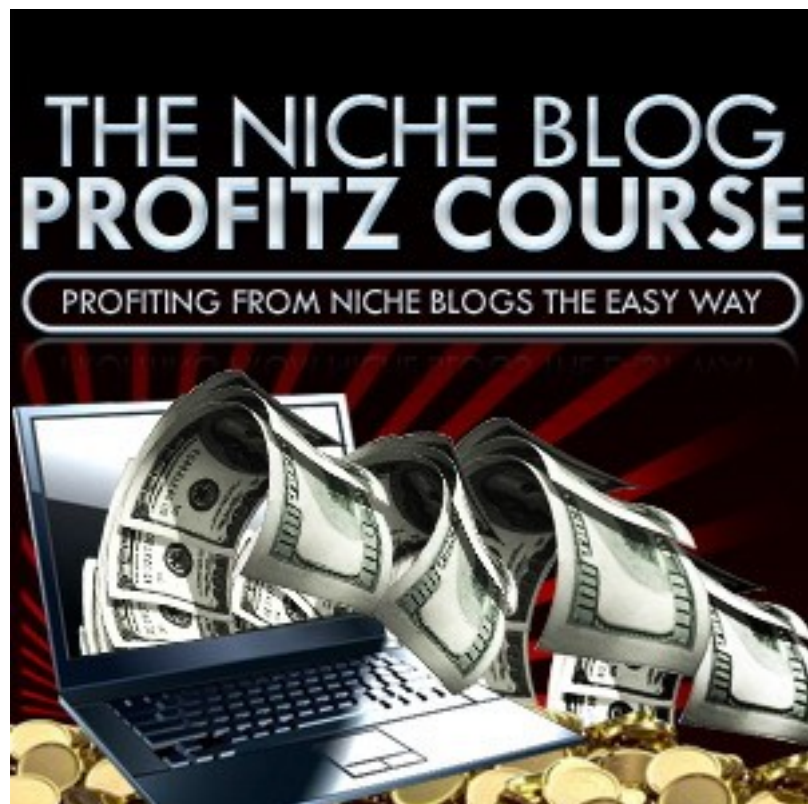


# The Niche Blog Profitz Course



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## **Let's Build Some Blogs!**

Thanks for purchasing "**Niche Blog Profitz**".

We have created this course to teach you how to build profitable blogs that can earn passive income or be sold for almost instant profits.

In this guide and accompanying videos, we'll show you all aspects of what you need to know including choosing a niche, picking your keywords, making money from your blogs and even selling them.

We'll also show you some ways of getting traffic to your blogs really quickly, easily and most importantly for free.

In a nutshell, what we'll be doing is creating niche blogs that are 15-20 posts in size and then making money from them.

So thanks again for your purchase and let's begin making some money!

## Making Money With Blogs

There are 2 main ways of making money with your blogs:

### 1 – Passively

### 2 – Creating and Then Selling

**Passively** – What we mean by “passively” is you create quality niche blogs and add monetization to them. You can then earn money without actually doing any work.

Common types of monetization include:

*Google Adsense*

*ClickBank*

*Amazon*

*CPA Offers*

*Paid Advertising*

*Google Adsense* – You have almost certainly heard of Google Adsense. It's a very easy way to earn money from any website or blog. Just sign up and paste some code onto your blog and Google will show relevant adverts. When a visitor clicks on these ads, you earn money. Simple!

*ClickBank* – Another very popular affiliate marketing site is ClickBank.com. They sell thousands of digital products that you can add to your blogs and earn 50%-75% of every sale you refer.

*Amazon* – Amazon have one of the longest running affiliate programs online and allows you to earn 4% or more on all products that they sell. Because they are a well known company, it can be easier to get visitors to buy from them as they have the trust factor.

*CPA Offers* – There are now many companies who will allow you to show adverts from various companies in return for a “cost per action”. These can pay anywhere from \$1.00 - \$50.00 or more. Just sign up to one of them and they provide the ads for your blogs.

*Paid Advertising* – Paid advertising is a really easy way to make money with your blogs. All you need to do is sell text links or banner spaces on your blogs and charge people a monthly fee for it.

