Don't Even Think About Starting a Website or Blog Until You Read This Report...

WEBSITE DEATH

RIP

1995-2014

Traditional Websites

Don't Even Think About Starting a Website or Blog Until You Read This Report...

Traditional, static websites have been the backbone of the internet for years...

As someone who has setup many, many HUNDREDS of traditional websites, I'm probably the last person you'd expect to write this report.

But the fact is, I've almost completely abandoned traditional websites and switched to BLOGS for two simple reasons:

1. **Social media and interactive blogs are the future of the internet, and…**

2. **I actually got MORE VISITORS and MADE MORE MONEY when I switched!**

I believe that we are starting to witness a dramatic shift in the way the internet works, and I want you to profit from it (and not be KILLED by it like a lot of traditional websites will be).

The future is in blogging because it allows you to interact with your readers or customers in a way that you just can't otherwise.

In this report I am going to show you my exact step-by-step system for creating a successful blog, even if you have never created a website or blog before. This system is designed to work for anyone willing to put in 20 minutes to get their first blog up and running.

I am about to walk you through the details of each step in the process of starting a blog, step-by-step. If you prefer, you can also see this entire process in even greater detail on my blog: TheBlogStarter.com

Regards,

Scott Chow

The entire process of getting your blog setup and ready should only take you about 20 minutes. After that your site will be online and ready for you to start blogging!

Before you can start blogging there are two things you need to do:

1. Pick a domain name.

The domain name for this blog is theblogstarter.com. If you type that domain name into an internet browser anywhere in the world you will be sent to this site.

You want to pick a name that is unique and descriptive, so your audience will immediately know what your blog is about.

Another option is to simply use your own name. For example, I have registered scottchow.com. You can also add your middle name or middle initial if you find your name is already taken.

Many of the top bloggers use their own name as their domain name. This has the added benefit of preventing someone else from registering your domain, allowing you to secure your "virtual real estate".

Once you have some candidates for names, you will need to choose a domain extension. .com is the gold standard, but .net and .org work just as well. I would suggest staying away from other extensions like .us or .biz, as they are not as familiar to most people.

You may find that the domain name you want is already taken. This happens to all of us. In fact, it happened to me with this site. Blogstarter.com was already taken, so instead, I chose theblogstarter.com. If you find that your desired name is already taken you can try adding simple words like "the", "a", or "my" to the beginning of the name, or you can try adding dashes between words such as the-blog-starter.com.

If you are still struggling to find a good domain then you should check out NameMesh.com. This is a really helpful free tool that allows you to enter in the words you want you use and then gives a ton of different suggestions that are all available to register. For example, if I want to start a fashion blog I can simply enter the word "fashion" into NameMesh and I get a list of domains (my favorite: fashionizable.com).

2. Choose a web host.

A web host is a company that stores all of the files for your website and delivers them to the user when they type in your domain name.

Choosing a bad host will doom your site from the beginning. Users will be frustrated with slow page loading times and you may often find that your site is simply not working at all (yikes!).

There are hundreds of different web hosts you can choose from, but my recommendation for your blog is BlueHost. In fact, BlueHost is the web host I use for theblogstarter.com. This is for a few reasons:

1. They offer a free, simple installation of all the popular blogging tools, including WordPress (the one I recommend you use).
2. They have been recommended by WordPress since 2005.
3. They offer industry leading 24/7 customer service via phone, email, or web chat.

Because BlueHost is a top-quality web host they cost a bit more ($6.99 per month) than low-quality hosts. But if you use one of the links on this site you can get BlueHost's high-quality service for just $3.95 per month (for 36 months), including a free domain name.
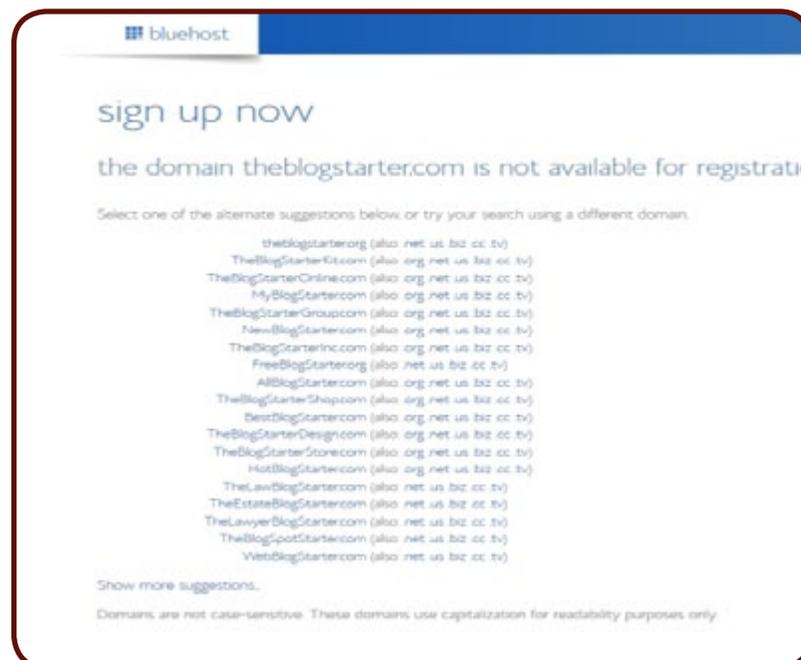
1. Click here to get the special $3.95 per month rate on BlueHost, and then click "get started now".


2. Type in your domain name in the left box and then click "next" to see if it is available.
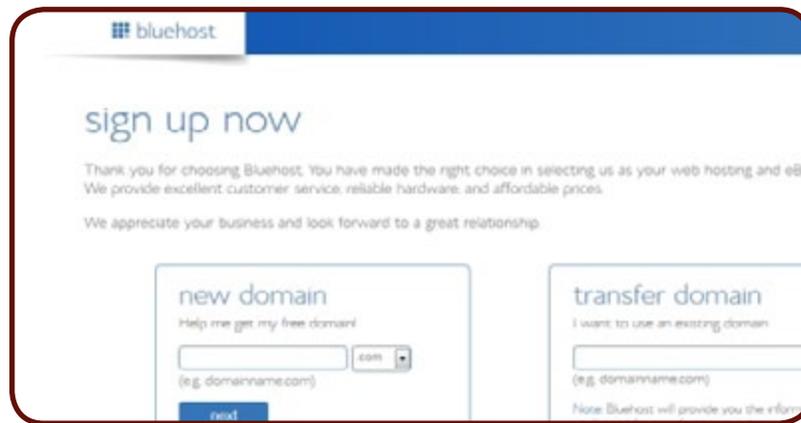
3. If the domain is unavailable you will be given a list of similar domain names that are available. You can choose one of the suggested domains or type in another name to try.

