53% of bloggers from across the globe are between the age group of 21 – 35.
- The majority of bloggers today are women.

[/alert-note]

Top 10 highest earning blogs

Here is an updated list of the top 10 highest earning blogs in the world.

- The Huffington post (Monthly earnings: ~\$2,330,000)
- Mashable (Monthly earnings: ~\$560,000)
- Perez Hilton (Monthly earnings: ~\$450,000)
- TechCrunch (Monthly earnings: ~\$400,000)
- Smashing magazine (Monthly earnings: ~\$190,000)
- Timothy Sykes (Monthly earnings: ~\$150,000)
- Gothamist (Monthly earnings: ~\$110,000)

- Tuts Plus (Monthly earnings: ~\$110,000)
- Car advice (Monthly earnings: ~\$70,000)
- Venture beat (Monthly earnings: ~\$60,000)

If you are reading this guide, then here's why you will find this BLOG setup guide useful.

 <h3>Beginner-Friendly</h3> <p>This guide is very detailed, comprehensive and easy to follow even if you're not tech-savvy.</p>	 <h3>Up-to-Date</h3> <p>This guide is updated weekly to keep up with the latest web design trends.</p>
 <h3>Fast Setup</h3> <p>Within an hour your website will be up and running and is going to be responsive and mobile-friendly.</p>	 <h3>Platform-Specific</h3> <p>Your website will be based on the right platform and in the right way.</p>
 <h3>Guaranteed Results</h3> <p>We guarantee that by the end of this guide you'll have a working website</p>	 <h3>Free Support</h3> <p>We are open for questions. Drop a comment below with your question and we will be happy to help</p>

- This blog setup guide is simple and **PERFECT FOR BEGINNERS.**
- **Direct and easy to understand.** This guide is not complicated and we guarantee you will have a well functioning blog by the end of this guide.
- **This guide is up to date** with the latest facts and trends and is updated on a regular basis.
- **This guide has been created primarily focusing on the WordPress platform** to get you best results.
- **Help on demand.** Contact me via email or drop your comments down below. I will be glad to help you with your queries.
- **IT IS FREE!**

Steps to build a blog



Just like any other normal web site, there are various steps and requirements to create a blog. In this guide, I have compressed that list of requirements into 3 major steps with all other general steps revolving around it. So let's jump right into it without any further ado.

- **Step 1: Choose your website platform.**
- **Step 2: Choose a domain name and hosting.**
- **Step 3: Customize and tweak your website.**

A blog is just another type of web site which requires a basic set up platform, domain name, hosting and customizations. Once you've set up these things, it's your choice to make it a blog or an online store.

Step 1 : Choose your website platform

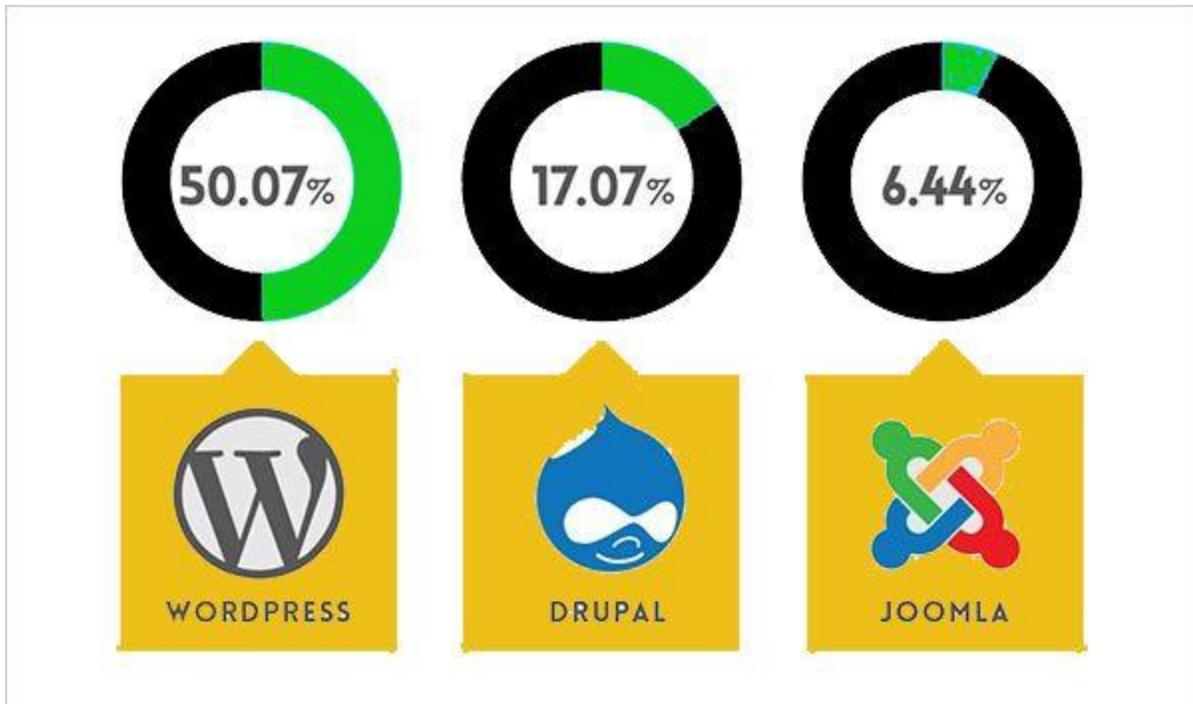


The first thing you need to worry about is deciding what platform you're going to build your website with. You should preferably choose a user-friendly platform for building your website and managing your own online content.

A [Content Management System](#) (CMS) or website building platform has made website building accessible to literally anyone and allows you to create your website and handle it instead of using a bunch of loose HTML pages.

There are numerous website building platforms in today's date, each having varying difficulties, functions and features. Here is a percentage breakdown of the most popularly used website building platforms today.

WordPress is clearly the most preferred and used website building platform and leads the chart by a huge margin. Let me list down the key factors that give WordPress such a comprehensive lead over other rival platforms like **Drupal** and **Joomla**. There are a bunch of advantages to be pointed out.



- **It's totally free.**

Anything that's free, garners massive attraction. WordPress is no exception. You will not have to worry about creating a paid account for it. You won't have to pay any downloading or installation cost. **IT'S COMPLETELY FREE.**

- **Highly customizable and easy to use.**

WordPress is the easiest platform I've worked with. It has an easy user interface and is highly flexible and will suit everyone's purpose. When it comes to customization, WordPress offers a huge community who have designed attractive themes, layouts and templates to choose from, to beautify your website.

- **Beginner friendly.**

It's more important to be "Beginner friendly" than being "User friendly". WordPress has an entire collection of useful and free plugins that enable you to handle any type of site you wish to create. "Plugins" enable you to add contact forms, subscription forms, image galleries, etc. and offer a more interactive set up to your website.

- **Great for both, small and large websites.**

WordPress can easily handle light sized blogs to large scale business websites and online stores. In fact, **WordPress is used by large scale sites like eBay, Mozilla, CNN and even NASA.**

- **Responsiveness and compatibility.**

Once you build a website, you would want it to function on almost every mobile device possible. Websites built through WordPress are responsive and work on smartphones, tablets and every mobile device.

- **No coding required.**

You don't need any technical coding to create a website on WordPress. Perhaps this is the prime reason why WordPress is the most preferred website building platform today.

- **Best SEO**

WordPress provides you the best search engine optimization (SEO), which makes your website **more likely to attract more customers.**

[alert-success]

WordPress though is **NOT THE ONLY OPTION** to create a website. Choosing a platform depends solely on your knowledge, preference and comfort.

Drupal is a powerful platform popularly used by experienced coders and web developers. It relies on a lot of basic understanding of HTML to create any substantial content. Unless you are some IT geek or a software professional, **I would strongly suggest not to use Drupal.**

Joomla is a website building platform that is one of the best for developing E-commerce websites and does have some user-friendly elements as well. **In terms of difficulty, Joomla falls somewhere between WordPress and Drupal.** It is an easy platform to work with, but you will need a little knowledge on technical coding to make your website work the way you want through this platform.

So if you are a beginner and do not want to get into any coding hassles and complex technicalities, I would suggest you to stick to WordPress.

[/alert-success]

Step 2: Choose a domain name and hosting

Step 2 puts in front 2 important requirements for the proper existence and functioning of your website:

- **A domain name (Something like yourblogname.com)**
- **A host (To connect your site to the internet)**

A domain name is simply the web address that you will type into the search or URL bar to navigate to your site. It will be your personal blog address where people find you over and over again. It defines the very existence and identity of your website.

A domain name can be chosen by either purchasing your own custom domain name through your preferred website builder, or you can purchase it on your own through online domain registrars [GoDaddy](#) or [NameCheap](#).

A host is a medium that connects your website to the internet server. Having a hosting server will make your website load quickly and people can access it easily. Without web hosting, you'll be unable to use your domain.

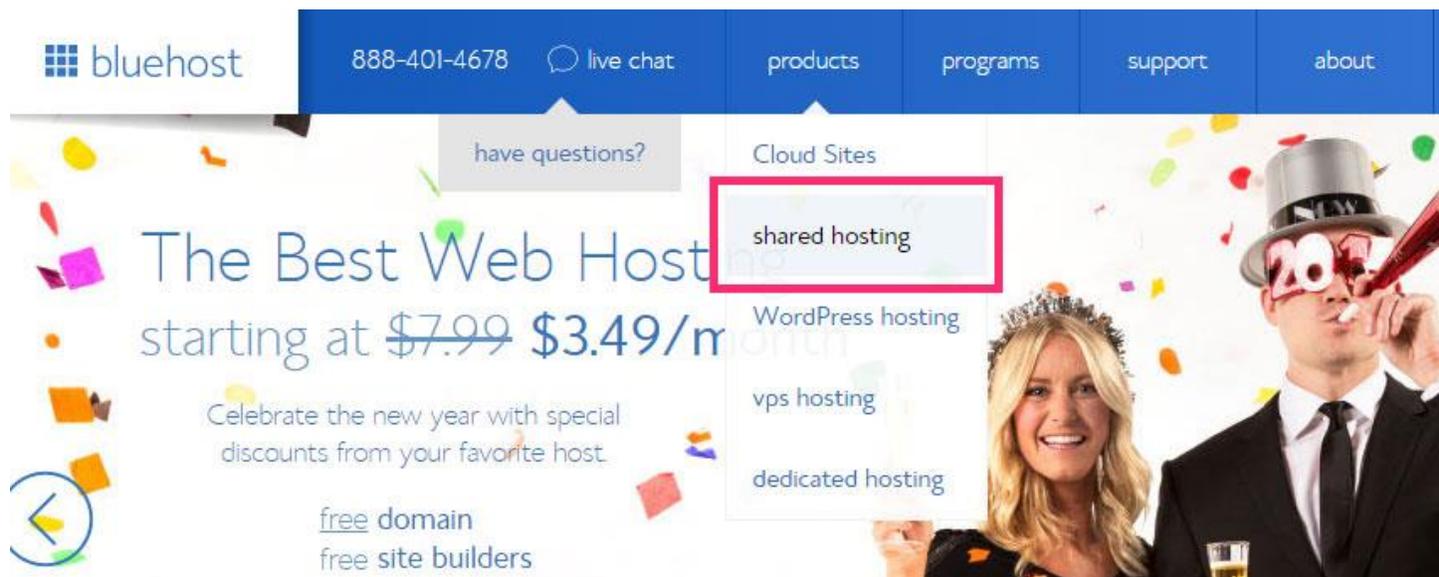
I would strictly suggest NOT TO create a "FREE" website/blog as it has a list of disadvantages that will put you down.

- Free websites are owned by the provider, NOT YOU.
- Such websites can be taken down any time without prior notice.
- The provider will put their own ads on your site.
- You can't make money from a free website.

Where can I get my domain name and hosting?

If you search on the internet, you will find there are countless authorized and reliable sites on the internet from where you can get your Domain name and hosting. But if you ask me to pick one out of the lot, my personal preference would be www.Bluehost.com

Why Bluehost.com?



[Bluehost](#) is an online hosting and domain registrar that offers hosting at reasonable and pocket friendly costs just around **\$2.95 - \$3.49 per month** and they even offer you a **FREE** domain name. Their hosting management is seemingly one of the best I have come across. On the technical front, [Bluehost](#) provides

and offers unlimited storage & bandwidth. **I always prefer buying my hosing and domain from Bluehost for my various projects.**

[CLICK HERE TO START WITH BLUEHOST WITH 2.95\\$ PER MONTH](#)

Once you are done buying a domain name and hosting, you will also be provided with a personal email account(s): you@yourblogname.com specifically for your website. Email accounts like these, offer a far more professional approach to your business.

You may even try to host your site by yourself, but that may turn out to be a very complicated and time consuming process. Hence it would be rather better and sensible for you to save some time and money and get a proper host that meets your Website requirements.

