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# ProBlogging for Newbies

Blog like a pro NOW

*Jane Sheeba*

[www.probloggingsuccess.com](http://www.probloggingsuccess.com)



## Problogging Success

*Cutting-edge, No-BS blogging strategies with Jane Sheeba*



# PROBLOGGING SUCCESS

*Achieve Blogging Success, The Professional Way!*

**With Jane Sheeba**

## About the Author



Hi I am Jane Sheeba, the founder and author of [Problogging Success](http://www.probloggingsuccess.com). Blogging is my passion. I found about blogging in 2005. At that time, I was a newbie and started a couple of blogs in Blogger (those blogs are no more) in 2007. I did many mistakes and learned from them. When I was learning things, I found it so hard because I had to search for everything myself, learn the hard way and paid huge prices for my mistakes.

I don't want any other blogger or a newbie blogger to take the same route. It is so time consuming and confusing. So here you have my strategies that came out of my experience. Make use of them and save yourself time and wasted efforts.





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## About the Book

Now that I have learned a good deal of stuff, I want today's newbie bloggers to learn things the easy way. Here I give this book for all those passionate newbie bloggers who dream about Problogging.

Blogging like a Pro will no longer be your dream. You can now achieve it in reality! This e-book will guide through the steps ultimately to your Problogging dream.

Well, by the way, I run a successful blog at <http://www.probloggingsuccess.com> – Do check it out. My other blogs: [Tech Buzz Online](#), [Jane Sheeba](#), [Diet Fitness Deck](#) and [Merry Relationships](#). I also own the blogging community [DoSplash](#). Stop by if you have time.

### **Who should read this book?**

As the title says, this book is essentially for newbies. If you are passionate about blogging and want to do blogging as a business, to make money or for fun, you should read this book. This book will help you to kick start your blogging journey, like a pro.





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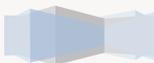
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Don't miss the Good Part!

Make sure that you subscribe to Problogging Success (just visit the blog and fill out the subscription form on top) so that you don't miss the great updates from the blog. The blog features high quality helpful articles. So what are you waiting for? [Subscribe to Problogging Success](#) (just fill out the form at the website) and also encourage your friends to do so. They will thank you for it ;)

## Disclaimer

Some of links in this e-book are affiliate links which means I will make a commission if you choose to make a purchase by clicking through the link. This will NOT add any extra cost to your purchase. And this fact doesn't alter the standing that I only promote products that I've tried and am happy with.





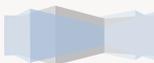
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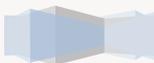


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## Preface

Blogging has become so popular. Back in the 1990s blogging seemed to be a strange thing for everyone. Now, blogging has occupied almost the entire world wide web. Almost over 70% of the search results point at blogs (although this figure will vary for product related keywords). There are blogs for just about anything and everything. People blog for fun, as hobby, to create online presence, to share what they have learned, to make a full time income for living, to promote their business, to have a personal log and so on. There are millions of people blogging today and there are thousands of blogs that are started every day.

If you have started blogging with an aim to make money out of it, you are not alone. However, newbie bloggers always find it overwhelming to hear all the technical and non-technical terms to set up a blog and set it to run in the first place. Then the 'making money' part also sounds so complicated. There are so many books around to help people run their blogs and make full time income out of it. The purpose of this book is to help newbies. While I will not overwhelm you with the heights and widths of blogging, I will also not leave you with incomplete details.

So I will keep it simple but at the same time concrete. Sit back and enjoy reading this book.





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## **Chapter 1: Setting up your blog**

This chapter will guide through the process of setting up your blog from scratch. I will cover three very basic aspects that are needed to set up your blog: 1. Domain name, 2. Hosting your blog and 3. The design of your blog. Once you work through these three steps, you should have your blog ready so that you can simply publish stuff.

### **Domain Name**

This is your identity. No matter if you are blogging for fun or business, you have to set this thing straight. People will need to know your domain if they ever want to visit it again. Your website may appear in search results. But to make people remember your site, domain names play a major role. Don't take domain names easily. These are your assets. In addition, even if you host your blog on free hosting options like Blogger or Wordpress, you can choose to point your domain name to your custom domain so that your blog url will read as [www.yourblogname.com](http://www.yourblogname.com) instead of [www.yourblogname.blogspot.com](http://www.yourblogname.blogspot.com) or [www.yourblogname.wordpress.com](http://www.yourblogname.wordpress.com). The former ([www.yourblogname.com](http://www.yourblogname.com)) makes your blog look serious and like a pro while the latter certainly won't seem serious to the readers.

