



**Make Money
Online Nigeria**

Hello ...

I'm glad that you now have a copy of this guide on how to build an income generating blog. You see, I wrote what you will find in this guide in 2010 and I've since been updating it. You will wonder why you haven't gotten this guide earlier. The truth is, I don't really know why you haven't. Anyways, now that you have it, make sure you read and act on it. In addition to that, you are free to share this guide with your friends and on your blog as a testimony to what you will learn in this guide.

By way of introduction, I am the founder of the Nigeria's number one blog that teaches Nigerians how to make money online in Nigeria, build online businesses and also create wealth. I won't say you should check out my blog and also become a subscriber BUT if you think you want to increase your income online, then you should do that.

What you will find in this guide are the things I did to build a blog that keeps generating me money (weekly) whether I update it or I don't. Now you have a gold mine on your computer, would you mine the gold in it.

I've done my part to get this to you for FREE, now is the time to improve on your blogging and get the best out of it. The content of this guide are posts which are already on www.makemoneyonlineng.com and you will be reading them here as if you are on my blog.

And whichever way you have gotten this guide; you should go and thank the person you got it from. S/he has invested a great deal into you.

Now, let's get to work.

Adesoji Adegbulu
www.adesojiadegbulu.com

How to Build an Income Generating Blog from Scratch

1. [Find Your Niche](#)

This is the first in a series of posts based on today's topic. The series is going to help so many newbie bloggers on how to build a blog from scratch and later make serious income from it full-time. You would be glad to know that I follow the same process too. The only difference is that I approach the process with a different mentality and passion. You would need that too.

Thanks for taking interest to know what this post contains. You would need to read to the end, become one of our subscribers so that you will get updated when I continue the series. To get started, today, I would be laying the foundation as we proceed into the series.

At this point, why do you want to start a blog? Why do you want to be a blogger? Why do you want to generate income from blogging? Do you just want to make more money? Whatever it is, you should be specific about your WHYs. It is after your WHYs are well answered that the HOW TOs will show up. This series will do you no good if you have not answered your WHYs.

I hear a lot from would-be bloggers who say all they want is Google AdSense's money. And when I tell them what it takes to make a lot of Google AdSense's money legitimately, they get wearied. Blogging is NOT a 'get rich quick' scheme. If it were, I would not be doing a series. All I would do is just tell you to do something today and later this week, you will buy your dream car from the money made from blogging. If you think it is, then you are going to be VERY disappointed.

The truth is, you can you make real money. This would take many months of learning and practice. It would take hard work, time, money, commitment and persistence. All these and

many more would improve your chances of success. Also, you can start your blogging business part-time while working full-time in your organization. This is what I do for now. If you are someone who stays at home or works from home, you could find some hours to start blogging on what you know and like or what you are passionate about.

The first thing you need to start an income generating blog is to choose a good and well targeted niche. Having a targeted niche means that people who come to your blog are those who were looking for what you are offering. If your niche is about “fashion”, would people look for what you offer within the concept of “fashion”? For instance, if your blogging niche is going to be about “laptops”, there are many things you could write about “laptops” and you will not be providing specific enough advice or products for the majority of your visitors as the niche is too vast. But if your niche within the concept of “Laptops” is “HP Mini Laptops”, there is less to write about and you know the people who are coming to your site are interested in HP Mini Laptops and are more inclined to return again and again.

How to Determine your Niche

Five major things you need to consider when determining the niche for your blog are;

1. How much knowledge do you have about the niche?
2. Are you willing to learn more about the niche?
3. How passionate are you about the niche?
4. Are there people in need of information about the niche?
5. Would you still be found blogging in the niche five years down the line?

If you love the topic you want to blog about, you are in a much better position to understand your readers because you are part of the same niche. You know what you like, what you buy, and therefore what your visitors will enjoy and will purchase. Your niche should be a topic you are really interested in. If not, you will find it hard to build a successful blog.

If you are interested, passionate and knowledgeable about the niche, then it will be much easier for you to write the content for your blog. It will also be much easier to understand your visitors’ needs and desires. You shouldn’t bother yourself too much if there are thousands of other blogs in the same niche as yours. Once your blog is unique, you will get

your own share of readers and popularity. What you need to ensure is that there is an actual on-line demand for such niche.

Your niche should be to provide solutions to peoples' problems. Only then would you make money from blogging. Ask yourself, do people have everyday problems associated with your chosen niche? Do they go on-line looking for solutions to their problems? To help yourself find a good niche, you would need to do qualitative research. That would help you choose the best niche you are interested in and a blog niche that will be sought after by your future customers.

In conclusion for today, go ahead and does serious niche research before you consider starting an income generating blog. Once your discover your niche, you are in a better footing. Your niche is your uniqueness. Your niche is your unique selling proposition.