How do I choose a domain name?

sign up now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices.

We appreciate your business and look forward to a great relationship.

new domain
Help me get my free domain!

MyBlogName .com ▼
Type your domain name above

next

i have a domain name
I want to signup with my existing domain

Type your domain name above

next

Like I mentioned earlier, a domain name defines the identity of your website. You should always think of a domain name that is **SIMPLE AND DIRECT**. People should be able to easily find your site and remember the name so they can share it with others.

Your domain name must.

- Be relevant to your business/service.
- Justify and reflect the idea and purpose of your website.
- Be easy to remember.
- Be simple and direct.

If you are creating a website for non-commercial activities like broadcasting views and contents through blogging, then the domain name of your website should be something like **Yourname.com** or **Yourblogname.com**

NOTE:

Always remember to secure your domain name and web hosting before you continue with your website setup. This process is called Domain Privacy Protection (DPP). It hides your registration information in the “whois” database. It is worldwide database that everyone has access to.

I would strongly recommend this if you want to keep yourself secure and anonymous. [Bluehost.com](https://www.bluehost.com) allows you to do this without any hassle.

Setting up WordPress and customizations

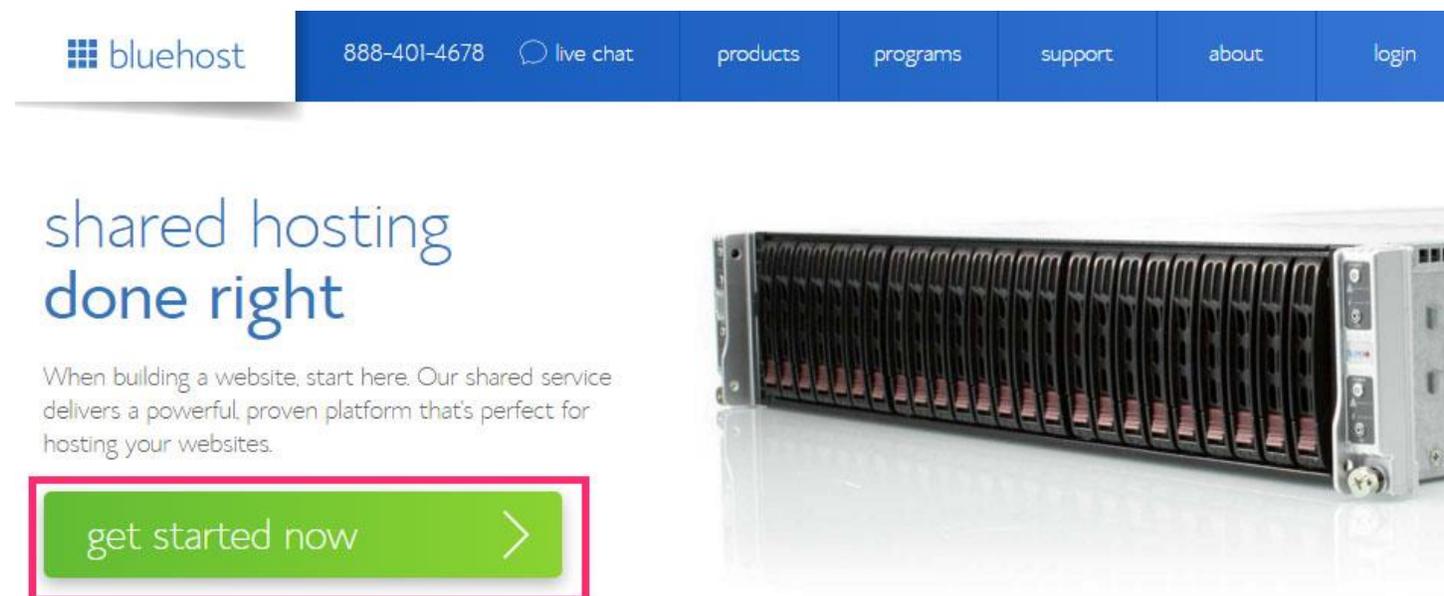
Step 1 and 2 described the basic foundation of your website/blog. Now let’s get it up and running. The next important thing you need to do is set up WordPress by installing it to your domain.

This can be achieved in two ways. One is very easy and direct, while the other one is very hard and complicated.

- **One-Click installation**

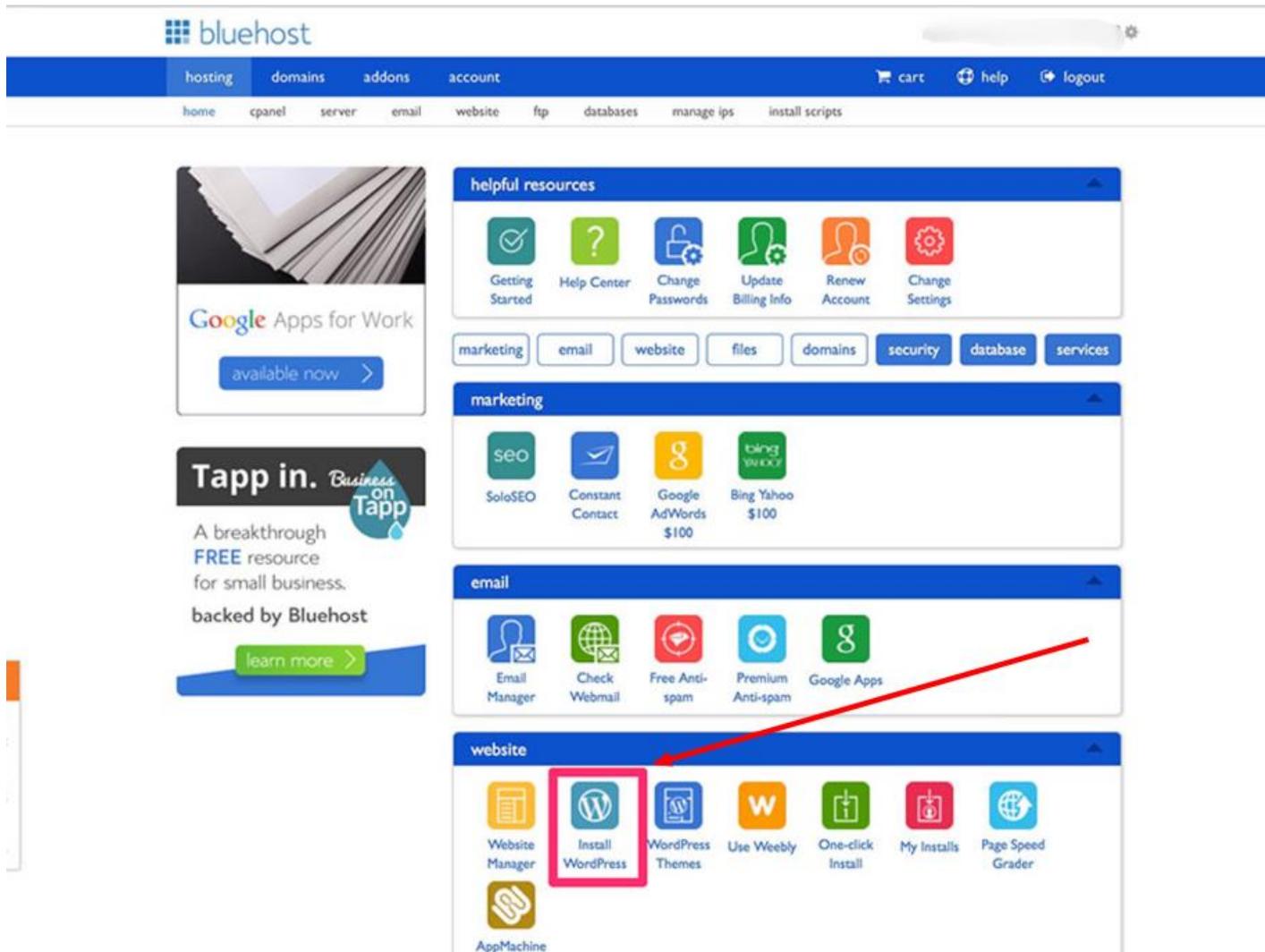
It must be clear from the name itself that this process is a direct and quicker way to install WordPress into your domain. Most hosting websites **offer integrated “One-click installation” options to make the installation process faster.**

- You will need to visit [Bluehost.com](https://www.bluehost.com) (Or your chosen hosting site) and log in to your account to **get started.**

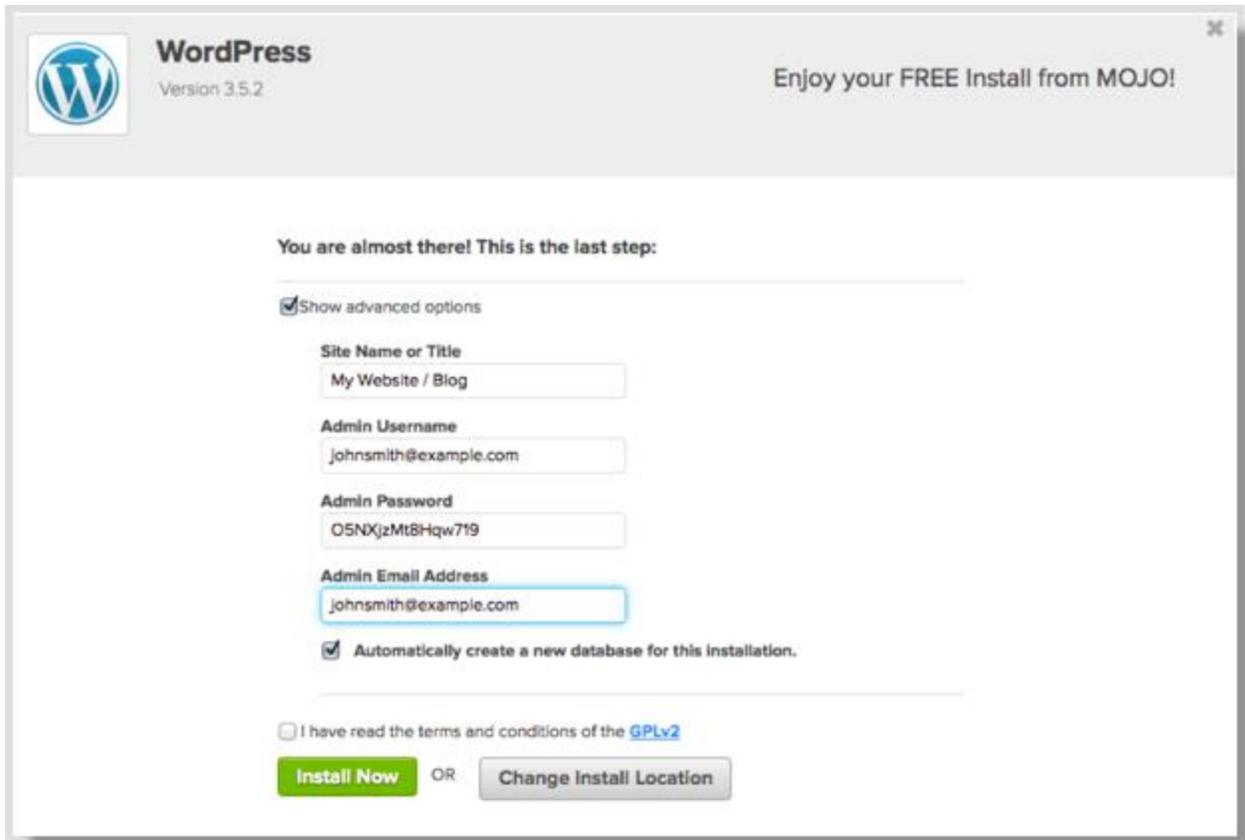


The image shows a screenshot of the Bluehost website. At the top is a blue navigation bar with the Bluehost logo on the left and links for '888-401-4678', 'live chat', 'products', 'programs', 'support', 'about', and 'login' on the right. Below the navigation bar, the main content area features the text 'shared hosting done right' in a large, blue, sans-serif font. Underneath this text is a smaller line of text: 'When building a website, start here. Our shared service delivers a powerful, proven platform that's perfect for hosting your websites.' At the bottom of this section is a prominent green button with the text 'get started now' and a white right-pointing arrow. To the right of the text and button is a photograph of a server rack with multiple server units and a cooling fan.

