

Exclusive Guide

Blog Profit Plan

**Exactly What To Do Every Day of the
Week to Convert Your Blog Into A
Cash Machine!**

By Paul Evans

<http://Nicheology.com>

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Report!**

You Also MAY NOT Give Away,
Sell or Share the Content Herein

Please help stop Internet crime by reporting this to us at **Nicheology5@gmail.com**

© Copyright Nicheology

EARNINGS DISCLAIMER

There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services.

Any earnings, revenue, or income statements are strictly estimates. There is no guarantee that you will make these levels for yourself. As with any business, your results will vary and will be based on your personal abilities, experience, knowledge, capabilities, level of desire, and an infinite number of variables beyond our control, including variables we or you have not anticipated. There are no guarantees concerning the level of success you may experience. Each person's results will vary.

There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly.

The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

Bring In Visitors

Your blog is just a bunch of words floating around in cyberspace... at least until people know it exists. At that point it becomes a source of information and solutions for your readers... and a source of income from you!

And that's why you'll spend two days (90 minutes each day) using the methods below to attract targeted traffic to your blog.

Read on...

Use Search Engine Optimization

To use search engine optimization, you need to first find out which exact words and phrases your market is typing into search engines. You can do this by typing in your broad keywords (like "homeschooling") into a tool like WordTracker.com.

Tip: Your goal is to choose longtail keywords, which are typically four or five word phrases. These keywords have very little competition in the search engines, which makes them easy to rank for. Look for WordTracker.com KEI (keyword effectiveness index) values of at least 100 - but 200, 300 or more is better.

Now choose one of your keywords and write a blog post around it. Be sure to include the keyword in the title of your post, as well as two to three times for every 100 words of content.

So if you have a 400 word post, your keyword should show up within the article eight to twelve times.

Then upload your post to your blog, publish it... and watch the traffic roll in!

Tap Into Other People's Blogs

There are five main ways you can tap into other peoples' blog traffic:

- 1. Trackbacks.** See the previous section on how to create trackback posts.

- 2. Commenting.** This is where you go to other people's blogs and join the discussion by commenting on the post. Be sure to post thoughtful additions to the conversation. You can then leave a link pointing back to your blog.
- 3. Blog rolling.** This is where you swap links with another blogger. If you see a blogger has a "blog roll" (list of links) on the main page of their blog, then simply write to them, tell them a bit about your blog (what niche and how much traffic) and ask to swap links.
- 4. Buy an ad.** Use a service like blogads.com. Also, look for "advertiser" links on relevant niche blogs where you can purchase your ad space directly from the owner of the blog.
- 5. Guest blogging.** This is where you swap content (articles) with other bloggers in your niche.

Below you'll find a sample email you can send to other bloggers to request article swaps...

Subject: I'd like to feature you on [your blog], [name]

Dear [Blogger's First Name],

Hi, my name is [your name] and I publish [your blog]. The reason I'm writing is to see if you'd like to get more traffic by exchanging blog content. Let me explain...

Since you're the niche expert on the topic of [topic], I can think of no one better to share your expertise with my readers. In exchange, you'll get a link back to your blog plus the opportunity to promote your products and services to my [number] daily visitors and readers.

In return, you can publish one of my [topic] articles on your blog. Your readers will enjoy the fresh content, useful information and unique viewpoints that I can provide. In other words, I'll be sure to make you look good. ☺

Please hit reply and email me right now to let me know when you'd like to swap articles. You can also call me at [number] if you have any questions or comments.

[sign off/name]

P.S. As an added bonus, I'll add your blog link permanently to my blog roll. Be sure to tell me how you'd like this link to appear!

Article Marketing

You're a whiz at creating content for your blog. But now you can take this same content (or slightly different versions of it) and distribute it to article directories and elsewhere.

Here are some of the best places to post your articles:

- EzineArticles.com
- GoArticles.com
- ArticleAlley.com
- ArticleCity.com
- Buzzle.com
- iSnare.com
- Squidoo.com
- HubPages.com
- Secondary blogs like Blogger.com, WordPress.com and LiveJournal.com.
- Social media sites like Facebook.com and MySpace.com.

Tip: You can use Camtasia Studio and a program like PowerPoint on your computer to turn your text articles into videos. Then you can upload your videos on sites like YouTube.com.