Other posts on Niche that you should read up

- <http://makemoneyonlineng.com/niche-marketing-defined/>



2. Choose Your Blogging Platform

After finding the right niche you want to blog about, you need to choose the right blogging platform. It is just like a traditional business. After you know what you want to sell, you would choose a location where to sell your business products and services. The location here is the blogging platform you choose.

There are many different blogging platforms to choose from. Some are free and some will cost you a few Naira per month or per year. A lot of people decide to go for the free blogging platforms like www.blogger.com, www.wordpress.com and www.typepad.com. These free blogging platforms are fine for those individuals who just want to blog and NOT make much income online.

Using a paid blogging platform will improve your ability to earn more money from blogging. This is one of the reasons why I don't recommend you use any free blogging software. Though I started my blogging prowess with a free blogging platform but I didn't make much income. I also lost traffic and following when I moved to a paid blogging platform. So it is advisable to start with a paid blogging platform. They are relatively cheap to get.

What you should know also is that most free blogging platforms do not allow you to include advertisements of any kind. They provide very few options to change the design of your blog and a limited amount of internet space. They also require much more technical knowledge than the non-free platforms. With the free blogging software you cannot add plugins that will aid the functionality of your blog like plugins that make it load faster, attract visitors, allows you to add photos, videos...the list is almost endless.

I recommend that you pay less than \$5 per month and use a paid WordPress or paid Blogger. I can help you with this free of charge, the only thing is that you would have to pay for your web hosting. You need to know that there are two different versions of WordPress. The WordPress software from www.wordpress.com is free. They provide everything, the domain name, the hosting and the software but I do not recommend you use this. The other

WordPress software from www.wordpress.org. This is the one I use and recommend you use also. It is free to get but you will need to pay for a web host so that the files can be managed by you effectively.

Hold ON: Before you go and start, make sure you read and understand all you will find in this ebook. After digesting it, then go ahead and start, you can get in touch with me anytime.

Other posts on Blogging platform that you should read up

- <http://makemoneyonlineng.com/start-wordpress-blog-wordpress-plugins/>
- <http://makemoneyonlineng.com/wordpress-blogger-infographic/>
- <http://makemoneyonlineng.com/blogspot-to-custom-domain-guide/>
- <http://makemoneyonlineng.com/wordpress-post-page-editor-tips/>
- <http://makemoneyonlineng.com/free-wordpress-installation-service-nigerians/>
- <http://makemoneyonlineng.com/easily-backup-wordpress-blogger-blogs/>
- <http://makemoneyonlineng.com/fresh-content-blog/>
- <http://makemoneyonlineng.com/start-blog-with-wordpress/>
- <http://makemoneyonlineng.com/cheap-wordpress-blog-setup/>



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3. Do Keyword Analysis

People who go on to the internet, go for one reason. The reason is to find information related to what they are looking for. They go to Google or MSN or BING and conduct a search to see what information is available for free or to buy. Once they do, they copy it or print it out if it's free or they make purchases if it's not free.

What people enter in the search criteria is called the 'keyword phrase'. For instance, if you performed a Google search for "holidays in Dubai", then you have just used the keyword phrase "holidays in Dubai". After you did your search you may not like or find what you are looking for, you may perform another search. For instance, "holidays in Nigeria". That would be another keyword phrase. Google records all the keyword phrases people have entered everyday for the past few years and you can tap into that information to find out what the best keywords you should be using for our chosen niche.

Keyword analysis is so important because if you use the correct keyword phrases then you have a much better chance of our blog being displayed on the first page of Google. Once you find the best keyword phrases to use for our chosen niche, you should use the phrase in your domain name. You will understand this better later.

There are three rules that that makes a great keyword phrase. These are;

#1: 90% of keyword phrases get no traffic. When creating your blog you **MUST ONLY** target keyword phrases that have significant traffic to make it worth the time and effort.

#2: 90% of keyword phrases have very **POOR** profit potential. You **MUST ONLY** target keyword phrases that will bring you in **CASH**, **NOT** just traffic.

#3: Unfortunately, for most bloggers, 90% of most keyword phrases are simply **TOO COMPETITIVE** to appear on the first page of Google.

Taking those 3 key rules into consideration, you have to do some research to find the best keyword phrases for your blog. You should be looking for 5–10 keyword phrases associated with your niche. Your keyword phrase should be attracting more than 100 searches per day, have less than 100,000 blogs/websites using it, has a high number of searches as possible, has high number of sales as possible, has low number of other blogs/websites using the same keyword phrase as possible

Remember, your aim is to have 5 – 10 keyword phrases related to your niche. You can get all these solved by using Google Keyword Tool. It is what most bloggers use daily.

After getting your 5 – 10 keyword phrases, you need to pick your primary one. Choose the one that has a high number of searches, a high selling amount and the lowest competition. These should be one that sums up your niche.