4. Once you have found an available domain name you will be taken to the registration page where you will put in all your billing details.
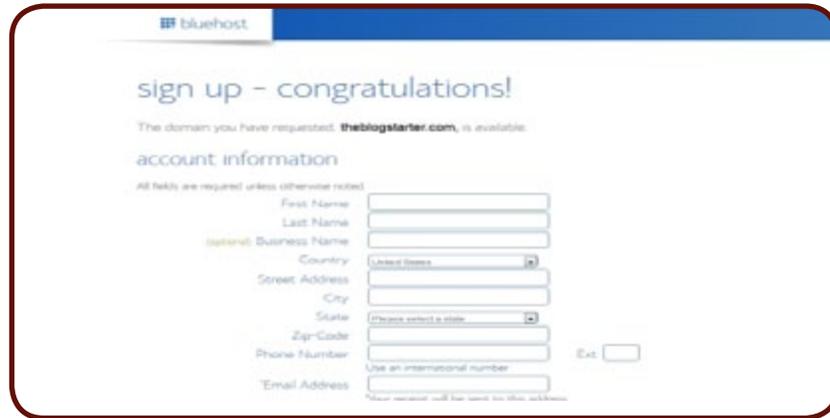

5. You will also need to choose your hosting package and options.
- I usually get the 36 month package, but a 12 month or 24 month package is also a great choice.
- I usually skip the other products when I sign-up and then add them later if I need them.
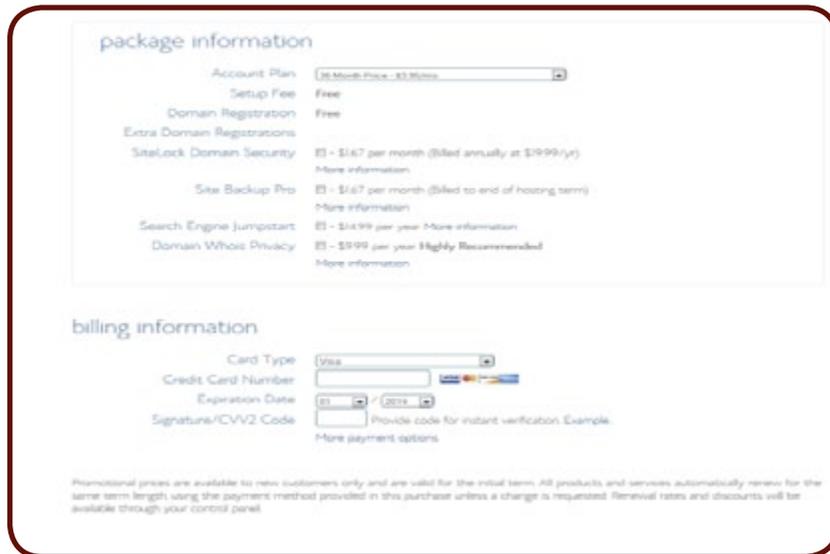

6. Once your account is setup (usually just a few minutes), you can login to your account by going to the BlueHost homepage and clicking the login tab at the top. Enter in your domain name and the password you chose when registering.
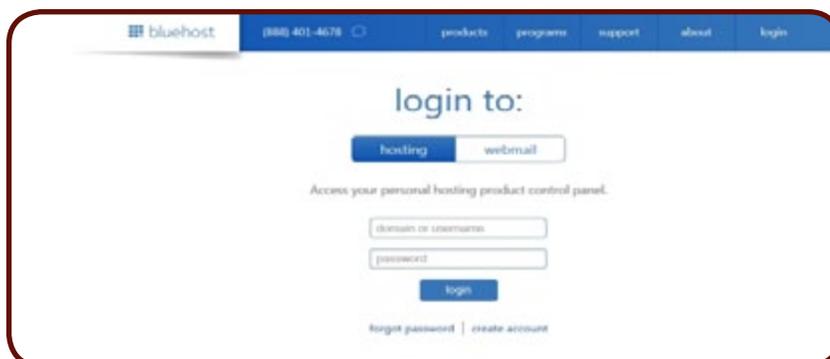
7. Now that you have logged-in to your account control panel, we can install WordPress, which is the software you will use for your blog. Look under the "Website Builders" heading and click the WordPress link.

Too complicated? I will install your blog for you for free.
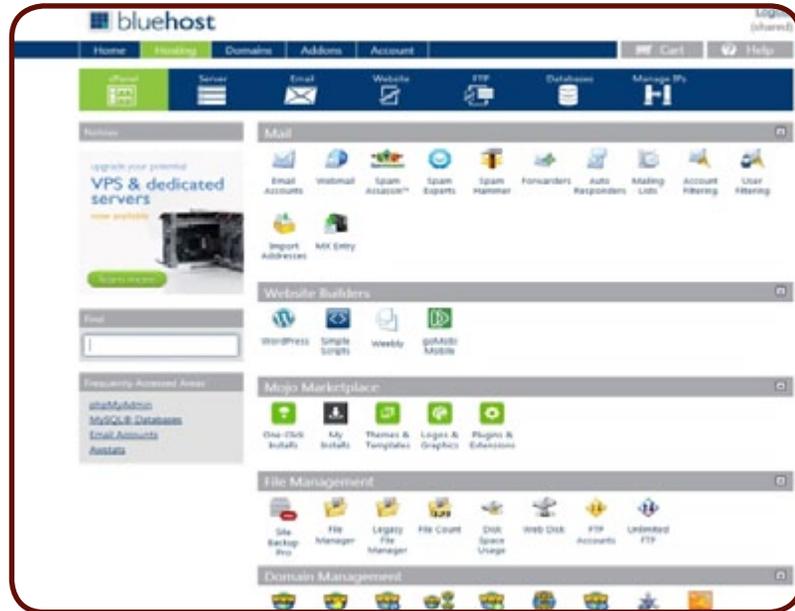
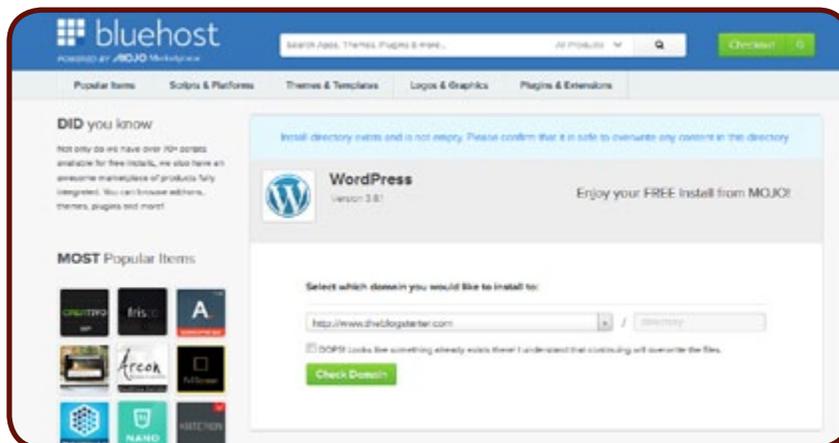You will now be automatically logged-in to Mojo Marketplace. Click on "Install WordPress".