The more traffic your blogs get, the more people will pay each month.

**Creating and Then Selling** – Creating blogs to sell (commonly known as flipping) can be a fast way of making money.

Established blogs that are earning money will often be sold for 6-15 times it's current monthly earnings or even more. Although brand new blogs won't sell for as much money, they can still be a very easy way to bring in some instant cash.

Ideally, you would want to be making blogs to keep and also to sell. That way you can build up passive income and also sell some if you need some instant cash.

## Picking A Niche

One thing to realise when building blogs to profit from is that you really don't need to know anything about the particular niche. It's not like you will be creating content to post everyday for most of the blogs you will be building. So don't get hung up if you don't know anything about the topic.

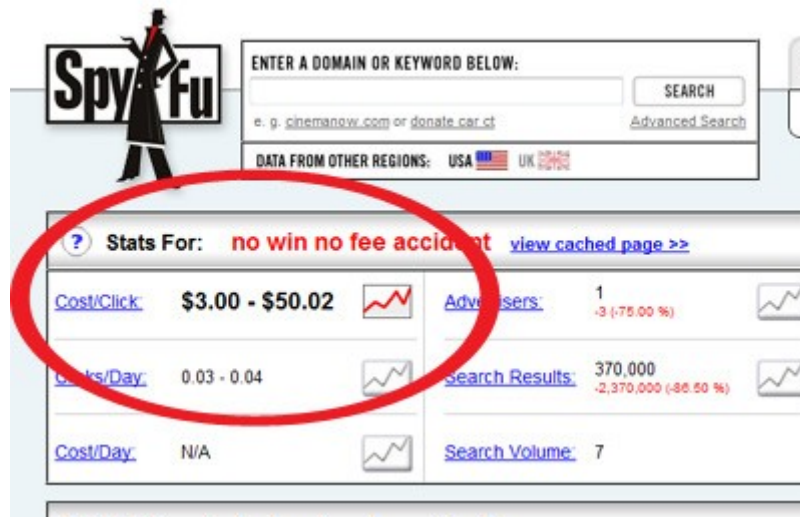
The main thing is to choose popular niches that will make you money and we'll show you just how to do that throughout this course!

A fast way of finding niches that you know will pay well with Google AdSense and have plenty of advertisers spending money is to look at [Spyfu.com](http://Spyfu.com):



You'll see they have a variety of keyword lists that show you how much advertisers are paying and you can also enter your own keywords too.

When you enter your own keywords or click on a keyword in one of their lists, you'll see a lot of data:



The aim is to find keywords that are paying a minimum of \$0.60 per click. That should equate to a reasonable amount for you when people click on ads on your blog.

If you want to create blogs to earn money from other sources then check out the [ClickBank Marketplace](#) and [Amazon.com](#)

### *ClickBank Marketplace:*



### *Amazon:*



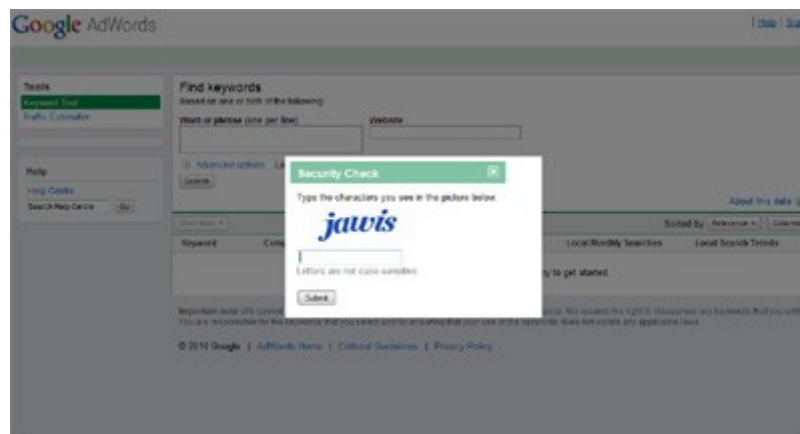


When you have chosen a subject that you can see pays well in Google AdSense or that is popular in one of the other marketplaces, then it's time to choose some keywords to write our blog posts on.