Other posts on Keyword Analysis for traffic that you should read up

- <http://makemoneyonlineng.com/generate-consistent-traffic-blog/>



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4. [Get the Best Domain Name](#)

I assume you already know **what type of market and what your niche** is and also that you have **made a decision on the best blogging platform for you**. The next thing you need to do is buy a domain name – a website’s name related to your market. Choosing a domain name for your blog is very important. Getting the right name is crucial. It needs to be part of your brand; your ad and the length of the name should not be too long.

If possible you want it to include some of the words from your primary keyword phrase. Here are the most popular domain name dos and don’ts that works.

Top Domain Name Don’ts:

1. Don’t use excessive dashes in the domain name.
2. Don’t use unrelated phrases in the domain name.
3. Don’t use too many keywords in the domain name.
4. Don’t repeat the primary keyword in the domain name.

Top Domain Dos:

1. Do use the primary keyword phrase in your domain name.
2. Be as specific as possible for your keyword phrase (use long tail keyword phrases, i.e. phrases with more than one word).
3. Place the primary keyword phrase at the beginning of the domain name.
4. Include commonly used related phrases in the name like “news”, “tips”, etc
5. Use top level domains like .com, .net, .info, .org, .us, co.uk

How to find the best Domain Name

Step 1: Go to any domain name search site you will find on Google.com and conduct a search using your main primary keyword phrase.

Step 2: You will see a list of available domain names related to your primary keyword phrase.

Step 3: Choose the best one that relates to your niche and keyword phrase from the list of

available domain names. If the “.com” is available, always pick it. But “.biz”, “.info”, “.org”, “.net” or your local country domain are fine.

How to Buy a Domain Name and Hosting

After choosing your choice domain name, you need to buy it and make it yours before someone else does. The good thing is that, you can buy the domain name and the hosting of the domain name with the same company. They do everything for you and it just makes things easier. Like I stated in one of the previous part of this series, you will get WordPress software for free. WordPress has some hosting requirements. This can be Linux or Unix based machine or PHP version 4.3 or greater MySQL version 4.0 or greater. Without these hosting features WordPress will just not work.

To buy a domain name and hosting that gives you all the above mentioned, you should go to [Web4Africa](#) or [Hostgator](#). All my blogs are registered with [Web4Africa](#) and [Hostgator](#). I also use Web4Africa for my clients. [Web4Africa](#) or [Hostgator](#) offers a tool called “Fantastico” which you would use to automatically install WordPress.

At the time of writing, a basic hosting account (which is all you need) will cost you less than \$5 a month including a free domain name registration, unlimited emails, bandwidth etc. Remember you only need a basic hosting account. When you purchase your domain and hosting with [Web4Africa](#) or [Hostgator](#), you will receive an email from them detailing how to log into your hosting account. Please keep that email safe for future reference, as it will hold details of your account names and passwords.

Go and get this done as you are getting set to build an income generating blog. If you need any help in getting your domain name and web hosting, you can seek help from me and I will gladly put you through. Also, if you don’t want to go through the stress, I can help you take up the stress. Read this post to find out how I will help you.

<http://makemoneyonlineng.com/money-online-nigeria-wordpress-blog-setup-maintenance/>

Other posts on getting the best domain name that you should read up

- <http://makemoneyonlineng.com/research-good-domain-names-domain-flipping-business/>



5. [Install WordPress, WordPress Themes & WordPress Plugins](#)

To build an income generating blog like [Make Money Online](#) Nigeria, you need to use WordPress. Most successful blogs are built on WordPress, yours should not be an exception. After registering your domain name and purchased a basic hosting account, the next thing to do is to install WordPress, WordPress Theme and WordPress Plugins.

The following processes will show you how to install WordPress with Fantastico.

Fantastico

This process only works with web hosts that have Fantastico. Hopefully you have chosen [Web4Africa](#) who offers Fantastico as part of their hosting package.

Step 1: Login to your cPanel (e.g. <http://www.your-domain-name.com/cpanel>) with your username and password as sent to you by your hosting company.

Step 2: Scroll down to where you see a smiley like icon with the name Fantastico. Click on it

Step 3: On the new page, click [WordPress] on the left, and then click [New Installation] on the main page

Step 4: Fill in all the required details as you want it to be. If you have any difficulty with what the details means, you should contact me ASAP.

Step 5: Click on the 'Install WordPress' button

Step 6: On the next page, click [Finish installation]

Step 7: Make sure you send a copy of your WordPress blog's username and password to your email address. You MUST make a note of these.

At this point you have successfully completed the installation of your new WordPress blog using Fantastico.

WordPress Theme

Now that you have WordPress loaded and working, you now need to make nice looking and search engine friendly. To do so, you need a WordPress theme. Themes are used to basically design the layout and look of your blog including colours, backgrounds, fonts and positioning. There are thousands of free ones to choose from. If you check the official WordPress Theme website at <http://wordpress.org/extend/themes/> or search through Google, you will find countless of themes you can choose from.