Spend some reasonable time in brainstorming for domain names. Write down what your blog is about, who your target audience are and what are the 5 main categories of your blog. Do a keyword research in your niche and the categories you would write





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about in your blog. Go to Google Adwords Keyword Tool and type in your categories to get related keywords. [Don't leave out the tail keywords too.](#)

After you get a clear idea about the main keywords and your blog's purpose choose a short but descriptive name from the list you wrote down after brainstorming and also from the results of Keyword search from Google. Make sure your domain name complies with the following things:

1. Don't choose a very long domain name.
2. Make use of short keywords in your domain names if possible.
3. Make your domain name easily memorable and a word that anyone could easily spell.
4. Some choose their names as domain names and have been successful. For example johnchow.com, zacjohnson.com and so on.
5. Some choose keywords in their niche as their domain name. For example makemoneyonline.com, bloggingtips.com, getexback.com and so on.
6. Some choose keywords that define the purpose of the blog but doesn't have direct keywords in them.
7. Do not use hyphens (-) in your domain name as far as possible.

Makemoneyblogging.com can be easily searched and remembered rather than make-money-blogging.com.

8. It is recommended that your domain name is the same as the blog name. For example, Problogging Success is my blog name and

[www.probloggingsuccess.com](http://www.probloggingsuccess.com) is my domain name. This would make it easy





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for the readers to remember your blog better. This is also useful for branding your blog for the long run, right from the start.

You could choose your domain name using any one of the tips above or could combine some of them. Make sure you pick a great name, incorporating the tips above. Changing domain name later will take some effort on your part (in order to set up redirects etc.). So try all your best to avoid this!

Write down as many domain names that come to your mind in relation to the information you wrote down. You can search for available domain names and register them with Godaddy.com. You could get a domain name for as low as \$10-\$15. Not a big deal.

## **Hosting**

If you want to host your blog on free services like Blogger or Wordpress.com that is fine. But you won't have full control over your website.

One of the main reasons to go with self-hosting is that you have full, ya I mean full control over your blog. You can do whatever you want; you can make it look like whatever you want. There are no limits to it literally. You can tweak, tweak and tweak until you are pleased with the design and other options.

I provide web hosting; if you want one check out the plans at [Best Hosting And Design](http://www.besthostinganddesign.com) > <http://www.besthostinganddesign.com>.





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[Hostgator](#) (aff link) is great. They have great deals and you can host your blog there for as low as \$4.95 per month. However the problem with Hostgator (and other popular hosting services you see on the web) is that most of them claim to provide you with “unlimited” everything – unlimited bandwidth, disk space, domains etc. While the offer looks very attractive to a newbie blogger (and quite cheap too!), it is not the reality and not a practically feasible case. All hosting companies would go broke if they were to offer you unlimited everything for just around \$10 per month. No one would ever need a big account (say a business, dedicated, VPS accounts) other than their \$10 shared plan. Agree?

Here are some of my bitter experiences that I happened to face just because I took the word “unlimited” and believed it 100%. That’s stupid of me. And I wouldn’t complain the hosting companies, in particular Hostgator. So I want to warn you on this. Just read through these two posts at my blog:

[\*Shared hosting lessons when Jane’s site went down\*](#)

[\*Sites down, Lessons learned\*](#)

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So I finally started with my own hosting business with Hostgator servers. The difference?

I don’t sell over-hyped, overly promising hosting accounts and later on force you to upgrade to a bigger plan. I tell you what you get for what you pay, right off the bat.





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***Check out my hosting plans here > [Best Hosting And Design](#)***

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It is highly important that you remain cautious about choosing a good hosting service. If your hosting services are poor, it will affect the reputation of your blog and there could be more downtimes. Think twice or even three times before you decide on your hosting.

Since I've had bad experiences in the past, you can count me in providing top class hosting and support in this matter – coz I already know and have experienced your problems 😊

## **The Software**

Do you think that I am getting technical? Nope. Don't be afraid to hear of the word 'software'. I will make it easy for you to go through this step.