You may get an error message saying "OOPS! Looks like something already exists there!" Not to worry, just click on the checkbox next to that message to continue the process. (Click the image below to see a larger version.)


Check the "Show advanced options" box. Now you can enter in your site title, username, password, and email. These can be anything you want, and all of them except the username can be changed later. When you are done, check the box to agree to the terms and then click "Install Now"
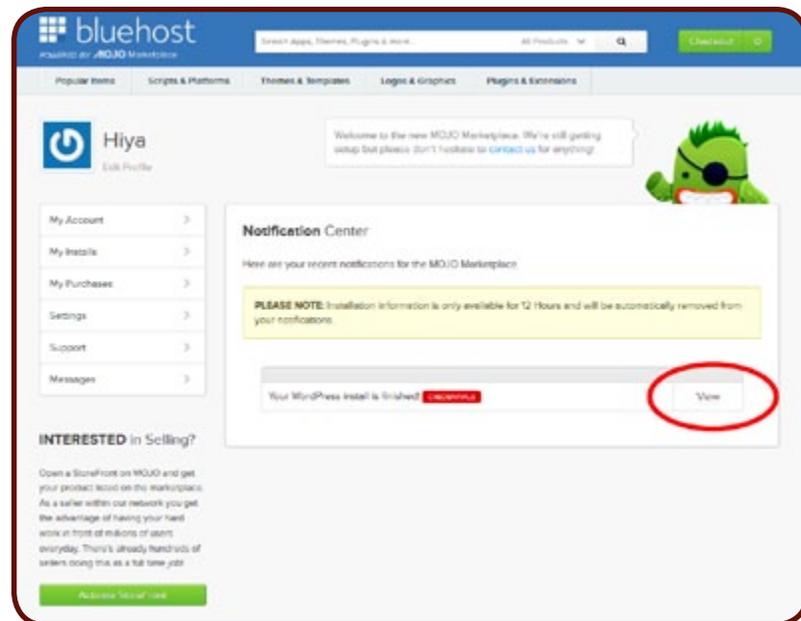

WordPress is now installing! This should just take a few minutes.

8. You will receive an email with your login information as soon as the installation finishes.
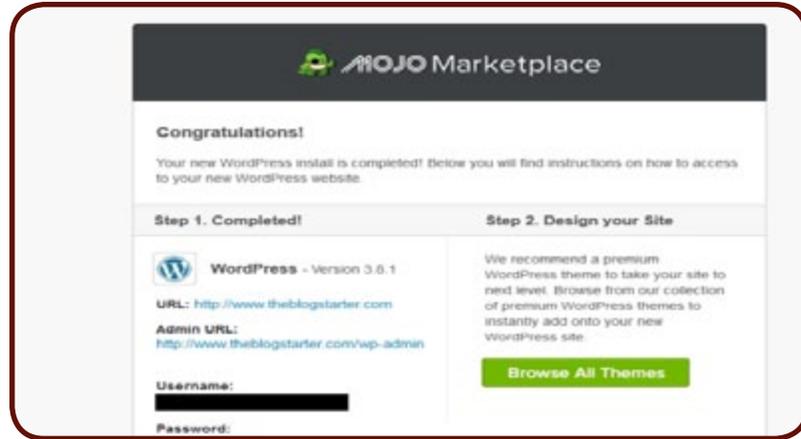
To find your password click on the link in the email that says "View Password". Then click on "View" on the next screen. Make sure to write this down in a safe place!

Having trouble installing your blog? Get help here.

I f you haven't installed WordPress yet, please **return to Step 2** to learn how.

Once you have WordPress installed on your site you are just about ready to start blogging. In this step, I am just going to show you the basics to get you up and running with your new WordPress blog. The next step after this one will show you some more advanced changes you can make to personalize the design and structure of your blog.

Logging In

To start with, you will need to login to your site. Go to http://www.yoursite.com/wp-admin to bring up the login screen. If you are unsure of your login name or password, check the email that was sent to you from BlueHost that has this information.

Changing Your Blog Name

Once you login you will be in the WordPress administrator area. This is where you will make any changes you want to your blog. To start with, you will probably want to change the name of your blog. To do this, go to the bottom of the left menu and click "Settings". That should take you to this screen:
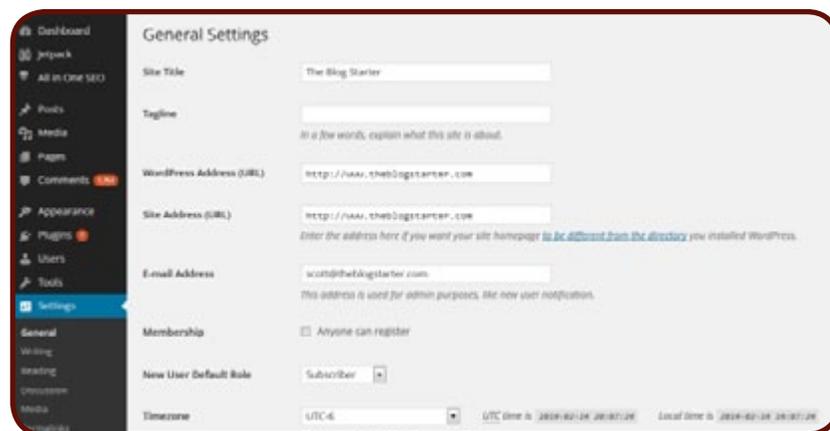

On this screen you can change your "Site Title" and also the subtitle, known as your "Tagline". Enter whatever you want in these two boxes and then scroll to the bottom and click the "Save Changes" button.

