

# HOW TO START A BLOG FOR PROFIT



**An Easy-To-Follow Guide For Beginners**

# **How To Start a Blog For Profit**

An Easy To Follow Blogging Guide For  
Beginners!

A blog needs to be monetized to generate revenue. It should be a successful blog with a growing base of subscribers to keep generating more revenue. Only then would you have a profitable blog. Any blog can be monetized but there may be no revenue. Any blog can have some revenue but only consistent and sustainable revenue over a period of time will ensure profit. The fact that anyone can start a blog with little or no capital, the availability of a plethora of free tools, the ease with which one can get started and equal access to the audience ensures only the best would win. The competition has never been this stiff.

In this comprehensive guide for beginners we lay out the simple steps one must take to start a blog for profit.

## Setting up the Blog

You can design a website from scratch, which should be easy if you are a programmer. If you have no expertise in coding or website design, then you should consider a content management system like WordPress. WordPress is free and it is the most popular blogging platform today. The open source software which is used by more than a hundred million people can be hosted for free using the WordPress platform or you can host it on your own. You can opt for shared hosting or dedicated hosting.

You may have your own server and configure it to host a site if you know the technicalities. The best strategy is to go for a WordPress site and shared hosting. You can move to dedicated hosting in the future when you make more money as it is substantially more expensive than shared hosting.

Getting started with WordPress is pretty simple. You can download WordPress directly from the official site and start building your blog

using the simple guidelines. Or, you can choose a webhost and a shared hosting plan that supports WordPress. The control panel of the hosting account will get you WordPress. Thereon you can build your blog from within the website builder offered by the webhost. Even as you pay for the shared hosting plan, WordPress would still be free. If you don't wish to pay for hosting, opt for WordPress directly and use its free hosting platform. This will have its limitations in term of bandwidth, storage and site features but you can keep your initial investment contained.

The following steps will illustrate how you would start a WordPress blog using a webhost.

- Choose a webhost and a shared hosting plan. Go to the website of the webhost and sign up for the plan. Provide all the details you are asked for, get a domain name if you don't have one already and make the payment to get access to your exclusive control panel. Most webhosts will offer a free domain with a shared hosting plan.
- Set up your account, choose the password, the features you want and check into the Site Builder section. You will get the WordPress icon. There will be many options in the Script List such as Backups, Utilities and Blogs. You would find WordPress in the Blogs section. Click it, get redirected it to the installation page and install it.
- Use your domain name and set up your WordPress site, the blog which will be blank at this stage. You would have to work on the layout, design, features including plug-ins and everything from font to the unique elements of your blog. Don't worry as there are drag and drop options from WordPress and from most webhosts that you can use to create your blog. You don't need to write a single line of code.

## Monetization of the Blog

You could use your blog for paid blogging. There are companies and individuals that want their products, services or entities to be promoted. These would normally pay a price for every blog post. You could take this route or you can write about what really interests you and think of monetizing the blog using advertisements. You can consider affiliate marketing, which is essentially blogging to promote and endorse certain products or services. When the audience you are targeting or your readers check out the post and click on links redirecting them to the official pages of those products or services, you would get paid. There are programs paying you for every user that clicks on the links and gets redirected. Other programs pay you a handsome commission should the users sign up for the service or purchase the product after being redirected from your blog.

There are a few quintessential elements of starting a blog for profit.

- You need to attain popularity. You cannot make money when your blog doesn't have any dedicated readership. You need a loyal audience that would keep returning to your blog and would keep checking out new contents that you upload. The audience cannot be limited to a few dozen people and it cannot be sporadic. You cannot rely on rerouted traffic. Your blog must be popular and obviously it would have its target audience. The target audience shouldn't have to search for something and then get to your blog. They would follow your blog. You don't need all those readers to become subscribers or commentators. As long as they follow your blog and repeatedly visit it, the blog can be monetized. An unpopular blog or one that doesn't have a substantial readership can have ads or affiliate links but the monetization will not generate any revenue.