I recommend WordPress since it is an elegant blogging software or a platform. Don't get confused with wordpress.com where you can start a free blog hosted at WordPress' server. What I am talking about is a blogging software that is available for download at wordpress.org. Wait! Don't run yet. It is free. Get it at [wordpress.org](http://wordpress.org).

So you have a domain name and hosting. Now you need a platform or a backend that will take care of all your blogging solutions while you can simply concentrate on the content.





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You simply get an elegant blog with this combination. Once you have obtained your hosting, you can easily install WordPress in 5 minutes.

**Watch this video tutorial where I walk through all these steps**



Click on the image above or here's the direct link to the video >

<http://www.youtube.com/watch?v=ZyW1IXF22do>

## **Design**

Your design is the one that welcomes your readers. If you make it appealing, pleasant and easy to read/navigate then you will be doing good justice to your content. If you





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cannot afford to buy a premium theme for your blog, you can start with free themes that are available in plenty.

Premium themes give a professional look for your blog. Apart from this, premium themes are easily customizable and most of them take care of the SEO (comes inbuilt). You can also get assistance regarding issues with installing or operating a premium theme. All these facilities won't be available with free themes. Yet if you think that you are not ready to spend (it is not spending, but investing, though!) on themes, just go with any of the free themes. Just be sure to do enough research, coz free themes do come with poor coding, malware, unwanted (hidden) links and many other PITA. I'm not scaring you here, but giving you a heads up so you do your due diligence.

However, if you can afford a premium theme don't give it a second thought. Just grab one. You can purchase themes at [DIYthemes](#), [StudioPress](#) (aff links) and many other places (refer to the resource list at the end of the book). It is highly recommended that you start off with a premium theme. If you think that you can do it later, I will tell you why you shouldn't.

If you have established readership and content for your blog, it will be really hard to switch to a new design or a theme. While you try to switch themes there can be downtimes, incompatibilities, certain things that don't work as expected and so on. This will certainly affect the flow of your blog. Your readers may be disappointed to see an empty page or a poorly aligned bad looking page at your blog's address.





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Further spending time on changing themes and designs while you are established will keep you busy, thus not allowing you enough time on writing and promotion. Set your blog up fully before starting to build your readership.

It is wise to go with a premium theme right from the beginning. This will be a one-time investment both in terms of time and money. Have a clear picture in mind of what your blog's design should be. For example, ask these questions to yourself:

1. How many columns you want to have?
2. How many static pages you want to create?
3. What should be the width of your main text column? 80 characters or less will be great.
4. Would you prefer having 125by125 ad boxes on your sidebar?
5. Do you want to have header ads?
6. Do you want to have a widgetized footer?
7. Do you want post excerpts to be on your blog homepage or full posts?

And so on. Make a rough draft picture of your blog's design in a paper. Browse for themes that suit your needs and go for one.

I use the [Thesis Theme](#) (aff link) from DIY Themes in my blog Problogging Success. I just love it. I had a couple of scary days in the beginning, but once I found out the usage of hooks and functions, it is all now a piece of cake.





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*Read my honest review of Thesis theme here, where I also give you a little bit of a warning at the end >> [Thesis theme review \(and SEO tutorial\)](#)*

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You can tweak it as much as you want and make your site look exactly the way you want. You have to [pay for Thesis](#), go for it and you won't regret.

On the other hand, one of the other folks I highly recommend regarding themes is [StudioPress](#) (aff link) – the Genesis framework and their set of child themes. The plus with their themes is that unlike Thesis you can simply buy their framework + any of the child themes you like, simply install the framework+theme, do some minor adjustments like the number of columns etc. and you will be ready to roll in minutes. Unlike Thesis you won't be having a plain blog that has to be designed or that you have to purchase a skin separately. With Genesis you can get your blog online within minutes. And, Genesis is as equally faster as Thesis, has in-built SEO functionalities and is quite elegant both on the front end and the back end (administration).

The only downside is that your blog will not have a “unique” look. Coz there will be thousands of other bloggers who will be using the same skin as yours and your blog will look just like one of those. For instance one of the child themes I like very much is the Eleven40 theme (it has a clean design with ample space for content) and I use it on my personal blog [janesheeba.com](#). Since the theme is pretty cool, there are so many websites using that theme and if you visit [janesheeba.com](#) you'll have a feeling you've seen a similar site elsewhere ☺





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But if you don't mind that, I would recommend going for [StudioPress themes](#). If you're still confused, I've written a post where I compare Thesis and Genesis. Be sure to give it a read > [Thesis Vs Genesis \(to help you decide\)](#).