Free themes are okay, if you are starting out and want to get familiar with WordPress. However, they are limiting in what you can change and do except you are good in PHP and CSS. When you are ready to upgrade or if you choose to use non-free ones now, I suggest you buy a premium WordPress theme. There are many out there.

A premium theme, although expensive, makes things so much easier and can make a lot of difference to how your blog looks. The price varies between \$10 and \$250. So if you want to move on from free theme and don't want to splash the cash on a premium theme, Theme Forest is the next best thing.

After getting a WordPress theme, the next thing is to change the theme of your blog from the default theme to the more professional looking theme. To do that, follow the steps below:

Step 1: Download your new theme to your Desktop (it will most probably be a zipped file).

Step 2: Once you have the theme zip file saved to your PC, log into WordPress admin account through <http://www.your-domain-name.com/wp-admin>



Username

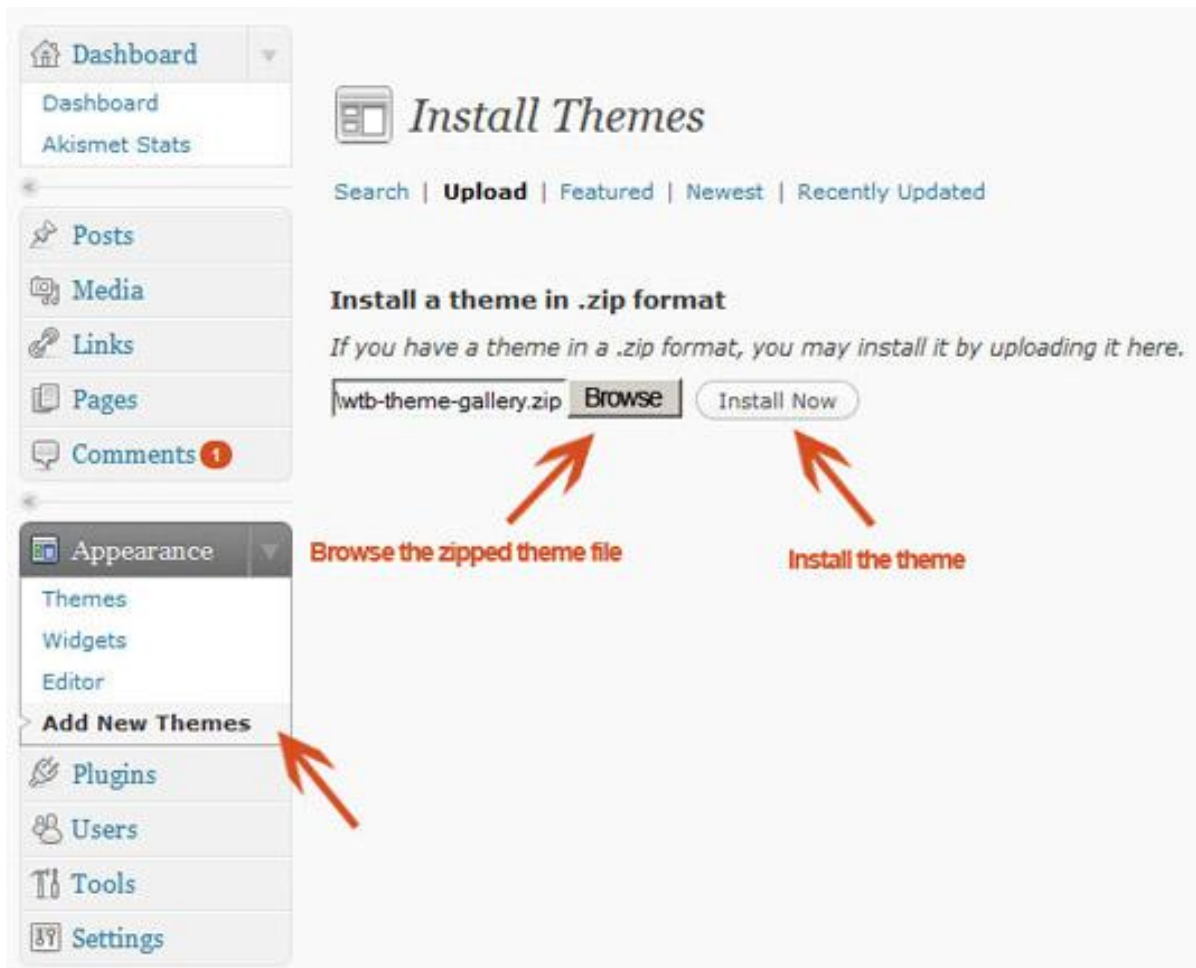
Password

Remember Me

Log In

[Lost your password?](#)

Step 3 – 6: Click “Add New Themes” under the “Appearance” menu tab on the left hand side. Click on ‘Upload’ and then the “Browse” button to search your PC for the new Theme zipped file you downloaded. Once you have found your new Theme file on your PC, click the ‘open’ button. You are now ready to install your new theme. Click the ‘Install Now’ button. This will upload the theme into WordPress. This will take a few minutes to complete.



