

How to Start a Blog

The Beginner's Guide to Successful Blogging



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How to Start a Blog

The Beginner's Guide to Successful Blogging

Have you ever asked yourself how to start a blog?

You may have been hearing that starting a blog is so complicated but we're here to convince you that creating a successful blog is not as daunting as many people think.

In fact, by following the **step-by-step** instructions in this guide, you will be able to set up and make your own blog, avoiding pitfalls and missteps that hinder some novices (**no technical skills needed**).

Ready? Let's get to it!

Five easy steps to starting a blog:

- Choose a blogging platform
- Pick a domain name
- Get a web hosting account
- Install blogging software and set up a blog
- Select a blog design and layout



Choose a blogging platform

At this stage, you'll need to determine the type of blog management platform/tool you want to use. We recommend that you set up your blog on one of the self-hosted platforms. But before you make the decision, let us describe each option.

When it comes to starting your blog you have the following options: free, freemium and self-hosted (recommended) platforms.

Free platforms

For many new bloggers, the availability of free blogging platforms such as Blogger or Tumblr is tempting. Of course, there is one big benefit, it's free. But you need to understand that having a blog name in this form — yourname.blogspot.com or yourname.tumblr.com, is the sign of an inexperienced beginner who likely won't be taken seriously.

By keeping your blog on a free platform, you let the platform own your name. You'll be subject to their rules and restrictions, they may limit or prohibit ads on your blog, or they may even place their own ads on your blog. If you're serious about blogging, you'll want to move away from this option. tions: free, freemium and self-hosted (recommended) platforms.

Free platforms

Freemium means you'll have a trial period before you have to start paying (costs vary from \$5 to \$30 per month). Several platforms are available. One of the most popular is TypePad. This platform focuses on ease of use for writing, but **customization options are limited** and it lacks certain features of value to bloggers.

By default, your TypePad blog name will look like this: yourname.typepad.com. It's not always the best option if you're trying to build the name and brand for your blog. However you could point your own domain (purchased through any domain registrar) to a TypePad blog.

Self-hosted platforms

Self-hosted platforms allow you to run a blog on your own domain. Aside from following your domain registrar and web hosting company's rules, you're fully in charge of your blog and its contents.

You have number of choices when it comes to a self-hosted blog system (also called Content Management System or CMS). The most popular is Wordpress.org.

This blog option is called self-hosted because you will use your own web hosting space and name for your blog. It normally costs \$4 to \$8 per month for the web space (hosting account), depending on the company you choose, and \$12 to \$15 per year for the name (domain). The actual CMS is usually open-source and free.



One of the best and most well-known self-hosted content management systems (CMS) is WordPress.org, powering 25.4% of all websites in the world and responsible for over 76.5 million blogs, which is recommended by 99% of the [blogging experts we've surveyed](#)

Although we mentioned some free blog-hosting options, the best course of action is to own your blog, especially if you will be using your own copyrighted material (articles, drawings, photos, etc.). Pay a small amount of money every month, about the same as a Starbucks coffee, and you will build your own equity. If you plan to sell products, services, music or anything else via your blog, then paid hosting is the best way to go. Many hosting providers can help you maintain an ecommerce blog.

To get your new self-hosted blog started, you need to decide on two important things: a domain name and a web hosting provider. *We highly recommend Bluehost that powers over 2 million websites worldwide and only for our visitors, they offer a special deal that includes a FREE domain name.*

Pick a domain name

Your domain name will be the name by which you will be known online, no matter what niche you choose. It's the unique address of your blog on the Internet. Your domain will be yours as long as you continue paying the annual fee (\$10 to \$15 for a .com domain).

Users who know your domain/URL (uniform resource locator) can simply type it into their browser's address bar. Others will be able to discover your blog through search engines such as Google and Bing, so you definitely need to find a unique moniker.

Your domain name may be the highly popular "dot com" or it may be country or niche specific. From .us (United States) to .co.uk (United Kingdom) and from .guru (yes, for life coaches) to .sport (for sports related domains), these top level domains (TLDs) are added to any domain name in order to point to their location. The general rule is to go for a "dot com" domain, but some of the other extensions can work. For example "dot net" or "dot me."

In the end, it's about being memorable, so if a different extension or country code helps you be memorable, then break the rules!



Get a web hosting account

After choosing a domain name, selecting reliable hosting services will be one of the most important decisions you make. To a great extent, the functionality and performance of your blog will depend on your hosting provider. The host makes sure your blog is available 24/7 to potential readers and it's where your files are stored online.



Most hosting companies also offer domain registration services. Some people keep their domain name with the registrar company, separate from the hosting account. We recommend keeping it all under your hosting account for hassle-free management and maintenance.

The wrong web host can cause many problems with your blog. Just imagine choosing a mobile company that has no reception. Your web host is a major piece of the puzzle to maintaining a successful blog, therefore, it's crucial that you choose a reliable provider.



[Web Hosting Providers reviews](#)

Install blogging software and set up a blog

Now it's time to get your domain name and web hosting account, and create your new blog. Below you will find our recommended hosting provider — Bluehost. We were able to negotiate a special price only for FirstSiteGuide visitors, so feel free to use it. Also, if you get stuck, we included step by step instructions to help you with the process.

[Start Setting Up a Blog >](#)

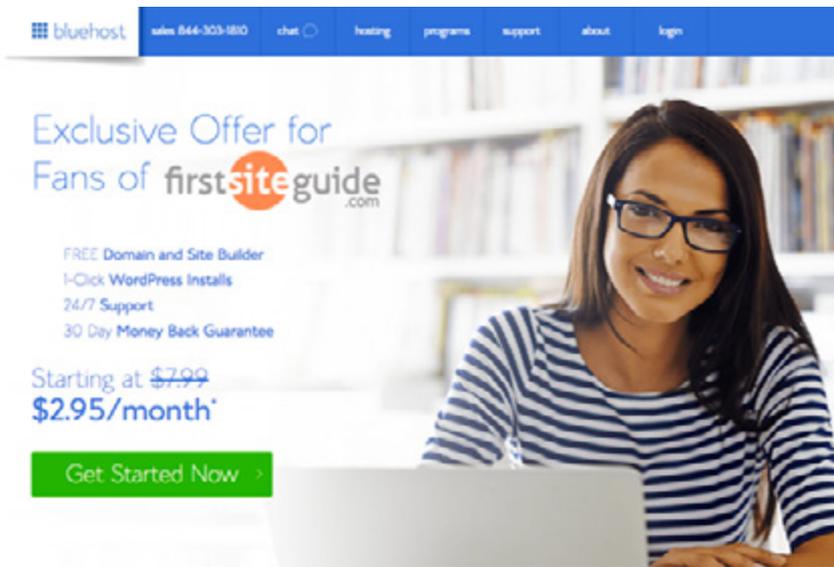
Step by step blog set up instructions

This section provides detailed information to help you sign up for web hosting account and set up a WordPress blog. We also included screenshots of the pages that you need to go through.

Step One

Use this [link](#) to get the special deal from Bluehost. Then click the "Get Started Now" button.





Step Two

You should start by selecting your plan. If this is your very first one, you should go with the basic one – at least until you explore your options. The one called plus should be able to cover all your needs once you get your blog going, and you should consider the pro version once your popularity skyrockets.

	basic	plus most popular	pro
	normally \$2.99 \$2.95* per month	normally \$10.99 \$4.45* per month	normally \$23.99 \$13.95* per month
	select	select	select
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	High Performance
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	5	unlimited	unlimited
email storage	100 MB per account	unlimited	unlimited
marketing offers	—	\$200 included	\$300 included
	select	over \$24/yr in extras 1 SpamExperts select	over \$180/yr in extras 2 SpamExperts 1 SSL 1 Dedicated IP

Step Three

Your domain name has an important say when it comes to the future success of your blog, so you should take your time to come up with something new. Just type in a desired domain in this “new domain” box and BlueHost will show you whether it’s available or not. If not, it will provide you with a list of similar names for you to choose from.

new domain
Help me get my free domain!

.com
(e.g. domainname.com)

transfer domain
I want to use an existing domain

(e.g. domainname.com)

Note: Bluehost will provide you the information you'll need for transferring your domain.

Step Four

After you pick out your domain name, BlueHost will take you to the registration page where it will be required from you to fill in your personal info including the billing data. A couple of minutes is all you need.

account information
All fields are required unless otherwise noted.

First Name

Last Name

(optional) Business Name

Country

Street Address

City

State

Zip-Code

Phone Number Ext.

Use an international number

*Email Address
*Your receipt will be sent to this address.

Step Five

Pay additional attention to your hosting options. Obviously, the 12 month package has the lowest price, but the other two are great when you want to make a long term investment. You can feel free to uncheck the rest of the boxes – you can always get them later when you find them necessary.

package information

Account Plan Basic 12 month \$4.65/mo Basic 24 month \$3.45/mo Basic 36 month \$2.95/mo

Hosting Price \$5340 (\$4.45 for 12 months)

Setup Fee Free

Primary Domain Registration Free

Domain Privacy Protection - \$0.99 per month
More information

Site Backup Pro - \$2.99 per month (Billed to end of hosting term)
More information

Search Engine Jumpstart - \$2.99 per month (Billed annually at \$35.00/yr)
More information

SiteLock Security - Find - \$1.99 per month (Billed annually at \$23.00/yr)
More information

Comodo PositiveSSL Bundle - \$3.33 per month (Billed annually at \$39.99/yr)
More information

Savings \$54.48 (50% off)

Total \$5340

payment information

Pay by credit card, or see more payment options

Credit Card Number

Expiration Date 01 / 2016

Signature/CVV2 Code

Provide code for instant verification. Example

Step Six

After you check that terms and regulations box, you're ready to log in. Visit BlueHost's homepage and you'll be able to see their login button in the upper right corner. Type in your domain/username and your password.

bluehost (888) 401-4678 products programs support about login

login to:

hosting webmail

Access your personal hosting product control panel.

domain or username

password

login

forgot password | create account

Step Seven

Once you're logged in, you're ready to install WordPress. Under the website section, you should be able to see a WordPress icon.

bluehost (shared)

hosting domains addons account cart help logout

home cpanel server email website ftp database manage ips install scripts

helpful resources

Getting Started Help Center Change Passwords Update Billing Info Renew Account Change Settings

email website files domains security database marketing services

email

Email Manager Check Webmail Free Anti-spam Premium Anti-spam Google Apps

websites

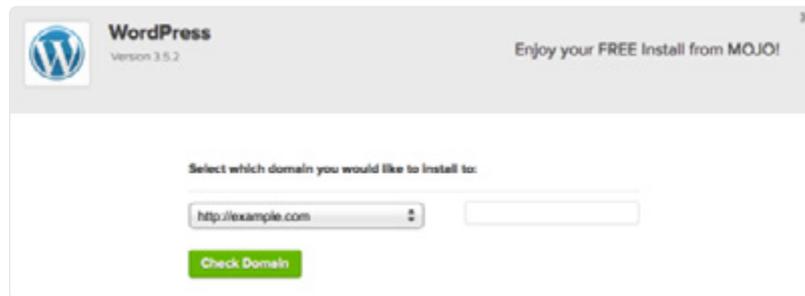
Website Manager Install WordPress WordPress Themes Use Weebly One-click Install My Installs Page Speed Grader

files

Site Backup Pro File Manager Web Disk FTP Manager

Step Eight

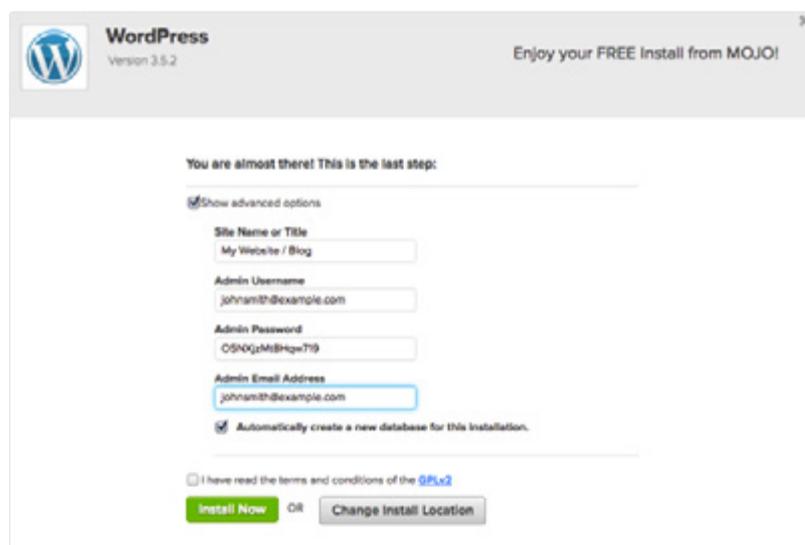
Once you click install, BlueHost will take you to a short WordPress description, after which it will be required from you to check your domain name.