## **Winding up**

I'll finish off this chapter by putting up a shameless plug. Since we so far talked about setting up a WordPress blog, if you really want to skip all these circus and go directly to content creation and getting your blog off the ground, then I can help you with setting up your WordPress site.

Check out my [WordPress blog set up](#) and [WordPress blog maintenance](#) services (just click on the links).





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## **Chapter 2: Content**

Right at the moment you start thinking about launching a blog, you should start writing (or start producing videos or other forms of content). Your blog is going to be comprised of content and if you don't produce it there won't be a blog. It will be really hard, especially in the beginning to keep up the motivation and also the pace (of publishing blog posts). Even if you are not great in writing, it will be good to have some practice even before you start a blog. Choosing domain name, hosting and finding a theme will certainly take some time. In this period you should keep writing every day in order to keep your blog going with consistent and quality content once it is launched.

### **Choosing a posting frequency**

Choose a reasonable pace to update your blog. It is not important how frequently you update your blog. It can be one post a day, two posts per week, or any frequency that suits you. However, do not choose a tight frequency in the beginning. It will be really hard to keep updating your blog in the beginning since you will be busy with the 'setting up' part. Further, it is not advisable to feed your blog so often with rich content in the beginning, since you may struggle after some time with lack of motivation. There will be ideas gushing out of enthusiasm when your blog is all new. But then there will be a plateau where your motivation will slightly fall, or you will be lacking enough ideas to write about, or you may feel totally lost, or it may happen that you cannot keep up with your frequency where you sit silently staring the blank screen without getting a word or idea to write about.





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Above all, during initial times there won't be enough readership on your blog. So your precious blog posts won't be read and shared by many people and that's waste of resources. So initially publish less on your blog. It is a good idea to have at least 10-15 blog posts readily written upfront. And also to have at least 10 blog posts published on your blog when you launch it, so that people won't be disappointed with very less content when they visit your new blog.

Don't panic. It is all normal. So it will be wise to start with a very slow frequency, say one post per week and then slowly starting to fill out the gap as time goes. However in any case, make it compulsory that you sit down and write every day continuously. It is important that you don't break down the flow.

## **Finding ideas to write on**

Go back to the keywords and the purpose of the blog you wrote down when you were working on your domain name (including the long tail keywords you got from Google adwords keyword tool). You can create ideas by using those keywords in your niche in all of the following ways:

1. You can sit quietly in a room and try to think of issues, questions, concerns, methods, alternates, controversies, techniques related to those keywords.
2. Go to <http://labs.wordtracker.com/keyword-questions> and type in the keywords one by one. You will get questions (that people are asking in search engines) related to your keywords.





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3. Go to Yahoo! Answers and search by typing into the keywords; you will get open and resolved questions which can give you loads of ideas to write on.
4. Go to Google search and type in the keywords. On the results page, scroll down to the end and click on 'Subscribe to alerts for ...', set a weekly frequency and you will receive updates to your email related to your query/keyword.
5. Subscribe to news feeds on Google and Yahoo! to a category that is on your topic.
6. Ask questions in Twitter, start discussions in LinkedIn.
7. The final and the smartest way to come up with a bunch of keywords for writing blog posts is using [Long Tail Pro](#) (aff link). I use LTP all the time.

There are many more opportunities out there; here I have listed only 7 of them.

## **Don't like to write?**

I know that some of you hate writing☺. That's fine. There are other options to update your blog. You can capture a video of yourself talking about the idea you have for the blog post. This gives you a little more freedom since you can just talk, as if you were talking to your friend. If you are nervous about talking in front of a camera, you can do podcast. Just talk out your article, record it and provide a link to the mp3 audio where people can listen to it. You can provide a transcript of your video or audio to facilitate people who are visiting your blog from a low speed connection.

If you get bored with using any one type of media to update your blog, then use a combination of all of them at your ease.





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I do text blog posts and videos regularly. ***Don't forget to [subscribe to my Youtube channel](#) to watch my informational videos.***

***And don't forget to [grab my free E-course Write Killer Content](#), to help you create awesome blog content (yes its free!).***

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## Chapter 3: Promotion

Setting up a blog and feeding it with content is simply not enough. You should not wait for people to come and find you. It won't happen. Given the number of blogs that exist on the internet and the vast amount of information that is easily available upon few clicks, your blog is nothing but a needle in the ocean.

