

How bloggers make money

Presented By:

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Agenda

- Please feel free to stop me and ask questions
 - Discussion Topics
 - What are blogs
 - How do I start blogging
 - How to make 'real' money from blogs
 - Tips and Resources
-

What is a blog ?

- ❑ Short for Web log
 - ❑ (verb) to write a Web log.
 - ❑ A website with periodic posts on a common topic.
 - ❑ Organized chronologically
 - ❑ Contain comments, archives, trackback, e-mail, search, translation
-

A sample blog

Adobe Blogs

March 02, 2006

The Only Way To Fly

Writing this entry at 36000 feet over the Pacific Ocean in a business class seat that converts to a flat bed. They're serving drinks now. Some airline cabin, huh? I wasn't kidding when I wrote that Cathay Pacific is one...

[MORE...](#)

Posted to [Bob Donlon's Digital Video Blog](#)
01:56 PM | [Permalink](#) | [No Comments](#) | [No Trackbacks](#)

Posts

'can't find entry point' of plug-ins built w/XCode?

If you've tried to port an existing effect plug-in to XCode, you've no doubt seen the pedantic "main() must return int" warning. I found a couple gotcha's when changing the name of the entry point function; fixing these 30 or...

Trackback

BLOGS.ADOBE.COM

[ALL BLOGS](#)

[RSS / ATOM](#)

RSS Feeds

[LEGAL](#)

[Terms of Use](#)

