

HOW TO DO **BLOGGING**

Starting A Blog Is Easy
Using These 6 Important
Steps



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Starting A Blog Is Easy Using These 6 Important Steps

Starting a blog can be a really fun project especially when it is something you know you are passionate about.

You may not know everything that is necessary to be done to ensure your blog's success upfront, nevertheless, it is an adventure.

Many will tell you to get a domain name featuring your name or get hosting from [GoDaddy](#) or [NameCheap](#) as they might have some awesome deals. Who knows?

The point is, there is always a checklist that spells out what you should focus on and what not to focus on. What to do to achieve the success you desire or what to avoid at all costs.

But sometimes the head things we are told not to worry about just yet, ought to have been considered from the very beginning. But there's yet hope.

I will be examining some often overlooked areas which ought to take up one's attention when mapping out a new blog.

These areas I have endeavored to highlight in detail are going to give you valuable insights as to why it is a must to approach your project in this manner when *starting a blog*.

And if you follow the steps ahead you will see that starting a blog becomes easy when following the prescribed easy, yet important outline.

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So without further ado, let's dive in, shall we?

Starting A Blog



There are two (2) bloggers I think of who have in my opinion perfected the craft of blogging.

One such person is [Adam Enfroy](#) and he offers some excellent advice to newcomers looking on starting a blog.

Also to be mentioned is [Scott Chow](#) who is in the business of helping persons get their blogs started up and running.

While I do cover some of the components of blogging in a separate article [here](#), what we will study here in this post will be more specific to the art form.

1. Choosing A Name That Fits Your Niche & Passion

When it comes to choosing a name for your blog, give this exercise a lot of thought.

Choose a name that is relatable and is a noteworthy keyword.

Also, choose a name that speaks to your brand, fits in with the niche you are hoping to operate in, and denotes that which you are passionate about.

Most entrepreneurs will choose their own name as they are building a brand around themselves. Others may go with the niche they are a part of. For example, in my case here, my blog title is David Jones Marketing.

I honestly wanted to just use my name, but I was surprised to learn that the brand David Jones was already a big brand in Australia, and so I added the keyword “marketing” to add some weight to my title.

In addition, I was going to be focused on all things related to and revolving around making money online and internet marketing niche anyway, so marketing was ideal to be part of my blog name.

Your blog name whether your own name for branding or a niche you love should speak clearly and directly describe what your blog will be about so visitors are clear on what they can or should expect.

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Here are some examples of what you can think about when choosing a name for your blog:

1. Personal Blog – In regards to a personal blog, this type of blog is all about you. You get to share what is unique to the table and why people should want to listen to, read about, or indeed follow you. This type of blog will focus on the stories and experiences unique to you but ought to be also fun, relatable and should also be helpful to your audience so they have a reason to keep coming back for more.
2. Hobbies – Hobbies are a great place of consideration also when thinking of a blog topic or name. Do remember that with your blog you are serving people from all over the world so never feel stifled when coming up with ideas. Hobbies and passions translated to blogs can be highly successful in the long run.
3. Life experiences – Life experiences are another good source of content that you can write about and share with your audience. These will again be showcasing your expertise and authority on any given topic you choose and will result in credibility both to you and your brand.

A great information source when it comes to starting and building out your blog to be a major source of expertise and earning capability for the long term can be found here.

2. Giving Your Blog A Permanent Global Presence



photo credit: Kaitlyn Baker

Okay, so you have your niche selected and with that your name for your blog. Yippee!

But not so fast.

Your blog needs a home. It needs a place which can be accessed by any and yet everyone.

Any ideas? Of course.

You need an online presence. So having chosen a name, you'll want to know if that name can now also serve as your web name or domain name as it is called. So your domain will often carry a suffix like .com or .org or .net

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So it will be your name followed by dot com (**.com**) and once available you purchase the domain. You will next need somewhere to call home for your blog which is known as hosting and blog software to build your blog and make it available when people type your newly purchased domain on the web.

Domain Name Providers

There are several domain providers available but I will be focused on supplying you with two options from which you can choose. **BlueHost** is a very popular choice, but the second option is also a very good one called **D9 Hosting**.

Both are ideal choices, with **D9** being the one most used by those a little more advanced in their blogging careers and thus wanting more (having multiple websites), while **BlueHost** is most widely used by those new to blogging.