Once you save these changes they will immediately be live on your site. To see what your site looks like at any time you can just type your domain name in the browser and hit enter.

How to Write a Post

Blogging is all about writing, so let's learn how to write your first blog post.
Go to the left menu and click on "Posts". (Click the image below to see a larger version.)
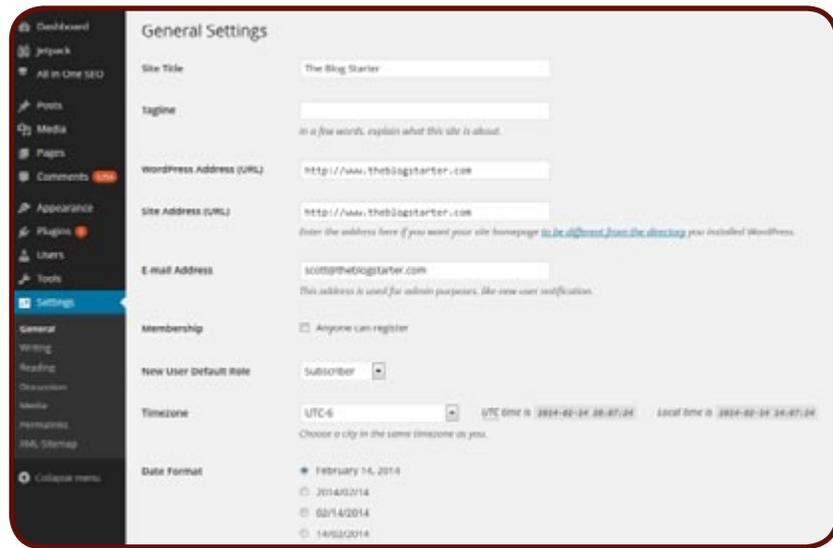
You will see there is already a post there titled "Hello world!" This is a default post on every new WordPress blog, and we don't need it. To delete it click "Trash" just under the post.
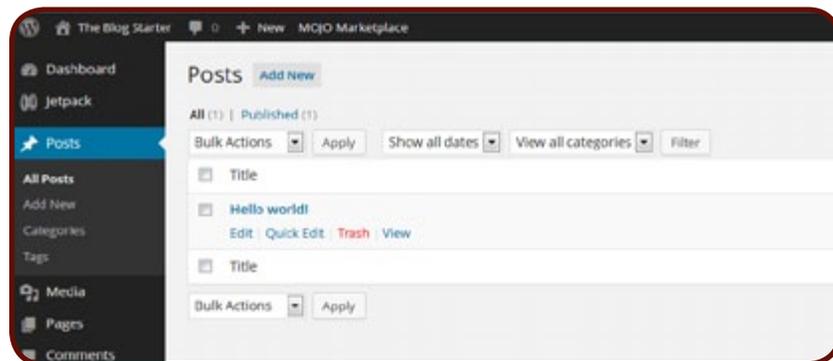
To begin writing a new post, click the "Add New" link (found in either the left menu or next to the word "Posts").
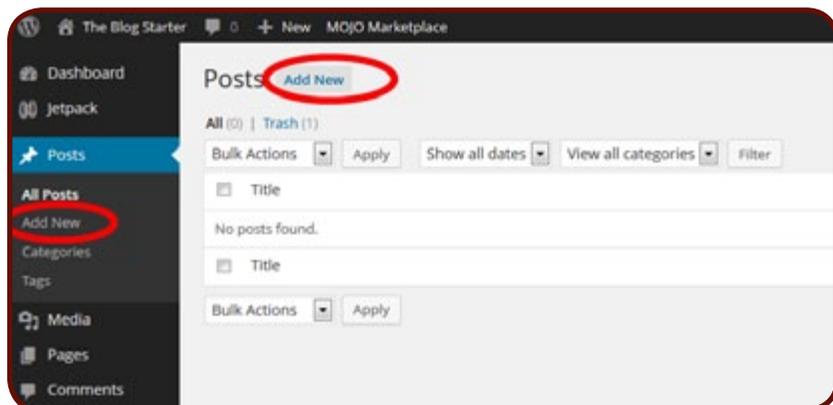
You should now be on the post creator screen. You can enter the title of your post in the top box and then begin writing your post in the lower box.

If you would like to add a picture to your post, click on the "Add Media" button and click "Select Files" to upload a picture from your computer. You can make adjustments to the picture size and alignment on the next screen. When you are all set click "Insert into post" to add the picture.
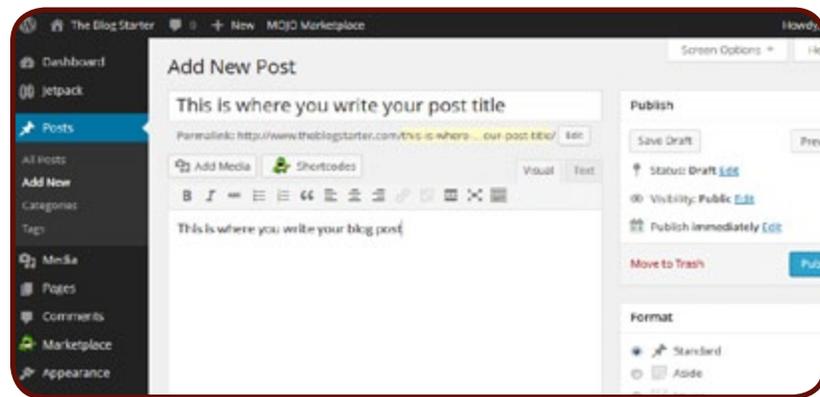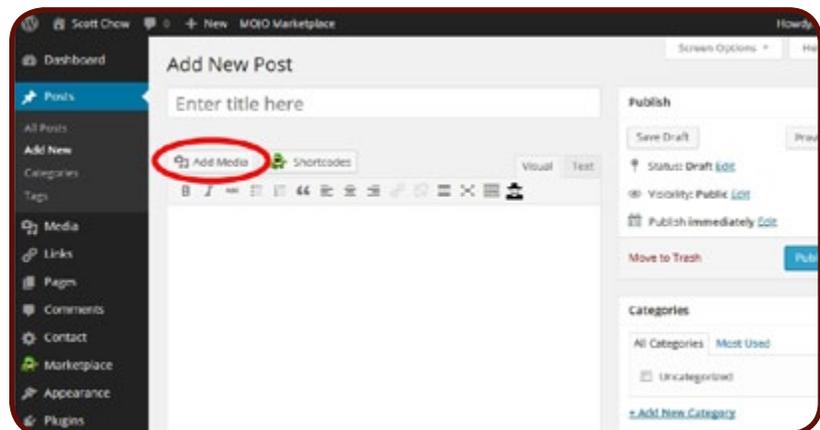