The screenshot shows the WordPress installation interface. At the top, it says "WordPress Version 3.5.2" and "Enjoy your FREE Install from MOJO!". Below this, there is a heading "Select which domain you would like to install to:". There is a text input field containing "http://example.com" and a "Check Domain" button.

Step Nine

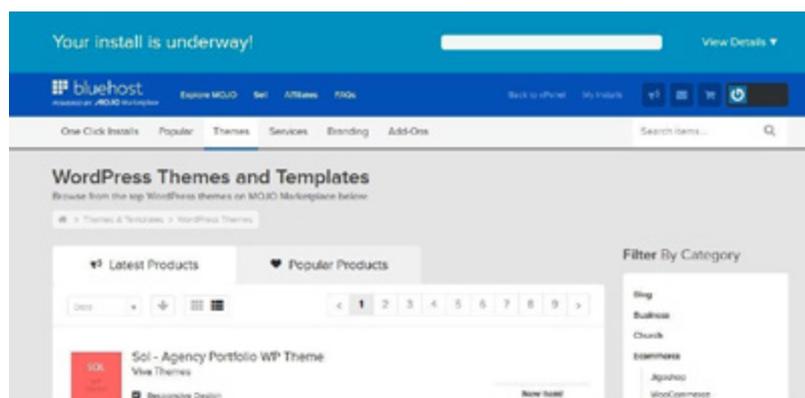
If you check their "show advanced options" box, you'll be able to type in your username, site title and password, but you should be aware of the fact you can change either one of them later, other than your username.



The screenshot shows the WordPress installation interface with the heading "You are almost there! This is the last step:". There is a checkbox for "Show advanced options" which is checked. Below this are several input fields: "Site Name or Title" (My Website / Blog), "Admin Username" (johnsmith@example.com), "Admin Password" (OSN0zMI8tqw719), and "Admin Email Address" (johnsmith@example.com). There is also a checkbox for "Automatically create a new database for this installation." which is checked. At the bottom, there is a checkbox for "I have read the terms and conditions of the GPL v2" and two buttons: "Install Now" and "Change Install Location".

Step Ten

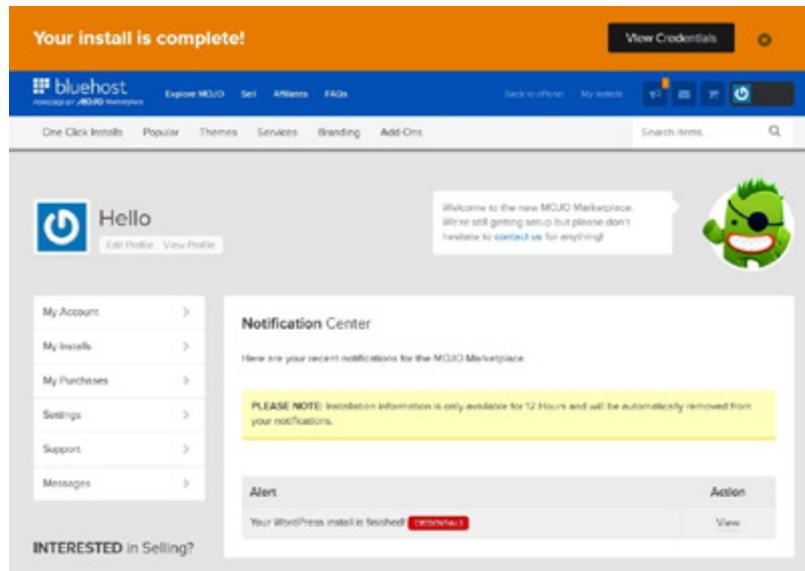
Once you check and double check every letter you have entered, click "install now" and the installation process will begin



The screenshot shows the WordPress Themes and Templates marketplace. At the top, it says "Your install is underway!" and "View Details". Below this is the BlueHost logo and navigation links. The main heading is "WordPress Themes and Templates" and it says "Browse from the top WordPress themes on MOJO Marketplace below:". There are tabs for "Latest Products" and "Popular Products". A search bar is visible. A theme titled "Sol - Agency Portfolio WP Theme" is highlighted. There is a "Filter By Category" section on the right with options like "Blog", "Business", "Church", "Education", "Agency", and " WooCommerce".

Step Eleven

Once your installation is complete, you will receive an email about your credentials, after which you can browse through various themes and templates in order to find the one according to your needs.



If something is still unclear, perhaps [our step-by-step video will be helpful](#) when making your own WordPress blog, so check it out.

Should you need any help with the set up process, we will be happy to assist you, free of charge. Just contact us.

Select a blog design and layout

After Wordpress is installed, the first thing your blog needs is a face (design and layout). The design of your blog can be easily changed with the [Themes](#). The default theme that comes with your WordPress blog installed is Twenty Sixteen — while it's a good starter theme, you could select a theme that is more unique to your blog and compatible with your niche. Choose a theme that looks great, but also works for your unique content needs. Your readers will first notice the overall appearance of the blog, before even taking a look at the content.



Action steps

Once your installation is complete, you will receive an email about your credentials, after which you can browse through various themes and templates in order to find the one according to your needs.

1. Read the description

Most themes come with a short description of features and functionality. By reading it, you should have a rough idea if the theme matches your needs and how customizable it is.

2. Preview the theme

Preview the theme to get an idea of the overall look and layout.

3. Check the ratings

Popular themes will have star ratings that are visible in the preview and under theme details. They should give you a clear idea how good the theme is.

4. Check for responsiveness

Aim for a responsive design that will work on desktop browsers and mobile devices. This is recommended by Google.

If you find a theme that takes your breath away, cool down. Once you install a theme you like, don't be surprised if it doesn't look quite right. Your theme is just a skeleton of your blog. To make it appealing, you'll have to fill in content (text, photos, videos, etc.).

Conclusion

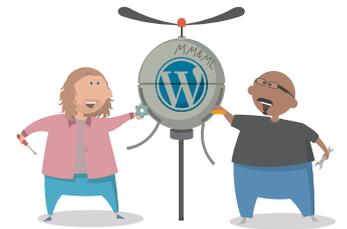
Congratulations! Now you have your own domain name, hosting space and your blog is set up. Next, you will need to get familiar with the Wordpress dashboard, learn how to make desired changes to your blog, start your content creation and promotion in order to become a successful blogger.

Learn How to Use Wordpress



About this guide

In this guide, we will take a closer look at managing your WordPress blog. You will learn how to customize your blog, make design and layout changes, create your first post or page and much more.



The Wordpress front and back ends

The WordPress platform consists of two areas: your blog's front end and back end. The front end is what your visitors will see when they come to your blog. Many of the tasks performed in the back end will be visible on the front end, such as theme customizations, plugin functionality enhancements and content publication. There are also actions that can be performed by you and your visitors directly from the front end of the blog, including commenting and social sharing.

The back end, known as the WordPress dashboard, allows you to fully manage your blog's content, community, functionality and design. It is accessible only by users who you designate and assign an account on your blog. In order to access your WordPress dashboard, you need to type: `example.com/wp-admin` in the address bar of your browser and log in using your WordPress username and password.



[View dashboard screenshot](#)

Navigating the dashboard

 [Watch a quick demo](#) (4:03)

The Dashboard is the center of blog administration. It consists of three main parts: left side menu, top toolbar and middle section.

The left-hand column of your WordPress dashboard is where you'll find all of your admin options and where most of your creative effort will be focused. This column includes menu options for each of the following functional areas:

Updates

Find updates to the WordPress platform along with plugins and themes you have installed.

Posts

View all posts (blog content), add a new post, view and create categories, view and create tags.

Media

View your media library (images, documents and other file uploads) and upload new files.

Pages

View and add new static pages to your blog.

Pages

View and add new static pages to your blog.

Comments

Comment manager where you will approve or delete new comments on blog posts and pages.

Users

Manage users, add new users and update your WordPress profile (name, password, and details).

Tools

Tools to import and export content to and from your WordPress blog.

Settings

Edit general blog settings, writing settings, reading settings, discussion (comment) settings, media settings and permalinks (URL formatting for your blog).

In addition to the general menu items in the left hand column mentioned above, you'll also find menu options for plugins you have installed. Depending on the plugin's purpose and coding, it's settings can be added to any standard menu (posts, pages, comments, appearance, plugins, users, tools or settings) or as a new menu item anywhere in the left-hand column.



Major versions of WordPress get released every **152** days on the average



22 % of WordPress sites are running on the latest version of WordPress

WordPress 4.x is used by 81.1 % of all WordPress websites, while **WordPress 3.x is still used by 18.2 %**

Appearance

Manage themes, customize your blog design (dependent upon theme), manage widgets, manage menu items and edit your blog's header (dependent upon theme).

Plugins

Find updates to the WordPress platform along with plugins and themes you have installed.

A closer look at each area of a dashboard

Updates

 [Watch a quick demo](#) (1:06)

WordPress, like any popular CMS, releases both minor and major updates to their platform in order to introduce new features, fix bugs and increase security. In the past, you would be given the choice to update to the latest version of WordPress through your Dashboard using a one-click install process or by downloading the latest version and installing it yourself.

For anyone who has WordPress 4.3 or above, updates to the core WordPress platform are automatically installed on your website. You are still responsible for updating your plugins and themes when updates become available. If you don't want WordPress to automatically update the core of their platform, you can find directions on how to configure automatic updates in the [WordPress Codex](#).

Posts

 [Watch a quick demo](#) (5:15)

The Posts menu allows you to control the new content you add to your blog. Blog posts are published on your blog in descending order (newest first). In the Posts menu, you will find the following options:

All Posts

A list all of your posts in the dashboard. You can use the listing to quickly edit single or multiple post categories, tags, status, author and ability to comment.

Categories

View all of the categories your posts are listed under, edit them and add new categories.



50-60% is WordPress' share of the global CMS market – making it the most popular CMS of them all

Add New

This is where you go to add a new post to your blog.

Tags

View all of the keywords your posts are tagged with, edit them and add new.



17 posts are published **every second** on WordPress sites around the world

Media

 [Watch a quick demo](#) (1:42)

The Posts menu allows you to control the new content you add to your blog. Blog posts are published on your blog in descending order (newest first). In the Posts menu, you will find the following options:

Library

View all of the media uploaded to your WordPress blog.

Add New

Add new media to your WordPress blog.