## Finding Keywords

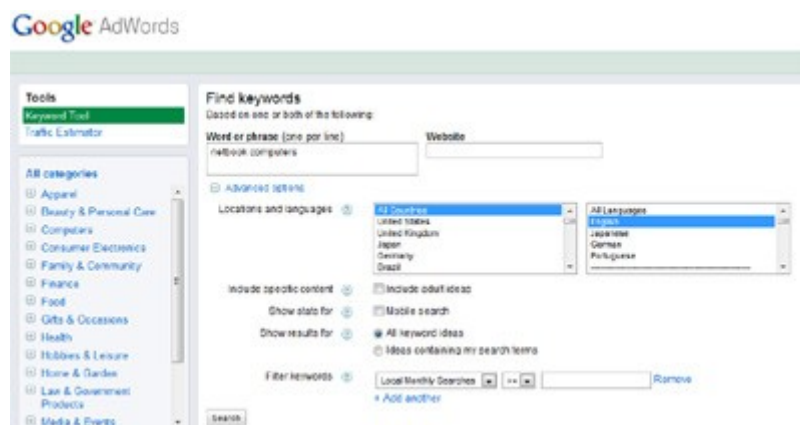
Keywords are very important when creating your blog content. If you can find keywords that have a low competition but plenty of searches each month, then you can get some free and easy search engine traffic.

The best place to find the keywords you will need is to use the [Google Keyword Tool](#):

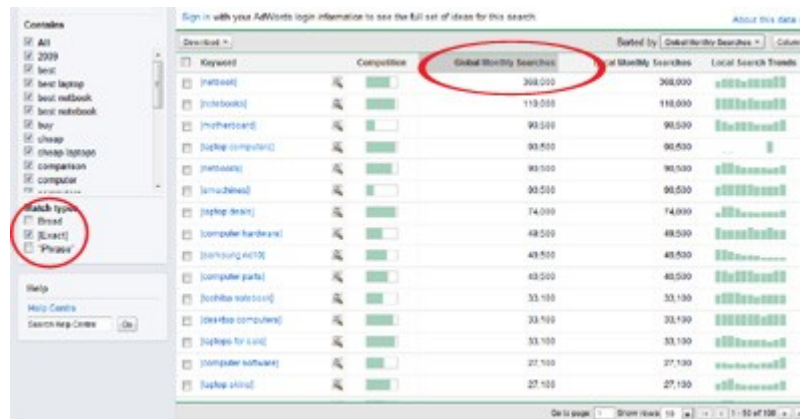


The first thing you need to do is to fill in the Captcha code. Then you just enter in the main niche you have chosen for your blog.

So for example, let's say your main subject was netbook computers. Type in netbook computers in the "Words or phrase" box and change the advanced options to "All Countries" as you can see below:



When you click Search, you will then be presented with some columns of information. You need to sort these by "Global Monthly Searches" and then by "Exact" Match type which you'll see over on the left of the page:



Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
[netbook]	High	268,000	268,000	[Bar chart]
[netbooks]	High	119,000	119,000	[Bar chart]
[motherboard]	High	90,500	90,500	[Bar chart]
[laptop computer]	High	90,500	90,500	[Bar chart]
[netbooks]	High	90,500	90,500	[Bar chart]
[laptop screen]	High	74,000	74,000	[Bar chart]
[computer hardware]	High	48,500	48,500	[Bar chart]
[laptop screen]	High	48,500	48,500	[Bar chart]
[computer parts]	High	48,500	48,500	[Bar chart]
[netbook motherboard]	High	33,100	33,100	[Bar chart]
[laptop computer]	High	33,100	33,100	[Bar chart]
[laptop for sale]	High	33,100	33,100	[Bar chart]
[computer software]	High	27,100	27,100	[Bar chart]
[laptop screen]	High	27,100	27,100	[Bar chart]

When you scroll down, you will see the amount of monthly searches that each keywords gets. What you need to find are keywords that are getting a **minimum of 500 searches per month**. You may need to "dig" into some of the keywords shown to get down that far.