Step 7: Once installed, you can either 'Preview' the theme (i.e. see what it looks like before activating), 'Activate' (i.e. make it your live theme) or simply 'Return to Themes page'. You should 'Preview' to see what the new theme will look like. Click 'Preview' to see it.

Step 8: If you like the preview, simply close the preview and then 'Activate'.

Step 9: Once you have 'Activated' your new theme, go to your blog URL, refresh the page and you will see your new blog using the new theme.

If you ever want to get a new theme you can, just repeat the above steps. It is highly recommended that you test your new theme in other browsers to make sure it works for

different users. It is not necessary to test it in EVERY browser, but it is a good idea to test it in the most popular browsers, (Internet Explorer, Firefox, and Chrome).

WordPress Plugins

Plugins are ‘add-ons’ that add functionality to your blog. There are thousands of them to choose from. Some are ‘must haves’, some make life a little easier. If you check the official WordPress Plugin website at <http://wordpress.org/extend/plugins/> or search through Google, you will find countless of plugins you can choose from.

My recommendation is that you should use a few of the plugins. Using many of them will slow down your blog. You can ask me for a list of WordPress plugin I would recommend you have. For now, you should install All in One SEO Pack, Google XML Sitemaps, Akismet and WP-DBManager.

To install any of the plugin, follow the steps below:

Step 1: Login into your WordPress Dashboard through <http://www.your-domain-name.com/wp-admin>

Step 2: From your WordPress Dashboard, click on the “Add new” link under the ‘plugins’ menu tab, on the left hand side. After clicking on ‘Add New’, a new screen appears. This is where you can now search for the particular WordPress plugin you want to install. In this case enter “All in One SEO Pack” into the search box and click “Search Plugins”. All the plugins associated with that phrase will be listed. On the right hand side you will see a link called ‘install’. Click on that link after making sure the plugin displayed is the one you wish to install.

Step 3: After clicking ‘install’, a final reminder would be displayed just to make sure this is the plugin you wish to install. If it is the correct Plugin, click in the big orange button, entitled ‘Install Now’. It will then install the plugin onto your WordPress blog. Once,

installed another screen is displayed. Click 'Activate Plugin' and your plugin is turned on. That's it, you have installed that particular plugin. Fill in the required details for the plugin.

If you need help with WordPress Installation, WordPress theme installation and WordPress plugin installation, you should go to <http://makemoneyonlineng.com/money-online-nigeria-wordpress-blog-setup-maintenance/> and read what is there. Thereafter, send a notice to us through any of the contact details. As soon as I get your request/notice, I will reply you and we would get to work.



6. [Get Your Blog Indexed on Google Faster](#)

Another good step you need to take in building an income generating blog is to get your blog indexed on major search engines like Google, BING and MSN. Being indexed refers to getting your blog/website into the search engines index and therefore appearing on the search engine results pages (often called SERPs).

If you have installed the Google XML sitemap plugin, it will help you create a sitemaps for your blog. Search engines would be able to read your blog through the sitemap. To get this started, you should use the Google Webmasters Tool to verify the ownership of your blog and also submit your blog's sitemap.

Follow these steps to do this:

Step 1: Go to <http://www.google.com/webmasters/> and sign in using your GMail Account or create an account if you don't have one already.

Step 2: Add your blog site by clicking the "Add a site" button. Then type in the domain name you wish to add, and click "Continue".

Step 3: Once added you will need to verify that you own this site. This can be done one of two ways, Meta Tag or Upload a HTML file. The Meta Tag way is, by far the easiest.

Step 4: To verify using 'Meta Tag verification'. This method requires you to add a piece of code to your 'header.php' file. Copy the 'Meta Tag code' Google has asked you to copy to your blog site.

Step 5: In your WordPress dashboard go to “Appearance”, then “Editor” using the menu tabs on the left hand side. Then click on Header (header.php) on the right hand side to open up the header template. Find (CTRL+F) thetag and BELOW it “paste” in the verification Meta tag Google has given you.

Step 6: Then scroll down and click on “Update File”

Step 7: Go back to the Google Webmasters Tool website and click “Verify” and Google will confirm that you own the site.

Step 8: After verifying, Google will display a confirmation page.

To add your sitemap to Google

Step 1: From within the Google Webmaster tools website, click on the domain name you have just added and it will open up a Dashboard for your site. On the left hand side menu, click on “Site Configuration” and then “Sitemaps”.

Step 2: Click “Submit a Sitemap” and enter the name of your sitemap. It should be sitemap.xml. This will take a few hours for the sitemaps to be analyzed and added. Then you can return here and make sure there are no errors, see how many URLs are being indexed and the time that Google last visited you. Even without the sitemap you will begin to get a list of the top search queries that your site is being found for, incoming links to your site, and the keywords that Google thinks your site is optimized for.

