

Blogging for Profit

Brought to you by Nezurul Hisyam

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Why You Need a Blog

If you want to generate consistent, long-term traffic and sales, you need to start blogging. It takes time to build a blog. But if you do a little each day, you'll profit in the long run.

The first thing you want to do is go to either WordPress.com or Blogger.com and create a blog. You're going to post content in your blog so it gets picked up by search engines.

Google loves these sites. So everything you post will get into the Google Search engine eventually. You're also going to use Ping-O-Matic to notify all the blog services about your posts so you get into other search engines like Yahoo! and MSN.

Next, you need to get some articles up so you can get an AdSense account and make a little money with that too. You need some content in your blog before you can display AdSense ads and affiliate links.

You can write your own articles (if you have time), have a freelance writer do it, or you can get free articles at EzineArticles.com.

Setting Up Your Blog

Just go to Blogger.com and create a new blog. You'll want to create a new blog for every product you promote. I recommend you start with Affiliate Cash Secrets for your first promotion because the affiliate program pays up to 75% commission monthly.

Once you create your blog, go to Settings. Under the Basic tab, add a description of your blog. The title can just be "Affiliate Cash Secrets." I put "Building Your Automatic Money Machine" for the description. But you can enter whatever you want.

I also set Show Email Posts to NO. I don't want any distractions in my blog. No external links, etc. My visitors are there to do one thing or two things: click on an affiliate link or an AdSense ad.

Next click the Formatting tab. Select "Show 1 Post on the main page." I only want one article on each page because that gives the reader a stopping point where they come to my resource box and click through to my site.

Post template - here's where you can add your resource box to appear on each page. It will not update your entire blog. But it will appear in the HTML editor every time you make a post.

Now click the Comments tab.

Default - new posts do NOT have comments. Again, you don't want any distractions on your site. This isn't a "fun blog," it's a "money blog."

Finally, click the Template tab. If you want a different template, click "Pick New." Google has a ton of tutorials on how to edit your template so I won't cover that here. But you'll notice on my blog that I changed my Links and put the AdSense ads on the side bar.

When you're finished posting, go to Pingomatic.com and enter your blog name and URL. This will notify all the search engines that your blog has been updated. Only ping when you have added new content or made significant changes to your blog.

I would add about 10 pages to start. Then add 3-5 pages a day. After 3 months at 5 pages a day, you will have 450 pages listed in the search engines. That could easily generate a few hundred visitors a day to your blog.

Back Links from sites with a PR (page rank) of 5 or more will significantly increase your search engine rankings. And you'll get crawled faster too. You can see the page rank of any site by installing the Google Toolbar at <http://toolbar.google.com>

To get free back links, you'll need to submit your original articles to these directories. You can use articles from the directories below as examples to write your own. Just make sure the end result is original content. And if your article is good, it may get reprinted by thousands of publishers.

- EzineArticles.com - PR6
- ArticleCity.com - PR6
- GoArticles.com - PR5
- IdeaMarketers.com - PR5

Recommended Resources

[Blogging to the Bank](#)

[The Blogging Cash Machine](#)

[Automatic RSS and Blog Submission Tool](#)