Once you have finished your post just click the "Publish" button on the right side of the screen to publish it.

What's next?

Congratulations! You now know how to publish content on your site!

You will probably want to make some more changes to your blog as I describe in the next step, but none of them are absolutely necessary, since your site is already live and ready for the world to see!

I f you haven't installed WordPress yet, please **return to Step 2** to learn how.

Now that you know the basics of your blog, we can get into some more of the details. WordPress is an amazingly powerful tool that allows you to build your blog in just about any way you can imagine.

You're probably thinking that your blog design looks pretty boring now, right? Not to worry, I will show you how to change the site design and layout in this step, along with a bunch of other cool tips and tricks for personalizing your blog.

Changing Your Blog Design

Everyone has a different idea of how they want their blog to look. One of the great things about WordPress is that you can change the entire layout and design of your site with just a few clicks. Here are just a few examples of WordPress designs that are completely free (click an image to see it bigger):
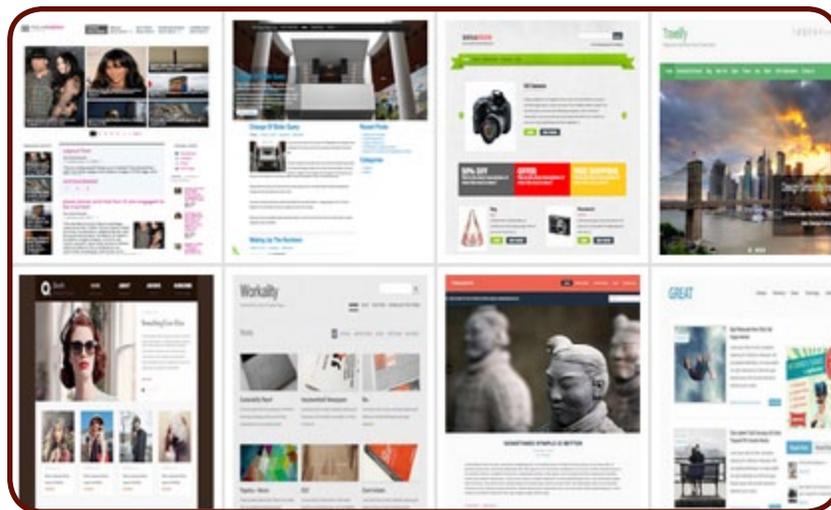
In WordPress, site layouts are known as "Themes". To change your theme you are going to click on the "Appearance" tab on the left menu. On the screen that comes up you are going to click on the plus sign that says "Add New Theme".
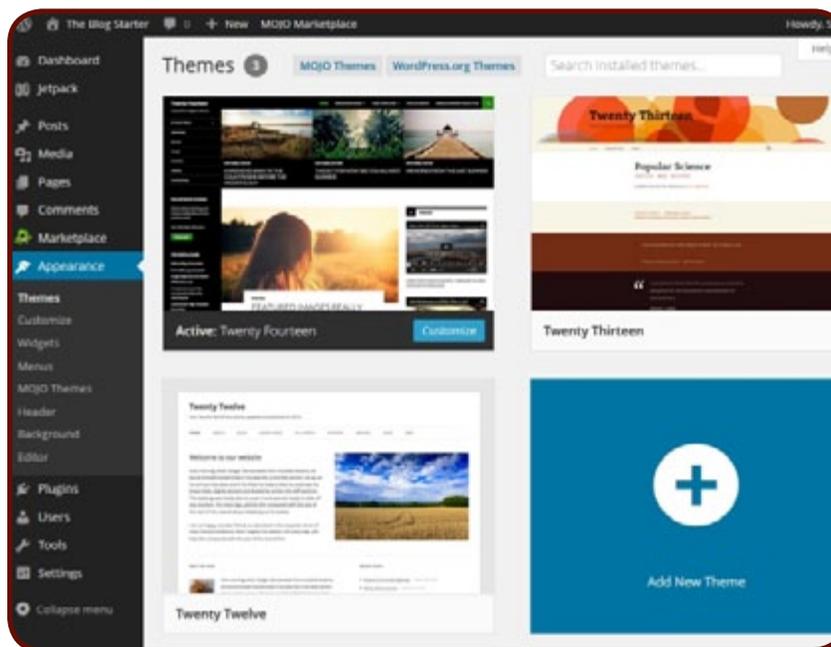
You will then be taken to the theme search screen. There are lots of different ways to find a theme you like. You can search by keyword, color, layout, etc. If you are not sure where to start, click on the "Featured" link at the top of the page to get an idea of the variety of themes that are available.

There are hundreds of free themes available for you to choose, so my suggestion is to not get too hung-up on finding the perfect theme right away. After all, you can easily change it again later.