Either way, you can't go wrong whichever you settle upon. Both options also feature in addition to hosting, the ability to select your domain name of choice (once available) for **FREE**, but D9 also features multi-site hosting which is great for those having more than one website.

Here are the benefits of using **D9 Hosting** while below I feature those of **BlueHost**.

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Benefits Of Using D9 Hosting

- *D9 offers multisite hosting which features free website backups, 24/7 support, free SSL certificates, and a free WHM control panel. This is explained on the website [here](#).*
- *D9 offers USA, UK & EU Based servers to better suit your needs wherever you are located geographically.*
- *D9 also offers free website transfers. They have free 24/7 tech support.*
- *D9 also features a F.A.Q on their site and a Knowledge base to get your important questions answered and finally a chatbox where you can talk directly to a sales or tech rep depending on your area of assistance required.*

Benefits Of Using BlueHost

- *BlueHost will offer you your custom domain for free when you register for one with them thus making you the sole owner.*
- *They offer reliable web hosting that has been recommended by WordPress since 2005 and they are responsible for currently hosting over 2 million blogs and websites.*
- *They offer a **30-day money-back guarantee** if for any reason you are unsatisfied.*
- *They offer free, automatic installation of the WordPress blogging software (the platform upon which your blog is built).*
- *They have helpful **24/7 customer service** via phone or web chat on their site.*

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Disclaimer – The links above will take you to the respective websites where you can make your selection and or purchase should you desire to do so. Please note that these are affiliate links, meaning that when you use them to make your purchase, I get paid a commission. This helps me continue to offer great content like that which you are reading here, but it is at no added expense to you for purchasing through my links.

Blogging Software & Platform



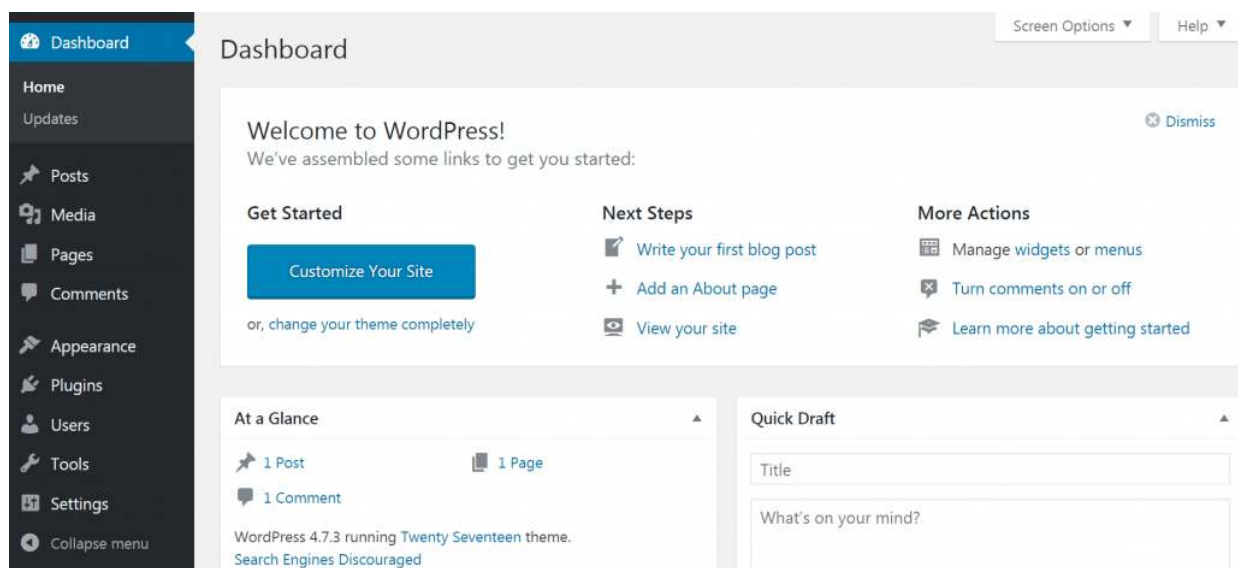
WordPress – photo credit – Canva

The blogging software or platform as I like to call it is known as WordPress. This is the preferred blogging software & platform used by millions worldwide. WordPress can be intimidating for some, but it is easy to learn and most bloggers prefer it anyway.