The next step once you have some keywords getting that amount of searches is to paste it into Google in "quotes" to see how many results there are for it.

What you are looking for is for **fewer results than 20,000** but in some niches you can extend this to fewer than 30,000.

So for example, here we have a keyword that is getting 1300 searches per month:



Keyword	Competition	Global Monthly Searches
[best netbook on the market]	High	1,300

And has 14,100 results in Google:



So that would be a good keyword to target.

What you do now is to continue searching until you have approx 15-20 keywords that match the requirements above.

## **Choosing A Domain Name**

Now that you have your keywords, we now need to buy a domain name. So head over to your choice of domain registrar, [Godaddy.com](http://Godaddy.com) or [Namecheap.com](http://Namecheap.com) are very popular and affordable.

There is one important thing we need to do when choosing our domain name and that is to include our main keyword inside it. It can be a .com or a .net but must have the keyword as it is written.

Your main keyword can be any of the 15-20 you chose in the previous step. It is doubtful that you will get the exact phrase in a .com or .net version so you may have to add a extra word at the beginning or end of the phrase.

Some useful words to add would be "help" or "free" or "latest". Just something that makes sense when it is read. Ideally your main keyword should be at the beginning of the domain name.

If you don't already have hosting, then you will now need to go and purchase it. Hostgator.com is very reliable and affordable for this and has all the necessary features you will need.

## Making Your Blog

We now have our domain name and hosting, it's time to make our blog so that we can start making some money!

With hosting accounts such as [Hostgator.com](http://Hostgator.com), they come with what is called a cPanel. This is a control panel that allows you to do a lot of things with your websites, such as check stats and install various scripts. These scripts are usually in an area called Fantastico and allows you to install them with just a few clicks of your mouse.

So what we need to do now is login to our cPanel and click on the Fantastico icon:



When you click on this icon, it will bring up a list of scripts you can install. The one we need is called WordPress, so click on that link and you'll see the following page:



Click on "New Installation" and you'll see this page:

# WordPress

## Install WordPress (1/3)

### Installation location

**Install on domain**

**Install in directory**

Leave empty to install in the root directory of the domain (access example: <http://domain/>).

Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory **SHOULD NOT** exist, it will be automatically created!

### Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

### Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

All you need to do is fill in the fields and click "Install WordPress".

## Install WordPress (2/3)

The MySQL database and MySQL user  will be created and used for this installation.

- You chose to install in the main directory of the domain
- The access URL will be:

Click on **Finish installation** to continue.

Click "Finish Installation" and the blog has been installed.

## **Changing The Default Theme**

WordPress comes with a default theme that can easily be changed.

You can find hundreds of free themes from Wordpress themselves - <http://wordpress.org/extend/themes/> - or you can choose to use one of the many Premium WordPress theme on the market.

To install them, you can do it through the WordPress admin section or by downloading them and then uploading to your webhost by using an FTP program.

When the theme is uploaded, you can then activate it from with the "Appearance" section of WordPress.

## **Effective Plugins**

There are hundreds of free and paid WordPress plugins available. You can find these on the WordPress website and they are also available on other plugin creator websites too. They each do different things to help your blog in various ways.

To help with indexing and getting traffic, the following plugins are very useful:

[Google Sitemap Plugin](#)

[Sociable Plugin](#)

[All In One SEO Pack](#)

They help with getting your blog indexed fast and also help in ranking your blog posts highly in the search engines.

## **Adding Your Blog Posts**

Once your blog is installed and the plugins are activated, you can now add your blog posts.

What you need to do is to take each individual keyword you chose earlier and write a 250-350 word article based on that keyword. You should try and use the keyword in the blog title, first and last paragraphs.

You may think this sounds like a lot of work but you can get your research from places like [Ezinearticles.com](http://Ezinearticles.com) and rewrite them into your own words. It should take you no longer than 20 minutes for each blog post.



Once you have created them then you can add them to your blog. It is more beneficial if you have the time to add 1-2 per day rather than all at the same time. This helps the search engines to see that you are constantly adding new content.

Now that your blog is set up and ready to go, it is time to turn our list of keywords into content.

## Getting Indexed

When you have added some content onto your blog, we need to get indexed in the search engines so that we can get some free traffic.

