



Blogging Professional

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Introduction	5
Blogging Basics	7
The Power of a Blog	7
The Personal Scope: Politics	8
The Corporate Scope: External Business	9
The Corporate Scope: Internal Business	9
The Product Scope: Problem Oriented	10
The Product Scope: Solution Oriented	11

Your Relevant Information	12
The Process	13
Hosting: Free versus Paid .	Error! Bookmark not defined.
You versus Them.....	Error! Bookmark not defined.
Software to Use	Error! Bookmark not defined.
Finding a Hosting Company.....	Error! Bookmark not defined.
Finding a Registrar	Error! Bookmark not defined.
Who NOT to Use.....	Error! Bookmark not defined.
RegisterFly	Error! Bookmark not defined.
GoDaddy	Error! Bookmark not defined.
A Registrar You Should Use	Error! Bookmark not defined.
Choosing a Niche	Error! Bookmark not defined.
Keyword Research Crossroads	Error! Bookmark not defined.
The Problem-Oriented Blog	Error! Bookmark not defined.
Problem: Insomnia	Error! Bookmark not defined.
The Solution-Oriented Blog	Error! Bookmark not defined.
Solution: Sleeping Pills	Error! Bookmark not defined.
Identifying the Profitable Markets....	Error! Bookmark not defined.
Choosing Your Domain	Error! Bookmark not defined.
Installing WordPress	Error! Bookmark not defined.
WordPress PlugIns.....	Error! Bookmark not defined.
Your API Key	Error! Bookmark not defined.
Akismet	Error! Bookmark not defined.
Platinum SEO Pack	Error! Bookmark not defined.
Simple Tags.....	Error! Bookmark not defined.
Google XML Sitemaps	Error! Bookmark not defined.
Other Plugins.....	Error! Bookmark not defined.
WordPress Themes	Error! Bookmark not defined.
Your Content.....	Error! Bookmark not defined.
Outsourcing	Error! Bookmark not defined.
Writing Your Content.....	Error! Bookmark not defined.



Put Your Blogs on Autopilot..... **Error! Bookmark not defined.**

Monetizing Your Blog**Error! Bookmark not defined.**

Traffic for Your Blog **Error! Bookmark not defined.**

Article Marketing **Error! Bookmark not defined.**

Web 2.0..... **Error! Bookmark not defined.**

Other Traffic Methods..... **Error! Bookmark not defined.**

Conclusion **Error! Bookmark not defined.**



INTRODUCTION

Blogging isn't hard to do; anyone can put up a blog on their own server and run it successfully without problems. Understanding the process is really simple and I'm going to explain it all right here.

It's probably one of the most versatile ways to get in touch with a lot of people for product sales; other ways like Twitter limit you to a number of characters or will tag you for spam if you meet certain criteria.

You can literally have a blog up and running within in a matter of minutes. But knowing how to put up a blog is only part of it; you also need to know how to generate targeted traffic to your site.

This book is broken up into simple sections for you, focusing on the beginner and the advanced blogger so you can follow it easily.

"Blogging Basics" shows you the different types of blogs and how they are related, and then focuses on the two most important types for this book.

"Starting a Blog" tells you why you should host your own blog, which software to use, finding a hosting company, and finding a registrar.

“Choosing a Niche” takes the two scopes and tells you how to map out your research starting with a good domain name.

“Blog Installation and Setup” tells you how to do just that, including themes and plug-ins.

“Your Content” tells you how to add your content and what it should contain for the best approach.

“Getting Traffic” will explore traffic methods for your blog.

As you go through this book you will find that it’s really simple and if you follow the plan then you’ll have a successful blog up and running in no time at all.



BLOGGING BASICS

A blog, short for “web log”, was originally a way for people to have an online diary; they would update people on their lives in a personal way. It took a while for this concept to catch on but when it did we saw the inception of LiveJournal and Blogger.

There are three main types of blog focus: personal, corporate, and product. The first two are essentially obvious; the focus would be either a single person’s perspective or from the perspective of a company. The last type is a little bit more complex; you could have a blog about a product or a series of products that are all related.

The standard blog is one that you would use either a laptop or a desktop to post text; outside that scope, you would have blogs labeled by their media type (i.e., vlogs for video logs) or the device used to post on them (moblogs or mobilogs for blogs that use PDAs or Smartphones for their main interface).

THE POWER OF A BLOG

Understanding what they are is just the beginning; you have to understand what they can do. There are many people who understand this simple concept and they’re raking in the cash as

you're reading this right now or taking their own opinions and showing people its apparent validity.

Blogs are more than just sites on the net; they can have actual power. And depending on what the blog focuses on will change the scope of that power.