You should tell the world that you exist. Bring up the orange smoke. But only do it once your blog has at least 10 quality posts, a clean converting design (Read more about the importance of a converting blog design here > [How to design a blog that converts](#)). Blog promotion is not an overnight process. You cannot successfully promote your articles without having a community.

### Building an online community

Feeding your Twitter and Facebook accounts with your blog updates will look like blog promotion but it simply isn't. You need an active and supporting community. You need to build one. There should be interactions, criticism, appreciations, positive feedback, support and many other things in an online community. Make as many friends as possible, not only for the purpose of promoting your blog but in a genuine manner. You will need people. Blogging is not a standalone job.

If you are thinking about starting a blog or have just started one, register accounts in social networking sites like Twitter, Facebook, LinkedIn, Digg, StumbleUpon, Delicious and many others. Build up a neat profile of yours. Do not leave out default values without filling any columns in your profile since that will look un-professional.





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Brand your profile with your blog. Use one picture of yours in all your social networks as your profile picture (just get a free account at [Gravatar.com](http://Gravatar.com) and you'll be set). Use a consistent name and detail your expertise and interests in your profile. Make your profile interesting so that people take a decision to follow your updates.

After setting up your profile, find people of relevant interest and follow them or add them as contacts. Follow them and see if they follow you. Even if they don't follow you back, stay as their follower for a while to see if they take any action. Do not start following 150 people on one day. Build your community slowly and steadily.

## **Commenting on other blogs**

This is an excellent way to build your community, especially at initial times. Set aside 30 minutes every day to read other blogs in your niche. Don't have blog promotion in your mind while doing this. Just do this to build real friends. I stress this again because posting your blog updates and making people to click on them is not your goal. Building a strong relationship is your only goal and everything else will automatically follow.

Do a **Google blog search** to find out blogs in your niche. Once you get a handful of them, bookmark those blogs and visit them once in a couple of days. Read those blogs closely. This is not just for building community but to improve your knowledge on current trending topics in your niche. After following closely for a week, start leaving valuable comments in those blogs. Don't just say 'thanks for the great post', instead add value by giving your opinion, or asking a question or quoting a particular



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point in the blog post. If you do this consistently, depending upon the value you add you can attract both the blog owner and the audience of that blog to yours. You should create the curiosity to make people click your name without you leaving your blog's link in the comment.

## **Guest posting**

It would be incomplete if I don't talk about guest posting. It is one of the most powerful techniques to get people's attention to your blog. Find out blogs that have a good community, in your niche. It will be profitable for you if the readership of the blog is quite very big. Find out the number of subscribers of that blog, or find out about the blog's value with Google Page Rank finder (but the PR thing is of no value these days, as it seems) and Alexa rank. I have installed the SearchStatus Firefox plugin that gives me the rank details of any webpage. It may take a while to find out the right blogs, be patient. Closely read those well-established blogs, leave valuable comments and develop a relationship with the blog's owner if possible. During this time, learn about the style of posts in the blog, get to know the community and if possible cast in your voice with valuable comments or intriguing questions.

Once you are comfortable with the information you know about a handful of blogs come up with a killer article for submission as guest post. It should be a killer article literally and your best article. Put extra care and effort to write one. Do extensive research if needed.





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Once you feel that your guest article is ready, shoot out an email to the blog owner, starting from the top of your list of blogs you have found to guest post. If the blog has a 'Write for us' page read it carefully and check if your article complies with the guidelines. If you are not sure if the blog owner accepts guest posts or not you can contact them via the contact page to find out.

Format your guest post carefully so that you make it easy for the blog owner to publish. Let him/her just copy paste it. Give them no more work. Don't forget to leave an intro line with a link to your main page like 'This is a guest post by [your name] of [your blog name hyperlinked]'. Attach the necessary images and credits to images.

Your author bio at the end of your guest post is your magic spot. Make it interesting, intuitive and attractive. Use the right anchor words and keywords. Don't just leave a link to the main page; rather leave a link to one of your killer contents in your blog or your RSS subscription link or link to your FREE Ebook page if you are offering one. Don't use affiliate links, your guest post will most likely be rejected.

Don't feel bad if your guest posts get rejected, it happens. Just switch to the next blog in the list and send the same guest post to that blog. Do a re-formatting if necessary, to suit this blog.

