

# Learning to Blog Successfully

## A Comprehensive Guide

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# Introduction

So, you're interested in trying your hand at starting your own blog. Congratulations! You're entering a brand new world like nothing you've ever experienced before. But blogging, just like everything else in life, is an experience where you only get out what you put in. In order to do it well, you have to be a certain type of person.

- Are you friendly?
- Do you enjoy not only writing but reading?
- Are you willing to learn new things?
- Are you adaptable?
- Do you have at least a few hours a week to devote to this project?

If you answered “Yes!” to most or all of these questions, then you should explore the world waiting for you out in the blogosphere. Enclosed within the following pages is an entire step-by-step system for building your own personal blog, written by a team who taught themselves the entire process, from start to finish.

When Plan B Publishing first started, not one member of the team:

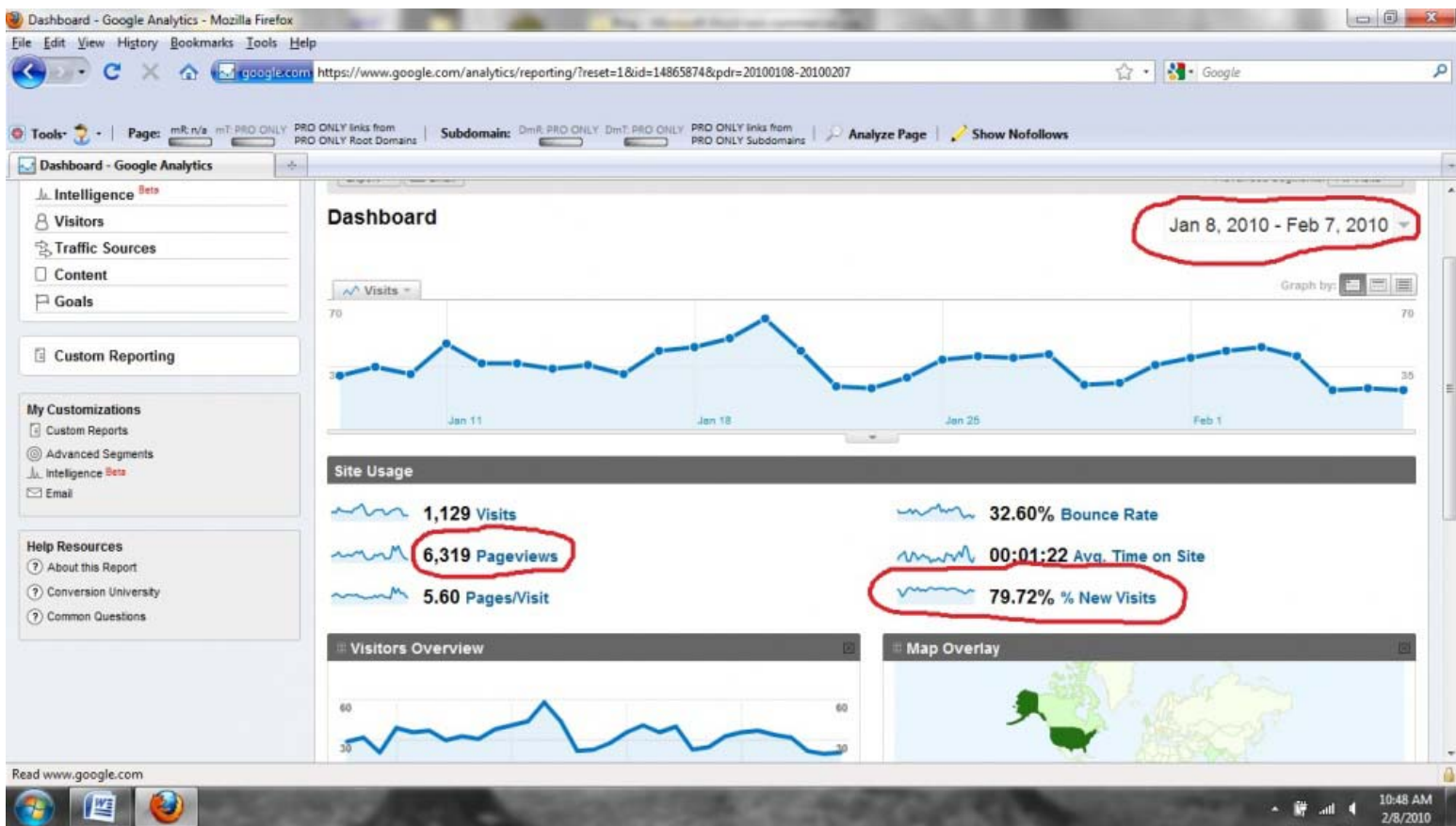
- Had ever built a website
- Had ever started a personal blog
- Had ever done any kind of online marketing

What we did have was a team of people who were eager to learn the process. We had an author willing to put his books out there as test subjects; a researcher willing to learn the ropes of how search engines operate and how to give them what they wanted to see; and a nerd ☺ willing to learn how to build a functional website where we could bring visitors and sell a product. We started completely from the ground up a year ago, in the same position that most of you are in right now. And we've seen some exciting and promising results. We can't guarantee that you'll make millions, because much of your success depends on your own motivation and willingness to try something new. But if you love to write and want to learn how to draw many people to your blog, we think you'll be excited by what we have to share.