37 million global Google searches for "WordPress" are made per month

Pages

 [Watch a quick demo](#) (3:09)

Pages provide static content or information to the readers. Standard pages that WordPress bloggers use include: About, Contact, Advertise, Products, Services and Resources. The following options are available on the Pages menu, you will find the following options:



on the entire web use WordPress

All Pages

A list of all pages in the dashboard. You can use the listing to quickly edit single or multiple pages' status, author, parent, template and ability to comment.

Add New

Add new pages to your blog.



8 of the top 100 blogs according to Technorati are managed with WordPress

Posts vs. Pages

 [Watch a quick demo](#) (1:41)

Your blog content will be displayed in pages and posts. While they have similarities, they serve different purposes and have different behaviors.

They both have the following in common:

- A title/headline and specific content.
- Meta information (author, date of publishing, etc.).

- They can be added, deleted, updated or edited.
- They will be available for everyone or only a limited number of users based on your choice of settings.
- They can contain anything from plain text to media-rich content (video, audio, photo, links, etc.).
- They can be altered or extended via plugins.
- What sets posts and pages apart:
- Pages are generally not a part of your main blog's content. For example, if you have a travel blog, you would write posts about your latest travels. You would reserve pages for things that relate to you and the blog, such as a page with information about you or a page with a contact form to contact you.
- Posts are part of your main blog's content. They will show up as new entries within your blog and your RSS feed (Rich Site Summary is a web feed used to distribute information from your blog to subscribers.) Pages will only be displayed when you link to them directly and never within your RSS feed.

Comments

 [Watch a quick demo](#) (1:36)

The Comments feature is the best way to manage reader interaction. It allows readers to add comments on the topic, ask questions and provide feedback. It allows you and your readers to stay engaged with the community and interact around your specific niche market. Both blog posts and pages can accept comments. Most WordPress themes come equipped with comment layout functionality. However, it is up to you to engage with your readers and encourage them to leave comments on your blog. Check for new comments regularly. Approve them promptly and reply to them as needed.

In the Comments section, you will have the ability to moderate comments, including approving them, marking them as spam or deleting them entirely.

Appearance

 [Watch a quick demo](#) (2:20)

This menu is where most of the activity of changing the design and layout of your blog will take place. Here you can search for and install new themes and make additional customizations to your blog's header image, colors and background.



22% of new domains in the US are run with WordPress



In the Appearance menu, you will find the following options: (We're presenting options that are commonly available. Keep in mind that options will vary, depending on the theme you choose.)

Themes — This is where you can search for themes on the WordPress network or install themes you have downloaded from elsewhere. We will talk about theme selection momentarily.

 [Watch a quick demo](#) (2:05)

Customize — Depending on the theme you have chosen, you will be able to use the Customize section to make changes to the theme's design in a visual editor. Things that can be customized include: Title and Tagline, Color, Background Image, Static Front Page, and Featured Content.

 [Watch a quick demo](#) (1:51)

Widgets — Widgets are boxes you can add to various areas of your WordPress blog. Depending on the theme you have chosen, this can include the homepage, header, sidebar and footer. Adding widgets is a simple task, and it works using a drag & drop building experience. Widgets can showcase a social media links, a search bar, subscription links, about text for the blog, most recent posts, most recent comments, links to other blogs you like, and more.

 [Watch a quick demo](#) (2:09)

Menus — Depending on the theme you have chosen, you can create one or more menus that will appear horizontally in your header.

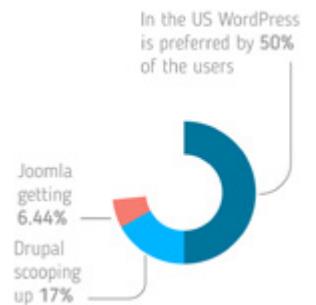
 [Watch a quick demo](#) (2:40)

Header — Depending on the theme you have chosen, you can upload a graphic at a specific size (determined by your theme) which will be displayed at the top of your blog.

 [Watch a quick demo](#) (1:18)

Background — Depending on the theme you have chosen, you can change background colors or upload your own background image.

 [Watch a quick demo](#) (1:18)



56 – the number of official translations of WordPress

Editor — The editor is for advanced users and involves code knowledge. It gives you the option of editing theme code for specific functionality and design changes. Because visitors will be able to immediately see any changes that you save in your theme's code, it's usually safer to edit copies of your files offline, test, and upload your changes when they are verified. If you are going to use editor, always make sure you backup current version of your blog before editing your files. If there is a problem, you can always upload a previous version of the code to fix it.



297,629 of the top 1M websites use WordPress

 [Watch a quick demo](#) (1:16)

More on themes (blog's design and layout)



The first thing your blog's front end needs is a face (design and layout). You want to create an environment that is both eye-catching and practical. In the long run, you want your visitors to easily find information on your blog. You don't want visitors to be discouraged by the colors you choose or the non-intuitive and unpractical way in which information is displayed. Your design can cause instant distrust of your blog or instant acceptance.

Start your search for a theme as soon as your WordPress platform is installed. The look and feel of your blog relies on the theme you choose. Your readers will first notice the overall appearance of the blog, before even taking a look at the content. Choose a theme that looks great, but also works for your unique content needs. The default theme that comes with your WordPress blog installed is Twenty Sixteen — while it's a good starter theme, you'll want to choose a theme that is more unique to your blog and compatible with your niche.

Here's a quick checklist for choosing your theme by searching within blog dashboard:

1. Read the description

Most themes come with a short description of features and functionality. By reading it, you should have a rough idea if the theme matches your needs and how customizable it is.

2. Check the ratings

Popular themes will have star ratings that are visible in the preview and under theme details. They should give you a clear idea how good the theme is.

3. Preview the theme

Preview the theme to get an idea of the overall look and layout.

4. Check for responsiveness

Aim for a responsive design that will work on desktop browsers and mobile devices. This is recommended by Google.



A premium WordPress theme has the **average price of \$40**



Among the 10 most popular free themes on WordPress.org, **only 3 come from third-party developers** (not developed by WordPress.org or Automattic). They are: Swift, Zerif Lite, ColorWay

If you find a theme that takes your breath away, cool down. Once you install a theme you like, don't be surprised if it doesn't look quite right. Your theme is just a skeleton of your blog. To make it appealing, you'll have to fill in content (text, photos, videos, etc.). Earlier, we showed you how to add content to your blog.

Free, premium, and custom themes

For many visionary novice bloggers, the world is not enough. The stash of free themes (more than two thousand themes are available on wordpress.org) does not satisfy their particular desire for look and feel. There are two other options you can take a look at, premium and custom themes. But they incur a cost, sometimes a tiny one, at other times a huge amount.

For the most part, it's hard to choose the right theme from such a wide variety. At FirstSiteGuide, we're doing our best to make that process easier for you.

Premium themes are created by both single developers and dedicated showcase websites. Top sources for premium themes that are worth checking include [StudioPress](#), [Elegant Themes](#), [Themefuse](#), [Thesis](#), [WooThemes](#), [Csigniter Themes](#) and [ThemeForest](#). The price range for a single-use licenses ranges from \$30 to \$500, depending on which premium theme you choose.

Custom themes are created by an individual developer (coder and designer, or agency) who will either customize an existing theme or create a brand new theme for you. While coming with clear-cut advantages, they are not the ideal choice for beginner bloggers due to their high cost. Prices to customize a theme range from \$500 to \$2,000, depending on the features you want.

Free, premium, and custom themes

For many visionary novice bloggers, the world is not enough. The stash of free themes (more than two thousand themes are available on [wordpress.org](#)) does not satisfy their particular desire for look and feel. There are two other options you can take a look at, premium and custom themes. But they incur a cost, sometimes a tiny one, at other times a huge amount.

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Examples of good free and premium themes

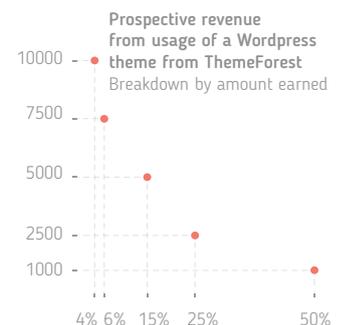
Based on our experience, we recommend the following [free and premium themes](#) for new bloggers.

Free themes

[Decode](#) is a top choice for bloggers who are after a minimal look. Customizations include different colors and sidebar items accessible from the menu

[Supernova](#), despite its classical blog look and feel, is a true gem. With color palettes, full-width sliders and custom headers, it has been designed to meet the needs of bloggers

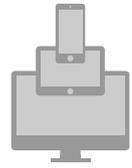
[Clean Retina](#) is a simple, clean, and responsive theme that adapts automatically to any browser size. Along with the elegant design, the theme is easily customizable



Premium themes

You can find different premium themes online from the resources mentioned earlier. We recommend you to check the themes series from [StudioPress](#). Their services and support are top notch and all of their themes are highly customizable. Here are three themes that are suited for the blog:

Wintersong is a theme that carries an air of the bare essentials. Calm, minimal, and outstanding, it's versatile enough to work for all types of sites	Beautiful is a theme that shows a lot of attention to details — details you can customize to give your website a unique look	Modern Studio theme is bold, sleek and colorful. With a contemporary look that meets the needs of the passionate blogger
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93% of overall sales come from responsive themes, according to ThemeForest

Advanced customizations

Now, let's look at the areas in your WordPress dashboard where you can do most of your customizations.



Plugins

 [Watch a quick demo](#) (2:15)

Plugins are bundled pieces of code which affect the way your blog looks or feels. They can add new functionality to your blog, extend your theme's capabilities, and customize your blog as a whole or in part.

While a majority of plugins are free, there are plenty that are offered for a fee based on their unique functionality.

List of recommended plugins for new bloggers

To save you time, we've selected some important plugins for your immediate blogging needs. They cover many aspects of your blogging experience, enhance the functionality of your blog and make it more professional and attractive to your readers.

[Google Analytics](#) — The top choice when it comes to monitoring and analyzing your website traffic.



WordPress.org plugins received **1 billion** total downloads, and counting

[Contact Form 7](#) — A contact form with flexible email options.



40,000+ WordPress plugins in the official directory, and counting

[Disqus Commenting System](#) — An alternative to the basic WordPress comment system with advanced administrative and comment capabilities.

[Yoast SEO](#) — A comprehensive SEO plugin for your blog. The best out there for free.

[WP Super Cache](#) — Helps with the load time of your WordPress blog.

[Akismet](#) — Protection from comment spam (you won't need this if you go with Disqus for comments).



On CodeCanyon, **80% of searches are focused** on functionality (i.e. sliders, forms, calendars)

[YARPP](#) — Creates a related posts list at the end of each of your posts automatically to encourage people to continue browsing your site.

[Authors Widget](#) — A great way to display multiple authors and their activity on-site.

Additional menu options

Users

 [Watch a quick demo](#) (2:08)

This section allows you to add new users to your WordPress blog, customize your own user profile, and edit users you have added to your WordPress blog. You can assign each user the following roles: analyzing your website traffic.



Administrator

Able to perform all actions on the blog. This should be reserved for you as the site owner and only those you trust highly with your blog as they have the power to do anything, including lock you out of your own site.

Editor

Access and edit all posts, pages, comments, categories, tags, and links.

Author

Publish and edit articles, posts, and upload media.

Contributor

Write and edit own posts, but is not able to publish without consent.

Subscriber

Can only read and comment on posts or pages

Tools

 [Watch a quick demo](#) (1:50)

With tools you are able to execute some extended tasks on your WordPress blog.



Available tools

This section comes with pre-installed option called “Press This” that provides a quick and easy way to clip text, images and videos from any site and share them on your blog. Under “Press This,” there is also a categories-to-tags converter.

Import tool

Enables to import data from other blogging platforms into WordPress.