- Head to the cpanel (Control panel)

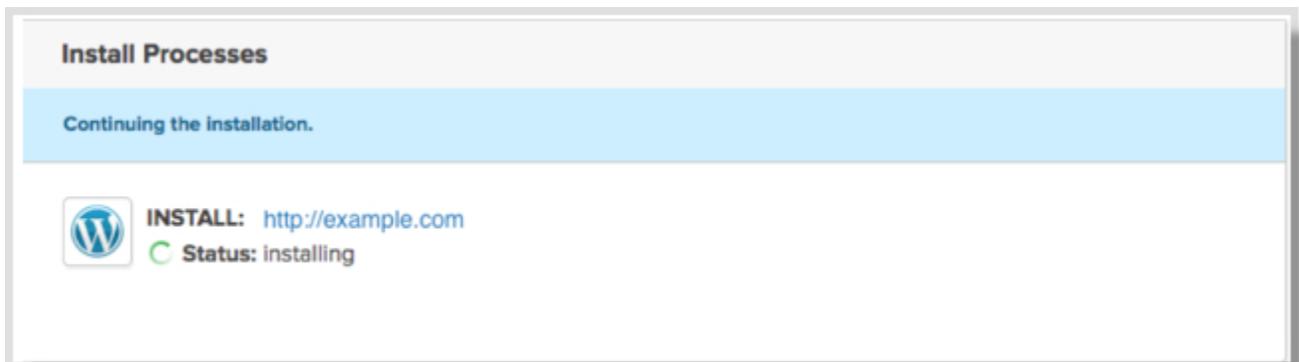


- You will find the “WordPress” icon.
- Choose your domain where you want to install your website.



The image shows a WordPress installation window titled "WordPress Version 3.5.2" with a sub-header "Enjoy your FREE Install from MOJO!". The main content area says "You are almost there! This is the last step:" and includes a "Show advanced options" checkbox which is checked. Below this are four input fields: "Site Name or Title" (My Website / Blog), "Admin Username" (johnsmith@example.com), "Admin Password" (OSNXjzMt6Hqw719), and "Admin Email Address" (johnsmith@example.com). There is also a checked checkbox for "Automatically create a new database for this installation." At the bottom, there is an unchecked checkbox for "I have read the terms and conditions of the [GPLv2](#)". Two buttons are present: a green "Install Now" button and a grey "Change Install Location" button.

- Click on the “Install now” button.
- You will now get access to your WordPress website.



The image shows a WordPress installation progress window titled "Install Processes". A blue banner at the top says "Continuing the installation." Below this, there is a WordPress logo followed by the text "INSTALL: <http://example.com>" and "Status: installing" with a green circular progress indicator.

- **Manual installation**

In some really rare and mysterious cases, a hosting site does not provide the “One-click installation” option. In such a situation, manual installation shall be used.

Manual installation is also possible if you are unable to go for the “One-click”. This process though is needlessly complicated, but it has to be followed when needed. Here is a quick guide on how to go ahead with it.

- Download WordPress from here: <http://wordpress.org/download>
- Create a new folder on your desktop and unzip WordPress in it.
- Look for a file named *wp-config-sample.php*
- Rename it to: *wp-config.php*
- **Open the wp-config.php** and fill the following lines:
 1. `define('DB_NAME', 'database_name_here');`
 1. `define('DB_USER', 'username_here');` – Enter your hosting username
 2. `define('DB_PASSWORD', 'password_here');` – Enter your hosting password
- Now save the file after making the above changes.

[CLICK HERE TO START WITH BLUEHOST WITH 2.95\\$ PER MONTH](#)

Now, let's get you in with the login process.

- Go to **com/wp-admin**
- Enter your username and password which you used to create your WordPress account.



Username

Password

Login form protected by [Login LockDown](#).

Remember Me

- The first page that will load up for you will be showing your WordPress admin menu.



Dashboard

Home

Updates

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Dashboard

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

[Customize Your Site](#)

or, [change your theme completely](#)

Next Steps

[Write your first post](#)

[Add an About page](#)

[View your site](#)

At a Glance

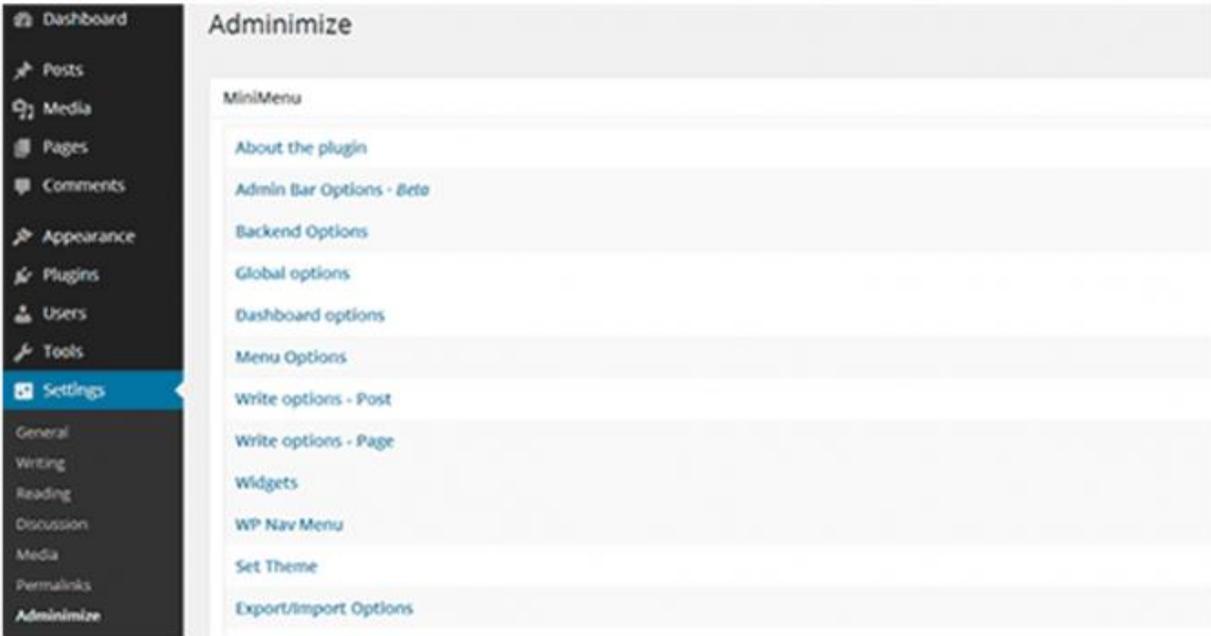
[39 Posts](#)

[19 Pages](#)

[30 Comments](#)

WordPress 3.9-beta3-27857 running [Twenty Fourteen](#) theme.

General settings and customizations

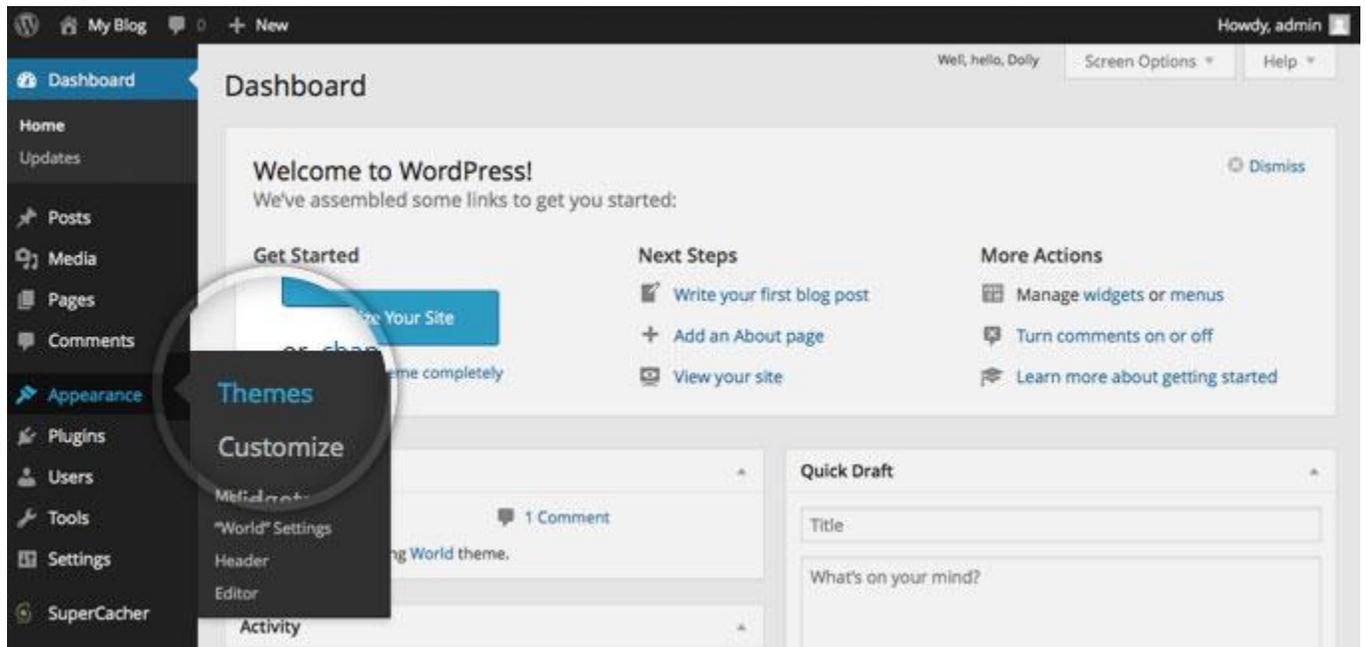


You will find a list of various options in the menu sidebar to click and explore, but for now, let me take you through the initial customizations and settings.

Let us start with applying a theme to your blog.



- Scroll down the dashboard to find the “Appearance” option.
- Click on “Themes”



- Now click on the “Add New” button on the top and choose from the various themes displayed. You can even search for themes according to your preference.
- After you have chosen your preferred theme, install it and activate it.

Background customization

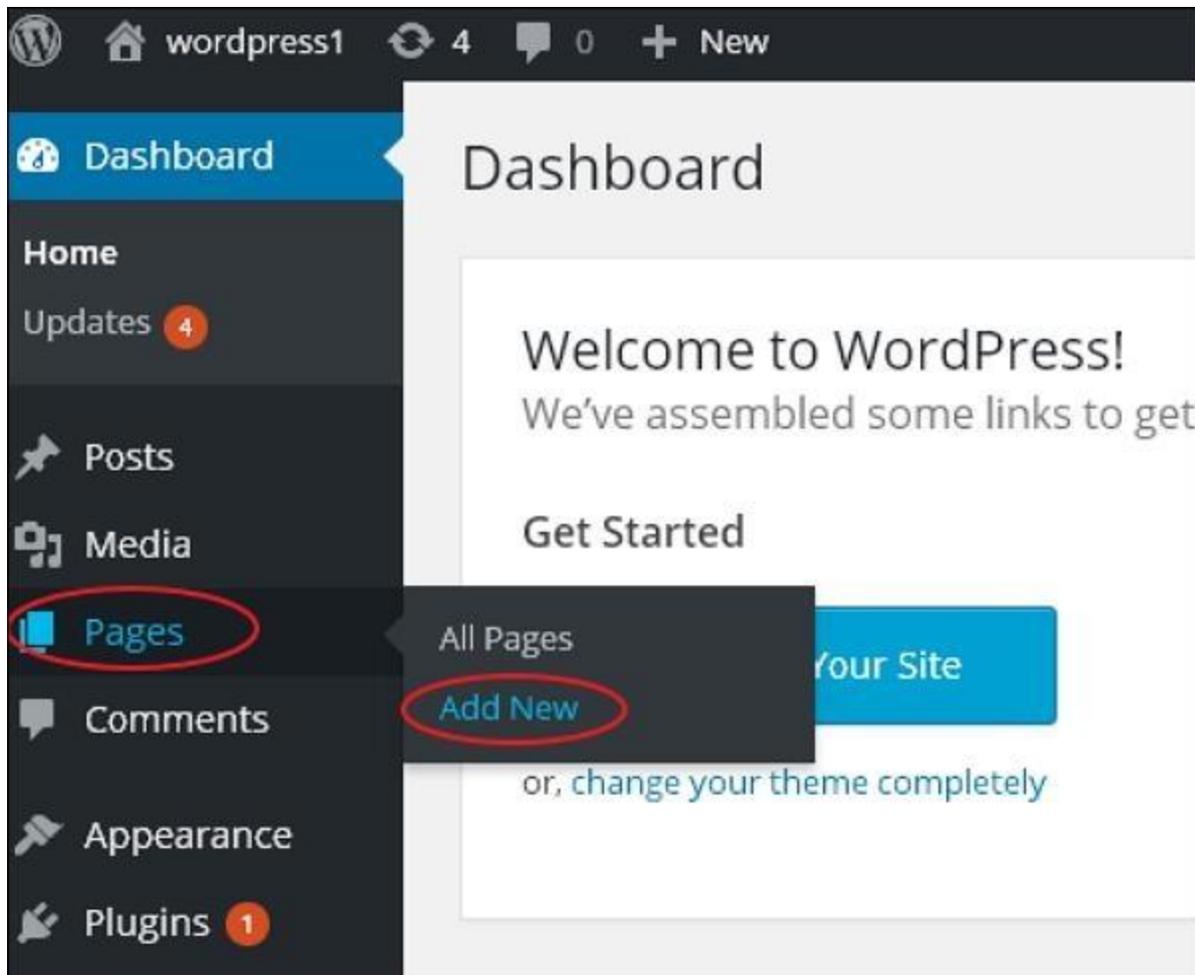


Background selection is something very closely related to theme selection. They are like cousins to each other. An attractive website background always attracts more visitors to your site. If you want your website to create a nice visual impact, then you can use an attractive background image.