What we are offering to you is everything we've learned thus far, from an average Joe's perspective. Within the following pages is a guide to everything important to know about creating a successful blog and drawing visitors. We show you step-by-step:

- How simple it is to start a personal blog on your own website
- Successful blogging strategies and habits
- How to find your niche
- How search engines “think” and how to utilize them
- How to utilize powerful, free internet marketing tools

We’re not going to make you any outrageous promises. We’re not going to tell you that our system can make you millions. We’ll leave this introduction just by showing you our own numbers for our first author, Ben, who will be our example subject throughout the rest of this book. This is a sample of his numbers for one month:



The two things to notice are the amount of pageviews and the number of new visitors. Ben had over 6,000 pageviews in the above one-month period, 80% of which were new visitors. Those are some pretty impressive numbers we think. And they’re only going to get better as we continue to grow! If those kinds of numbers interest you, then we encourage you to buy this informational eBook and learn how to get some traffic of your own. If not, then happy blogging to you and we wish you the best of luck.

# Before You Start

Before you delve into the unfamiliar world of blogging, you need to know a few very important things. Blogging can either be done well, with purpose, or it can be done poorly, with seemingly little thought put into it. In order for a blog to grow and thrive it must accomplish two things:

- It must have content that's actually *about* something
- The blog must be active with new content continually added

If you're the kind of person who can write at least two blog posts a week that are actually about specific subjects and not just, "I went to the store today with so and so, we had coffee and talked about such and such," then you might actually have a shot at catching the search engine's interest and getting decent amounts of traffic to your blog. If not, then maybe you should reconsider blogging. I'll explain the two points above so you can see why they're true.

- It must have content that's actually *about* something

Search engines have a very difficult job. They have to both find and interpret every single piece of data that comes online, and then sort through it all to return meaningful results to their users whenever they type in a search query. Believe it or not, it's actually difficult for a search engine to figure out what most blogs are really *about*. And you can kind of see why, right?

Blogs are often scattered, with ramblings about half a dozen subjects that never seem to coalesce into anything concrete. So why then, would a search engine want to bring its users to a blog where it couldn't really tell what the blog was about? Now, for the correct example, take a look at [Ben's blog](#). Open it up so you can go back and forth between this document and his blog.

Let's take one of Ben's favorite subjects—*romantic thoughts*. Do you see that category on the right hand side? Click on it. Now do you see how the titles of his blog posts all have the phrase *romantic thoughts* in them? Not only that, but if you were to read each blog entry, you would see that Ben has peppered that phrase throughout his writing.

Now go to Google and type the phrase *romantic thoughts* into the search bar. Lo and behold, who gets to be on the front page? Ben does. Out of all the nearly 30 million websites returned in the search results for the phrase *romantic thoughts*, Ben's blog is selected to be on the front page!! How exciting is that?!

And it makes sense, doesn't it? I mean, how does a search engine know what's romantic and what's not? It's a machine. You have to tell it, "These are romantic thoughts!" Otherwise, how can it interpret?

We'll talk much more about search engines in a later chapter, but for now, before you get started, you need to realize that in order to blog well and get visitors from a search engine, you need to be able to write blogs that are actually *about* something. If not, your posts will be ultimately lost among the millions of other blog posts coming out everyday. That's not to say that every single post has to be specifically oriented to a search term like that, but many of your blog posts will need to be like that – at least half.

- The blog must be active with new content continually added

The amount of content on a website plays a very large role in how much authority the website is given by the search engines. Every blog post is an individual web page within the overall website, and each blog post contains a certain amount of words and content. The more web pages and content a website has, the more authority the search engines will give it. Why is that? It's mainly because of the search engine's main opponents.

The main opponent of a search engine is an online marketer, someone who tries to manipulate the system into giving their own website more authority and a higher rank in hopes that they can sell something to the visitors the search engine brings to them. In an effort to stifle the abuse of people trying to manipulate the system, search engines have made it difficult to just throw a quick website onto the net, with only a few pages that are about a certain subject that might rank highly.

They've designed it so that the more content you have on your website, the higher your authority will be. It's difficult and time-consuming to build a large website with many written posts and numerous web pages. Most online marketers don't want to go through the effort it takes. That's why the search engines have become so good at returning meaningful results, because they've adapted to weeding out the people who just want to manipulate the system in order to sell you something.

Therefore, the greatest asset a blogger has is his ability to write and generate meaningful content. The more blog entries you generate that are unique and about interesting subjects, the more authority your website will gain over time.

## The Checklist

I hope this all makes sense. But before you move on to the rest of this eBook, you need to ask yourself two questions:

- Can I write interesting content about a variety of subjects?
- Can I write at least two blog posts a week of at least 400 words each?

If you answered “No” to either of those questions, then blogging really might not be the right fit for you. It’s important to sit down and take a hard look at your motivation and abilities. Blogging successfully is very time-consuming and challenging. But the rewards are great.

Just consider Ben’s situation. How amazing is it for an author to be able to say that his work is on the front page of Google for a subject that 30 million other websites are competing for? Just imagine when someone finds out that he’s an author and asks him “Do you have any samples of your work?” And he’s able to respond, “Yeah, just type ‘Romantic Thoughts’ into Google and you’ll find me on the front page.”

Doesn’t that give him immediate credibility in their minds? Doesn’t it make them instantly intrigued and probably thinking to themselves, “Wow, he must be a really good writer for his writing to be on the front page of Google for a subject like that!”

This is the model that Plan B Publishing is trying to expand upon, giving writers the tools to get their writings out into the public eye through search engines, which will help establish their credibility and attract visitors. Before you begin, think of all the possibilities and the potential that exists within you to enter the world of blogging.