Export tool

Enables to export blog content which can later be imported into new WordPress installation. It is a very useful way to backup your blog content.

Settings

 [Watch a quick demo](#) (2:44)

This menu contains all of the settings options for your WordPress site.



General

Configure basic options for your WordPress site, including the site name, description, URL, timezone, date format and main administrator email.

Writing

Enables to import data from other blogging platforms into WordPress.

Reading

Set the home page for your site (either a static page or the latest blog posts), the number of blog posts on your homepage and archives, the number of items in your RSS feed, and whether you want to show your full post or a summary in your RSS feed.

Discussion

Control how comments are received on your blog. The optimum setting is to moderate all new-comment authors and automatically approve comments by previously approved comment authors. Also hold in moderation comments with multiple links as this is a sign of a spammer.

Media

Customize the default sizes for images uploaded to your blog

Permalinks

Customize the URL structure for your blog. The best option is to have a structure that allows keywords from your post/page titles to be implemented into your URL, also known as the post name structure.

Conclusion

Remember you will need to visit and learn about each section of your Dashboard and get comfortable with the management options. Doing so will allow you to improve your blog's design, functionality, and personality. Once you know what it takes to customize your blog, make the necessary tweaks to make it stand out and please your readers.

How to Write and Create Great Blog Content



About this guide

Once you [set up your blog](#), your next goal is to create content. The content of your blog will be the bait that attracts your readers. In this guide, we will cover what the content your blog consists of, types of content you can create and blogging practices you should follow.

Without great content, even the most well-designed, tightly-structured blogs will ultimately fail. There are three types of content you need to create for your blog.

Pages content

Static page content, such as “About” and “Contact.”

Sidebar content

Static content that appears on the sidebar of your blog.

Blog posts content

Regular posts about your niche.

Before you start writing your day-to-day “Blog posts” you will want to make sure the static “Pages” and “Sidebar” content of your blog is created and uploaded to your blog. Let’s explore each of these content areas.



For the blog URL:

Use relevant keywords in your URL



Keep it short. There are URL shortening sites you can use
Such as:

bitly

Bitly.com

TinyURL.com

Tinyurl.com

Ow.ly

Ow.ly

Pages content

First, you will need to create static content pages for the following types of information.

About page

The most traditional page on any blog is the About page. This page simply tells new visitors to your blog what it is about, who you are and why you have a blog about your specific topic. Depending on your niche and your style, the information you provide can be “all business” or personal and fun.

Contact page

This page allows visitors to your blog to contact you at anytime. It can be a simple page with your email address plus social network links, or you can use plugins like [Contact Form 7](#) to have a simple contact form visitors can use to contact you without leaving your website.

Products/services

If you created your blog to promote your business, you’ll want to make sure there’s a page that details the products or services you sell. Alternatively, if you already have a website for your business, you can provide a link to it in your menu.

Disclaimer/policy

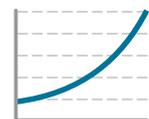
To give yourself a little liability protection, you might want to consider a disclaimers or policy page. For example, if you are writing a health blog, but you’re not a medical professional, you may want to create a disclaimer to say that you are not a physician or other healthcare professional and recommend that readers see their doctors for their personal medical information and evaluation.

You may also want to inform visitors to your website that you use analytics tracking, Google AdSense, affiliate marketing links and other types of content. A great example of a disclaimer page can be found [here](#).

As you continue to grow your blog, you will also want to consider adding the following pages.



The 7 essential elements of a perfect blog post



Traffic directed to content on the website could vary by up to 500% because of headlines.

Pillar pages

As you add new content to your blog, you will want to consider creating pillar pages. These are pages that direct visitors to your blog to specific posts on specific topics. Derek Halpern's [List Building 101 page](#) is a great example of a pillar page.

Archives

This page simply guides people to your most recent posts, main categories, top tags and content you have created that's not located on your blog, such as guest posts, interviews, podcasts and videos.

Advertising page

If you want to sell advertising on your blog and you have enough traffic to make it worthwhile for advertisers, create an advertising page that shows off your latest stats (number of website visitors, pageviews, email subscribers, RSS subscribers, etc.). Be sure to visit other blogs in your niche—preferably larger ones—to see what pages they provide links for in their main navigation bar, sidebar and footer. Chances are, your visitors will be looking for the same types of pages on your blog.

Sidebar content

Your sidebar is the smaller column to the left or right (depending on the theme you selected) of your blog's main content. You will want to add the following content in sidebar widgets for your visitors.

Subscribe

Encourage visitors to your blog to subscribe via email or RSS. Email of course is best, especially if you would like to monetize your blog in the future. [MailChimp](#) is a great service to use as it is free for the first 2,000 subscribers.

About

This is a simple sentence or two about you and your blog for new visitors who may not take the time to read your About page. Having your photo in this blurb of text helps visitors put a face to the blog, whether you are the owner and editor managing other writers, or the main content author.

8 OUT of 10
2 OUT
of 10

8 out of 10 people will read a headline, but only 2 out of 10 tend to proceed to read the rest of the post.

10 Easy Ways To Write A Headline That Will Get The Best Results



1 When you write a headline, pay attention to its tone and appearance

- Choose a strong typeface
- Size your headlines to stand out

 most popular headline sizes range from 20-36 pixels

- Use color to grab attention

 67% of people say black is the best choice to help them comprehend the content

2 The Ideal Length Of A Headline

 Best headline length is 50 to 70 characters or 6 to 8 words long

3 Ideas for optimizing your headlines to bring in loads of traffic

- Focus your headlines on helping instead of telling
- Suggest the best way to do something
- Share your experience
- Use positive superlatives for a strong, emotional headline

4 Avoid ambiguity and get to the point

5 Try an alternative headline for social media

6 Find words your readers are looking for with the Keyword Planner and Research dynamic keyword insertion

Follow

Beneath your about widget, you will want to display links to your social profiles so people can follow you. Generally, this will be your Facebook page, Twitter profile, Google+ profile, etc. You can use icons to represent each network, or use official [boxes](#), [buttons](#), and [badges](#) from these networks. The latter help you build your social media audience by allowing people to connect with you without leaving your website.

Popular posts

A popular posts widget will help direct visitors to your top pieces of content. WordPress Popular Posts plugin will help you create this easily, displaying posts based on comments and view count.

Advertisers

If you plan to add advertising banners to your blog, then add them from the start so regular visitors will not be surprised when you do start gaining advertisers. The banners you use until then can link to products for which you are an affiliate marketer or to products you simply like.

Blog posts content

Before we get into the technical elements of blog posts, there is one fundamental that every blogger in every niche needs to adhere to.

Create content with readers in mind

You'll read a lot about optimizing your content for search engines, and while that it is important, if you don't optimize your content for humans, then you'll never gain the exposure that it takes to ultimately get links and rank well in search engines. [If you write content that people love to read](#), then you will get traffic, social shares and links as your readership grows. icons to represent each network, or use official boxes, buttons, and badges from these networks. The latter help you build your social

Basic components of a blog post

Following are the basic elements of a great blog post. We'll talk about how to optimize each for both readers and search engines.

7 Clarity Is Appreciated



Readers prefer explicit headlines that clearly state what they're going to get from reading the post

8 Differentiate your headlines from the competition

9 Publish headlines that brand your content

10 Recycle your old ideas with new headlines and angles

Headline

The headline, or title, of your blog post must be crafted to capture the attention of potential readers who may see it in their social media newsfeeds or in search results. Make sure you've found a great key-word phrase that people searching will use to find blog posts on your topic — and include it in your headline.

Introduction

The first paragraph of your blog post will either keep people reading or make people leave. Make sure that it compels people to read the rest of your content. You should use your targeted keyword phrase for search at least once in this paragraph.

Main content

This is the main portion of your blog post content. Think of the headline as the promise and the main content as the fulfillment of that promise. Your main content should fully satisfy anyone who visits your post based on the headline. If you create content that does not satisfy the promises of your headline, people will start to identify your blog as unfulfilling and thus, stop visiting. The length of your blog posts can range from 300 to 3,000 or more words. It's best to alternate the length of your posts as you gain insight about what works best for your audience.

Sub-headlines

Many people will scan your blog content as opposed to reading it word for word. Write subheads that break your content into digestible sections, and make sure those subheads represent the content within them.

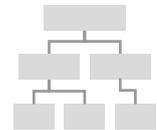
Bolded text — Use bold text in a few areas of your main content to help highlight important points. Use it selectively, otherwise your entire article will seem bolded, thus taking away the ability to highlight key portions of content.



Tips for the optimal post
Start your post with storytelling (Storytelling gives up to 300 percent more readers.)



Cut down on characters per line by using a featured image



Use subheads to make your post scannable



Write the perfect amount of content
The optimal post is equivalent to 7 minutes reading time



Use keywords Throughout
Keep keyword density below 3%



Get Emotional
Posts that trigger the emotions awe and laughter get shared the most

Bulleted/numbered lists — While you don't want your entire post to be bulleted or numbered lists, these lists do help separate out steps and lists with useful content.

Media — Supplement the text portion of your content with media, such as relevant images and video. This will help break up your content and illustrate your points better. Images can also be used as part of the search optimization of your post—include your post's main keyword phrase in the filename of the image as well as the ALT tag.

Conclusion

The conclusion should be a paragraph or two at the end of your post to summarize what the reader should have gotten out of it. If they didn't, chances are, they will go back to see what they might have missed.

The last line of your blog post should be some form of a call to action. It can be as simple as asking readers to share their thoughts in the comments or to share the post on social media if they enjoyed it. If your post was written to promote a particular product or service, the call to action should encourage the reader to learn more about it.

You don't have to include all of the elements from this list in every post, but make sure you always have engaging introduction, quality content, and a solid conclusion.



Place a call to action in your post



Include social share buttons



Include links
Boosts SEO by linking externally and internally



Visual content is essential

Types of content

Videos

If you want to gain new visitors from YouTube, or simply feel it's easier to record a video than write a blog post, then video content should be in your plans. All you need is an HD camera (if you want to be on video), a microphone and/or a good screen capture program like Screenflow if you want to record tutorials from your computer. You can also create videos from webinars, Google+ hangouts and other platforms.



Presentations

Enjoy creating PowerPoint presentations or [Prezis](#)? Then create slide-show content that you can use on sites like [Slideshare](#) or to supplement your blog content.

Whitepapers & Case Studies

If you prefer to write in-depth, researched content, then consider whitepapers and case studies. These can be summarized on a blog post, then offered as a free download to build your email list or in exchange for social shares.

Podcasts

If you like to speak or interview others, then podcasts should be part of your content. They allow you to gain new readers from those who love podcasts, and you can transcribe or summarize your podcasts in blog posts.

Infographics

For those with design talent, infographics can be a great way to get more exposure for your ideas. With precision design and backed-up facts, you can get your content featured on sites like Mashable and others that regularly post infographics.

Ebooks

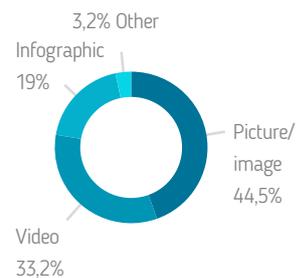
Ebooks are also great freebies for building your email list or, alternatively, something you can sell on your website and Amazon Kindle. You can create them from scratch or repackage several blog posts that cover a specific theme.

The best part about these types of content is that you don't have to create unique content if you want to explore different formats. For example, you can take a blog post tutorial and record it as a video. You can take a podcast transcription and turn it into a blog post. You can take several blog posts and combine them into an ebook. The possibilities are endless.

Best blogging practices

To become a successful blogger in any niche, you will want to follow these best practices.