But if you want to emphasize the readability of your website, then you should simply opt for a plain colour which is appropriate for any blog.

How do I create pages for my blog?

WordPress allows you to add pages to your blog according to your preference. You should add pages to your blog that are relevant and make sense. Pages like a “Services” page, “About me/us” page, “Contact me/us” page, “Contents” page, etc., all can be added to your blog.



- Just go to the “Pages” option in the dashboard side menu.
- Bring your cursor over it and click on “Add new”.
- When you do so, it will open up a blank screen that looks similar to what you have seen and used in Microsoft Word.
- You can add text, images and more to build the page the way you want, and then save it when you’re done.

Create your homepage

A homepage is the face of a website or blog. It makes your website look more organised and acts as a neat entrance to your blogs and posts. If your website doesn’t have a homepage, then your posts will show up there each time create one. This looks kind of untidy and unprofessional.

Creating a homepage for your website involves 3 very simple steps. Here’s how you can do it.

- Go to “Settings” and then “Reading”.

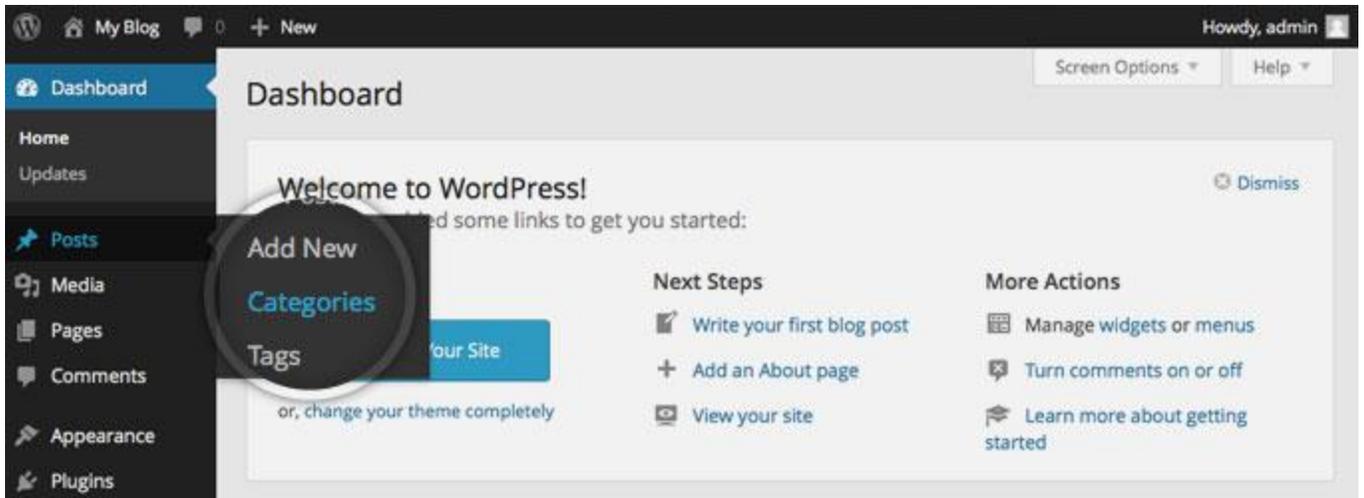
- You will find two options for creating pages. **Front page is your home page and Posts page is the page for your blog.**
- Choose the page you want to add.

The screenshot displays the WordPress 'Edit Page' interface. On the left, a dark sidebar contains navigation options: Dashboard, Posts, Media, Pages (highlighted), All Pages, Add New, Portfolio, Comments, Contact, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Edit Page' with an 'Add New' button. Below the title is a text input field containing 'Home'. Underneath, the 'Permalink' is shown as 'http://localhost:8888/wordpress/' with a 'View Page' button. A toolbar includes an 'Add Media' button and various text formatting options: bold (b), italic (i), link, quote (b-quote), delete (del), insert (ins), image (img), list (ul, ol, li), code, more, and close tags. The editor area is currently empty. At the bottom of the editor, it shows 'Word count: 0' and 'Last edited by Michael on Apr 30, 2015 at 8:36 am'. On the right sidebar, the 'Page Attributes' section is visible, with a red arrow pointing to the 'Template' dropdown menu, which is currently set to 'Homepage'. Other options in this section include 'Parent' (set to '(no parent)'), 'Order' (set to '0'), and 'Need help?'.

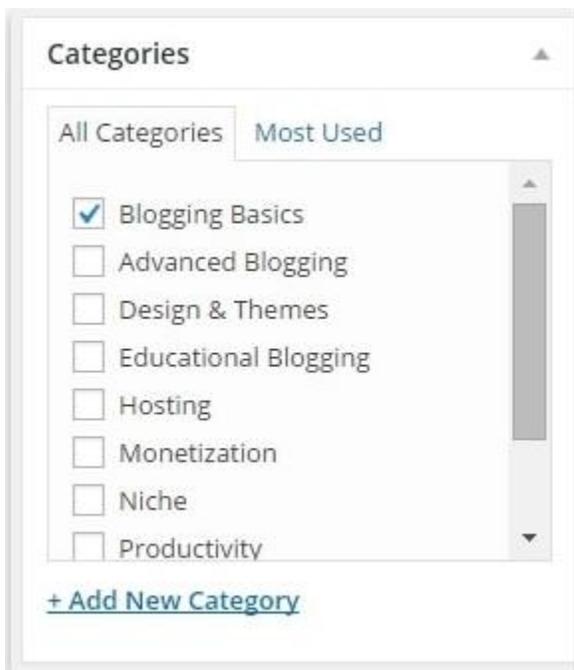
How should I add posts to my blog?

Once you have learnt how add a page to your blog, **now let's learn how to add some posts and edit them.** There is nothing to tricky about this. The first thing you need to do is **decide the appropriate category of the post** you are going to write. Your blog posts can be organized into different categories based on the topic you are writing on.

- **To add categories for your posts, just go to "Posts" and then "Categories".** You can add as many categories as you want to this list according to the contents you come up with as your blog matures.

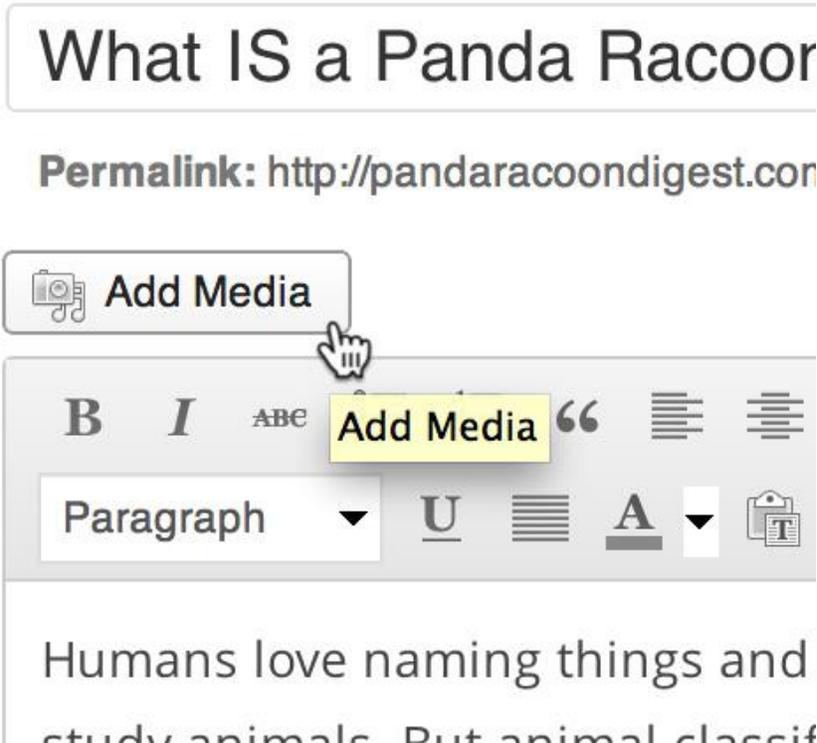


- You can also choose to add your categories **after you are done writing** your entire post.
- Check the proper box in the categories section when you are finished writing your post.



- Every post you write keeps getting saved automatically after every change you make. But I would still recommend you to manually save your draft changes after every update.

Adding media to your posts



Posts having images and media are catchy and can easily attract audiences. A good content should always have relevant media and images along with it to keep readers engrossed and let's them relate to your posts easily. Images also make your posts more understandable.

Here's a full list of files supported by WordPress that can be uploaded to your posts:

Images

- .jpg
- .jpeg
- .png
- .gif
- .ico

Documents

- .pdf (Portable Document Format; Adobe Acrobat)
- .doc, .docx (Microsoft Word Document)
- .ppt, .pptx, .pps, .ppsx (Microsoft PowerPoint Presentation)

- .odt (OpenDocument Text Document)
- .xls, .xlsx (Microsoft Excel Document)
- .psd (Adobe Photoshop Document)

Audio

- .mp3
- .m4a
- .ogg
- .wav

Video

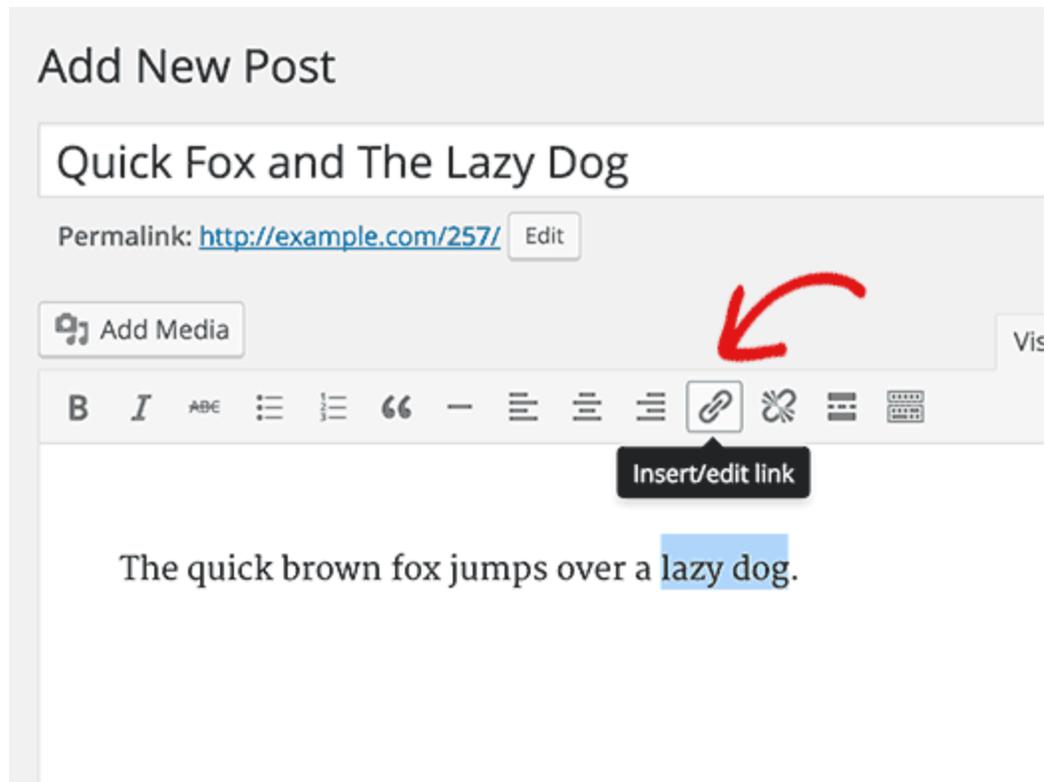
- .mp4, .m4v (MPEG-4)
- .mov (QuickTime)
- .wmv (Windows Media Video)
- .avi
- .mpg
- .ogv (Ogg)
- .3gp (3GPP)
- .3g2 (3GPP2)

NOTE:

Always remember add an image title, a description and caption to the image. But it's more important to add an "Alt text" to it. **This helps search engines identify your images.**

Adding links to a post

It is always necessary and recommended to insert useful and relevant links into your posts. These are called "Chain links" and are often required to provide an extension to your research and knowledge by adding video links, news links, links to other well recognized blogs and many more.



It's easy! Simply click on the "Chain link" icon in the tool bar to insert a link into your post.

DO NOT add unnecessary or extra links. The links you add should be relevant to your content and must help enhance the readability of your posts.