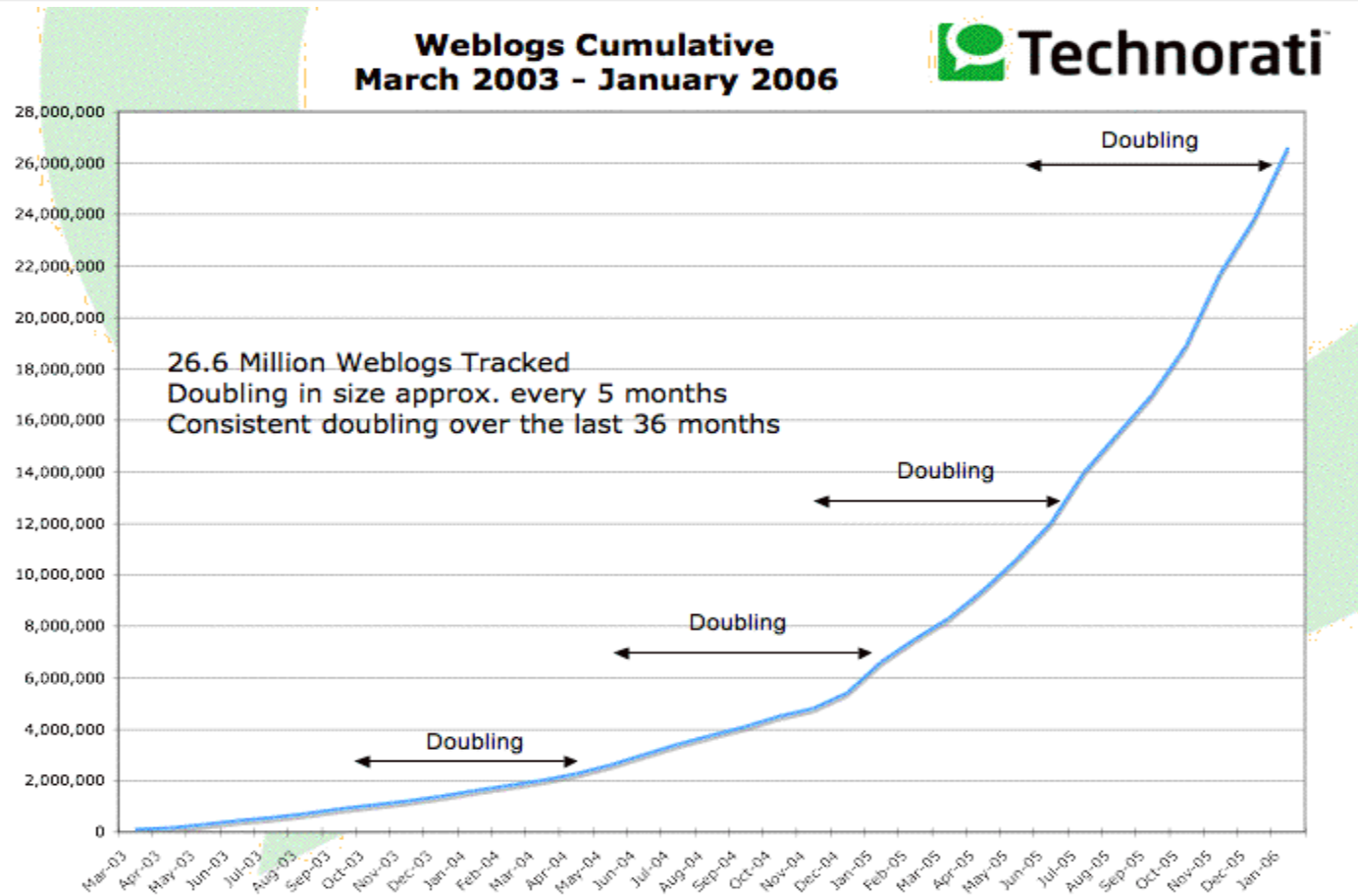
SEARCH

Search this site:

Search

Search Box

Is Blogging Popular ?



Why should I blog ?

- Express your opinion
 - Share your knowledge
 - Remember and share interesting links
 - Find new friends with common interests
 - As a personal website to share photos, home videos
 - Money.
-

Before you start a blog..

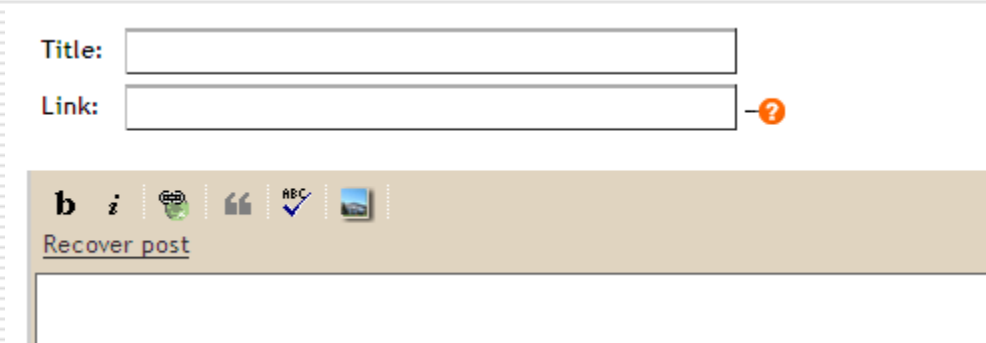
- Do you have time to blog ?
 - Do you enjoy writing ?
 - Do you enjoy reading ?
 - Are you willing to work hard ?
-

OK, how do I start a blog ?

- Choose niche topic(s)
 - Write what you are passionate about
 - Watch current trends, think of future
 - What is your competitor neglecting
 - Choose a blogging platform
 - Blogger
 - MSN Spaces
 - Yahoo 360
 - Wordpress
 - Movable Type
-

Are Programming skills required ?

- ❑ Some knowledge of HTML tags
- ❑ WYSIWYG Blog editors available



The screenshot shows a portion of a WYSIWYG editor. At the top, there are two input fields: 'Title:' and 'Link:'. Below these is a toolbar with icons for bold (b), italic (i), link, unlink, undo, redo, and a 'Recover post' button. The 'Recover post' button is highlighted in a light blue color.

