

Creating The Blog

We will be using the free service Blogger. Go to <http://blogger.com> and open an account. I suggest you use the new Blogger. You need to set up a Google account to use the new blogger. The reason I suggest this is because the new Blogger has many new features.

I will not go into a lengthy explanation on how to use Blogger.

They have an excellent tutorial at <http://help.blogger.com/>. You can play around with it yourself until you are comfortable with it.

Once your account is open, create a new blog and choose a Blogger sub-domain. Make sure you use the keywords you want to target in the domain name & blog title as well. You could have “work from home” or “internet marketing” in it. Or if you like, you could just use your name in the domain.

Here is a picture of the “Dashboard”,



The screenshot shows the Blogger Dashboard. At the top left, it says "Dashboard". Below that is a navigation bar with "Manage Your Blogs" and "Create a Blog | Help". The main content area features a large banner for "BLOGGER BUZZ" with the text "THE OFFICIAL BUZZ FROM BLOGGER AT GOOGLE". Below the banner is a section titled "Make Your Own Blogger Widgets" with an "Add to Blogger" button. The text explains that the new version of Blogger has an API for adding a custom widget to a blog. Below this is a section for "Google Reader" with a "Read more" link. On the right side, there are three sidebar widgets: "CHM Group" (with links for Edit Profile, My Account, and Change Language), "Mobile Devices" (with a link for Learn how to start mobile blogging), and "Help Resources" (with links for Help Center, Help Group, Blogger Status, and Known Issues).

Click the “Create Your Blog” link at the top to begin.

Select a template to use. I like to use the “Minima” layout but you may use any layout you want to use.

[If you do not have an AdSense account you can apply here.](#)

Once you have an AdSense account you will need to add the AdSense code to your page. To do that click on “Template” and “Page Elements” then “Add A Page Element”. A list will appear with a number of elements you can select. Click the button as shown below.

Choose a New Page Element Help

| | |
|---|--|
| List Add a list of your favorite books, movies, or anything you like. ADD TO BLOG | Link List Add a collection of your favorite sites, blogs, or web pages. ADD TO BLOG |
| Picture Add a picture from your computer or from somewhere else on the web. ADD TO BLOG | Text Add some words to your blog - like a welcome message - with our rich text editor. ADD TO BLOG |
| HTML/JavaScript Add third-party functionality or other code to your blog. ADD TO BLOG | AdSense Display AdSense ads targeted to your blog. ADD TO BLOG |
| Feed Add content from a site feed to your blog. ADD TO BLOG | Labels Show all the labels of posts in your blog. ADD TO BLOG |
| Logo Choose from a variety of Blogger logos to add to your page. ADD TO BLOG | Profile Display information about yourself. Already added |

Verify your account and pick your ad layout.

Insert links to other blogs, related news, etc. at the bottom of each post using your key phrase somewhere in the anchor text of the link.

Get Your Blog Listed On Search Engines and In Top Blog Directories

Once you have posted your first piece of private label content, inserted AdSense ads, etc, it is time to promote your blog.

Go to <http://www.masternewmedia.org/rss/top55/> and submit your blog to as many of these blog and rss feed directories as possible. Some of them may not accept your Blog. Use your key phrase in the title and at least once in the Description if you are able to enter one. This is going to take many hours, but the effort is well worth it.

Go to <http://yahoo.com> and set up an account if you don't already have one. Add your RSS feed to your "My Yahoo" account as a news feed you want to monitor.

You will need to add RSS Beta to your My Yahoo content if you don't have it. For more info on how to do that, go here: <http://my.yahoo.com/s/rss-faq.html> and add it.