Rinse and repeat.





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If your guest post proved itself to be a worthwhile stuff, you will certainly reap the results. You will find a hike in the number of visitors to your blog once your guest post goes live on a 'big' blog. Don't get flattered by it. People will just pay a visit to see who you are. **Converting those visitors into regular readers depend upon the content on your landing page.**

Your landing page should either have killer content or provide the readers with something useful and call them to take an action. If you manage to impress those visitors you can get about 1% of regular readers. Sounds too low? Yes, but that's how it works. So you need to really aim at blogs with thousands of visitors per day to guest post.

***To rock it with guest blogging, make sure you grab my report > [Guest Blogging Champion!](#)***

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## **Chapter 4: Monetization**

Your blog can make you money, whether you like it or not. Some start a blog just to make money out of it and there are many successful bloggers who are making great living out of their blogs. Some others start blogs for fun and they don't mind earning some extra bucks out of it. Although they are not so serious about making money and even though they are not aiming a full time living income out of their blog, they make quite some decent money. Yet some others start blogs and do not care about making money. They blog because they want to share things with others and they simply are not interested in making money out of their blog.

### **Advertising**

Sadly there are few others who want to make money out of their blogs but don't know how to do it. It is quite common that people take 'advertisements' as the only option for earning money out of a blog or website. Although this is fine, people don't care to notice and try other options. And with advertising, the most common and the most popular option is AdSense which is great if you manage to get an account. There are other alternates too Chitika, AdBrite, Snowmotion, TextLinkAds etc..

Apart from pasting the adcodes from a third party advertising company, from the above mentioned options, there are also direct advertising options where you can arrange to directly sell your ad spots to people without having a middle man.

Normally the 125by125 ads are the most popular ones in this category. If you decide to directly sell your adpace by yourself, it is important that you have an Advertise





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page for your blog. You can either choose to specify the price directly in your Advertise page or you can ask people to email you to negotiate about the price- both methods have their pros and cons.

- (1) Specifying a price will make it quite simple since your advertiser knows exactly how much it costs to put up an ad on your blog. So he/she can decide about placing ads just by seeing your Advertise page. On the other hand, if your rates are big numbers, this could frighten away your advertisers (they won't know if you'd agree for a reduction in price or not).
- (2) Not specifying a price will increase curiosity among the advertisers and this will make them contact you. You can use this opportunity to negotiate the price. And, you can easily get the contact details of the advertiser which you can make use later to announce any advertisement deals or offers at your site.

But advertising is really the last option to make money from your blog. By building an authority in your niche, you can offer products or services to “help” people in your niche and thereby making money for yourself too.

For instance I offer [WordPress blog setup](#) and [maintenance](#) services coz I see so many bloggers struggle with this part. Actually this is not what you should be focusing on when starting a blog. And even worse, if you are stuck with any of the steps in setting up a blog, that is going to put a halt to your start up – which is very unfair in my opinion. That is why I help bloggers on this, and as well make money from my service.





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The same is the case with my info-products. Each product by me, free or premium, is created with a purpose to help bloggers on a particular aspect.

**Problogging Action Plan** – helps bloggers who start a blog and struggle without a plan and for those who have not yet started a blog but are thinking about it – helping bloggers to get clarity about their blogging goals.

**Guest Blogging Champion** – for all those bloggers who want to build their brand awareness via guest blogging but don't know how to do it effectively in order to get faster results.

**Can I really make money blogging?** – for all bloggers who want to make money but don't know how or do it the wrong way – in this short report I point out the methods that I tried and that worked for me – not 100s of ways to make money online simply that overwhelm bloggers.

As you can see, in each of my info-products I make it a point to solve a particular problem of bloggers and hence I make money from it.

This kinda income will not only provide you with a **steady (passive) source** but will also build your authority and your brand.





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## Chapter 5: Search Engine Optimization

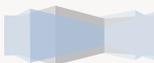
This is the scariest part and the one which sounds like a strange thing to newbie bloggers. Search engine optimization (SEO) is a very broad area and it perfectly confuses newbies. The fact is that you don't have to implement all of what you learn about SEO since you cannot do it all at once. Especially, if you are a newbie blogger anything you read about SEO will be confusing and will make you ask a question to yourself: "Do I really need this to drive traffic?"

Well, that's why I have put this as a last chapter, even though this should go side by side 'content'. Put little effort in learning about optimizing your blog for search engines; don't say 'I don't know'. You have got to know something to survive.