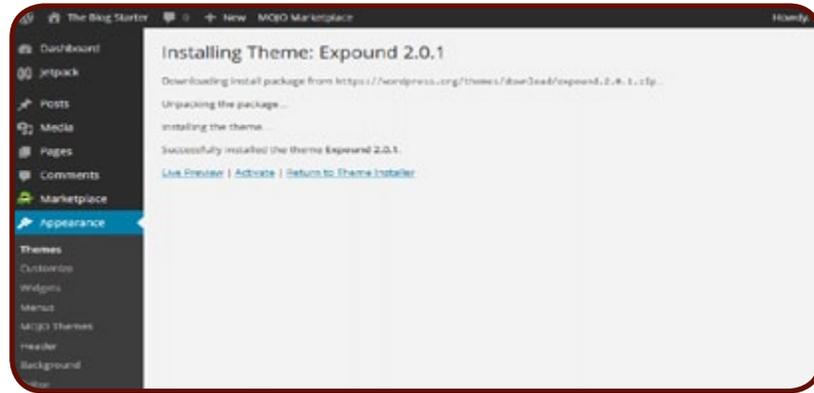To see your new theme in action, go to your site and take a look!

Changing Your User Details

When first starting your blog it is important that you change your user details so that people know who is writing your blog.

To do this, click on "Users" tab on the left menu. Then click on "Edit" under your username.
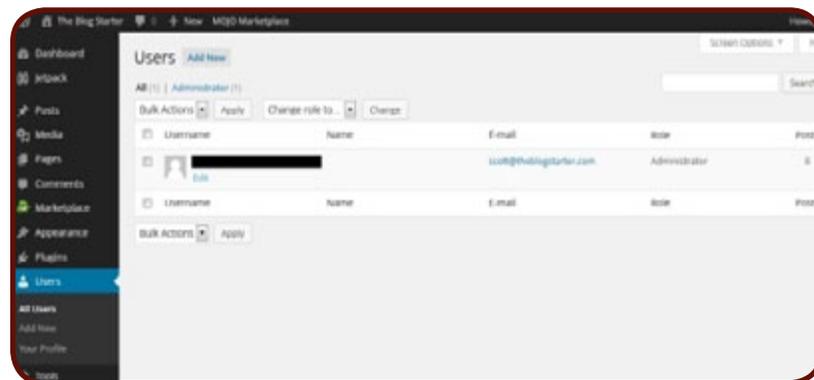
On the user details page you will want to at least change your Nickname and E-mail. Your nickname is the name that will appear on all the posts you make, so keep this in mind when selecting it.

Simply type whatever you like in the "Nickname" box and then choose that same name in the drop-down box next to "Display name publicly as". You can also change your address if necessary.
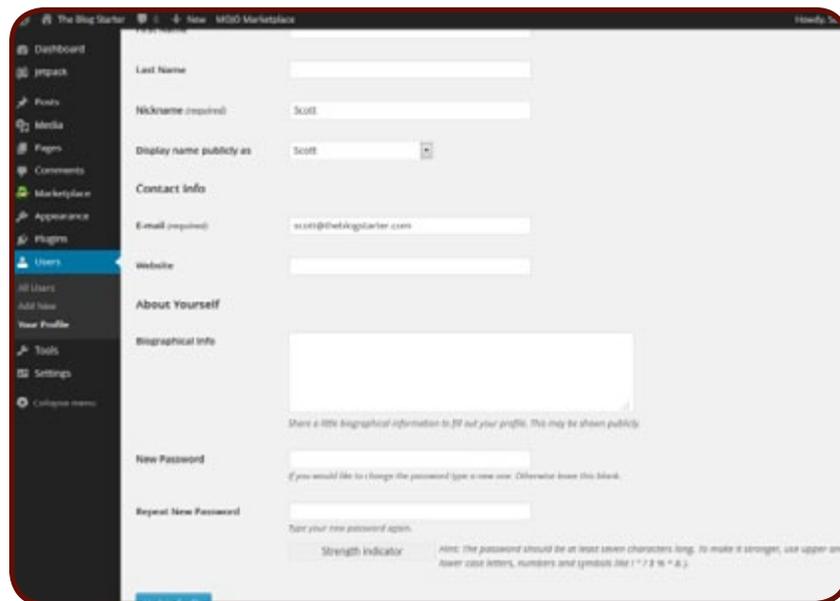
Once you have made all the necessary changes be sure to click the "Update Profile" button at the bottom of the screen to save the changes.

Comment Settings

Arguably the greatest thing about blogging is getting to communicate with your readers through their comments on your posts. The default commenting settings in WordPress are pretty good for most blogs, but in case you want to change them this is how you do it:

Simply scroll over the "Settings" tab on the left menu and then click "Discussion". This will bring up a screen with a lot of different settings you can change if you so choose. If these settings all seem confusing to you, don't worry. As I mentioned, the default settings are perfectly fine for just about everyone.

Permalinks

Every time you publish a new post on your blog you are creating a new page with a unique URL. The settings for your URL names are known as "Permalinks".

The default permalinks setting is not optimal in my opinion, as it gives you URLs that look like this: http://www.theblogstarter.com/?p=123

To change that setting you need to scroll over the "Settings" tab on the left menu and then click on "Permalinks". Then you can choose one of the options listed there.
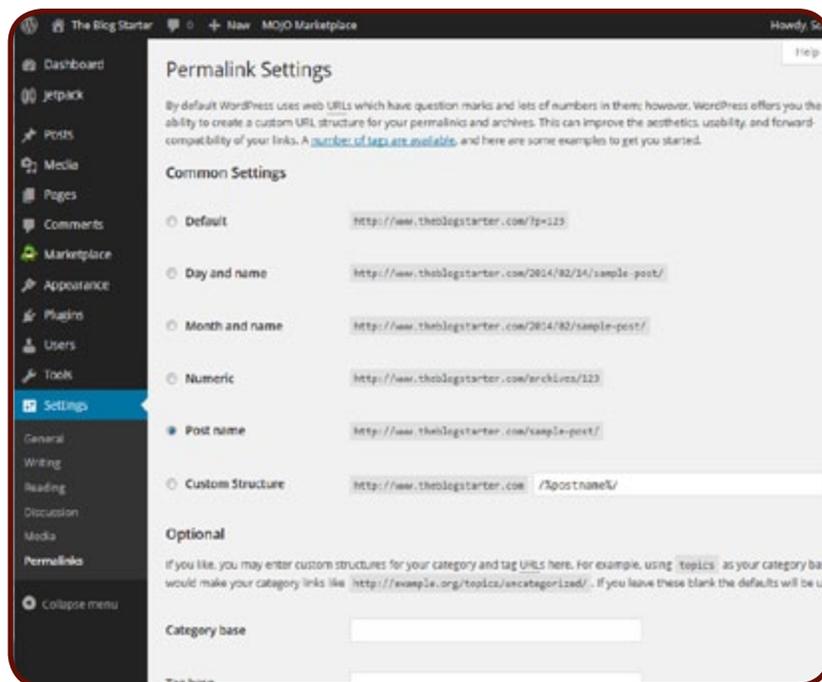
I am using the "Post name" setting on theblogstarter.com, but any of the options are perfectly fine and will not affect the usability of your site in any way. I just happen to think that the default permalinks setting looks kind of ugly.