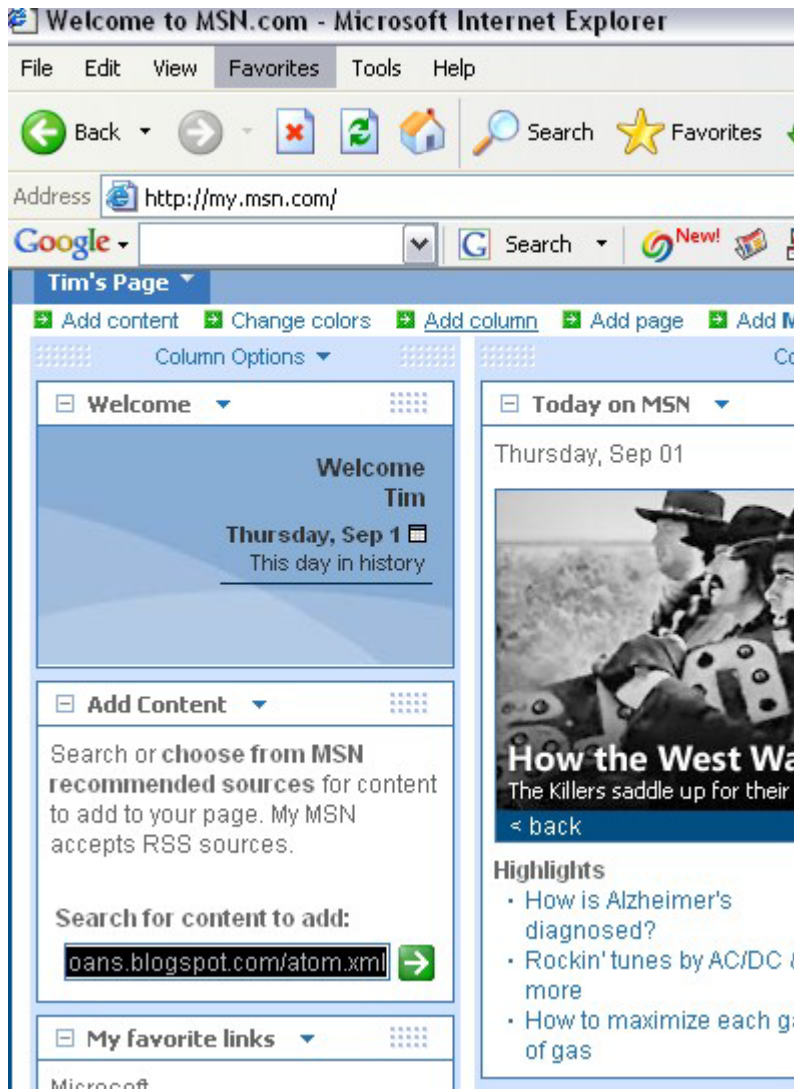
You will now add your blog into the RSS feed in my yahoo. To do that, click on edit in the RSS feed section.

Enter the url of your blog.

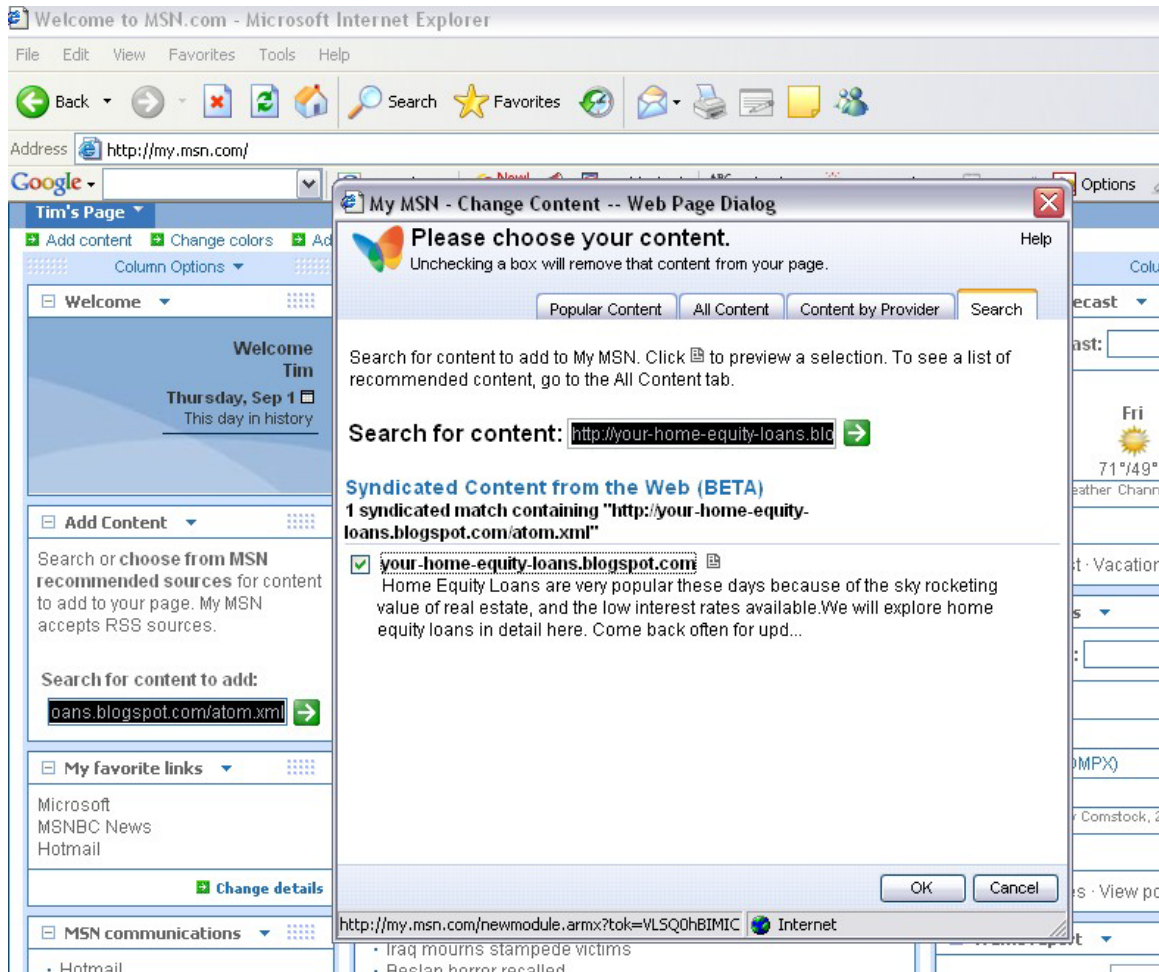
Go to MSN.com, create an account, and do the same.