### Keywords

If you are using a premium theme like [Thesis](#) or [Genesis](#) (aff links), you won't need an additional plugin to implement on page SEO.

For the very basic part, SEO is about using keywords in the right amount. Find out 5 to 10 keywords for your blog post in relation to a main keyword. Use the main keyword in the heading of the post if possible. Spread the other related keywords throughout your blog post





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uniformly. Your post should contain about 4% keywords (not only the primary keyword but all keywords combined to make 4%) and anything more is keyword stuffing.

## **SEO for targeted traffic**

For targeted traffic, both on-page and off-page SEO factors are very important. Let me give you 4 on-page SEO factors that you should be paying attention to, right from the beginning!

### **1. Optimize headings**

It goes without saying that heading (aka title) is the first thing that gets into the eyes and head of your readers before the body of your post.

Heading is also the one which [reaches the masses](#); the number is usually substantially larger compared to the number of people who really read your post.

And it is normally good (or even great) if there is no big difference between these two numbers. That is, if almost all the people who read your heading also choose to read your post, **this means that your heading has served its purpose.**





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That is, if all those people who read your headings are convinced enough to click through your link and check what you have got, then you win.

**But how to attract your target audience?** Read more in your niche and write hot off the press headlines in your niche. Make sure you use less competitive keywords in your niche in your post headline.

Now, this is not an easy task. You cannot simply find less [competitive targeted keywords](#) in your niche unless you spend hours in researching.

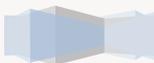
But don't worry.

You can do it with the help of [Long Tail Pro](#) (aff link). I use Long Tail Pro to do keyword research for my blog posts. Honestly, this software saves me TONS of time since it is quite fast.

## **2. Internal linking of your blog posts**

Interlinking your blog posts is nothing but connecting each post to one or more posts from your blog. You can use anchor (keyword) texts to do this.

Two plugins which help you with this process and indeed make interlinking super easy are: [Insights](#) and [SEO Smart Links](#).





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I used to use Insights, however now that this plugin has not been updated for a while, SEO Smart Links is a good option.

SEO Smart Links can make it a bit too much with linking if you are not careful with setting things up carefully – but there are ample settings available to help you take control.

## **But why shouldn't you interlink too much?**

(i) You may raise an alarm to Search Engines, which may think that you are trying to manipulate something.

(ii) If you provide a lot of links on one post page that is flow of link juice. Even if the links point to another post on your own blog, it is still link leaking. So do not end up adding one link to every sentence of your blog post.

## **Guest posting**

Ya it won't be fair if I don't mention guest blogging in this list. You must be familiar with the standard [benefits of guest blogging](#), right from getting do-follow backlinks from high PR blogs to [becoming a better writer](#).





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I highly recommend you give this post a read > [How to guest blog like a pro?](#)

## **How does guest blogging help you with SEO for targeted traffic?**

One of the top perks in doing guest posting is getting authoritative backlinks, among other things. Now, I say authoritative assuming that you choose well established blogs that offer quality content in your niche.

If your blog has such authoritative backlinks from many blogs, depending upon the number, search engines give you priority when they display results in SERPs.

So when you aim at less competitive keywords AND happen to possess a good number of authoritative backlinks, you will surely be ranked top in SERPs for that keyword (and many related keywords). The combination will give an extra push to boost your search engine rankings.

But ironically, you shouldn't be doing guest posting for building links! Coz the term "link building" is not valid these days (due to it being mistaken heavily) – if you're building it, there's no point – at least according to Matt Cutts. Links should be earned not built!





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## Social engagement

Okay, here goes the bitter truth for the ‘not-so-caring about others’ kind of people. You have to do this for SEO. I know we are all busy. We publish posts in our blogs, moderate the comments, [deal with spammers](#) and so on.

### So where do we find the time to engage with other people?

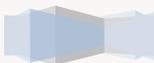
Moreover, are social media sites the greatest distractions in the online world? Yes they are indeed! But you know who you are.

If you have a blog and not having a group of people know about it, your blog will not be found by search engines. Well, I may be exaggerating a bit; the search engines will find your content, eventually. But how about [ranking higher in Search Engine Results Pages \(SERPs\)](#)?