What are pages anyway?

You may have noticed a tab on the left menu called "Pages". In WordPress, pages are typically used for any content you want on your site that does not fit into the category of a blog post. This could be things like an "About Me" page or a "Contact" page.

Creating and deleting pages is exactly the same as it is for Posts. The difference is that pages will not appear in your blog feed, meaning they will not appear on the homepage like a blog post would.

You do not have to create any pages unless you want to. However, WordPress comes installed with a "Sample Page" that I suggest you delete.

Widgets

Changing themes is the easiest way to make big changes to the layout of your site, but there are smaller changes you can make once you have a theme installed.

One of the easiest things you can change is the "widgets" which control the items in your sidebar area (and sometimes other areas of your site).

To do this, scroll over "Appearance" on the left menu and click on "Widgets". Once on this page you can just drag-and-drop the widgets to add or remove them from your site.
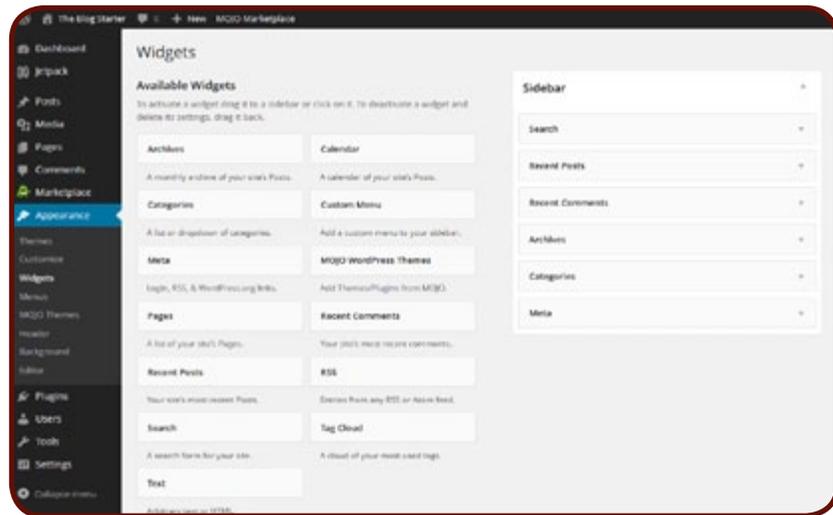
Just as with most things in WordPress, the changes to the site are very easy to make and you can always change them back. So go ahead and play around with the widgets to see what different configurations look like on your site.

Plugins

Plugins are additional tools that you can add to your WordPress blog from third-party developers. There are hundreds of free plugins available that can do just about anything on your blog.

There are plugins for creating contact forms, adding social media buttons, or enhancing your site's visibility to search engines.

There are simply too many to list here, but check out my blog post describing the top 10 free WordPress plugins.

What next?

After completing this step you should have a functioning and attractive blog. Again, you can always go back and make additional changes later. There is no need to have everything perfect right away.

Now let's get to the fun part – writing on your blog!

Finally, we can get to the fun stuff!

Every successful blog follows a just a few basic principles:

Steps to a successful blog

1. Proper Blog Setup
2. Amazing Content
3. Marketing

Proper Blog Setup

The first 4 steps of this guide explained to you how to get your blog setup properly (start with Step 1 if you haven't already). As I have mentioned in previous steps, there are an infinite number of tweaks and changes you can continue to make to your blog. But if you have gone through the previous steps in this guide then your blog should be setup just fine.

Keep in mind that being a good blogger isn't all about writing. You also need to read other blogs to stay informed on what is popular and to get new ideas for your own blog.

You may visit a blog and see they have a really cool plugin that you want on your site. Usually, you can just ask the blogger directly and they will tell you all about it. This is a great way to improve the setup of your blog while also making connections in the blogging community.

I can't emphasize enough that the steps I have already shown you are more than sufficient. If you want to make more changes in the future that is fine, but don't get hung-up on thinking that everything needs to be perfect before you start blogging, because your blog will always be a work in progress.

Amazing Content

The heart and soul of a successful blog is great content. If no one wants to read what you are writing about then your blog won't be very successful.

One of the easiest ways to write content that people actually want to read is to answer a question about your topic that you have yourself. Chances are, if you are wondering about something, so are other people. Obviously you will need to do some research to find the answer, but once you do you will be providing valuable content that people actually want to read and share with their friends.

For additional writing ideas this is a great resource: http://weblogs.about.com/od/startinga-blog/tp/BlogPostIdeas.htm

It is also important to keep in mind that great content is about more than the writing. Images, videos, different fonts and colors all make your content look eye-catching and interesting. Blogs are not books, and they need to have more than just a huge block of text to keep the readers' interest.

Marketing

Even if you setup your blog properly and create great content, there is no guarantee that anyone will ever see it. Because of this, marketing your blog correctly is a requirement if you want to be a successful blogger.

In the next step we will go over a variety of methods for marketing your blog so that you can make sure people are actually seeing all of your hard work.

Promoting your blog is where I see the majority of bloggers fail. There are lots of great bloggers out there that no one has ever heard about, simply because they don't know how, or just don't want, to promote their blog.

The most important tip I can give you about promoting your blog is to not be shy about telling people about your blog!

I have heard from many bloggers who tell me that they don't promote their blog simply because they don't feel it is worthy of promotion. They say things like "I don't have enough posts yet" or "I need to work on my site design first".

Don't do this to yourself! If you have put in the time to setup a great site and with great content, then you need to tell people about it. Be proud of the work you have put in.