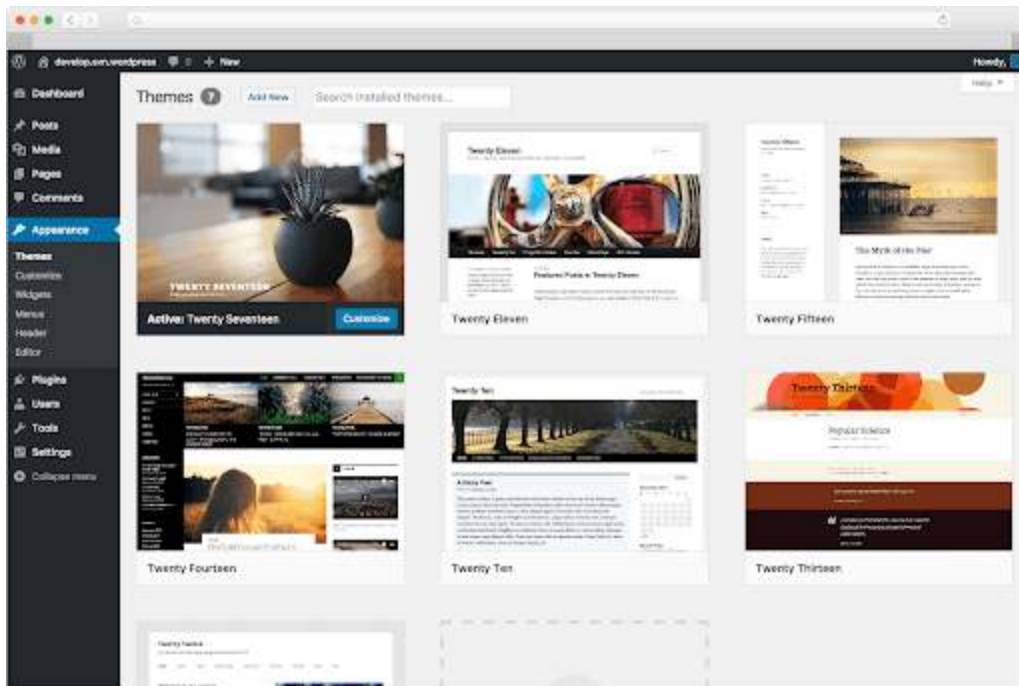
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According to Wikipedia, [WordPress](#) (WP, WordPress.org) is a **free and open-source content management system (CMS) written in PHP** and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes.

“WordPress is a factory that makes webpages” is a core analogy designed to clarify the functions of WordPress: it stores content and enables a user to create and publish [webpages](#), requiring nothing beyond a domain and a hosting service.



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3. Giving Your Blog Its Unique Look & Feel

Most people will overcomplicate the practice of starting a blog simply because they do not allow themselves to be creative and unique. Blogging and starting a blog is a fun exercise especially when it comes to design.

This is where you give your blog its unique design and feel. Many factors come into play here. Your theme of choice, plugins, brand colors, etc. What is important is that the blog is yours. Design it to your particular taste.

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The platform that we shall be looking at in detail in this section is WordPress. This is the platform on which we build our blog, with regards to look, feel, design, fonts, and a host of other things that WordPress does.

Up until now, we have so far chosen a domain name, and we selected a house in which to live on the web. WordPress is now the engine or vehicle that gives our website or blog life. WordPress adds character to our blog.

So let's look at the many options within WordPress, that come into play as we lay out the foundation so to speak of our website, also taking note of the niche we have chosen to make our area of expertise.

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When it comes to starting a blog, I will make a bullet list right now of what we have so far, what we still need and we shall go into a bit of detail with regards to some of the items required.

- Niche
- Blog Name
- Domain
- Web Hosting
- WordPress (Platform on which blog is built)

In using WordPress, we will next consider the items needful to build our blog and stand out on the world wide web. These items will generally fall under what is called the blog layout or appearance.

Under the Appearance tab, we find other options like the theme, widgets, menus, and background. We are also given the choice to customize our theme with several templates to choose from.

The choice of theme selected will determine our blog's appearance and style. In the WordPress platform, there are many tabs we will have to become acquainted with as these will shape our blog and its personality.

Plugins are also another useful tool in starting a blog. They provide functionality that covers a variety of needs within the blog under one area and so limit the clutter of having too many tools.

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Widgets are next and these also provide ease of navigation on the blog as well as being able to create style and order on your blog.