Here's what to do:

### **#1 – Submit Your Blog To Social Bookmarking Sites**

You can now submit the main URL of your blog to the following sites:

[Reddit.com](http://Reddit.com)

[Digg.com](http://Digg.com)

[Mixx.com](http://Mixx.com)

Try not to submit too many URL's in one go as they might ban your IP address.

### **#2 – Submit Your Blog RSS Feed**

WordPress will automatically create an RSS feed when you install it. You can use this feed and submit it to various RSS aggregators online or you can use software such as [RSS Submit](#) to do it for you.

### **#3 – Pinging**

You can use a service called [Pingoat.com](http://Pingoat.com) to ping your blog to various places online.



### What in the world is Pingoat! ?

Pingoat is a service that [ping](#)s or notifies a number of services that keep track of weblogs and publish them. By pinging, you let the services know that your blog has been updated and hence, they crawl and index your site, publishing your blog contents, thus increasing your blog's popularity.

[AdSense Arbitrage Report](#) [The GoatLog](#) [Pingoat tools](#) [Link!](#) [Recently updated blogs](#)

### Get started!

Blog name

Blog url

XML feed (optional)

( Click category title to Select all ;-)

#### General

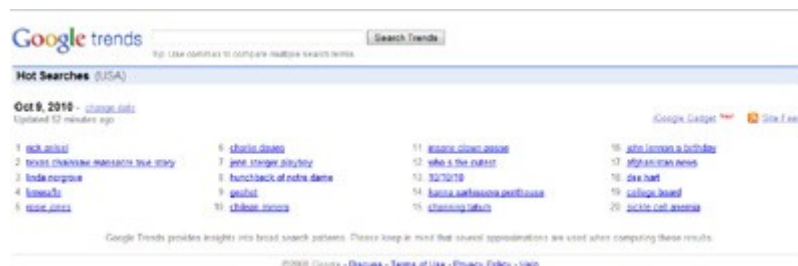
- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> technorati.com  | <input checked="" type="checkbox"/> icerocket.com     | <input checked="" type="checkbox"/> weblogs.com    |
| <input checked="" type="checkbox"/> newsgator.com   | <input checked="" type="checkbox"/> blo.gs            | <input checked="" type="checkbox"/> feedburner.com |
| <input checked="" type="checkbox"/> blogstreet.com  | <input checked="" type="checkbox"/> my.yahoo.com      | <input checked="" type="checkbox"/> moreover.com   |
| <input checked="" type="checkbox"/> newsisfree.com  | <input checked="" type="checkbox"/> syndic8.com       | <input checked="" type="checkbox"/> feedster.com   |
| <input checked="" type="checkbox"/> weblogs.se      | <input checked="" type="checkbox"/> topicexchange.com | <input checked="" type="checkbox"/> blogdigger.com |
| <input checked="" type="checkbox"/> blogmatcher.com | <input checked="" type="checkbox"/> pubsub.com        | <input checked="" type="checkbox"/> coreblog.org   |

If you follow the steps above, you can normally see your blog indexed within 72 hours in the major search engines.

## Free & Fast Traffic Tip

Here's a quick method for getting some traffic to your blog very quickly:

Go to Google Trends - <http://www.google.com/trends/hottrends?sa=X>



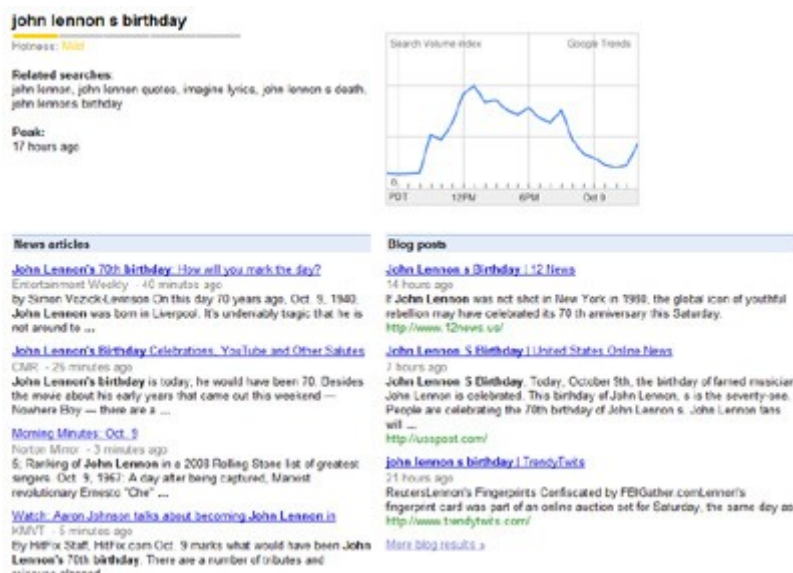
It displays a list of the top 10 searches that are very popular in Google right now. Quite often these are news or product related.