By verifying your site and adding your blog’s sitemap, you are telling Google your blog has arrived and it will quickly be indexed.

You can do the same also for other search engines. In the next couple of updates, you will get to know how to do this for other search engines. If you can't wait, you can ask me how to do so in the comment box provided further below. I will reply your comment when I see them.



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7. Steps to Improve the Security of Your Blog

WordPress is a piece of software, and like any piece of software there are occasionally security problems. There are a few ways to help minimize any problems you may have especially from hackers and Spammers. Please note, although your blog cannot be 100% secure, following the simple steps that would be outlined later can vastly reduce the chances of your blog being hacked.

1. Change your WordPress Username and Password Often

When you first set up your blog, you are given the username of “Admin” to access your dashboard. It is best to change this and your password to something more difficult for a potential hacker to guess. To change the name, follow these steps:

Step 1: Log into your WP-Admin dashboard through <http://www.yourdomainname.com/wp-admin>, click “Add New” under the “Users” menu tab on the left hand side.

Step 2: Add Username, First Name, Last Name, E-mail, Website (optional) and Password. Make sure the “Password” appears as STRONG in the Strength Indicator Tool.

Step 3: Change the “Role” to “Administrator” and click “Add User”

Step 4: Log out of your dashboard and log back in as the new user you just created.

Step 5: Click “Authors and Users” under the “Users” menu tab on the left hand side.

Step 6: Hover over the old admin user and press, “Delete”.

Step 7: You will be asked if you want to delete all posts and comments assigned to the admin user or transfer them to another user. You should transfer them to the new user you just created. Check the box “Attribute all posts and links to:” the new username and click the “Confirm Deletion” checkbox.

Step 8: Edit the new user account you created and change the “Display name publicly as” field to the name you wish your blog posts to be ‘authored by’. If you don’t perform this step, all your blog posts will publicly display the author as your dashboard admin username.

Step 9: Scroll down to the bottom of the page and click the “Update Profile” button.

2. Install the Login Lockdown Plugin

This plugin locks a user out if they enter the wrong password continually within a specified time you choose in the settings. They will be locked out for a specified time. You can control the settings via your WordPress dashboard. Install and activate the “Login Lockdown” plugin. Once installed, there are no changes required.

3. Install the Secure WordPress Plugin

When you enter a wrong password or an invalid username, you get an error message in the login page. So if a hacker gets one thing right, the error message will help them identify that. Therefore it is recommended you remove that error message entirely using this plugin. Install and activate the “Secure WordPress” plugin. Once installed, there are no changes required.

4. Install the WP Security Scan WordPress plugin

This scans your WordPress installation for security vulnerabilities and suggests corrective actions. After installing and activating, there will be an extra left-hand menu tab entitled “Security” in your WordPress Dashboard. Use the settings to fine-tune the security.

5. Keep WordPress up-to-date

Keeping WordPress up-to-date also helps with security. When you log into your WordPress Dashboard, it will inform you with a message across the top of your screen that a new version is available. To upgrade simply log into your dashboard, click “Backup DB” under the “Database” menu tab on the left hand side.

Click on “Backup” then Click “Upgrade” under the “Tools” menu tab on the left hand side. Click on the “Upgrade Automatically” button. A confirmation page of the upgrade will be displayed.

6. Keep your plugins up-to-date

Keeping your plugins up-to-date also helps with security. When you log into your WordPress Dashboard, a number appears on the menu next to “Plugins” if you have out of date plugins. To upgrade, simply click on Plugins and for each out of date plugin there will be a link to upgrade automatically. A confirmation page of the upgrade will be displayed.

Performing the above steps will help improve the security of your WordPress blog. I will teach you more steps you need to take to secure your WordPress blog as soon as I get to know more of them. If you have another step to secure WordPress blog you can share it as a comment on this post. Till then, you should subscribe and become part of our readers through [Facebook](#), [Twitter](#), RSS, Email etc.



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8. How to Add Contents, Images and Videos to your Blog

So now, I believe your WordPress blog is all set, nice and secure and ready to receive some content. The initial stages of setting up a blog are crucial. The theme, the plugins, the keywords, security, Search Engine Optimization, the domain name...they all play an important part and each play a critical role in the success of your blog and making you a blog income.

After all that is set up and complete, then it's all about your blog posts (content) i.e. your writings. The content you add will make your blog successful (or not!). To start blogging, you should aim at least 12 unique top quality blog posts between 500 – 800 words each. Think about this, if you come across a blog and it has just 2 blog posts. Are you going to return? Unlikely! That's why you should aim for at least 12.

If each one takes you an hour to write, that's 12 hours work. You have to do that if you want a great start and you want Google to recognize your site almost immediately. Each of these 12 (or more) MUST be unique. Not copied from anywhere else. This is really important. If you were to copy and add 12 blog posts that Google was already aware of, Google would know you are copying content and not recognize your blog. After 12 unique posts, then it's fine to add the odd duplicate blog post but not in the first 10.