- ❑ CSS for professional Blog Templates
 - ❑ Javascript for Blog Statistics
-

Methods to publish new content

- Online web-based editor
 - Offline editors like Ecto, w.bloggar
 - Email to your blog
 - Via FTP
 - Post from your cellular phone
 - Photoblogging with Flickr, Webshots
 - Video with Youtube, Google Video
 - Audio content with Odeo
-

What's happening in my area ?



Turn your blog into a cash cow

- ❑ To make “serious” money, you need:
 - Lot of Content
 - ❑ Write at least one ‘quality’ post per day
 - Traffic
 - ❑ Regularly post comments in forums, blogs
 - ❑ Always ping after your write an article
 - ❑ Encourage a conversation – always respond
 - Advertisers
-

Advertising Options


- Contextual Advertising
 - Payment either PPC or CPM
 - Sell T-shirts, Caps, Mugs
 - Put your logo, tagline
 - Join Blog Networks
 - Sponsorships
 - Affiliate Programs
 - Donations
-

Popular Blog Advertising Services



Chitika eMiniMalls


- Perform well on Product websites




[Best Deal at Holabird Sports](#)
Men's Adidas a3 Pro Team II Mid Men Basketball Shoes
No Sales Tax, In Stock, Usually Ships in 2-3 days at Holabird Sports

Description Deals Search

Best Deals from Name Brand Merchants

	Best Price at: Holabird \$62.95
Featured Store	No Sales Tax, In Stock, Usually Ships in 2-3



[Best Deal at Amazon Marketplace](#)
Apple iPod mini Blue Second Gen. (6 GB - M9803LL/A) MP3
In Stock, Free Shipping: orders over \$25... at Amazon Marketplace

Description Deals Search

Search for other products without leaving this page

[MP3 and Digital Media Players, Personal](#)

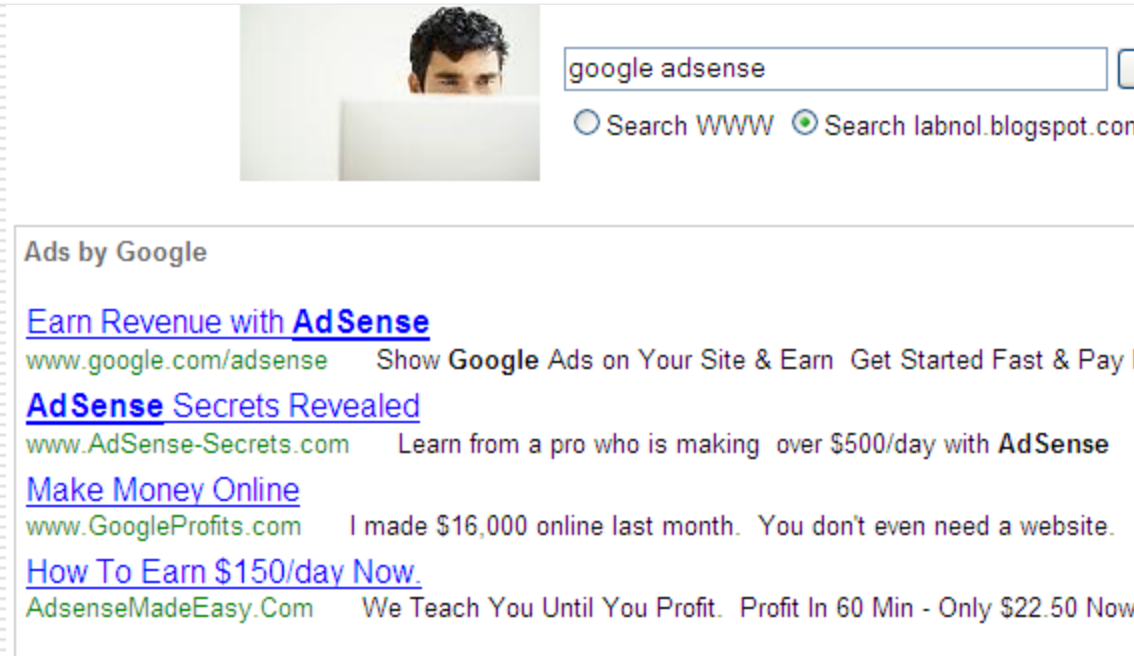
Google AdSense

The screenshot shows a blog post on the website 'Digital Inspiration' by Amit Agarwal. The page features several AdSense advertisements highlighted with red boxes:

- Top Navigation:** A red circle highlights the text 'Ads by Google' in the top navigation bar.
- Category Navigation:** A red rectangle highlights the category links 'Trap', 'Squirrel Trap', and 'Animal Trap'.
- Article Content:** A red circle highlights the text 'Ads by Goooooogle' within the main article content.
- Bottom Ad:** A red rectangle highlights a separate advertisement for 'Tomahawk Deluxe Cat Traps' at the bottom of the page.

The main article is titled 'Smart Homemade Mouse Trap Design' and includes a drawing of a mouse. The page also features a sidebar with navigation links and a newsletter subscription form.

There's money in Google search



The image shows a screenshot of a Google search interface. At the top, there is a search bar containing the text "google adsense". To the left of the search bar is a small profile picture of a man. Below the search bar, there are two radio buttons: "Search WWW" (which is selected) and "Search labnol.blogspot.com". Below the search bar, there is a section titled "Ads by Google" containing several search results:

- [Earn Revenue with AdSense](#)
www.google.com/adsense Show Google Ads on Your Site & Earn Get Started Fast & Pay N
- [AdSense Secrets Revealed](#)
www.AdSense-Secrets.com Learn from a pro who is making over \$500/day with AdSense
- [Make Money Online](#)
www.GoogleProfits.com I made \$16,000 online last month. You don't even need a website.
- [How To Earn \\$150/day Now.](#)
AdSenseMadeEasy.Com We Teach You Until You Profit. Profit In 60 Min - Only \$22.50 Now

Why I prefer Google AdSense

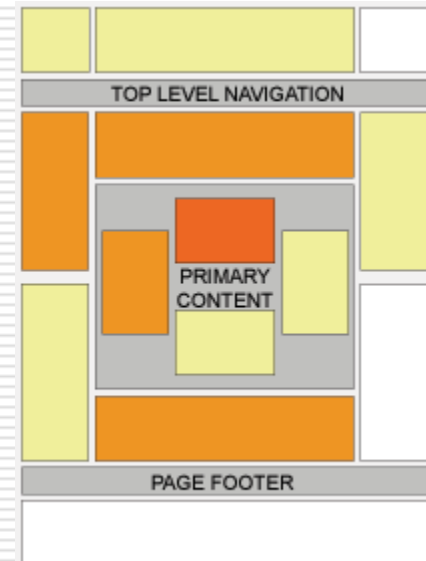
- ❑ It's from Google – Do no evil
 - ❑ Yahoo, MSN still not available in India
 - ❑ Contextual Text Ads perform better
 - ❑ Vast inventory of ads on all topics
 - ❑ Excellent Reporting Systems
 - ❑ Payment in INR – no deductions
-

Measuring Blog Success

- Web Statistics
 - Statcounter, Google Analytics
 - Technorati Back Links
 - Ad Impressions
-

Profitable Layouts

- Read forums
- Try different colors, sizes, formats
- Follow the heat map
 - Ads above page fold
 - Blend
 - Don't overdo



Before sending that invite..

- You have at least 10 good posts
 - No 'Under Construction' zone
 - No JavaScript errors
 - HTML is valid
 - Feed Icon is visible
-

Learning Resources

- [Digital Inspiration](#)
 - [Google Adsense Tips](#)
 - [Contextual Advertising](#)
 - Performancing.com
 - Problogger.net
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Thank you.

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