The keywords when clicked on will show you how hot they are. They range from Volcanic down to Mild. We can see that this one is mild:



This tells you that the term is getting searched for right now.

Underneath the graph are websites and blogs that have news about that particular story:



Blogs get picked up very quickly by Google and will be displayed in that area.

## So here's what to do:

If your blog has certain products on it and some of the trends match your topic, then write a blog post of 100-200 words on the keyword.

If your blog doesn't match anything in Google Trends then just add a news category to it and write about the trends in there. This can genuinely bring in hundreds of visitors overnight and you can

monetize your blog with Adsense or use CPA offers to make money from the traffic.

## **Ways of Making Money**

There are many ways to make money with your blogs. Here are the most popular:

### **Google Adsense & Affiliate Marketing**

Adding Google Adsense or affiliate banners onto your blog is very easy. You can do it using widgets, by pasting the code directly into your WordPress theme or by using a monetization plugin.

All you do is add your code and the ads will be displayed on every page of your blog. This is one of the easiest ways of making money.

### **CPA & Physical Products**

If you choose to use these offers then writing product reviews can be very beneficial. Just create a new review of one product and add it to your blog. By doing this regularly you can be seen as an authority and can get higher search engine rankings.

Just create your reviews and link to the product (using an affiliate link) in the blog post.

### **Targets**

By having several monetization options on your blogs, it helps just in case there is ever a problem with one of them. Such as your account being shut down for instance. Spreading the risk helps you be more secure in your business but also is an advantage to a buyer too, for the same reason.

You should set a target for each blog to earn. This can be anything from \$1 a day to \$100 a day. Obviously you'll have to work more on the ones that you want to earn more money with.

Once you have reached your target for a certain blog, you can then decide whether to keep it or sell it.

## Selling Your Blogs

This part is where the real fun begins!

It's time to list a blog for sale and the best place to do this is on [Flippa.com](http://Flippa.com):



To sell your blog here will cost you \$19 to list it for sale and then there is a 5% success fee at the end of the auction. This fee can be split between the buyer and the seller.

You will write a description of the blog and the main features and benefits it has. Provide screenshots of traffic and any money it has earned to date. Those are really important for buyers to see.

If you're not sure what your blog is worth, then don't set a BIN price at the start. Leave it until you get some bids and some interest. But ideally you want between 6-15 months earnings for each blog you sell.

A 7 day listing is usually more than enough to get the interest and sell it.

Once you start selling your blogs, be sure to keep the contact details of the buyers and you can contact them direct when you have other blogs to sell. This will save on listing fees.

## Transferring The Blog

When a buyer buys your blog, they generally don't want to do any technical work, so being able to move it onto their own server is a major benefit.

### Here is how to do it:

#### #1 – Exporting the SQL Database

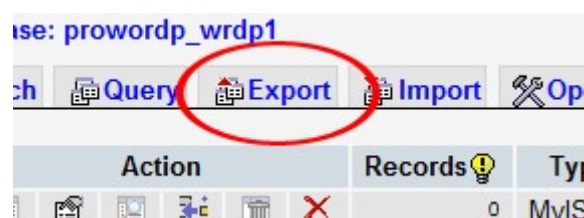
Within the cPanel of your website you can navigate to the phpMyAdmin section, which is in the MySQL databases section.



Click on the table on the left hand side that usually includes the line "wpdb".