So just how do you promote your blog? Well, it turns out the most effective methods of promotion are free!

1. Social networks

Chances are that you already have a Facebook account, and maybe even a Twitter account as well. So when you post something on your blog, make sure that you also post a link to your blog post on your social accounts.

It also helps to connect with other people interested in your topic. Send a friend request to the top bloggers in your niche and make sure to follow them on Twitter as well.

You may be surprised at just how many people will find your post interesting and then share the link with their friends.

2. Commenting on other blogs

On many blogs you can leave a comment along with a link back to your own blog. If you make useful comments on blogs related to your topic you will be putting your blog right in front of people who you know are interested in your topic.

Caution! Do not abuse this method.

If you are leaving terrible comments on posts just to get your name out there this will only hurt your blog. Furthermore, poor quality comments are likely to be deleted by the blog owner anyway.

If you make a useful comment people are more likely to visit your site, since they will want to hear more about what you have to say on topic.

3. Link to other blogs

One the best ideas for writing a blog post is to write a response to a post from another blog. This could be a blog post you disagree with, or simply a topic that you have something else to add to.
When you do this, make sure to link to the blog you are responding to. On most blogs this creates what is known as a "trackback".

A trackback simply means that the blog you linked to will also post a link (automatically) to your blog. This means that anyone reading the other person's blog post will also see the link to your blog, and hopefully click on it to visit your site.

4. Guest posting

Another way to get readers of other blogs to hear about your blog is to write guest posts. To write a guest post you simply need to contact other blog owners and offer to write a post for their site.

Not all bloggers are open to this idea, but if you can find a few who are it is a great deal for everyone. You provide them with quality content, and in return you put a link to your blog in your post. If people enjoy your guest post then they are likely to visit your blog for more great content.

5. Online forums

If you haven't already, you should join popular online forums related to your topic. For example, if your blog is about dog training, join a couple of the most popular dog training forums.

Many forums will allow you to post a link to your site in the signature that goes at the bottom of every post you write. Some forums may require you to make a few posts before letting you do this.

Once you have joined a forum, make helpful posts. Just as with blog commenting, the content of your forum posts needs to be high quality and helpful. People are not going to want to read your blog if they don't find your forum posts to be helpful and interesting.
6. Frequent posting

The promotion methods above all focus on getting new readers to your blog. This is usually the most difficult step for any blog. However, you also need to make sure that once readers find your blog they come back!

Making new posts frequently (at least once a week, but preferably every 1-2 days), is the key to building up and keeping a large following.

Your content may be fantastic, but if you only post once a month people are likely to forget all about your blog. You have to strike a balance between high quality and high quantity. This is a difficult balance for any blogger to achieve, as it is not always easy to write a high quality post once a day or even once a week.

If you are struggling with finding ideas to write about, make sure to re-read the previous step in this guide.

What's next?

By now you have learned what you need to know about getting your blog started and getting readers to your site. For some bloggers this is the end goal. They simply want people to read their ideas and have the opportunity to participate in a community of like-minded people.

However, once you have developed a decent following, you can start to make some money from your blog if you so choose. Check out the next, and final, step now to learn how to make money blogging.

There are lots of ways to monetize your blog once you have a good number of visitors to your site. One of the most lucrative ways also happens to be the easiest however- advertising.

Having a large number of visitors to your blog means that advertisers will pay to have their ads shown on your site. The easiest way to start getting paid from advertisements on your site is to join Google's AdSense program at http://www.google.com/adsense

Once you setup your account on AdSense you will be given a code to add to your blog. This code will automatically display advertisements on your blog from companies who are part of Google's advertising network. You may see ads from small companies related to your topic, or you may see ads from large companies that are completely unrelated to your topic.

The nice thing about AdSense is that you have thousands of advertisers bidding to advertise on your blog, and all you have to do is add the simple code to your website. Once you do that they process is completely hands off.

Every time one of your visitors clicks on an ad you get paid. Google collects the money from the advertisers and then cuts you a check (usually every month).

This arrangement is nice not only because it is hands-off, but because you are dealing with a reputable company that you know will actually pay you on time.

How much can you make?

The amount that you can make from AdSense depends on three factors:

1. The number of visitors to your site

This one is pretty obvious. More people visiting your blog means more clicks on advertisements, which means more money for you.

2. The visibility of the ads

When you put the AdSense code on your site you have a choice of the style of advertisements that go on your site (large images, small images, text, etc.) and also where they are placed. The more prominently the ads are displayed the more likely they are to be clicked.

However, you have to balance placing the ads prominently with the prospect of possibly annoying your readers. We have all visited blogs where it's difficult to see the content due to the number and size of the ads. This is a delicate balance to achieve and it's something you will have to experiment with to get the most out of your site.

3. The topic you are blogging about

The final factor that affects your AdSense income is the topic you are blogging about. This is because advertisers will pay more to be on certain sites than they will for others.

For example, if your site is about golf, your readers are likely to have a healthy income. Because of this, there are a good number of advertisers that want to get their ads in front of your readers, and they are likely to pay a good amount per click to do this.

Contrast this with a blog about Justin Bieber. The readers of this blog are likely to be teenage girls, who usually don't have very much purchasing power. Because of this advertisers will likely pay less for each click.

These three factors will determine the amount of money you make. Estimating exactly what you will make is pretty difficult, but a high traffic blog on the right topic has the potential to bring in several thousand dollars every month. Of course, many people earn less than this, and some earn even more. In fact, it has been estimated that some top AdSense publishers earn nearly $2 million per year just from AdSense.

Make Money Blogging

Keep in mind that making money from your blog takes time. After all, this is the last step in this guide. You need to make sure you have followed all the previous steps perfectly in order to give yourself the best chance of earning a substantial income from blogging. This will not happen overnight, but most bloggers find that the work itself is rewarding enough to continue on the journey.

What next?

This concludes the step-by-step tutorial on how to start a blog. I hope that you not only read this guide, but also took action on it. Blogging is a long, on-going journey, but only by taking the first step will ever get to see where this road can take you.

Of course, there is still much more to learn about blogging once you have followed this guide. You can continue to read more tips and tricks on my blog or by joining my free newsletter.

If you have any questions at all about blogging please do not hesitate to contact me!