If you have at least 12 well written, informative blog posts, then that will make visitors return time and time again. It's those first impressions that count. But a badly written blog post can cause you and your reputation a lot of damage and visitors will not return, so make sure your blog posts are well written.

To add contents to your blog, you could try writing the title, the introduction, the main body and the conclusion/summary. Tackling each of the 4 parts in turn will make the writing of the blog post much easier. Your blog post title is the most important element in terms of indexing because Google will take your title and place it as the main part of what it displays in the search index. The links you click to visit whenever you do a search in Google are the titles from each page of the websites that show up for the search you just did.

This is critical because it impacts both what your page will rank for in terms of keywords and whether the person doing the search will be enticed to click the link when they see the link in the search result pages. Using your keyword phrases in your blog post titles are the number one factor that influences what your individual blog posts will rank for.

And if your headline doesn't capture the visitor's attention, then the rest of the blog post will just be ignored. Your blog post content may be the most thrilling, exciting information ever, but if your headline sucks and doesn't grab the readers attention, all your efforts are wasted. Do spend time on your heading. It's the heading that ensures the rest of your blog post gets read. Also ensure you add the same keyword phrase you use in the title in the first and last paragraphs of your content.

This is how you add blog posts:

Step 1: Login to your blog's admin, at <http://www.YourDomainName/wp-admin>.

Step 2: Click Posts, then click on Add New on the left menu bar.

Step 3: The following steps and tips will help you write a new blog post.

Post Title – Under the headline “Add New Post” provide a headline for the post. The title of your post should be in the classic “headline” style that creates curiosity and compels them to continue reading it. Use your primary keyword phrases in your title for Search Engine Optimization reasons, as well as attention grabbing phrases such as “free”, “[how to](#)”, and “top 10”.

Post Content – Type the body of your blog post here. Use proper formatting such as Bold, Italic, and clickable links around keywords and phrases to emphasize. Break your content into short paragraphs for easier reading. Add images to your post. Use your primary and secondary keyword phrases in your post. Try to use your primary keyword phrase in your title, your first sentence, and at least 2 or 3 other times in your post. Be sure to bold your primary keyword phrase whenever possible.

Categories – Select the blog categories that best match the topic of your post. Click “Add New Category” to create a new category. Create categories with your primary and secondary keyword phrases. Use one keyword phrase per category such as “Marketing”, “SEO”, and “WordPress”.

Step 4: After completing your post, click “Preview” to make sure that the post looks correct before publishing. If everything looks correct in the post preview, click “Publish”. This will make the post live on your blog. You can also schedule a post to appear at a future date. To do so, click “Edit” to the right of “Publish immediately” and change the listed date to a future date and time. This feature comes in handy when you are going on vacation but still want new posts to appear while you are away.

Step 5: To check that your post was published, view the homepage of your blog and you should see your new post live as the newest post.

How to Add Images

Adding an image can make a huge difference to your blog post, so if you can, try and add a relevant image rather than just text. You can use commercial free images from Google Images, flickr etc Put the cursor on the area where you wish your image to be loaded and click the ‘image’ icon. You will then be asked to ‘upload’ the image from your PC or from a URL. Once chosen, upload the image and a pop-up screen will appear. Enter the details like title and the caption you want to appear below the image within the post. Decide where you’d like the image to appear: ‘left’, ‘center’, ‘right’ and press ‘insert to post’. Once added, you’ll be able to see the image within your blog post.

You can also change the size of the image. When you add an image, WordPress automatically adds a border to the image. Sometimes you may not want a border, so ‘edit’ the image and add ‘0’ in the border field under ‘advance settings’.

How to add videos

Adding a video to your blog is an excellent way to increase traffic if you make it easy for visitors to access. Now adding a video is easy if the video is already on YouTube. Basically you would need to find the video you wish to add to your site, on YouTube. Copy the 'embed' code, Paste the code into your blog post via the HTML tab, Save and that's it, the video will be published on your site. For best presentation, you should align the video center. To do so, just align the embed code and click on the button that will centralize the code.

If you have any further question, you are free to ask me using the comment box provided below. I'll be waiting to get your questions answered. You are also free to become a subscriber using your email address so that you will get updates delivered into your email address. To do this, just go to

<http://feedburner.google.com/fb/a/mailverify?uri=makemoneyonlineng>



**Make Money
Online Nigeria**

9. [How to Generate Income from Your Blog](#)

This is a wide area to cover in our series on how to build an Income generating blog from scratch. If this is your first time here or you have forgotten about the previous series, it will do you well to take time out to read the previous series to help you have a good foundation. This is one of the most important part of the series. Make Money Online Nigeria is dedicated to teach you how to [make real money online](#) legitimately. In this post, I will help you discover how you can start making money online with your blog.