You may want to optimize this content for the search engines (see the SEO tips presented a few pages ago).

The other important thing is to create a byline that compels people to click through.

Usually, this means you need to give readers a reason to click through, such as a big benefit.

Example #1:

If you enjoyed this article, then you'll want to read part 2 by clicking here. You'll discover how to [insert benefit here, such as "lose 5 pounds of fat in two weeks"] - free!

Example #2:

Are you tired of [bad thing]? Frustrated because [of another bad thing]? Then click here to discover the secrets of [good thing] - it's free!

"Are you tired of being fat? Frustrated because those other diets just leave you hungry? Then click here to discover the secrets of losing weight without hunger pangs - it's free!"

Example #3:

Who else wants to discover how [group] [gets benefit]? Now you can - for free-- by clicking here...

"Who else wants to discover how the world's most famous magicians do their best tricks? Now you can - for free! - by clicking here. Prepare to be amazed..."

Buy Ads

Earlier I mentioned that you can tap into other people's blog traffic by using a service like blogads.com. But that's not the only place to buy ads online. Here are others:

- ➔ **Directly.** See if the most popular forums, newsletters and websites in your niche have "advertiser" links where they sell email solo ads, banner ads and text ads directly to advertisers.
- ➔ **Use ad brokers and CPA sites.** These sites include blogads.com, payperpost.com, blogsvetise.com, bloggingads.com, adgitize.com, buysellads.com, textlinkbrokers.com, linkadage.com, kontera.com, clixgalore.com and revenueads.com.
- ➔ **Use other venues.** You can use services like the previously mentioned [Google AdWords](http://GoogleAdWords) (including the content network, so that your ad appears on

other people's sites). You can also use venues like [Facebook.com](https://www.facebook.com) PPC marketing and adbrite.com.

In all cases, the key is to start small.

That means testing out the ad network or the ad placement by purchasing a small number of impressions, clicks or emails – perhaps as few as 10% of the number that you eventually wish to purchase. If you get good results, buy more ads on the site. Otherwise, move along and try a different advertising venue instead.

Harness the Power of Viral Marketing

Another name of viral marketing is word-of-mouth marketing. That's because your prospects, readers, customers and marketing partners help spread your marketing message.

There are several ways to do this, including:

- **Creating a "link bait" post.** This is where you create a post for your blog that's so extraordinarily useful, controversial, funny or even outrageous that people in your niche link to it on forums, blog about it and share it on social media sites.
- **Offering a rebrandable ebook.** This is where you use a tool like [ViralPDF.com](https://www.viralpdf.com) to create your ebook, which allows people to "rebrand" it with their own links. Thus when they pass along your ebook, they get the benefit of enjoying increased traffic and sales.
- **Posting a viral video.** This is like a link bait post, except you're creating a video and putting it on YouTube.com. The video should be funny, controversial, extremely useful or otherwise unique enough that people want to share it with others.

Example: People will say things like: "Did you see that video of that trained dog getting a soda from the fridge? It's awesome - check it out here..."

The key in all cases is that your content needs to be unique. It needs to be "buzz worthy" (i.e., worth sharing). For ideas of how to do this, consider these examples:

- **YouTube videos.** Just think of all the funny or inspirational videos that end up in your email inbox from friends and family who couldn't resist sharing them. Now think about how you can create something similar for your niche.
- **"Shock jock" comments.** Think about how political commentators and shock jocks make highly polarizing, controversial statements – and EVERYONE talks about it. Can you do the same?

Example: Maybe you're in the dog niche and you can say something controversial like , "traditional housetraining methods are CRUEL and do not work!"

- **Useful and unique.** If you offer tools or content (for free) that people can't get anywhere else, they'll share it with others.

Example: A blog post that lists the 101 best tips for your niche. Or an ebook that shares a niche-specific strategy that's not taught anywhere else.

For best results, get your viral content in front of as many people as possible right after you publish it.

That way, the viral effect will take hold immediately!

Quick Recap

Now you know how to create content and get traffic. Your next step is to learn how to turn this content and this traffic into cash-paying customers! Read on...



Everything You Will Ever Need to Start & Grow Your Online Business Today!

<http://www.nicheology.com/>