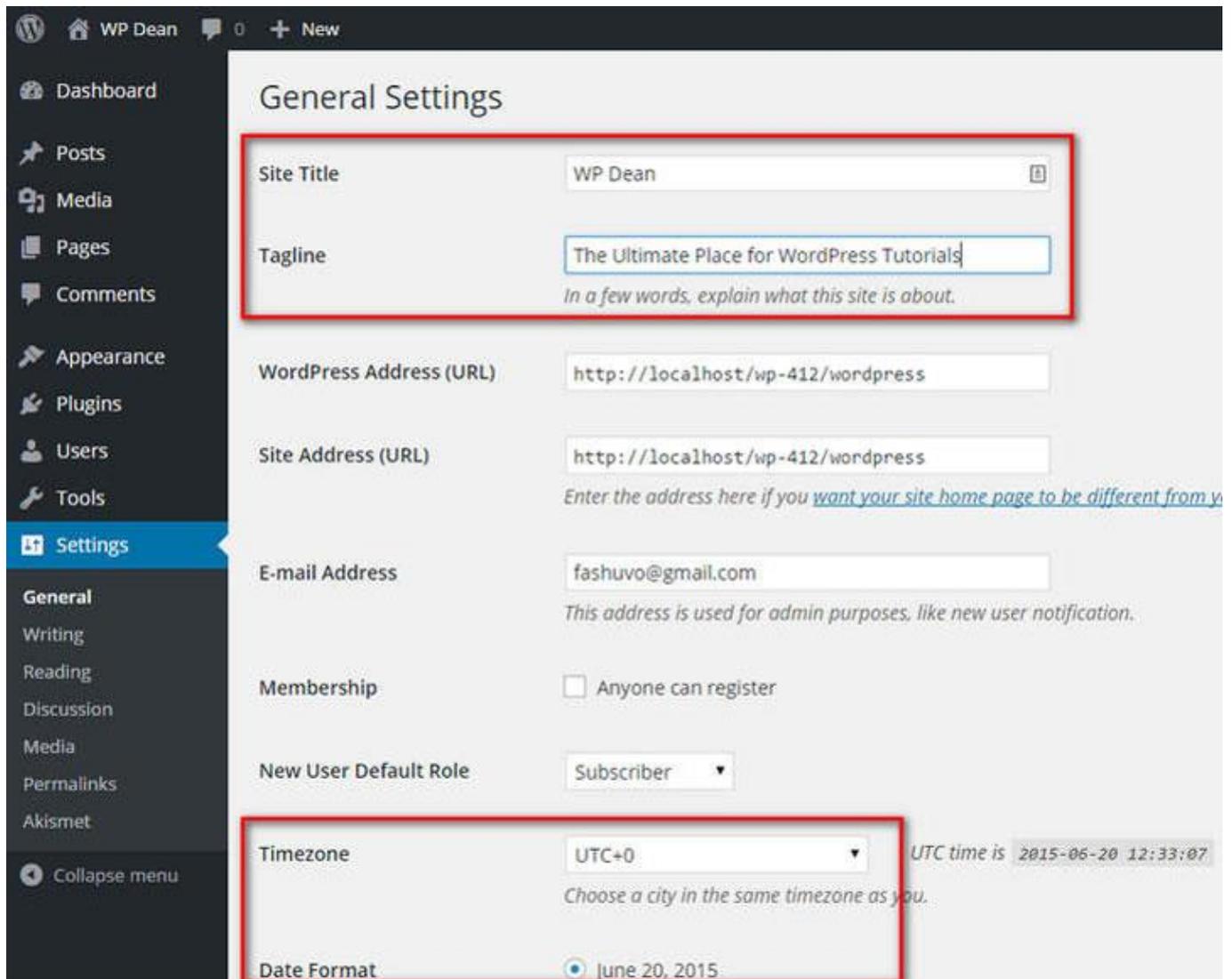
Page title/Site title setup

A page title will be what people see on search engines when your site or its pages show up in the search results. You should always remember to use the appropriate keywords for the page title of your website. Make sure to keep it **SIMPLE AND DIRECT**.

Taglines

A tagline is added to the page title to simply add a little more meaning to it.

You can manage both your page title and tagline by heading to **"Settings", then "General"**.



The image shows the WordPress dashboard's 'General Settings' page. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings (highlighted), General, Writing, Reading, Discussion, Media, Permalinks, Akismet, and Collapse menu. The main content area is titled 'General Settings' and contains several configuration fields:

- Site Title:** WP Dean
- Tagline:** The Ultimate Place for WordPress Tutorial[s]
In a few words, explain what this site is about.
- WordPress Address (URL):** http://localhost/wp-412/wordpress
- Site Address (URL):** http://localhost/wp-412/wordpress
Enter the address here if you want your site home page to be different from y...
- E-mail Address:** fashuvo@gmail.com
This address is used for admin purposes, like new user notification.
- Membership:** Anyone can register
- New User Default Role:** Subscriber
- Timezone:** UTC+0
Choose a city in the same timezone as you. UTC time is 2015-06-20 12:33:07
- Date Format:** June 20, 2015

Enabling/Disabling comments

Comments are a very integral part of any website. It gives a more interactive feel to your website, be it a blog, niche website or even an online store. Allowing your readers to post comments often lets you know how good or bad your post is. Comments also help in improving your future posts and website optimizations, based on the views and opinions from viewers. It is a useful way to stay in touch with your readers.

Discussion Settings

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks)
- Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Other comment settings

- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments levels deep
- Break comments into pages with top level comments per page and the comments should be displayed with the comments at the top of each page

While many find having people commenting on their posts pretty useful, some may not want people commenting on pages or posts. Access to settings for comments can be easily found in the WordPress menu. Just click **“Settings”, then “Discussion”**. **Now check or uncheck the “Allow Comments” option according to your preference, whether you want to enable or disable comments in your posts.**

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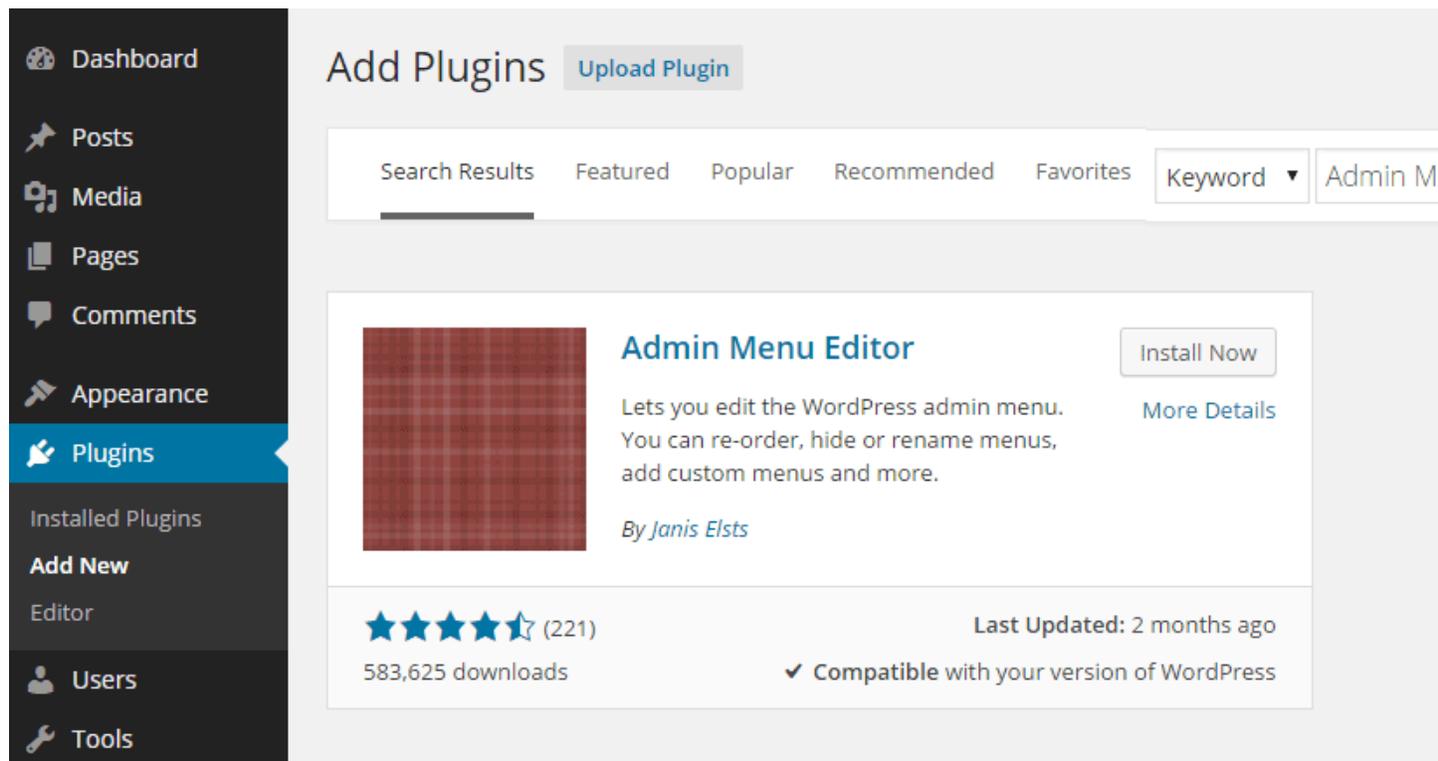
How to Add Plugins In WordPress

What is a plugin? Why is it important?

Plugins are codes that will enable your website or blog to perform various functions. If you want to add more features and optimize the functionality of your website, then adding plugins is a must. These are simply extensions that allow you to enhance the capabilities of your website.

If you install plugins, you will be able to get your website to do what you want to. Plugins are very useful for almost everything including adding photo galleries and submission forms.

How do I install and add plugins?



If you want to start adding new plugins to your website, you will need to first install plugins.

- Go to “Plugins”, then “Add new” and start searching.
- You will find over thousands of plugins to choose from. Once you have found the plugin you like, just click on “Install”.

There will be hundreds of different plugins that can perform the same function. To help you save some time in choosing and installing the ideal plugins, here is a list of the most popularly used plugins bloggers use today.

1) Yoast SEO (WordPress specific)



This plugin allows you to edit your title tags, meta descriptions and a lot more before publishing the post. All this can be done from within the page itself.

2) Google analytics

A screenshot of the WordPress.org Plugin Directory page for the "Google Analytics Dashboard for WP" plugin. The page shows the WordPress.org logo, a search bar, and navigation links. The plugin's title is "Google Analytics Dashboard for WP". It features a line graph showing traffic trends and a world map. The description states: "Displays Google Analytics reports and real-time statistics in your WordPress Dashboard. Inserts the latest tracking code in every page of your site." There is a "Download Version 4.4.7" button and a list of links for Description, Installation, FAQ, Screenshots, Other Notes, Changelog, Stats, Support, Reviews, and Developers.

This is a very important tool if you are interested in tracking the visitors/traffic to your website or blog. You will just need to do is install the plugin and link it to your Google account.

3) Backupbuddy



Helps you create an automatic backup for your website or blog. It offers you 1 GB of free cloud storage to store your backups.

4) W3 Total cache



Helps optimize the speed, performance and functionality and also provides advanced control options to your website.

5) Floating social bar



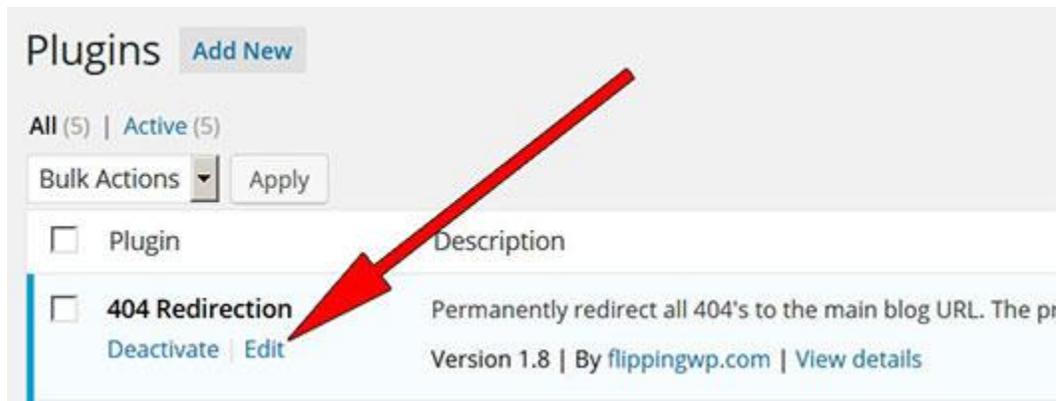
This plugin will let you add share buttons for social media like Facebook, Twitter, LinkedIn, etc. FCB will be very crucial for publicity of your blog or posts to various social media platforms by your visitors.

6) Disqus



If you are blogging, then you are bound to have a number of comments and opinions posted by your readers on your posts. Disqus helps manage your posts when a large amount of comments drop in. It also provides a voting system for displaying the top comments.

7) 404 Redirection



This plugin simply helps redirect broken pages back to your homepage.