Best visual engagement content for social media



87 % of online marketers use video content



Articles with images get **94 %** more views than those without



Use of infographics grew **51 %**



Set your blogging goals

You'll never know if you are getting the most out of blogging if you haven't set goals for your blog. Is your goal to make money? Get a new job? Find people to connect with about a specific topic? Define your blogging goals and periodically ask yourself if your blog is helping you meet them. If not, ask yourself how you can improve your blog in order to meet the goals.



Use hierarchy, colour and imagery to grab people's attention **70 %** of businesses are totally lacking any calls to action

Commit to becoming an expert

No matter what your blogging goals are, if you strive to be an expert in your niche, the fulfillment of your goals is sure to follow. People who are known as experts in their niche tend to receive more recognition and income for their content. They also tend to have larger audiences and the option to turn their readers into customers by offering related products and services.



Using detailed and branded images can help you gain **67 %** more audience attention

Engage with your audience

The best way to stay in tune with your readers is to engage with them. Some ways to do this include replying to comments, responding to queries from your contact form, joining in conversations with readers on social networks, and visiting your readers' blogs to see what they are interested in and join discussions. As you do this, you will build stronger relationships with your readers and learn more about what they want, something that can help inspire your future content. The best way to stay in tune with your readers is to engage with them. Some ways to do this include replying to comments, responding to queries from your contact form, joining in conversations with readers on social networks, and visiting your readers' blogs to see what they are interested in and join discussions. As you do this, you will build stronger relationships with your readers and learn more about what they want, something that can help inspire your future content.



Design your data to reflect your brand. Use maps, charts, graphs, diagrams etc

Be consistent and realistic

Creating a consistent schedule of posting on your blog helps your readers know when they can expect to hear from you again, whether it's daily, weekly, monthly or even quarterly. The key to maintaining consistency is to be realistic. Individual bloggers will find it difficult to create high-quality content on a daily basis. Start with weekly or bi-weekly posts and work your way up to daily posts, if that is your ultimate goal. Just don't sacrifice quantity for quality.



88 % of people read review to determine a business' quality

Use an editorial calendar

To help maintain your consistency, be sure to use some form of editorial calendar. You can use Google Calendar, Outlook Calendar, or even a simple spreadsheet. Use it to manage your ideas and plan your content themes for each month so that blogging is something you focus on, not something you do in your spare time. quantity for quality.

Edit your work, or hire an editor

For many people, it's hard to create content — then proofread and edit it. As a matter of fact, editing while you write can hinder your creative flow. Proofreading is not optional. A blog post full of misspelled words and typos reflects poorly on you. If you're not able to do these tasks on your own, consider hiring a virtual assistant to do it for you. This is especially important if you're not writing in your native language. Having a native speaker of the language used in your blog edit your work can boost your credibility. While blog content does not need to be perfect, it does need to be easy to read and consume.

Analyze the data

Be sure to install Google Analytics when you begin blogging and regularly check your data. In particular, you want to make sure your traffic is growing and see what websites, social networks and other types of sources drive the most visitors to your blog. You'll also want to watch for significant drops in traffic, as these drops may indicate a bigger problem, such as downtime for your website or loss of traffic due to Google algorithm changes.

Conclusion

If you want your blog to thrive and grow, then creating quality content is the answer. Focus on quality over quantity, even if you have to sacrifice frequency and consistency. Your readers will appreciate you for it.

How to Promote Your Blog and Its Content



About this guide

In our [content creation guide](#), you learned that your blog content is the defining factor that will make or break your blog. You learned what it takes to create amazing content, as well as the types of content you can create for your audience. But your content will never help you succeed in blogging if no one ever sees it.



very good blog is 80 % promotion and only **20 % creation**

This is why you need to learn online marketing strategies to help you market your blog as a whole, as well as each piece of content you create. This is called content marketing. Your content marketing skills will determine how much traffic comes to your website, how many social shares you receive, how many comments are made on your posts and how many subscribers you gain.

Ultimately, the goal is to have as many visitors as possible when you start to monetize your blog. Visitors who you can convert into advertising clicks, affiliate referrals and product/service buyers — depending on your monetization strategy, which will discuss in our [blog monetization guide](#).

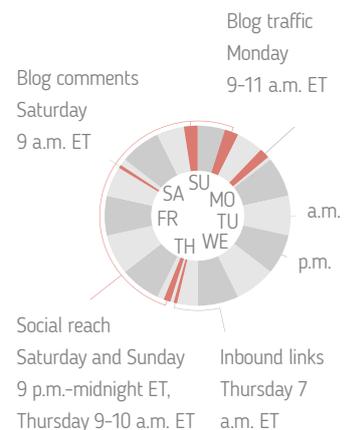
Until then, let's look at the many ways you can promote your blog and your content.

Preparing for promotion

Before you start promoting your blog, you will want to make sure it's ready.

This step is checking everything you have done from your start, from setting up your blog to creating your pages and posts.

- Check if your core content is live and ready for promotion.
- Test your menu bar and sidebar links to make sure pages, posts and archives open properly.
- Test your blog on the top browsers (Chrome, Firefox, Safari and Internet Explorer) and see if everything looks right.
- Check your contact info and test your contact form to see that it works well. Test your blog comment form to make sure people can easily leave comments.
- Test your social sharing buttons so people can share your posts on the top social networks.
- Test your social sharing buttons to make sure people can share your posts on the top social networks.
- Give your visitors one or more ways to connect with you and subscribe to your blog including an option to subscribe by email.
- Setup [Google Analytics](#) to track your visitors, where they come from and top content pages on your website.



Promotion goals

At the start, you will have three main goals for promoting your blog.

- You need to get the word out about your new blog so that those interested in your niche can find your blog, consume your content and spread the word.
- Focus on becoming an authority and gaining trust from your readers and from other influencers within your niche. Build relationships with top bloggers in complementary topic areas and strive to enhance your name and credibility.
- Engagement with your niche market happens every time



anyone mentions your blog. When people start discussing your content, be sure to join into the discussion wherever it may be, including on your blog, social networks, forums, etc.

- Think of these goals in everything you do while promoting your blog. Your goals are to get exposure for the blog, establish yourself as an authority and engage with your niche audience.



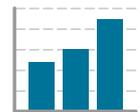
Graphics, images, GIFs, videos—they're all elements of your blog posts you can optimize to encourage more social shares directly from your content. Visual content like that is more than 40 times more likely to result in social shares

Ways to promote your blog

At the start, you will have three main goals for promoting your blog.

Let your connections know about your new blog

Everyone who comes in contact with you should know that you have a blog. Some good ways to ensure this include the following.



- Add your blog URL to your email signature so your email contacts can check it out. [WiseStamp](#) is a great app to try for anyone using Gmail or other browser-based email systems. It will even pull in your latest blog post into your signature.
- Add your blog URL to the social profiles you use the most including Twitter, Facebook, LinkedIn, Google+, Pinterest, and so on. This way, whenever people find you on social media, they can discover your blog as well.
- Add your blog URL to forum profiles and signatures where you participate in discussions, preferably related to your new blog's niche.
- Add your blog URL to author bios of any sites you are already contributing to, including other blogs that you own. Maybe you already have a blog about photography and you are starting a blog about marketing. Your author bio and about page should link up to your new marketing blog.

Embed **infographics** in your blog posts to get more shares



Turn your blog into a vlog to reach a larger audience



Paid ads and remarketing
You can reach up to **84 % of your visitors** across 5-10 different sites between 10-18 days a month, which is well worth the effort for a strong **brand campaign**.

Network with others at every opportunity

Attend networking events? Be sure to have a quick [elevator pitch](#) about your blog when they ask you what you do. If you're at a blogging conference in particular, it's highly acceptable to let people know that you founded yourdomain.com, a blog that helps people learn more about your subject matter. Even if you have a day job

that you need to promote, your elevator pitch would be that you are a [your job title], and you also run yourdomain.com, a blog that helps people learn more about your subject matter.

Utilize niche social bookmarking sites
As well as the popular social bookmarking sites, there are a lot of hyper relevant niche bookmarking sites you can use
Try these for starters:

Submit your blog to search engines

We suggest to use a plugin called [Yoast SEO](#). One of the features of this plugin allows you to create a custom sitemap for your blog. You can use this sitemap to submit your blog to search engines through [Google Webmaster Tools](#) (for Google) and [Bing Webmaster Tools](#) (for Bing and Yahoo).

Submit your blog to directories

While there are hundreds of directories that will list your blog for a specific yearly or permanent fee listing, only a handful should be considered in terms of quality. These include [Best of the Web Blogs](#) (\$150 for submission), and [EatonWeb Blog Directory](#) (\$35 for submission). Some of these directories offer free listings as well, but you will be waiting a very, very long time to see yours get added, assuming they add it at all.

Comment on other blogs

Commenting on other relevant blogs is a great way to build relationships with top bloggers within your niche. Research the web to find top blogs in your niche and start commenting on their newest posts. This will help you make them and their readers aware of your existence as well as developing your own authority within the niche.

Contribute to other blogs in your niche

Matt Cutts, Google's head of webspam, has denounced guest blogging as a tactic for [SEO](#). With that said, it's still a great way to



get exposure within your niche so long as you are submitting quality content to quality blogs. Find blogs that have lots of social shares and community engagement as judged by the number of comments per post and social followers. Get to know the blog owners and/or editors, establish a relationship with them, and then approach them to see if they are accepting new contributors on their website.

The key is to say new contributors as opposed to guest bloggers - “contributors” tells the blog owner/editor that you are committed to creating high quality content for them as opposed to just slapping something together to promote yourself.

Create a Feedburner account

[Feedburner](#) is a service owned by Google that allows you to track the number of subscribers to your RSS feed. Use it to offer your blog visitors a way to subscribe to your blog in their favorite RSS reader such as [Feedly](#).

Optimize your blog for search

Regularly creating valuable content on your blog is one way to get search engines to index your content. If you want your blog and your posts to rank for particular keywords, you will want to always strive to optimize both for search. This can be as simple as using the fields provided by Yoast SEO to add a keyword optimized SEO title and meta description to your blog’s homepage, main static pages, and each one of your posts.

To stay on Google’s good side, avoid overstuffing your blog with keywords. Choose one keyword phrase to optimize for on each page and post. Include it in your SEO title, meta description, and one image on the page.

Start building your mailing list

Don’t wait until you start getting a substantial amount of traffic to [build a mailing list](#) — start from the very beginning. If on your

first day of launching your blog you get two people who love it, you want those two people to be able to give you their email address so you can keep them up to date with what is happening on your blog. Later, this list will be what you use to promote your monetization strategy.

Operating a mailing list is generally not expensive in the beginning. Services like [MailChimp](#) allow you to have up to 2,000 subscribers with up to 12,000 emails for free, while services like [Aweber](#) allow you to have up to 500 subscribers with unlimited emails for \$19 per month.

Look at what your competitors are doing

You don't have to reinvent the wheel when it comes to promoting your blog. Just look at what your competitors are doing in terms of marketing strategy. You can use SEO backlink tools to show you the links your competitors are getting which will shed light into their strategies in regards to social networks, directories, guest posting opportunities, and other online marketing tactics. CognitiveSEO has a free Backlink Explorer you can use for this purpose.