To do that, enter your blog URL with "atom.xml" appended to the end of it where it says "Search for content to add". I am using one of my blogs to demonstrate. The URL I will enter is:

<http://your-home-equity-loans.blogspot.com/atom.xml>

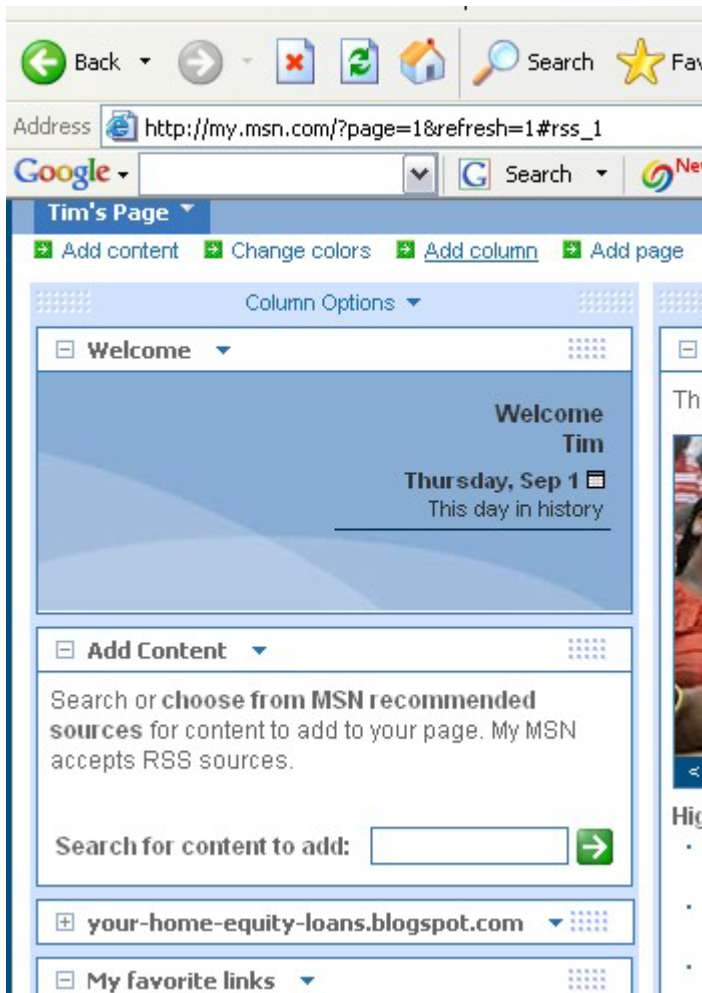


The next screen you will see looks like this:



Tick the box as shown above and click “OK”.

You can now see where the feed appears below at the bottom of the picture.



Submit your blog to:

<http://submit.search.yahoo.com/free/request>
<http://www.google.com/addurl/?continue=/addurl>
<http://beta.search.msn.com/docs/submit.aspx>

Go to www.ping.sg and ping your blog. Also go to <http://pingomatic.com> and submit your blog.

Remember to use your key phrase in the title and at least once in the description. Repeat “the Ping” every time you post new content to your blog.