These plugins will help expand your site's features and give you new and enhanced capabilities for a better and smoother growth of your website.

Also read:

[Top 5 WordPress Plugins To Make Your Website Responsive](#)

[Top 12 WordPress Plugins for Your Business Blog](#)

[Top 20 Best WordPress Plugins List You Must Have](#)

Things to do AFTER your blog is ready

Once you have set up your blog and learned the basics, let's take a look into some important things to do post set up. **These points will be crucial, if you want to make your blog a success.**

Create an "About me" page

The screenshot shows the WordPress 'Edit Page' interface for an 'About Me' page. The page content includes a header 'Jitendra vaswani Bloggersideas', a paragraph about the author's background and experience in digital marketing, a list of specialties, and a short bio. Red arrows point to the 'Edit' button and the author's name in the header. The right sidebar shows 'Publish' and 'Page Attributes' sections.

This page simply tells your readers about the creator or author of the website or blog. It is usually the most visited page in a blog, so you better put some brains and efforts in making this perfect.

- Your “About me” page should be attractive and grab the attention of your readers. Try opening the page with an interesting header instead of the typical and boring “About me/About us” headline.
- Highlight important and relevant points, terms or sentences in the content to keep your readers interested and engrossed.
- Add relevant and interesting photos, videos, snapshots, etc. from behind the scenes to make it look more personable and presentable. **People should be able to connect, relate and be inspired by this content.**
- Add some snapshots from social media platforms showing people sharing and commenting about you, your blog and your work. This will add leverage to your credibility and buy the trust of your readers.
- Add a simple and short bio/description about you, your life along with a nice photograph of yours.

- Focus on telling your readers **WHY YOU DO IT**.
- Don't try to be over creative with your language and grammar. **Just write the way you talk**.
- **Keep the content DIRECT AND RELEVANT**.

Create a “Contact me” page

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Contact Me'. The page content includes a greeting 'Hi,', a paragraph about contacting the author, a signature 'Jitendra Vasirani', and a heading 'BloggersIdeas No.1 Recommended Hosting' with a video player below it. Two red arrows point to the 'Add Contact Form' button in the top toolbar and the signature text in the main content area.

Once you are done with the ‘About me” page, it’s time to set up your “Contact me” page, so that people can contact you.

For this, you will need to **install a plugin called “Contact form 7”**. This plugin allows your visitors to contact you with their doubts, queries or collaborative projects. They can fill in the form and send you an email without logging into their own email provider.

I have described how you can install and add new plugins in the “How do I add and install plugins?” section above.

- Once you have installed and activated the plugin, you will find a new “Contact” area in the WordPress side menu.
- Click on it and choose “Add New.”
- It will open up a coded form in the “Text format”.

Form Mail Messages Additional Settings

Form

text email URL tel number date text area drop

submit

```
<p>Your Name (required)<br />
  [text* your-name] </p>

<p>Your Email (required)<br />
  [email* your-email] </p>

<p>Website<br />
  [url url-583]</p>

<p>Subject<br />
  [text your-subject] </p>

<p>Your Message<br />
  [textarea your-message] </p>

<p>[submit "Send"]</p>
```

- Your default contact form will include these fields:
- Your Name (Required)
- Your Email (Required)
- Subject
- Your Message

Your Name (required)

Your Email (required)

Subject

Your Message

Send

- Fill up this form and click on “Send” to get it approved.
- **Once this is done, you need to add this contact form to your blog.**
- After you have saved your contact form, you’ll notice a short code show up directly below your contact form’s title. **Copy this code.**

Contact form saved.

Contact Form

Copy this shortcode and paste it into your post, page, or text widget content area.

```
[contact-form-7 id="481" title="Contact Form"]
```

keys switch panels

Form Mail Messages Additional Settings

Form

text email URL tel number date text area dr

submit

```
<p>Your Name (required)<br /> [text* your-name] </p>
```

- Now navigate to the page you want to display your contact form on.

- Place your form where you want it to show up. Just right-click, and click on “Paste.”
- You can even choose to add your contact form as a widget. Just head to the widgets section in your WordPress side menu.
- **Go to “Appearance”, then “Widgets”.**
- Now from the list of available widgets, choose “Text,” and then add the widget to according to your preference.
- You can add your contact form as a widget in your sidebar or footer.
- Regular redesigning and optimizations

Redesigning a blog does not necessarily mean rebuilding it from scratch. It simply means you should make useful changes and facelifts on a regular basis. This includes minor changes like color, themes and templates to major changes like changes in logo, user interface, website plugins, SEO, and regular up-gradation of your blog contents.

If you want to keep your blog up to date and running, then you yourself as a blogger need to remain updated with the latest in trends and technology.

Audiences are always eager and curious to see something new and attractive. You should enhance your blog in such a way that it creates a positive visual impact on the viewers. Blog optimization is not just limited to beautification of your site, it also focuses heavily on speed, performance and functionality.

If readers find your blog outdated, then it may lead to high bounce rates and decline in traffic.

Useful Guides:

[Top 24 Best Rated Web Hosting Services of June 2017: {Updated}](#)

[\[Updated\] Top Best Hosting Providers in Australia 2017 With Reviews](#)

[Best CHEAP PBN Hosting Reviews 2017: How To Host Your PBN](#)

Whats is Search Engine Optimization (SEO) For Blog

Here’s a word of truth. Whether you are creating a blog, a social media site, an online store or any other type of website, [SEARCH ENGINE OPTIMIZATION \(SEO\)](#) is a must have feature for your website. It is the process of getting traffic to your web site from the search results on search engines.

If you have a blog or are planning to build one, then SEO can help your business grow and meet the business objectives. As a traditional pattern, Users always trust the web sites that show up in the top 5 positions of the search results for the keywords they search for. SEO will help your web pages and media contents such as images, videos, etc. get shown and ranked on the basis of what the search engine considers most relevant for its users.

SEO can put your blog right ahead of your rivals when it comes to competition. For example, If two blogs or similar contents are representing the same product/service/topic, the search engine optimized (SEO) blog is likely to attract more customers and earn better revenue as a result of increased website traffic.

SEO Management

Management of SEO is rather a framework with various rules and processes to be followed and executed carefully than a static process. To make this quick understandable, let us break down the SEO management process into 2 prime stages:

- **On-site SEO**

It is a framework of what rules and regulations are to be applied on your blog to make it search engine friendly. These include basic tweaks that you can apply to your blog and increase its visibility on search engines. It can also improve the credibility of your blog, if followed correctly. All search engines trust your blog on the basis of your web site structure and the SEO.

- **Off-site SEO**

This is a framework that primarily focuses on how to promote your blog so that it can rank better in search results. You may also think of Off-site SEO as “link building” or “web site promotion”. This is because a proper way to promote your blog involves much more methods along with building links.

NOTE:

When a user enters a search query, search engines will always try to find the most important pages of your blog and show those first instead of the direct home page.

What are incoming links?

A “Backlink”, “Inbound link” or simply an “Incoming link” is a link from some other website (the referrer) to that web resource (the referent) Websites often employ SEO techniques to increase the number of incoming links pointing to your website. This helps directly in promotion and publicity of your web site. **The ranking and position of your website also depends greatly on where the links are coming from.** Some methods to get incoming links are free for use by everyone whereas some methods, like “**link baiting**” are paid techniques to increase the number of incoming links to a target website.

Many private blog networks have often been seen to purchase incoming links. But I would strongly recommend you **NOT TO TRY** to buy links or get them the easy way. Doing so may have some temporary positive impact or short lived success of your blog, but you may then experience high bounce rates and see your web site disappearing from the top pages.

I would really suggest you to forget about building links and rather concentrate more on creating good quality contents for your blog. A good and relevant content always has more chances to get you genuine and natural links, which in turn will give your blog a good ranking and an overall and gradual increase in web site traffic.

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FREQUENTLY ASKED QUESTIONS (FAQs) AND RELATED DOUBTS FOR BLOGGING



Why should I choose WordPress to create a blog?

It would be wrong on my part to say that WordPress is THE ONLY option to build a website. There definitely are other established and reliable website building platforms as well that you can try out. **But if you are a beginner, I would strongly recommend you to stick to WordPress.** It is the easiest platform I've ever worked with and is flexible enough to suit everyone's purpose. It's free, easily customizable and you don't need any technical coding to create a website here.

On the customization front, WordPress has a huge community who have designed attractive themes, layouts and templates to choose from, making it easy to get going fast.

WordPress is the best choice for startups and small scale businesses all over the globe. In fact, it is even used by large scale sites like **eBay, Mozilla, CNN and even NASA.**

Do I need to have coding skills to build a well functioning blog?

Not at all! Technology has eased up to such an extent now that, you can build a website with only a little bit coding or **ABSOLUTELY NO CODING!** Today you don't need to be an IT engineer or some tech junky to build a website. You don't even need to hire a web developer to the same. WordPress enables you to build your own web site without any coding involved.

Do I need to hire a website developer?

Website developers are hired to make your website work on mobile devices as well. A website built through WordPress will be responsive and working on smartphones, tablets and every mobile device. So hiring a web developer won't be necessary anymore.

Where do you recommend me to get my domain name and hosting?

You will find there are countless authorized and reliable sites on the internet from where you can get your Domain name and hosting. But if you ask me to pick one out of the lot, my personal preference would be www.Bluehost.com

Bluehost offers hosting at reasonable and pocket friendly costs just around **\$2.95 - \$3.49 per month** and they even offer you a **FREE** domain name. Their hosting management is seemingly one of the best I have come across. On the technical front, Bluehost provides and offers unlimited storage & bandwidth. You will also be provided with a personal email account specifically for your website or blog. **I always prefer buying my hosing and domain from Bluehost for my various projects.**

How much would it cost me to build a blog?

It hardly costs anything to build a properly functioning blog. Costs depend on hosting and domain services that you will use. WordPress and other website building platforms are free, but a domain name and hosting will cost you around **\$2 – \$5 a month**. Thus, domain and hosting on yearly basis may be usually around **\$50 - \$60 per year**.

Bluehost.com just around **\$2.95 - \$3.49 per month** and they even offer you a **FREE** domain name.

[**CLICK HERE TO START WITH BLUEHOST WITH 2.95\\$ PER MONTH**](#)

What should I do to optimize my blog?

If readers find your blog outdated, then it may lead to high bounce rates and decline in traffic. Thus, optimizing your website on a regular basis is necessary and will help attract more visitors and yield more revenue. Redesigning a blog does not necessarily mean rebuilding it from scratch. It simply means you should make useful changes and facelifts on a regular basis. This includes minor changes like color, themes and templates to major changes like changes in logo, user interface, website plugins, SEO, and regular up-gradation of your blog contents.

Audiences are always eager and curious to see something new and attractive. You should enhance your blog in such a way that it creates a positive visual impact on the viewers. Blog optimization is not just limited to beautification of your site, it also focuses heavily on speed, performance and functionality. **If**

you want to keep your blog up to date and running, then you yourself as a blogger need to remain updated with the latest in trends and technology.

Can I add videos in my blog posts? What are the supported formats?

Yes! You can upload videos in your posts. Here is a list of video formats that are supported by the WordPress server:

- .mp4, .m4v (MPEG-4)
- .mov (QuickTime)
- .wmv (Windows Media Video)
- .avi
- .mpg
- .ogv (Ogg)
- .3gp (3GPP)
- .3g2 (3GPP2)

Why should I add advertisements to my website and posts?

The world of advertising has become so much advanced that advertisements have become the primary source or method of generating revenue from any kind of business, be it online or offline. When it comes to blogging, there are numerous ways in which advertisements and promotions can be done through your blog to fetch revenue.

Once your blog is ready, you must be very much excited to know how your blog will fetch you some revenue. Generating money from a website is definitely some hard work. You can wisely choose to invest the money you earn from your blog into future modifications of your blog or into your other projects as well.

Which plugins would you recommend me to install for my niche website?

Plugins help expand your site's features and give you new and enhanced capabilities for a better and smoother growth of your blog. There will be hundreds of different plugins that can perform the same function. To help you save some time in choosing and installing the ideal plugins, here is a list of the most popularly used plugins bloggers use today.

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This plugin allows you to edit your title tags, meta descriptions and a lot more before publishing the post. All this can be done from within the page itself.

- **Google analytics**

This is a very important tool if you are interested in tracking the visitors/traffic to your website or blog. You will just need to do is install the plugin and link it to your Google account.

- **Backupbuddy**

Helps you create an automatic backup for your website or blog. It offers you 1 GB of free cloud storage to store your backups.

- **W3 Total cache**

Helps optimize the speed, performance and functionality and also provides advanced control options to your website.

- **Floating social bar**

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- **Disqus**

If you are blogging, then you are bound to have a number of comments and opinions posted by your readers on your posts. Disqus helps manage your posts when a large amount of comments drop in. It also provides a voting system for displaying the top comments.

- **404 Redirection**

This plugin simply helps redirect broken pages back to your homepage.