THE PERSONAL SCOPE: POLITICS

If you have a personal site and established enough popularity, you could easily have a grassroots campaign that can sway public opinion.

There are plenty of examples of this around now and if you're politically involved you have visited a lot of these. If you're not, you can find links to them at CNN or another news site or do a search for political blogs on Google.

Without citing specific examples, the press had come to understand the power of bloggers during the last couple of United States presidential elections.

Bloggers would be paying attention at various political venues and would post opinions about issues raised by candidates. Sometimes they were just outright questions and if they went ignored by the candidate, the backlash would be overwhelming and they'd have to watch themselves drop in the polls.

In all fairness, it's not just the blogs; it's also all of the Web 2.0 sites out there that can make just about anything go viral in an instant. One candidate had to drop out of a senate race because he got angry at hecklers and expressed himself in a vulgar fashion at one of his rallies because a blogger saw it happen, blogged about it, and posted the video on YouTube.

THE CORPORATE SCOPE: EXTERNAL BUSINESS

A popular corporate site would allow you to have free advertising on a huge scale. Plenty of popular companies use this to advertise new services they have (such as Google) or products that are coming out (such as Adobe).

Imagine you are the official blogger for a company who is racing to put out the next revolutionary technology. If you are the first to announce that yours is ready, then you've already won the race provided your product's quality and price is in a competitive range with the competitors.

THE CORPORATE SCOPE: INTERNAL BUSINESS

Having a blog about your company where only your company would be reading it may seem like it's a little too focused with a narrow scope, but this is actually a very important tool.

Posting updates about progress or anything else can help your peers know where everyone with regards to their project so project managers can properly plan and coordinate.

This can also raise morale during economic slumps, or let everyone know that a special visitor will be arriving for inspection. Just about every major business has a newsletter they publish, and this makes it easier without having to worry about how and when to publish.

Instead of receiving information periodically, employees can now receive it “as it happens”. This can allow a company to be updated with events in a critical manner instead of having to draft a memo, copy it, and distribute it among the co-workers.

THE PRODUCT SCOPE: PROBLEM ORIENTED

This is easy to visualize if you think about it. If you have a problem with acne and you search for acne cures, you’re going to find sites that deal with acne as the problem and provide you solutions on how to fix that problem.

It would be multiple solutions for a singular problem, and the number of solutions for such a problem could number just as many sites that exist for that problem.

Our stores are set up this way – when you go to the first aid section, you have multiple solutions on how to treat wounds and the potentially resultant infections. A problem-oriented product blog is no different.

THE PRODUCT SCOPE: SOLUTION ORIENTED

You are also already familiar with this type of mechanism. If you know what product you want to solve your problem and do a search for it, you'll come up with sites dedicated to that solution, such as "Açaí Berries".

Our stores are ALSO set up this way. If you walk in there won't be a chaos of products – you'll see a section for "food" and a section for "non-food". These are usually not mixed. Non-food sections are typically broken up into further sub-categories, such as cleaning supplies, clothes, shoes, and stationary.

Within these sections, you would find products that you may not even think about using because they wouldn't pop into your head. But, when exposed with their presence, they can easily be an option for you. Likewise, a popular product oriented blog could provide enough sales leads for even the most obscure products.

If you needed antibiotic ointment, you wouldn't go to the stationary section; so this is a real life example of a solution oriented scheme. Think in terms of a "mock review site" or a site



about dealing with a particular medical condition where you provide multiple solutions.

If you have a review site and give good, reliable information, then you could gain a lot of followers who are waiting for you to review that new product. Most review sites do best when they're not "all-encompassing". That's because people inherently believe in authority. The site has to establish itself in a particular niche – you wouldn't go to a computer hardware review site to look up reviews on make-up or bicycles.

YOUR RELEVANT INFORMATION

It certainly seems like I have covered a lot of useless information, but you're going to see that later in this book I'll show you exactly how all of this pertains to you as the blogger and internet marketing strategist.

I needed you to understand the fundamental concepts and perspectives of each type of blog so you'll know how to use each one and know where I'm coming from when I talk about it later.

You should have an understanding of how blogs are updated; whether it's from a keyboard from your laptop or desktop which is the usual method or by some mobile device which is becoming the new trend.

You should also know that blogs can be updated by not just text, but also by pictures with or without commentary, videos, and other types of media that can be available. You can see this in Tumblr and Facebook with their blogging interfaces.

A place like Tumblr is specifically designed to be a microblogging platform with a mobile interface. By linking a Tumblr account with a singular mobile device, you can easily provide updates. While this is an effective blogging method, this is to be used as an advanced technique for traffic and exposure, to be talked about later in this book.

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