In WordPress, widgets are **blocks of content that you can add to your site's sidebars, footers, and other areas.** ... WordPress widgets were created to provide a simple and easy way for WordPress users to control the design and content of their site without having to code. Most WordPress themes support widgets. (According to Google)

Menus are next. Just like a menu at a restaurant will help the patron navigate what the restaurant has to offer, website menus help users navigate the website being able to know where to find exactly what they are looking for.

The menu is like a compass for the website. There can be different types of menus depending on the website's content and design.

To give you a full detailed look at what we have covered so far, I have made available a video [here](#) which takes one through the paces of building a website from scratch and then going through WordPress and the use of themes and other cool stuff.

Hopefully, you enjoyed that video. I highly recommend [Ferdy Korpershoek](#) for teaching beginners how to build their WordPress websites from scratch. He is a genius and so very well-detailed. That's Ferdy in the video featured above.

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I will admit that sometimes Ferdy does go a bit fast but you can always pause and go back over any segment of the video that you don't quite follow.

4. Your First Article



photo credits – Canva

[Writing your first blog](#) post can be somewhat daunting, but blogging is meant to be a fun activity. Not to say that it is not serious as blogging is for writers a form of business that is taken seriously.

But what I propose to convey here is that you let yourself go and let your thoughts and imagination take over. What do you wish to tell your audience?

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When I wrote my first article (not for this blog site), I think I can remember sharing my reason for wanting to be online and to be engaging with other like-minded people.

In writing your first post consider the following:

1. *Introducing yourself.*
2. *Finding your voice. (personality)*
3. *Link out to your social platforms.*
4. *Add images, video, infographics, etc.,*
5. *In some of your narrative, invite comments or feedback*
6. *Reread what you have written*

Guidelines When It Comes To Writing Your Articles

Your articles should be lengthy, yet with adequate spaces in between paragraphs and not too many words contained in the paragraph itself. As you may notice, I use short sentences mostly.

The writing should flow from point to point, with sufficient gaps in between to give yourself a segue to bring in other angles for transition in your post or just for dramatic effect.

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In your post use H2 headings to identify each section in your post for easy clarification and navigation by the reader and for subsections within the section, you can use H4 headings.

Always start each individual main section with an H2 heading. In the first paragraph of your post, focus on giving the reader a brief outline of what the post will be about without giving too much away.

But you must be keen to keep your reader riveted to your post line after line until they reach the end. You'll not win a Pulitzer prize here in the beginning stages but as you stay consistent at it, you'll become better.

You can pick up some tips here from Hubspot. You have heard the saying before "Content Is King." We shall look at content in the next section, particularly the types of content you want to definitely have on your blog site.

5. Has The World Heard About Your Blog Or Even Knows It Exists?

When it comes to laying out your blog, that is to begin to populate it with content, attention has to be paid first to the pages that will occupy your blog site.

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This is important as it will also play a pivotal role in the traffic you get to your website on an ongoing basis and also help to build your authority and ranking on Google.

You will also want to draw attention to your new masterpiece of a blog and to do just that, you'll have to start promoting your blog. This is best done through social media channels or accounts you already own.

Here is a screenshot of a plugin I use called Monarch by Elegant Themes to share just about any page on my site to various social media platforms of my choice. This is a premium plugin and is not free.

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You will notice that there are social media “share” options located at the top of each blog article here on my site. This is compliments of that plugin I use and allows me to share what I will to any social media platform I own and choose.

I also want to draw your attention to another article I recently posted which gives you a number of ideas of where you can source visitors to draw them to your new blog. This will really help you with ideas to find visitors to your blog.

Other Ways Of Promoting Your Blog To Get Visitor Traffic

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1. Your close friends, family, or anyone that readily supports you. Your tribe or inner circle.
2. Share on Social Media as mentioned earlier.
3. Comment on posts of other bloggers. You might even consider doing a guest post.
This works too.
4. Collaborate with other bloggers.
5. Post content regularly.
6. Build an email list & share new posts as you release them.
7. Make sure your blog is SEO optimized.

2 Important Pages Your Website Must Contain

Your website will be made up of a number of pages. Some of the pages will be static as in not doing anything or changing the content already shared there. These would be your About page or the Contact us page.

The other type of page will dynamic and just as the word implies, the content or information these pages offer will always be changing and updated. Such pages fitting this category will be your blog page. Your home page, as well as that, introduces other aspects of your website.

This is the page that is always getting a new influx of information in the way of tips, strategies, stories, and incentives to help your reading audience.