Whether you make any money or not via your blog depends upon many things. However there are a few things I would show you now. Please note, this post contains over 1,200 words. It is packed with great information you should not miss. Take time out to read it thoroughly if you truly want to make money online from your well structured blog.

1. Advertising

Advertising is the most obvious way of making money on your blog. Strategically placing banner ads of different sizes on your site can help start you on the road to earning an income from blogging. Most adverts require you to place code that is provided on to your site. This can be done by editing the theme template, using a sidebar text widget or a plugin. Some plugin or scripts not only helps you insert adverts, but also rotates adverts in the same position and it can track impressions and clicks on some types of adverts. With this, you can successfully [advertise](#) your products, services and anything you have for sale personally. I make lots of money advertising my own things.

2. Pay Per Click

Google AdSense is the most famous example of Pay-Per-Click (PPC) advertising that you can have on your site. Your blog/website should be around for like 6 weeks and have a reasonable amount of content on it before applying. This will help your application to be successful. While some people make a lot of money with AdSense it can be difficult to get tech-savvy users to click on ads, and also the quality of the ads depends a lot on what niche you're targeting. Unless you get thousands of visitors every day, it is often difficult to make a lot of

money solely with AdSense and the space it takes up on your blog can sometimes be better utilized with other banner adverts.

You have to experiment on where you add the AdSense adverts. The best position is normally right below the title of the blog post and before the blog post starts. You could also try just below the blog post and before the comments section.

How to Generate the AdSense Code for your Blog

You must have been approved before you do this. If you have been approved, you need to log in to your AdSense account and click on 'Get Ads'. After that, choose 'AdSense for Content' in order to place the codes on your blog. After choosing 'AdSense for Content', you then choose what type of AdSense you want to add to your blog – "Text Ads", "Image Ads" or "Link's". It's your choice. For example, if you choose "Ad's", you should then choose your format – i.e. size of adverts. You should also change the colours of the text and boxes to blend in with your blog.

After a few more pages of set-up, AdSense creates the code to be added to your blog. Copy the code. To add the AdSense code to your blog. If you use WordPress, I recommend you add the WordPress plugin called "Quick AdSense" or "New Adman". After installing and activating the plugin, go to the plugin settings page and choose where you would like your AdSense to be displayed on your blog.

The maximum number of Ads Google allows you to display on a page is 3 text or image unit and 2 link unit to be displayed. One ad should be displayed at the beginning of the blog post and one to be displayed at the end of the blog post. You then need to add the code from your Google AdSense account and paste the code into the text boxes on the plugin settings page. Scroll down to the bottom and click "Save". Now AdSense will be displayed as per the AdSense setup before and after each blog post.

3. Direct advertising

Selling banners directly to advertisers is often a good way of getting a consistent level of income. Gather potential advertisers by looking at what adverts your competitors have on their sites, and what companies Google AdSense are advertising in your niche (do not click on your own adverts as this could cause you to be banned for “click fraud”). Then you can approach these advertisers via email with an offer to advertise directly with you. You can also advertise your products and services for a cheap fee. Check Make Money Online Nigeria’s “Advertise With Us” page to get inspiration. You can also place your adverts here.

This can be time consuming, but in the meantime you can run other banners. If an advertiser agrees, it is often good to offer a monthly subscription, which can easily be setup on BuySellAds.com to automatically charge them until they cancel and then you remove their ad.

4. Affiliate Marketing

Affiliate marketing is basically, where you introduce the buyer to someone else’s service or product, and for the introduction and ultimate sale you receive a commission percentage. Amazon Associates banners are a type of affiliate marketing, and many companies offer their own affiliate systems for you to join and promote their product. Here you usually get paid on a Per Action basis – the number of clicks you send them doesn’t matter, it’s only when someone buys something that you get paid. There are some affiliate networks like Commission Junction, ClickBank, Pay Dot Com etc where you can get products to market.

The best way to make money from affiliate marketing is to write reviews about the products on your blog. You will get a lot of sales for the ones you have personally tried or used yourself. Search engines like product reviews, as people who are searching for a product are often very likely to want to read a review of that product. Blogs also have an advantage here as they are seen as independent and an honest opinion of what the product is like (and they should be!).

I make money from affiliate marketing. I am working on this greatly and it will soon skyrocket. I promote Nigerian products and products from people outside Nigeria. In my

future posts, I would be revealing more to you my earnings. As at now, I have written some posts on how I made money from some affiliate programs, you can search and read them.

In conclusion, go ahead and make things work because without that, nothing works. If you have further explanation or questions to ask, make use of the comment box provided further below to ask them. I will surely reply your questions and considerations. To get more updates about how to build an income generating blog, you should subscribe with your Email address or through RSS or follow me on [Twitter](#) or become my friend on [Facebook](#).

Finally: You are here

If you need any help or you want something, please contact me on <http://makemoneyonlineng.com/contact-us/>

To your blogging Success

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