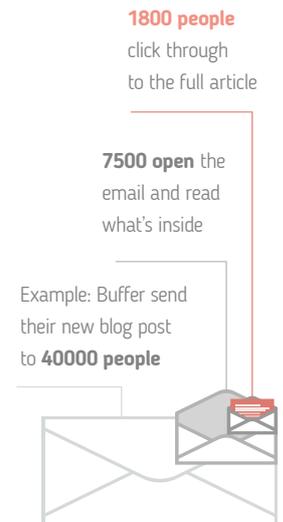
Look at paid advertising options

If you have a budget, you can boost your initial traffic through paid advertising. [Google AdWords](#) allows you to pay to promote your blog on Google Search and their display networks. Social networks like Facebook, Twitter, LinkedIn, and StumbleUpon have their own advertising platforms to help you drive traffic to your blog and blog posts. You can also look at advertising options on other blogs in your niche that receive a lot of traffic. This will generally be in the form of banner advertisements or sponsored reviews.

Ways to promote your blog content

In addition to promoting your blog as a whole, you will also want to promote your blog content, i.e., each, individual blog post. As you promote your content, your blog as a whole will gain more traffic, social shares, and engagement. Here are some ways to promote your content.

Growing your email list is an amazingly vicious cycle



Strategies to increase their email list:



Slideup opt-in that comes up from the right corner when a user scrolls down



HelloBar opt-it



Feature signup box on the main blog domain



Exit intent popup offering content for email



Submit your blog posts to bookmarking and voting sites

Similar to directories, there are hundreds of social bookmarking and voting sites. And similar to directories, not all of them are worthwhile. Your goal is to look for social bookmarking and voting sites that have engaged users. These include [Delicious](#), [StumbleUpon](#), [Reddit](#), [BizSugar](#), [Inbound](#), and similar. Note that many of these sites are not fond of people promoting their own content all of the time, so you may want to consider making a friend on those networks and occasionally sharing content with them in hopes that they will submit it to these networks.

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Try blog promotion networks

Several networks exist solely for the purpose of gathering people who love to help each other promote their blog posts. These networks include [Triberr](#), [Social Buzz Club](#), [Viral Content Bee](#), and similar. You can also build your own blog post promotional network as you network with others in your niche. Just have everyone connect in a Facebook group or in an email list where they can share their latest posts

Establish yourself on social media

By this point, you should have already claimed your preferred name on each social channel. Depending on your niche, certain social media channels can be invaluable. Never forget, though, that social media (aside from paid advertising) is a place to connect with others, be helpful to them and display your expertise. Don't hop in with a megaphone and act like a barker at a circus. Rather, treat social media like a huge cocktail party—a place where you can meet others, trade ideas and network to form alliances. Treat everyone you meet with respect. Your aim is to be of value and engage with your current or future blog readers.



The main social networks you should work towards building connections upon are listed below. Each social media platform should be utilized and approached differently. Choose the one (or ones) that best fit your needs and become an expert at leveraging them to help reach your goals.



Twitter

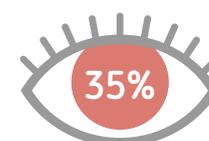
There are more than 200 million users on Twitter. Some say it is a one-way conversation, with 140-character (maximum) messages getting fired out constantly with a lot of people talking, but not a lot of people listening. Others have managed to build a strong, engaged following to promote their content towards.

To learn more about Twitter, start with the [Twitter 101 guide to Business](#) as a quick-start resource. Also check out this list of [free Twitter tools and apps](#) collected by Kevan Lee from Buffer to help you get the foundations in place.



LinkedIn

LinkedIn is the leading social network for professionals. With more than 100 million users, it's a great place to connect with other bloggers and business owners in your niche. The network has a



of users access LinkedIn every day

lot to offer when it comes to business-related information for. The downside to this network is that unlike Twitter, you have to know a person already (or know their email address) to connect with them. Hubspot's excellent 35 tips series can help get you going with this platform. Read their post on [35 LinkedIn Tips for Building Your Business for more](#).

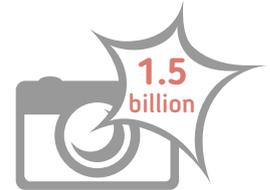


of users pay to use LinkedIn via premium accounts



Google+

More than a social media platform, Google is using Google+ as a hubspot for identifying online movers and shakers. The internet giant has [moved business listings](#) from Google Places to Google+. This may be the one social media platform you should definitely not ignore. Mark Traphagen stays tuned in to all things concerning Google+, so be sure to [Follow Mark](#) to stay updated.



pictures uploaded every week



Pinterest

While it is still predominantly used by women, the number of men on Pinterest is increasing. With more than one hundred million active monthly users, the [statistics on Pinterest](#) are impressive. See the [Pinterest Tips for Business](#) page for additional information.

Men/Women ratio



1/2 are moms



attracts **1,090** visitors per minute



Facebook

With over a billion active monthly users, Facebook is the number one social media network. Chances are, many of your potential readers and future customers already have an account there.

More than a third



Of these, 83% use Facebook

of online adults use only one social networking site

One thing to remember is that Facebook tends to be reserved for true "social" interaction. You can launch your blog's Facebook page and start interacting with the community that is already established, but be careful about mixing business with pleasure on this platform. Facebook rewards the engagement with your followers, thus the goal is not the quantity but quality of relevant posts and updates that engage your fans, which can be measured by the number of likes, comments, and shares you receive.



of online adults use Facebook

For an overview of how to use Facebook for business, check out the [Facebook for Business guide](#). Find out how to use your personal Facebook page for business by reading [this article](#).

Also remember that Facebook is a great place to promote your posts. You can start by doing so using their paid advertising platform as you grow your own organic audience and reach.

YouTube

Now owned by Google, the videos you launch on YouTube can get indexed on the world's largest search engine quickly. Don't forget to apply search engine optimization (SEO) strategies on your YouTube channel and launches - most especially by optimizing your titles and video descriptions with a target keyword phrase. Brian Dean nails the basics in this [excellent article](#).

It is not wise to host your videos on your own blog due to the size of video files will lag you down way too much. YouTube is an excellent help in this regard. You can host videos there for free, gain the SEO advantage, and then embed them on your own blog. Check out this Shopify Blog article on how to start using [YouTube for business](#) for more information.

Instagram

This site allows you to share photographs via your mobile device. It is similar to Pinterest, in that you can create boards that focus on specific topics.

Here again, remember how important it is to stay centered. Make sure your photographs are what your audience wants to see. This is not to say you shouldn't post items of general interest, but your profile as a whole should draw your desired audience and provide value to them.

Instagram's [Getting Started](#) page is an excellent place to learn



1 hour of video is uploaded to YouTube **EVERY SECOND!**

We watch



6 Billion

hours of video on YouTube every month



70 % of the Instagram users check their feed at least once a day

about the platform. The Hootsuite's article on using [Instagram for business](#) is an excellent primer for finding out more about this very visual social media channel.

Other social networks

There are other social media possibilities, and new ones appear regularly. For most of us, though, one of the already-popular channels will serve our needs well and deliver maximum promotional benefit. Of course, your business is unique, and you should make use of the social media avenues that best fit your own niche and style. If there is a lesser-known channel where your audience tends to gather, you should be there with them. Whatever you do, don't overextend yourself. Everything you do online is a reflection of your capabilities, and your [content marketing](#) is a reflection of your content strategy.

Context is important

The context is the circumstances that form and surround an event or idea so it can be fully understood. When it comes to blog content, context is the way you're publishing, distributing, and promoting your content. If you're trying to connect with your audience in the wrong context, it doesn't matter how good your content is. Your content will not be read, shared, or discussed.

Conclusion

Beyond the tips listed, you can come up with other creative ways to promote your blog. Your best bet is to start small and make adjustments to your promotion strategies along the way. Always remember to focus on key fundamentals:

- Maintaining a clean and properly functioning blog.
- Creating focused and helpful content.
- Engaging in conversation and build your authority.

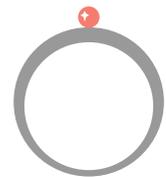
How to Make Money From Your Blog



About this guide

In this guide you will learn how to prepare your blog for monetization and monetization strategies for blogs with small (new blogs), medium and large audiences.

If one of the driving factors for starting a blog was to make money online, then this is the guide you have been waiting for. For those who work full-time jobs, earning money from your blog is a great way to generate side income. For those who plan to dedicate themselves to the monetization strategies, it's possible to use it as regular source of income.



The majority of bloggers want to make money from their sites, yet more than **98 %** of the blogs in the world today don't make money

Monetization misconceptions

First, let's clear up a few misconceptions you may have heard about blog monetization.

Passive income is the way to go so you can earn money while you sleep

This isn't entirely false, but it's not as simple as it sounds either. Bloggers who are well known for their passive income generation



did not start their blog one day and earn piles of money in their sleep the next. Just like any other income source, passive income requires a good bit of hard work in the beginning to set up. But if you do it right (and we'll teach you how), you can start earning money, even while away from the computer.

Income reports can show you the path to earning top revenue

Income reports are monthly blog posts written by bloggers who make money online, showing exactly how much they earned throughout the month and how they did it. You can see some great examples of income reports from [Pat Flynn](#) and [Matthew Woodward](#) to get an idea of how bloggers are generating revenue.

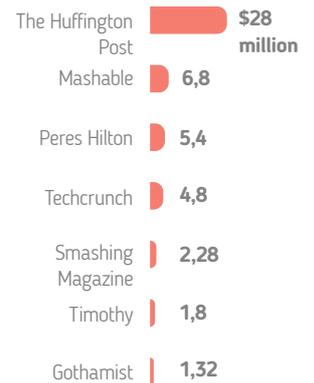
What you want to be on the lookout for are misleading income reports - those that show how much a blogger makes, but not how much they spend. Many bloggers invest a lot of money into their blog on a monthly basis in order to earn revenue, but some conveniently leave that fact out in their income reports, making it look like they are earning tons of free money.

Whenever you craft your own monetization plan, you will need to keep some expenses in mind. These include your web hosting, email marketing software, search and social media tools, mastermind memberships, online advertising, and similar costs.

Wait to monetize until after you grow an audience

This is false. Although you can only utilize certain monetization strategies with a budding audience, you shouldn't get your readers used to an advertisement-free blog, then spring into monetization mode as soon as you hit a certain number of visitors. This might surprise and put off your original readership.

By putting some monetization strategies in place at the very beginning, you will have the chance to earn a little money from the



Tools for building your initial email list



- SumoMe plugin
- List Builder
- Scroll Box
- OptinMonster
- LeadPages

beginning while letting your audience know exactly what they are going to get. Sure, you can add or subtract monetization methods as an ongoing process to test which ones earn the most revenue, but don't feel like you have to wait to start.

Now that we've debunked a few misconceptions about making money through blogging, let's look at how you can make money blogging.

Preparing to monetize

Before you start monetizing, there's one basic thing you need to do to ensure your current and future monetization success: start building an email list.

Here's why it is so essential:

If you start to capture email addresses at the start of your blog, you will have the chance to retain your first visitors as lifelong readers. No one has to know there's only one subscriber on your mailing list so far if you don't tell them.

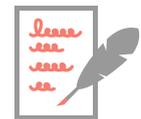
- Before you have monetization strategies that need email promotion, you can use your email list to drive traffic to your blog by promoting your content.
- Your email list subscribers are yours. You can't save contact information about fans of your page or followers on your Twitter account. Your email list, on the other hand, is exportable. So if your email marketing provider decides to shut down, you take your list and move it elsewhere as opposed to lose it completely.
- Your email list subscribers have more of a chance to see your email messages than social media updates. Facebook reach is slim, as is other networks, since most people are following hundreds of other people and businesses. Getting in someone's inbox means that they will at least see your name on a regular basis, regardless of whether they open that email. And when they do open that email, you have their undivided attention.
- When you start utilizing monetization methods such as email list sponsorship, affiliate marketing, or selling your own products,



Send emails to launch your new posts



Weekdays work best for promoting your blog posts via email. The best time to send an email is about 10 a.m. in your own time zone



Plain text emails tend to have higher open rates than HTML-enhanced emails



Enable social shares directly from email



Include links to your blog and your posts in your email signature

you will have grown a loyal audience that is used to receiving and consuming your emails. This is much better than starting a list and selling to your subscribers right away.