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Other must-have pages include your Privacy Policy, Cookies Policy, Terms of Use, Earnings Disclaimer, and Affiliate Disclosure. I have linked to each of them to give you an idea. These are located on the footer area of my blog [here](#).

These pages would also fall into the category of static pages because the content in them remains the same but there are also very important pages to have on your website.

6. Monetizing Your Blog & Actually Making Money With It

There are a number of ways in which you can monetize your blog, but to actually start making money with it might take a while as you will need to build a following.



However with consistency at posting content and taking the time to plan or form a strategy around how you will go about the monetization plan can help save time and frustration.

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So let's look at some ways in which you can monetize your blog.



Monetizing Your Blog In Steps

Google AdSense

One of the ways in which most bloggers will monetize their blog sites is through [Google AdSense](#). Google AdSense is where a user partners with Google, allowing them to post carefully deployed ads at various places about your blog site.

When users click or engage these ads, Google will pay you. It is that simple. [Learn all about the Google AdSense program](#) including getting started here.

Selling Affiliate Products

Selling affiliate products has been the rage in recent times, but it is the most commonly used form of monetizing one's blog.

At the side of your blog page depending on your preference of right or left banners often occupy the widget areas clamoring for your attention. These are often goods or products of other vendors.

When the banners are clicked and the visitor upon visiting the sales page to where he or she has been redirected and a sale is made then, the blog owner whose site the ad was placed earns a commission off that sale. These range between 30 to 50%.

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Selling Your Own Products

Selling your own products is always an option and of course, 100% of the sale comes to you. Included in this category of selling your own products, many who might not have created their own products sell what are commonly called PLR products.

PLR also known as Private Label Rights are products created by other vendors but you on purchasing them are also given the rights to rebrand them and sell them as your own at the price you set. So it's a bit like buying and selling.

Other Options

In addition to selling your own products, you could also advertise and sell services. You might want to give specialized coaching services or even mentorship. All this can be done from your blog. It's your own e-commerce hub.

E-courses, E-books, or any other forms of digital downloads can also be considered an option when it comes to monetizing your blog. So you'll never run out of options.

Finally

If you are a course creator or might have some PLR material that could be utilized as a course, then you may want to consider using a page on your site for a membership section.

Here you can use plugins to set it up so as to allow only those paying to have access and you can drip feed the content as well. I hope you have seen how easily one could actually make a ton of money from having your own blog site.

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Having a thriving membership site on your website not only builds your brand but provides steady passive income for months and years to come. Create a community of like-minded individuals.

What do you think about these steps? Offer your feedback in the comment section below this post.

Recap & Conclusion

I have just taken you briefly through the stages of starting a blog to getting it set up to begin to make money for you using the internet. Your blog essentially is your hub. Your central command post as it were.

This is the place where everyone should converge and also from here where information and direction are fed to your sub-stations out in cyberspace.

Your sub-stations would be the other areas on the internet where you command an audience and you are making an impact with your content. These would be the social media platforms you have accounts set up.

Examples of these would be platforms like Facebook, YouTube, Instagram, Pinterest, podcasts, or even feature articles you wrote on the blogs of other people as a guest blogger.

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It is from here that sets the path that you would want your vision to take you, using the resources at hand and through your blog, reach your audience to teach them, and as you teach them to earn from them in the process.

If you are not getting traffic or eyeballs to your blog as we say, then to borrow another cliché, ” you’re dead in the water.” It’s that simple.

I hope you are now left with a clear understanding of what is possible and that you realize what is necessary for starting a blog and getting it up and running. I am always here to give guidance when you need it.

Thanks for reading.



David Stafford Jones
DIGITAL MARKETER

Starting A BLOG Is Easy Using These 6 Important Steps.

I do hope you have enjoyed the subject of this e-book and will now focus your efforts towards starting your own blog if you haven't already done so.

It was my pleasure to write this article as I fondly look back to when I first got started blogging and creating my blog platform.

About The Author

My name is David S. Jones. I picked up quite a few talents since I started my online journey. Writing blog posts has been one of them.

Professionally I am a Supreme Court Marshal and I do online marketing as a side hustle.

When it comes to one's content, there is no better way to own and store your content than on your own website & blog.

It is my endeavor to also share my content in a way that not only brings readers and visitors to my blog, but certainly through this platform

Designrr. I can now take my content to anyone anywhere there is an internet connection.

Thanks for reading and I hope you'll continue to follow what I am up to by subscribing.