What is an SEO? How is it important?

Whether you are creating a blog, a social media site, an online store or any other type of website, SEARCH ENGINE OPTIMIZATION (SEO) is a must have feature for your website. It is the process of getting traffic to your web site from the search results on search engines.

If you have a blog or are planning to build one, then SEO can help your business grow and meet the business objectives. As a traditional pattern, Users always trust the web sites that show up in the top 5 positions of the search results for the keywords they search for. SEO will help your web pages and media contents such as images, videos, etc. get shown and ranked on the basis of what the search engine considers most relevant for its users.

SEO can put your blog right ahead of your rivals when it comes to competition. For example, If two blogs or similar contents are representing the same product/service/topic, the search engine optimized (SEO) blog is likely to attract more customers and earn better revenue as a result of increased website traffic.

In which category does your blog fall into? Can you please explain?

What you are reading RIGHT NOW is a Homer blog. The Homer is any kind of blog that takes its readers on a journey of over 2,500+ words in content. A Homer blog can be about anything starting from health & fitness, Fashion & lifestyle, Educational coaching, Spirituality, Step by step guides and so on. Work on such blogs often requires excessive brain storming and research to yield effective and observable results and conclusions.

Posts for Homer blogs require a major share of time investment and a hell lot more research. It is very important and rather hard to hold your reader's attention through such a large word count. Research and surveys reveal that long form contents that cross over 2,500+ words tend to get shared more than short form contents. Greater word count and research gives you better chances at attracting organic search traffic.

If you are writing a Homer blog post, what must be your prime concern is getting the length right. You will need to master the art of creating a balance between your research content and the word count. Craft your post in such a way, that you plot in key points of your research without pushing in too many words into the post.

What all should I keep in mind to build a good personal brand blog?

A personal brand blog portrays you as the person who writes the blog. It tends to have your name and face all over the home page. It is the right kind of blog if you are seeking to position themselves as experts or masters in a particular field. Make sure your Personal Brand blog showcases a name that has a personality. This does not at all mean that the posts have to be all about you. Your posts should be framed and aided by your own personal views and experiences.

Try writing posts that showcase things like:

- The struggles and failures you have experienced within your field. Tell your readers what you learned from them.
- Self made strategies and techniques you have personally created and tested.
- The tools you have used to achieve results your audiences desire.
- Your personal views and opinions on divisive and valuable issues within your field.

Please explain me the concept of a guest host blog?

This is the type of blog where you act as a host for publishing posts that mainly came from guest authors. Although your blog will regularly feature content from other guest authors, you as the person

behind the blog, can also regularly step back in and write posts of your own. The biggest plus about creating a guest host blog is that you don't have to spend any time creating contents. In fact you can also get help for promoting every post. You can rely on the brand awareness and knowledge of the guest writers you host.

The key to having a great guest hosting blog is not in the creation of the post, but the selection of the post. You need to brain storm pick the right topics to write posts on. You have to do a lot of research and know how to recognize great content. Since you are not the only person who will be posting on your blog, your guest writers will also need to keep in mind the above mentioned points.

Place guest posting guidelines in a prominent place on your blog so that it reaches the eyes of your visitors and writers. Add a submission form or contact email address so that writers can submit their ideas to you.

Why is it so important to add a "Contact me" page to my blog? How should I do it?

Once you are done with the "About me" page, you need to set up your "**Contact me**" page, so that people can contact you. Visitors and readers may contact you with their doubts, queries, experiences, opinions or even collaboration and other business ventures. For this, you will need to **install a plugin called "Contact form 7"**. This plugin allows your visitors to contact you with their doubts, queries or collaborative projects. They can fill in the form and send you an email without logging into their own email providers. **You can scroll up to check how you can install and add new plugins to your blog. Also you can see how to set up the "Contact form 7" plugin to create your "Contact me" page.**

How do I select an ideal background for my blog?

An attractive website background always attracts more visitors to your site. If you want your website to create a nice visual impact, then you can use an attractive background image. But if you want to emphasize the readability of your website, then you should simply opt for a plain colour which is appropriate for any blog.

What is the difference between a blogger and a content writer?

There are a considerable amount of differences between being a blogger and a content writer. A content writer is someone who simply writes posts for a website of a blog. The only thing they need to focus on is content research and the write up. While a blogger needs to focus on a whole lot more apart from just writing posts.

As a blogger, you need to focus on things like website design, themes, SEO, optimizations, marketing and so on.

A content writer just writes, while a blogger manages the entire blog.

How can I manage affiliates through my website?

Managing functions and activities on your website depends on the plugins you have installed. There are various plugins that help in managing all your affiliate program needs. WP Affiliate is a great plugin for doing so. It allows automatic affiliate registration, management and payments. It also enables stable integration with WooCommerce, WP Shopping Cart, eShop and a number of other e-commerce platforms.

E-junkie is also another popular alternative. This plugin provides several payment options, autoresponder, newsletter and updates, customized emails and a lot of other useful options. Some other popular advertisement management tools are iDevDirect, JROX and Clickbank.

Do I need to pay or create some paid account for signing up for an affiliate program?

There is no cost for signing up to promote a brand through an affiliate program. You can choose to sign up for as many programs as you want across any affiliate network at absolutely no cost.

How good is GoDaddy to get my domain name and hosting? What do you suggest?

GoDaddy is well regarded as a domain name registrar but not a hosting provider. Their domain management is good, but for hosting my personal preference would be Bluehost.com for both, domain management and hosting services.

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How to Earn Money From Your Blog? How To Make Money Blogging 2017



Once your blog is ready, you must be very much excited to know how your blog will fetch you some revenue. Generating money from a website is definitely some hard work. You should never expect your blog to start earning as soon as it is set up. It may even take a month or two for your earnings to start and stabilize.

But if you work your blog the right way, optimize and update it on a regular basis, then the earning process would definitely become easier in the long run. You can wisely choose to invest the money you earn from your blog into future modifications of your blog or into your other projects as well.

It is very much necessary that the [monetization methods of your blog](#) keep evolving with the latest technologies and trends. You need to stay up-to-date with the current web and social trends. With the advent of technology and a revolution in the world of advertisements, monetization methods are also evolving along.

Let us discuss in brief, about the various methods through which your website or blog can earn you revenue. Please note that this list of methods is subject to changes due to new and unpredictable future advances in technology.

The world of advertising has become so much advanced that advertisements have become the primary source or method of generating revenue from any kind of business, be it online or offline. When it comes to blogging, there are numerous ways in which advertisements and promotions can be done through your blog to fetch revenue.

- **Cost-Per-Click ads**

This is the most popular type of advertising. These ads are usually banners that you place in your content or sidebar. You are paid when visitors click on an ad. Each advertiser pays differently.

- **Cost-Per-Mille ads**

For every thousand times the ad is displayed, you get paid. This works according to the amount of times the ad is displayed on your website. These ads pay you a fixed amount of money based on how many people view your ad.

Google AdSense is one of the largest advertising networks, and perhaps one of the best networks for placing these types of ads. It is preferred by the largest percentage of website owners. AdSense allows users to set up advertisement banners on their website. These ads are generated off the content of each page. This is technically called targeted advertising, which helps in placing content relevant advertisements on your website.

You will find numerous similar programs available on the internet like Chitika, Infolinks, and Media.net that will serve you the same purpose if AdSense doesn't work for you.

Benefits:

Major benefits of these two types of advertising methods include points like, be it a small amount or big, income is often guaranteed. Thus very little effort is to be done to monetize your blog or website. These advertising strategies save you a lot of valuable time. It is also a great way to connect and build a network with others in your industry.

Drawbacks:

Important and considerable drawbacks include points such as it tends to take away from user experience. Ads, banners and links in between important points in a post often tends to break the continuity and flow of your content and distracts the readers.

The price of such advertisements is fixed. If you set a set price per month, you can't make any more even if your website traffic doubles over time. Advertising is a dynamic business, hence advertisers come and go once their desired promotion is done. You will have to spend time editing, adding, deleting and finding more advertisers for your blog.

Sell private ads

If your blog has grown substantially and attracts heavy traffic, advertisers may come directly to you with various offers and ask you to place their ad on your site to promote their products and services. You may also choose to contact potential advertisers yourself. **The biggest advantage here is that there is no middle man involved and you can set your own ad rates.**

These private ads can be in the form of banners, buttons, or links. You may charge a one-time fee for a link within a post or you might even charge your partner monthly, if you are hosting banner ads.

Sponsored posts



You can even make money writing sponsored contents and posts. Such contents may include write ups or reviews about an advertiser's product or service. These often deliver relevant, useful, high-quality content, and these relevant contents result in higher engagement. **Higher engagement equals more value, and more value equals more revenue.**

Affiliate marketing



[Affiliate programs are networks](#) in which you have the option to select from various advertisers. A few of the major search engines offer programs for advertising and promoting an affiliate product on your site. Here is a brief explanation on how this works:

- If an advertiser has a product he wants to sell. He will agree to give you a commission from each sale of his product, if the buyer is coming from your site.
- He will give you a unique link (Affiliate link) that will track your affiliate code. This will enable him to know when a buyer uses your link to make a purchase.
- You include your affiliate link on your site. You can do this in two ways. Either directly through the content of your post or through banner ads.
- If a reader clicks on this unique link and buys the product you have recommended, you earn a percentage or commission of what the buyer purchased.
- **This way, the ads are relating to your content and mostly are of interest to your readers.**
- Over 70% brands worldwide utilize affiliate marketing to drive sales and promote their products and services.

Benefits:

The major benefits of advertising through Affiliate marketing are that this method can earn you big bucks and lots of passive income. Income through affiliate marketing is guaranteed. The affiliate networking process and advertising is quite easy to setup and doesn't require much support.

Drawbacks:

Certain important drawbacks of affiliate marketing include points like irregular earning structure. Earnings are not guaranteed. You can earn as much as \$1000 one month and it may even drop to as low as \$100 the next.

Good products can even end up having low converting sales pages while high converting sales pages can have rubbish products.

Email advertising



Email advertising doesn't eat up any unnecessary screen space on your website and in fact engagement rates tend to be higher. It helps in a big way as a considerable percentage of readers know what areas of a website to avoid if they don't want to see ads. You can also choose to make direct email promotions, to deliver free reports that are monetized.

Benefits:

The most major benefit of email advertising is that it is a very direct way to market. One email can make you thousands and anyone can do it. It is widely considered by most to be the no.1 way to make money online and that too consistently.

Drawbacks:

The only thing you need to keep in mind before going forward with email advertising is that your approach needs to be very clean and professional. If subscribers don't like your emails, they will unsubscribe.

Sign up with advertiser-publisher connection programs

Another way to make money through your blog is that you can sign up with an advertiser-publisher connection program like [BlogAds](#) or [AdBrite](#). Doing so get you listed in their publishers' directory.

Benefits:

This method of advertising is considered to be highly profitable. It has proven to be very useful to readers. It earns you recognition and makes you stand out as you are doing something different. Advertising through such network programs nearly guarantee you income.

Drawback:

One major drawback about such type of advertisements is that it is not free. It costs to setup. Also, research and surveys have revealed that smaller sites may not work so well for these advertisements.

Approach companies directly

If your site is already getting lots of traffic, **you can also directly approach companies to ask if you can advertise for them.** In such a situation, you may try looking for sites that offer complementary products and target the same sections of audience or market that you do.

So you will need to research and brain storm a bit and contact potential internet advertising partners with good reputation. When you do so, you should be prepared to supply them with information about your business and your site traffic.

The more details and information you can provide regarding your blog, the more likely they will be to consider your offer. This method really comes in handy once your blog has grown substantially over time and garnered much reputation and visitors alike

Attract advertisers through links

You can even get advertisers interested in your blog with a link they can use to contact you for promotional rates and requirements. This method also works best when your blog has garnered a lot of visitors and traffic. Links like these often can be messages like **"Click here to find out how to advertise on this blog!"** in between your posts or on the sides of your home page, etc. This would allow anyone visiting your site to contact you and discuss advertising opportunities with you.

Miscellaneous methods

The more traffic your blog attracts, the more likely it is to earn more revenue. You can also conduct web seminars (Webinars) and online workshops relating to your business, apart from promotions and placing advertisements on your blog. This will help establishing the credibility of your website and help companies and ad programs build trust with your business.

NOTE:

Once you've chosen the right type of advertisement you need for your website audience, you will need to **place the ads on your website**. Just choose a banner style or text style ad. Banner ads are permanent ads that stay in a fixed position on your website, while text ads are temporary.

TYPES OF BLOGS

Now that you have more or less learnt and understood how to create your blog, you will need to know about the different types of blogs you can set up and understand the difference between them. Let me guide you through the most common and popular types of blogs that exist these days.