Fortunately, email marketing does not have to cost an arm and a leg before you start generating revenue. [MailChimp](#) allows you to have 2,000 subscribers and send 6 emails per month to them (a total of 12,000 emails) for free. It's a great option for those who need to start a list, but don't have the budget until they start earning revenue.

Now that that's out of the way, let's start with some specific monetization strategies

Monetization strategies for new blogs

If you have a relatively new blog, or one that doesn't receive a lot of traffic, then the following are monetization strategies you can put into place to start the revenue generation process.



Affiliate marketing

Affiliate marketing allows you to generate income by promoting other people's products for a small commission. This is probably the easiest monetization method to get into at the start because you can apply to most programs with little to no audience. [All you need is your blog.](#)

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Here are a two examples

If you have a blog all about reviewing WordPress themes, then you should apply to affiliate programs for any WordPress theme you want to write about and promote. Visitors to your blog would likely be interested in WordPress themes, and therefore would be likely to buy a WordPress theme after clicking on a link to it from your site. Popular affiliate programs for WordPress themes include [StudioPress](#), [DIYthemes](#), and [ElegantThemes](#).

If you have a blog about gardening, then you should apply to affiliate programs for gardening books and products. [Amazon Associates](#) is a great affiliate program to join for any niche as they sell books and products related to just about everything.

Another approach is to be an affiliate for anything you have paid for and use on your blog. So, if you use a [StudioPress](#) WordPress theme, [MailChimp](#) email marketing software, [Hostgator](#) hosting or any other product with an affiliate program, be sure to create a page on your blog with resources aimed at other bloggers in the niche. As your blog grows in popularity, other bloggers will want to follow in your footsteps and may sign up for the same services you use for their own blog, thus generating some revenue for you. To find other affiliate programs by doing a search for paid products and services use the search term + affiliate program.

You can also go to affiliate networks (sites that connect publishers like you and merchants who want publishers to promote their products) and look at the products they have available to promote. Networks like [Shareasale](#), [E-junkie](#) and [Clickbank](#) allow you to preview programs before you join, whereas networks like [CJ](#) require you to sign up before you see their programs.



In order to maximize the monetary return from your content, you must first maximize the pleasure in reading it.



Affiliate marketing is the process of you advertising someone else's product for them and if you get a sale for the owner then you get a good percentage of the sale, usually between **50 % and 75 %**.

Following are best practices for promoting affiliate products

Write reviews about the product or service and include an affiliate link within your review post. Don't just regurgitate the information found on the product or service sales page, but write your experience with it inside and out. People can recognize a thorough, honest review from one that is done purely to generate revenue.

Create a resource page on your blog of the top products and services you recommend, including an affiliate link for each, plus a link to your in-depth review if applicable.

Get banners for the top products and services you know your audience will love and put them in your blog's header, sidebar, and at the end of posts. Affiliate product banners are also great placeholders for future advertising spots you may want to sell when you start getting a substantial amount of traffic.

Email your list whenever you write a great review or a particular affiliate program has a great special going on that your subscribers would be interested in.

Be prepared to do special promotions on your blog and email list around Black Friday and Cyber Monday - it's the hottest time to share affiliate product sales and earn some great income.

Important reminder: Whenever you promote an affiliate product, be sure to include a disclaimer in your review, at the top of your resource page or in your emails that you are an affiliate of the product. It's a good way to build trust with your audience and it's also required in certain countries like the [United States](#).

Google AdSense

Once you have created some content for your blog, let's say 10 - 15 blog posts, you can apply for Google AdSense. [Google AdSense](#) allows publishers to generate income from advertisers who want to place ads on the Google Network. Once you sign up and get approved, you will be able to customize ad slots for links, banners, images, and video and place the Google AdSense code for each of these ad slots onto your website. After an hour or two, Google will begin to match the best ads to your website.



Google AdSense is still the most effective way to monetize a blog. But it can give you decent money once your blog start getting massive traffic.



Let's say you are getting 1,000 visits a day, you can easily expect 200\$ to 300\$ a month by leveraging your blog traffic. Place your GA ads wisely to get more clicks. After all, it's all about more clicks = more money!

How Much they made

Make \$ 150,000 | 2 %

Make Enough to support family | 8 %

Make Enough to support Lifestyle | 9 %

Never Made \$100 Blogging | 81 %

The key to Google AdSense is to [follow the guidelines](#) and know where to place your ads for the best results. You can experiment with ad placement in your blog's sidebar, below the title of individual blog posts, in your blog's header, and other areas. Google even offers some [example site layouts](#) that will help you get the most clicks for your ads.

One thing to keep in mind about Google AdSense - if you are making good money through affiliate marketing or selling your own products and services, the last thing you will want is to encourage someone to leave your website by clicking on an ad. Once you begin making good money through other monetization strategies, you may want to consider removing Google AdSense. It's better to get a \$20 sale than a \$0.05 click.

Monetization for blogs with small size audiences

Once you start building up a loyal readership and a good flow of traffic, you can start looking into additional monetization strategies such as the following.

Selling ads

Depending on your niche, you can generally start selling ad space directly to advertisers once you get a certain traffic volume. You can manually manage ads on your blog, or use platforms like [BuySellAds](#) that can help you sell and manage ads quickly through their platform with a snippet of code that goes on your website where you want particular ad sizes and types to be displayed. It's also a great platform to use in researching your traffic volume versus how much you can charge for ads.

For example

An [automotive site](#) with 20,000 monthly impressions charges \$50 per month for their 728x90 leaderboard ad space.



A [site about mythology](#) with 35,000 monthly impressions charged \$3 per 1,000 impressions per month for their 300x250 top sidebar ad space.

A [site on investing](#) with 50,000 monthly impressions charged \$8.75 per 1,000 impressions per month for their 728x90 leaderboard ad space.

This is a monetization strategy that has the potential to generate continually increasing amounts of revenue based on your ability to drive more traffic to your blog. Be sure to create an advertising page on your blog and update your metrics (traffic, social audience, email list subscribers, etc.) regularly so you can continue to increase your ad pricing monthly.

Sponsored reviews

In addition to selling ad space, you can also offer sponsored reviews. This is where someone pays you to write about their product or service on your blog. If you choose only the products your audience will most likely be interested in, you can earn money while creating great content — a win-win situation. If you choose any product just because someone is paying you however, you could lose your hard-earned audience as they will not be interested in the content.

When you do sponsored reviews, you should always remember Google guidelines about using the rel=nofollow attribute for paid links, or links within a paid review. People will likely offer you more to have a dofollow link. Use your own discretion as to whether the price advertisers offer for a sponsored review is worth risking the wrath of Google.

In order to write a great sponsored review, insist that you want to use the product or service for a trial period to really get some insight into it. That way, you can write an honest, compelling review.

Blog business models

These are both direct and indirect sources of money made through blogging:

-  Advertising
-  Webinars and seminars
-  Books & ebooks
-  Public speech
-  Affiliate links in posts
-  Consulting / coaching
-  Product reviews and sponsorships
-  Merchandise or niche related products
-  Online courses, self paced courses
-  Subscription

If you want the best chance of success in monetizing your blog, remember to:



Define your end goal before monetizing - e.g. do you want to quit work, do you want some passive income, do you want to create your own product



Choose at least 2-3 strategies that complement each other, your goals, personal approach and your niche. One strategy is usually not enough to effectively monetize a blog



use a mix of entry level, mid priced and premium products or services to get the most of your monetization. Try to link your products or services so the entry level products lead to your premium services



Selling your own products or services

If you have a loyal following, then you don't need a large audience to start selling products or services. All you need is to be able to answer the following questions.

- Do people ask me for advice or help?
- What do people ask me for advice or help for?
- The first question will help you determine if there is a paying market for something you can provide for people as a salable product or service, and the second question will help you determine what that product or service is.

Here are a few quick examples

People regularly ask you how you customized your WordPress theme's functionality or design, and want you to do the same for their blog. You can take this as a sign that you need to create an information product (such as a video tutorial series) on ways to customize WordPress themes or offer a service where you will customize WordPress themes.

People flood you with requests for prints of your photography. This is an opportunity to open an online store to sell your photography.

People regularly ask you to write content for their business. You can take this as a sign that you need to offer freelance writing/copywriting services.

People want to know how you market your blog and want to "pick your brain" about it on a quick phone call. This as a sign that you need to offer consulting services.

If you pay attention to what people are asking you for most often, you'll likely discover a great product or service you can offer. Because for every person that asks you about something, there are probably a dozen others who would also ask the same thing.

Monetization for blogs with large audiences

This is a monetization strategy that has the potential to generate continually increasing amounts of revenue based on your ability to drive more traffic to your blog. Be sure to create an advertising page on your blog and update your metrics (traffic, social audience, email list subscribers, etc.) regularly so you can continue to increase your ad pricing monthly.

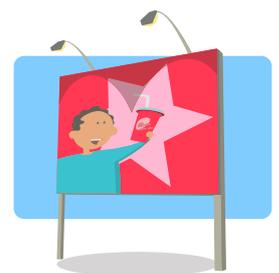
Syndicating content

You've likely seen those blocks of links on sites like CNN, Time, and other media outlets that say "Around the Web" or "You Might Also Enjoy". These are generally created by code from content syndication networks ([Outbrain](#), [Taboola](#), etc.), many of which want you to have a large base of traffic before you are considered to apply as a publisher to their networks.

By including blocks of related content like this to your blog, you'll be earning revenue each time someone clicks on an article that looks interesting to them. It's a good situation for both the publisher and the reader - the publisher (you the blogger) gets money for sharing related, valuable links. The reader gets the opportunity to explore new content, and will likely think of your blog as a great source of content to check out.

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Selling your blog

It might sound a bit crazy, but if you have a blog that isn't directly tied into your own name, products, or services, and mostly depends on ad revenue, you may want to consider selling your blog later down the road. Some blogs - like the 20 listed in [this article](#) — have earned over \$1 million dollars in a sale thanks to how much traffic received, the quality of content they house, and the advertising dollars they rake in on a monthly basis. The more traffic, quality content, and advertising dollars you earn with your blog, the more you can sell it for later down the road if you so choose.

Conclusion

We hope that you've enjoyed this guide on making money with your blog. There are many other monetization strategies you can try with your own blog - these are just the most popular ones that tend to generate a lot of income for a lot of bloggers!

99+ Best Blogging Tools and Resources



Recommended Tools

Blogging software



Self-hosted:

WordPress.org (recommended)

B2evolution.net (alternative)

Concrete5.org (alternative)

Free tools:

WordPress.com (yourblogname.wordpress.com)

Blogger.com (yourblogname.blogspot.com)

Tumblr.com (yourblogname.tumblr.com)

Freemium tools:

TypePad.com (14 days free trail)

SquareSpace.com (14 days free trail)

Domain research tools



Basic search:

Pcnames.com — instant domain check engine

Domize.com — domain name search engine

[Domainr.com](#) — explore the entire domain name space

Advanced search/premium domains:

[DomainSearch](#) — comprehensive searchable database of domain name registration

[WhoisLookup](#) — discover the people or organizations behind a domain name

[DomainMarketplace](#) — research available domains to buy

Additional name search:

[Trademark search](#) — search the USPTO's database of registered trademarks

[KnowEm](#) — check social profiles

Photo and image galleries

[Flickr](#) — enables bloggers to find images with creative commons that allow commercial use

[Photo Pin](#) — tool makes it very simple to search creative commons photos

[MorgueFile](#) — free stock photos

[FreelImages](#) — leading source of free stock photos



Logo design tools

Free:

[Squarespace logo](#) — logo made easy.