Once you click on this, you should then see the "Export" tab at the top of the screen.

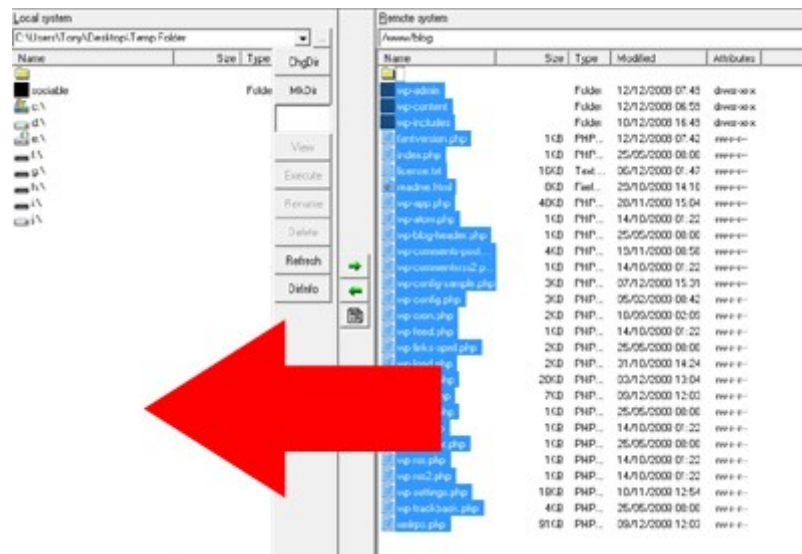


Export the database and download it to your desktop.

#### #2 – Download The Wordpress Installation



Log into your hosting account using an FTP program. Download all the Wordpress files that will be in the root of the domain.



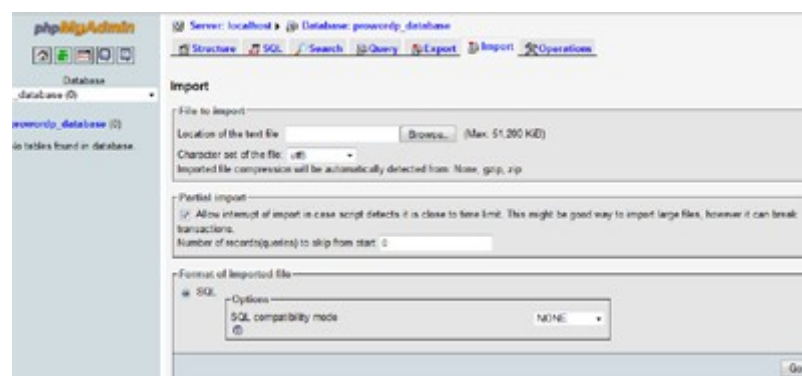
### #3 – Change DNS Servers

Once you have done the steps above, you can now point the domain name to the new web host.

### #4 – Import Database

Log into the new hosting account and create a new MySQL database. Open up the wp-config.php file in notepad and look for the database name. Make sure the new database has the same name. Next add a username and password and add the user to the database. Again, use the same username and password from the wp-config.php file.

Now navigate to the database using phpMyAdmin, click on the table on the left hand side and use the “Import” tab at the top of the screen to import the database file you previously downloaded.



### #5 – Upload the Wordpress Files

Once you have imported the database, you can now upload all the Wordpress files to the new server. Use an FTP program to do this.

Once the files have uploaded, visit the blog and you should see everything as it used to be.

## **To Sum Up**

What we have shown you throughout this course is how to create niche blogs and make money from them in a variety of different ways.

There really is nothing complicated about the process we use. It makes money every single day and if you take action then you will make money too.

Blogs are by far one of the easiest ways to create your own websites, make them look professional and add content to them. Recently a simple blog in the finance niche was sold for \$15 Million, so the market is hungry for blogs that are getting traffic and making money.

All you need to do is get started on your blog empire and you'll quickly start seeing the passive income arrive. Then you can start selling your blogs for 6-15 months earnings and really start making some serious income.

So don't put it off any longer and start today.

**To Your Niche Blog Profit Success!**