- **“Rogue” blogs**

Rogue blogs are those which post contents that are sharp, honest and to the face, whether in favor of the issue or against it. Rogues very easily attract attention of readers both good and bad. These bloggers are not afraid to bend the rules and go against the facts. They take bold stances and put forward sharp views and opinions on divisive issues. This quite sensibly wins them both admirers and haters.

Advantages:

There bunch of advantages if you choose to become a rogue blogger. You get to tell everyone what you really think. You polarize with your honest and decisive point of views, which attracts attention. Readers will find appreciate your confidence and stance, plus they will find your work very promising. You may feel apprehensive and hesitate initially, but realize that there are enough people out there who can benefit from reading it.

Disadvantages:

Honesty doesn't always pay you off in a positive way. You should be well prepared and expect to attract an above-average amount of haters. It's actually pretty tough to pull off without feeling forced. You will be subjected to a considerable amount of negative attention, controversies and debates, and it will be hard for you to physically fight your way out of tricky and debatable situations.

Ingredients for a good Rogue blog:

- You must be passionate about taking it forward. Avoid feeling apprehensive. This will prevent your post from sounding forced.

- Brain storm and research down to the core to gain the best knowledge regarding the topic or issue. This will give you the ability to hold an intelligent argument.
- You must be confident and experienced enough to take a stand and stick to it without dwindling away from your point. This will help you reinforce your argument.

Guest host blogs

This is the type of blog, where you yourself don't write and upload too many posts for your blog. You basically act as a host for publishing posts that mainly came from guest authors. Although your blog will regularly feature content from other guest authors, you as the person behind the blog, can also regularly step back in and write posts of your own.

Advantages:

The biggest plus about creating a guest host blog is that you don't have to spend any time creating contents. In fact you can also get help for promoting every post. You can rely on the brand awareness and knowledge of the guest writers you host.

Disadvantages:

Attracting guest writers will require a significant amount of time investment. You will need to build a relation with your guest writers so that they trust the credibility of your blog. Your blog will already need to have some considerable following to assure guest writers that their content will be exposed to a new audience.

Ingredients for a good "Guest host" blog:

- The key to having a great [guest hosting blog](#) is not in the creation of the post, but the selection of the post. You need to brain storm pick the right topics to write posts on. You have to do a lot of research and know how to recognize great content.
- Your work will need to have standards and you need to know how to promote your post.
- Since you are not the only person who will be posting on your blog, your guest writers will also need to keep in mind the above mentioned points. Place guest posting guidelines in a prominent place on your blog so that it reaches the eyes of your visitors and writers. Add a submission form or contact email address so that writers can submit their ideas to you.
- Post an ad for guest writing for your blog in your sidebar or at a place where it easily grabs attention from visitors.
- **"Crash test dummy" blogs**

A Crash Test Dummy blog simply tests and reviews different strategies, techniques, and tools. It then shares what works and what doesn't, so you can know what to implement and what to avoid.

Advantages:

Creating and handling such this type of blog lets you stay focused on consistently testing and monitoring different strategies and techniques in your business. People easily are attracted to detailed how-to style articles and guides. It will enable you to gain new insights into your own work.

Disadvantages:

You will need to consistently achieve significant and observable results in your business that impresses and attracts more visitors and guest writing offers. You need to keep in mind that sometimes the strategies you reveal through your work could potentially help your competitors and other rival blogs.

Ingredients for a good “Crash test dummy” blog:

- A good Crash Test Dummy post can be mathematically expressed as:

Good Crash Test Dummy Post = Step-by-Step guidance + Teaching + Results



- You should sincerely make sure that your Crash Test Dummy posts try to teach readers by providing actual results that you yourself have achieved. Even after providing all the results, you should systematically guide and teach your readers how to get those same results.
- Great Crash Test Dummy posts take weeks and months to create after some extensive research and intensive testing. You need to be very patient and give whatever strategy or technique you are testing, enough time to produce observable and desirable results to draw any solid conclusion.

- You will then need to focus greatly on exhaustive details as you explain the process in your post and teach readers how they can set up something similar. Make sure to add visual media like screenshots, animated GIFs, charts, etc. to keep your readers engrossed into your post.

Niche blogs

A niche blog focuses on a narrow group of audiences and readers in a larger market with a common specific interest. Niche blogs lay their stress on hyper-specific topics and issues rather than focusing on broad topics like leadership, marketing, sales, etc. This basically means that this kind of a blog works best at targeting a specific section of the audience.

Advantages:

Research for creating niche contents lets you narrow your focus to a specific topic. This will help only a selective section of readers as audiences with specific interests know what exactly to search for. A Niche blog can be used to transform virtually anything you are passionate about into a fully fledged business.

Disadvantages:

It can be challenging to consistently come up with new and original ideas since the interest of a niche is narrowed to a specific topic. You may be at risk of running out of ideas and limiting your work.

Ingredients for a good niche blog:

- Your mind must be well prepared and experienced enough to come up with new ideas in a limited area of play.
- Don't ever neglect to observe and study your audience's interests as it grows over time.
- Be sure to brain storm and come up with newer outlooks to twist your limited stock and still keep it promising.
- Experiment with related yet relevant topics but **ALWAYS** try to keep it sensibly connected to your area of work so that it does not dwindle away from your "Niche".
- **"Giver" blogs**

Giver blogs simply give away useful free bonus content with every post. These are called "content upgrades" . Ask me to define the term? These additional pieces of content are created for a specific blog posts. Such contents are given away in exchange for an email address. A giver blog is a great way to deliver more value to your audience.

Advantages:

You can collect more email opt-ins per blog post with the help of giver blogs. This type of blog allows you to deliver even more value to your audience and makes you better at content creation.

Disadvantages:

It takes quite some time to create an additional unique piece of content for every blog post.

Ingredients of a good “Giver” blog:

- If you want your Giver post to be successful, then you need to make sure it is in giving away a content upgrade that is relevant to the specific post you’ve created.
- What usually happens is that you write a blog and then offer the same downloadable piece of content in exchange for an email address. This is the email address that you offer at the end of every other post on your site.
- Your post of content may not always be relevant to new visitors who come to your site to read a specific post. This is because you often keep writing about different topics. The Giver creates a new lead magnet that is relevant to each specific post.
- **Guide blogs**

There is really nothing much to understand or explain about a guide blog. A Guide simply writes posts that help readers with their personal or professional lives. Many bloggers utilizing this blog type discuss topics like personal development, educational guidance, life coaching and so on.

Advantages:

A guide blog greatly helps you establish a deep and personal connection with your readers. If people can relate to your posts, they will tend to connect more with you. You feel and experience a personal growth through your own writing. Guiding others through your contents will significantly help them improve on their personal and professional lives to a very respectable level.

Disadvantages:

While dealing with sensitive topics, you will need to have a more sensitive approach and add delicate touches to make your work feel more authentic and relatable or else, your blog may experience a drop in visitor count.

Ingredients for a good guide blog:

- Focus on emotions, rather than counting words. You should be able to give your readers more than just words and grammar. If you want your guide to be touted as the best of its kind, then you will need to craft something that goes straight through your readers mind and emotions.
- Work on concepts like anger, lack of confidence, personal fulfilment, emotional struggles, etc. that people can personally relate to.
- You must be able to explain and express multi-layered concepts of the topic so that it can help people learn in a more simple and digestible fashion. Keep it comprehensive and transparent.

- Craft your post in such a way that it motivates your readers and creates a positive impact on their minds.
- Don't neglect yourself. Try to involve them and connect your readers with your own struggle. They should realize that there is a human brain behind this post and not a robot. Mention your own journey towards the results your post is aiming to teach. This will make them believe in your credibility in dealing or guiding them through sensitive personal issues.
- Always remember, never talk down to readers or act like you are above the problem you are attempting to help them solve. Make your guide post display a masterful understanding of a mixture of sympathy and empathy.
- Empower and push your readers to solve their own problem. Make sure that your answers create a sense of self importance and positivity in your readers. You must ensure that your results are genuine and pushes them into a zone of self realization.

Homer blogs

The Homer is any kind of blog that takes its readers on a journey of over 2,500+ words in content. A Homer blog can be about anything starting from health & fitness, Fashion & lifestyle, Educational coaching, Spirituality,

Step by step guides and so on. Work on such blogs often requires excessive brain storming and research to yield effective and observable results and conclusions. **What you are reading RIGHT NOW is a Homer blog.**

Advantages:

Research and surveys reveal that long form contents that cross over 2,500+ words tend to get shared more than short form contents. Greater word count and research gives you better chances at attracting organic search traffic.

Disadvantages:

Posts for Homer blogs require a major share of time investment and a hell lot more research. It is very important and rather hard to hold your reader's attention through such a large word count. If you fail at keeping your readers engrossed in the post, then this will lead to lesser shares and higher bounce rates for your blog.

Ingredients for a good Homer blog:

- If you are writing a Homer blog post, what must be your prime concern is getting the length right. You will need to master the art of creating a balance between your research content and the word count. Craft your post in such a way, that you plot in key points of your research without pushing in too many words into the post.

- Keep it comprehensive and direct. Larger word count does not necessarily mean feeding in unnecessary words. Design the content in a direct manner, so that the words compliment your research while maintaining readability and understanding. Try to avoid adding irrelevant facts and figures, etc.
- Most importantly, always remember to have something worth writing that many words about. It is kind of senseless to write a post of 2,500+ words on “How to cook lasagna?” or “How to download a movie without using torrent?”.
- **“Tell-All” blogs**

A Tell-All blog is the type of blog that frequently writes posts that feature both, exciting and new facts and details and highly valuable information/lessons learned. This is the best place for experienced bloggers who have explored to the core and have massive expertise in that topic. Tell-All bloggers dig deep into what they explore and come out with fascinating facts and experiences for their readers.

Advantages:

You get to post the most exciting and compelling stories that you have personally lived and experienced. Such a blog allows you to put a lot of personality into your writing which turns out to be great for building a personal brand.

Disadvantages:

Sometimes telling “everything” doesn’t really prove very beneficial for people. You need to set a little boundary condition and restrict your content a little bit. Sharing “everything” is quite a difficult writing style to pull off. You will need to toggle your mind heavily to come up with some impressive creativity and narrative ability to keep readers engrossed in your posts.

Ingredients for a good “Tell-All” blog:



- A Tell-All blog has many similarities with a Rogue blog. They both tend to reveal shocking details and experiences with observable conclusions. The major distinguishing point between the two is that a Rogue blog is concerned with revealing external details, while the Tell-All blogs focuses more into revealing internal details.
- Always make sure that your Tell-All post has compelling narrative that reveals a valuable lesson that's relevant to your readers. Crazy experiences are a prerequisite for Tell-All posts.
- **Personal brand blogs**

Personal Brand blogs are the blogs which those people use who are seeking to position themselves as experts or masters in a particular field. It comes in very handy when you are building a brand. Such a blog helps in making your personality a cornerstone of the blog you are building. A personal brand blog portrays you as the person who writes the blog. It tends to have your name and face all over the home page.

Advantages:

When you are seen and branded as an expert, people will want to hire you as a consultant, or offer you a job. They might also want to book you as a speaker or even invite you to write on their blog or be interviewed on their podcast. A personal brand blog can increase your name, credibility and recognition within your industry.

Disadvantages:

The term “Personal brand” itself, means that you need to be comfortable putting yourself in the spotlight. You have to be well prepared to treat yourself like a product, which is a challenge that requires brutal self honesty.

Ingredients for a good “Personal brand” blog:

- Make sure your Personal Brand blog showcases a name that has a personality. This does not at all mean that the posts have to be all about you. Your posts should be framed and aided by your own personal views and experiences.

Try writing posts that showcase things like:

- The struggles and failures you have experienced within your field. Tell your readers what you learned from them.
- Self made strategies and techniques you have personally created and tested.
- The tools you have used to achieve results your audiences desire.
- Your personal views and opinions on divisive and valuable issues within your field.

Enterprise blogs

As the name itself suggests, an enterprise blog is a blog built for a company rather than an individual. Typically, a team of writers create content that is relevant and valuable to the section of audiences that the particular company is targeting to dish out their sales. That content then attracts those potential customers to the website, where they can learn more about the company’s products and services.

Advantages:

Such blogs are prime ingredients for effective content marketing strategy for your company. A great Enterprise blog can dramatically impact and boost your company’s sales and revenue. You can even choose to feature a variety of writers and voices.

Disadvantages:

You will need to invest a lot of time in finding great writers you can trust with the brand you’ve worked so hard to build.

Ingredients for a good enterprise blog:

- A good Enterprise post not only attracts prospects with high value content, but it also converts them into potential customers. If you have a product that is relevant to the needs of your readers, you wouldn’t have to bother to hit them over with a sales pitch.
- Your content can generate more sales if you mention your product details along with interesting results your other customers have achieved with your product.

Over To You: Finally YOU CAN START A BLOG AND EARN MONEY

So I hope this detailed guide on **how to start a blog under 15 minutes** will help help you to get started in blogging and it will help you to achieve lot of success through blogging.

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