***Your links have a 95% chance of NOT being clicked (well, to be precise, not being looked by people) if you don't happen to be on the first page.***

### How does social engagement help?

1. You make loyal friends who will be willing to promote your content.





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2. Your content is everywhere.

3. Your content gets backlinks from all popular social networks.

Remember, links from Twitter and other social sites [matter a lot](#), whether do follow or not.

But in order to achieve these results, “engagement” is the key. You cannot just create social media accounts and start posting your links everywhere.

It is about relationships and making people share your stuff out of trust, feeling being helped and welcomed and sometimes simply out of love.

So make it happen!

## **How to engage in social media sites for effective off blog**

**SEO?** That’s story for another post; coming soon!

## **SEO takeaway**

At the stage of a newbie blogger you don’t have to either know or worry about SEO too much. I have just mentioned what you need to know.

Once you develop your blog and establish yourself in your niche you can worry about the advanced options.





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I am not saying that you should ignore SEO aspects though. But just don't worry about it too much at least for the first 3 – 4 months.

You should be fine.





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## **Resources**

### **My services that help bloggers**

(visit the link for more details about the service)

Blog Audit > <http://www.janesheeba.com/blog-audit/>

Blog Maintenance > <http://www.janesheeba.com/blog-maintenance>

WordPress Blog Setup > <http://www.janesheeba.com/wordpress-blog-setup/>

### **Images for your blog**

Finding attractive, funny, innovative and relevant images for blog posts forms an important part. I go to the following places for images for all my blogs.

1. [Deposit Photos](#) - Their low-volume daily subscription plan suits me very well.
2. [Fotolia](#)





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## **Premium Wordpress Themes**

Browse and shop for high quality premium WordPress themes in the following places.

1. [Thesis Theme](#) (If you want help with designing your site, check out [my web design service](#)).
2. [Genesis](#)

## **Web Hosting**

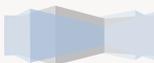
1. [Best Hosting And Design](#) (that's a shameless plug).

If you want to go for the all popular [Hostgator](#), I recommend them – but just be cautious about the “unlimited” promise!

If you want to go for ready-made skins [Thesisawesome](#) is the place to go.

## **EBooks to help you with Blogging**

1. [Problogging Action Plan – Winner of the Small Business Bookawards, 2012. Also available on Kindle.](#)
2. [Guest Blogging Champion.](#)





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3. [Can I Really Make Money Blogging](#)
4. [Prologger – 31 Days to Build a Better Blog](#) by Darren Rowse
5. [Successful Blogging in 12 Simple Steps](#) by Annabel Candy
6. [Blog Post Promotion](#) by Kristi Hines
7. [My Kindle Store](#)

## **Must-have SEO tools**

1. [Market Samurai](#) – On-top-of-everything Keyword research, SEO competition spying and much more.
2. [Long Tail Pro](#) – For faster and highly effective keyword research.
3. [Easy WP SEO](#) – Kickass SEO boosting (on-site) plugin.

## **Must –have Blog Promotion Kits**

1. [Blog Post Promotion Guide](#) by Kristi (Kikolani) – the ultimate guide.
2. [Commentluv Premium Plugin](#) – Build your credibility and visibility online.
3. [Tweet Adder](#) – Increase your Twitter followers ‘just like that’ and earn more eyeballs.





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## **Must-have List Building Tools**

[Aweber](#) – Best email autoresponder, list builder – hands down.

[WPSubscribers](#) – Skyrocket email subscribers so easily with the awesome features of this Wordpress plugin.

## **Must-have Miscellaneous Tools**

[Clicky](#) – Real time stats of your blog. Very cool and accurate (more than Google analytics).

[Backup Buddy](#) – A premium Wordpress plugin to backup your blog.





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## What Now?

I hope that you would have found the book useful. If you can implement the tips in this book, I bet you can start to blog like a pro right from the beginning.

*If you enjoyed this book, you can check out my other blogs:*

[Jane Sheeba](#) (my personal blog)

[Tech Buzz Online](#) (technology/social media news/strategies)

[Diet Fitness Deck](#) (dieting, weight loss, beauty and healthy living)

[Merry Relationships](#) (relationship advice and tips)

**And this blogging community: [DoSplash!](#)**

*And don't forget to grab your blueprint to successful blogging! Check it out here*

[Problogging Action Plan](#)

[Guest Blogging Champion](#)

[Can I Really Make Money Blogging](#)

*Can you please spread the word? Thanks!*