[Logogarden](#) — start with free amazing logo.

[LogoMaker](#) — design a logo and use it on your site for free using their HTML code.

Paid:

[LogoYes](#) — design a logo for free and download a high-resolution file for \$0.99

[LogoTypeMaker](#) — design a logo for free and download a high-resolution version for \$25

[GraphicSpring](#) — create professional looking logos \$39.99



Web design and development services



[oDesk](#) — get more done with the help of the freelancer

[Eance](#) — hire great freelancers

[Freelancer](#) — work done easy with the freelancers

[Fiverr](#) — graphics, marketing, fun, and more online services for \$5

[Dribbble](#) — community of designers sharing screenshots of their work, process, and projects

[Behance](#) — discover the latest work from top online portfolios by creative professionals

[DesignContest](#) — 1000s of professional designers compete for your business

[99Designs](#) — get the design you will love from community of designers

[Ebookindiecovers](#) — stylish eBook covers at affordable prices

[Custom Fan Page Designs](#) — get your social media pages custom designed

[Codementor](#) — connects you with experts for urgent issue solving, technical advice, and code review

Graphic & web design tools



[Canva](#) — 100% free tool to create good graphics without designing skills.

[Picmonkey](#) — free easy photo editing! Add filters, frames, text, and effects.

[Gimp.org](#) — free software for photo retouching, image composition and image authoring.

[PiktoChart](#) — infographic design app that helps to produce beautiful, high quality graphics (paid).

[Easel.ly](#) — is a simple web tool that empowers anyone to create and share powerful visuals.

[Infogr.am](#) — Create infographics and interactive online charts. It's free and super-easy!

[Google Charts](#) — interactive charts and data tools that are powerful, simple to use, and free.

[MyeCoverMaker](#) — Create your own 3D eBook cover online.

[QuickPictureTools](#) — this site offers 12 simple and easy online image editing tools.

[Picfull](#) — free online photo editing.

[Visme](#) — create interactive online presentations, infographics, animations & banners in HTML5.

WordPress themes



[Wpthemedetector](#) — free tool to find all the details about the WordPress theme used by a site.

Free:

[WordPress.org Themes](#) — free WordPress themes directory.

[Topwpthemes](#) — free quality and professional Wordpress themes.

[Fabthemes](#) — fabulous WordPress themes available for free.

[Fthemes](#) — amazing free WordPress themes site.

Paid:

[StudioPress](#) — professionally designed premium WordPress themes.

[ElegantThemes](#) — beautiful premium WordPress themes.

[Themefuse](#) — premium WordPress themes and WordPress templates.

[Thesis Themes](#) — the ultimate design and template manager for WordPress.

[WooThemes](#) — premium themes, plugins & ecommerce for WordPress.

[InkHive](#) — premium WordPress themes.

[RichWP](#) — responsive premium WordPress themes.

[ThemeForest](#) — various WordPress themes and templates.

[Magazine3](#) — premium WordPress magazine themes.

[Themify](#) — drag & drop WordPress themes.

[TeslaThemes](#) — modern WordPress themes with clean design.

[MyThemeShop](#) — premium WordPress themes and plugins.

[Press75](#) — premium WordPress themes.

Video and screen recording tools



[Camtasia](#) — powerful, yet easy-to-use screen recorder and video editor

[Camstudio](#) — record all screen and audio activity on your computer

[Jing](#) — free and simple way to start sharing images and short videos of your computer screen

[Screenr](#) — web-based screen recorder to create and share your screen-cast around the web

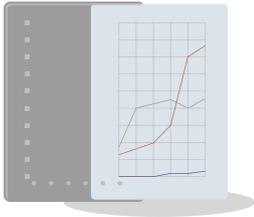
[ScreenFlow](#) — screen recording and editing software for Mac

[FlixPress](#) — create extraordinary videos online in minutes

[IntroMaker](#) — make your own Video with your Logo

[VideoScribe](#) — make your own whiteboard videos, fast

SEO tools



Topics and keywords research:

[Google Keyword Tool](#) — plan your campaigns and learn what your customers are looking for.

[Google Trends](#) — subscribe to get Trends email alerts for the topics you care about.

[Wordtracker](#) — reveal high performing keywords in minutes (Paid).

[LongTail Pro](#) — find profitable keywords faster (Paid).

[Market Samurai](#) — discover the best keywords and your competitors weaknesses.

[UberSuggest](#) — free keyword tool that makes good use of different suggest services.

[Hittail](#) — long tail keyword tool, to help you increase your organic traffic (Paid). WebCEO Backlink

[Quality Check](#) — this tool will help you improve your backlink profile in the post-Penguin era

Content marketing tools



[ScribeContent](#) — content optimization software for online marketing and SEO.

[TrendSpottr](#) — supercharge content marketing for brands and publishers.

[Contently](#) — best solution for high-end brand publishing.

[Soolve](#) — search suggestions and completions from the top providers on the internet.

[SlideShare](#) — share what you know and love through presentations, infographics, documents.

[SocialCrowlytics](#) — identify the influencers & your competitor's most shared content.

[ShareGrab](#) — get the most shareable content from any Facebook page, whenever you need it.

[Clicktotweet](#) — the easiest way to promote & advertise your stuff on Twitter.

[Triberr](#) — community of bloggers come together to read and share great content.

[Dlvr.it](#) — save time, share smarter, and engage your audience everywhere.

Copywriting and content tools



[The Golden Ratio Typography Calculator](#) — discover the perfect typography for your site.

[Copyscape](#) — search for copies of your page on the web.

[ZenWriter \(PC\)](#) — only you and your thoughts.

[OneLook](#) — dictionary search of words and phrases.

[Google Alerts](#) — monitor the web for interesting new content.

[WordCounter](#) — web-based word counter.

[Calibre](#) — one stop solution for all your e-book needs.

[Scrivener](#) — writing software for Mac and Windows.

[FreeMind](#) — free mind mapping software.

[DivvyHQ](#) — content planning and workflow tool.

[Diigo](#) — is a multi-tool for knowledge management and better reading.

[Topic Generator](#) — don't know what to blog about? This tool will help.

[HTML Cleaner](#) — convert Word content to clean html code

Email marketing tools



[AWeber](#) — email marketing services and software solutions for small business.

[MailChimp](#) — the best way to design, send, and share email newsletters.

[MadMimi](#) — simple way to send newsletters, grow your subscribers and manage your emails.

[CampaignMonitor](#) — easy to attract subscribers and send them beautiful email newsletters.

[ConstantContact](#) — suite of tools to help you reach, engage, and acquire new customers through email.

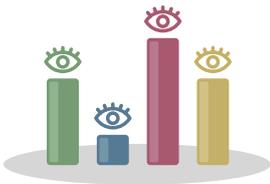
[GetResponse](#) — email marketing software and autoresponder.

[Litmus](#) — test and track your email campaigns, so you can put your best design forward.

[Vero](#) — send emails based on what your customers do.

[Customer.io](#) — send targeted human messages to your users, by utilizing their unique interactions with your business. [Evercontact](#) — keep your contacts always up-to-date

Site analytics and optimization tools



[Google Analytics](#) — web analytics and reporting.

[Clicktale](#) — better digital customer experience better business.

[CrazyEgg](#) — visualize where your visitors click.

[Unbounce](#) — build, publish & A/B test landing pages without technical skills.

[HubSpot](#) — inbound marketing software platform that helps companies attract visitors.

[Visual Website Optimizer](#) — A/B Testing Software for Marketers.

[Optimizely](#) — improve conversions through A/B testing, split testing and multivariate testing.

[Clicky](#) — real time web analytics.

[KISSmetrics](#) — customer intelligence and web analytics.

[Mint Analytics](#) — a fresh look at your site with Mint web analytics application.

[MixPanel](#) — advanced analytics platform in the world for mobile & web.

[BrokenLinkCheck](#) — free tool to check for broken links.

[Pingdom](#) — free website speed test tool.

[Google PageSpeed](#) — check speed of your website on all devices.

[Browsershots](#) — check how your browser works in all browsers

Custom email sign up tools



[MailMunch](#) — grow your email list.

[OptinMonster](#) — get more email subscribers.

[Popup Domination](#) — grow Your Email List Using the World's Leading Email Capture Software.

[OptinSkin](#) — add opt-in forms and social share buttons to your posts in seconds.

[Hellobar](#) — header bar to display your message.

[LeadPages](#) — the easiest way to create mobile friendly landing pages.

[OptimizePress](#) — is the new way to create high converting landing pages and sales pages.

[Sumo](#) — free toolkit for growing your traffic

Shopping cart and product distribution tools



[E-Junkie](#) — shopping cart for selling downloads and tangible goods.

[ClickBank](#) — leader in marketing of digital products.

[PayPal](#) — powerful tools for your business

Social media and marketing tools



[wpMail](#) — a free WordPress newsletter with a roundup of WordPress news and articles.

[Simply Measured](#) — easy social media analytics and measurement.

[HootSuite](#) — leading social media dashboard to manage and measure your social networks.

[BufferApp](#) — buffer is the easiest way to publish on social media.

[FollowerWonk](#) — twitter analytics: find, analyze, and optimize for social growth.

[PageLever](#) — a Facebook analytics company.

[SproutSocial](#) — social media management tool created to help businesses find new customers & grow their social media presence.

[Meshfire](#) — social media management dashboard.

[BuddyMedia](#) — run integrated campaigns across Facebook, Twitter, YouTube and your websites.

[ManageFlitter](#) — critically acclaimed set of Twitter tools.

[Twitonomy](#) — Twitter #analytics and much more.

[Tagboard](#) — search any hashtags.

[Tweetchat](#) — manage your tweet chats in real time.

[SocialBro](#) — analyze, engage and monetize your Twitter audience.

[Bitly](#) — link shortener tool.

[ViralTag](#) — the best Pinterest management tool for brands.

[Tailwindapp](#) — Pinterest analytics, management and listening.

[Agorapulse](#) — complete toolbox for Facebook and Twitter.

[Shortstack](#) — run contests and promotions from Facebook or anywhere.

[Likealyzer](#) — analyze and monitor your Facebook pages.

[Booshaka](#) — a new way to engage your audience.

[Social Mention](#) — real-time social media search and analysis.

[NeedTagger](#) — helps you find customers, generate leads and attract followers on Twitter.

[Commun.it](#) — Twitter community management dashboard.

[ViralContentBee](#) — social media sharing made easy.

[Nimble](#) — simple solution to combine CRM systems with the social media.

[Crowdboost](#) — measures and optimizes your social media marketing.

[Social Crawllytics](#) — widely used influencer & content marketing tool.

[Demographics Pro](#) — Twitter audience analytics for marketing professionals.

[True Social Metrics](#) — calculate and improve the economic impact of social media marketing on your business.

[Moz Analytics](#) — software for managing inbound marketing and local SEO.

[Topsy](#) — Twitter search, monitoring, & analytics.

[Sysomos](#) — social media monitoring and analytics tools.

[RowFeeder](#) — social media monitoring and analysis made easy.

[Buzzsumo](#) — Identify the most shared links and key influencers for any topic.

[Oktopost](#) — measure all of your social media marketing from one powerful platform.

[Storify](#) — curate articles and opinions on any given topic or capture reactions to an event.

[InfusionSoft](#) — complete sales and marketing automation software for small businesses.

[Intercom.io](#) — shows you who is using your product and makes it easy to personally communicate with them through behavior-driven email and in-app messages.

[InboxQ](#) — find people asking questions about things you know on Twitter