



BlogTactics: Getting Started

How To Create Your First Blog



By Matt Garrett
BlogTactics.com

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Introduction

I'm not going to claim to be a blogging “pro”, I'm a professional internet marketer and I use blogs as just one part of my business to make money online.

I use them for two reasons, first they're so simple to set up and run, and second they are very effective as they are so flexible and can make money in a whole host of different ways.

I've written this beginners guide to share what I have learnt about setting up a successful blog.

If you want to keep up to date and learn more about blogging for money then visit BlogTactics.com and sign up for the newsletter by [clicking here](#).

This report will cover the basic stuff of getting your blog up and running, so if you're already up and running with your blog and looking for more advanced Blogging tips, tricks and tactics visit BlogTactics.com.

Wherever possible I use videos to show you how to do the different things necessary to get up and running and optimize your blog, as it tends to be a lot quicker and easier to follow a video where you see me demonstrating what you need to do, rather than having to follow long winded text instructions and screen shots.

This document links to those video which you can watch by simply clicking on the link below the snapshot image of the video, while you are connected to the internet.

I also keep the videos to 4 minutes or less to make sure they're not "information overload". 😊

Note: I will not cover using free hosted blogs with services like blogger.com because of the possibility of losing your blog with one of these sites.

If you use a service like this then you don't actually own the blog and if anyone makes a complaint about your blog for any reason, even a jealous competitor or just someone who disagrees with something you've written, the blog can be shut down without you having any say in it.

This means that all the hard work, time and effort you've put in to your blog can disappear in a moment and there will be nothing you can do about it.

That is a situation that I personally could not be happy with, so I cannot recommend it.

The stuff I post here will all be based on hosting a [WordPress](#) blog on your own domain, so that you are in complete control of your site.

I also stick with WordPress as it is by far the most popular blogging platform, which means there are more free and paid tools, resources, plugins and themes available for it than any other system, giving you the most possible options and therefore the best chance of long term success.

Part 1: Choosing A Domain Name For Your blog

The very first thing you need to do to get up and running is to choose a suitable domain name and register it.

I use HWNic.com as they charge just \$7.85 not just for the first year, but all subsequent renewals.

Some of the domain registrars I've used in the past tend to be cheap for the first year and then when you come to renew the domain in year 2 or 3 they hike up the charge to sting you.

HWNic.com charge the same low fee every year, and all the videos I've done for changing nameservers etc. use HWNic.com, so you may find it easy to stick with them if you're just beginning.

Don't worry though; it's always possible to transfer your domain to another registrar in the future if you need to for any reason.

If you're going to register a .co.uk domain then I'd recommend this registrar instead: -

[UK Domain Registration](#)

It's also worth trying to get a keyword or two that is relevant to the market you intend to target if possible, so for instance if your blog is going to be about Bonsai Trees, try and find a domain that includes the words "bonsai" and/or "bonsai trees", e.g. www.bonsai-tips.com

This will help for search engine rankings as well as for increasing click through rates from the SERP's (Search Engine Results Pages), as someone looking for tips on growing bonsai is more likely to click on a site listed in the search engine results that has the word bonsai in it than something more generic like "plantsandstuff.com".

You're unlikely to be able to get exactly the domain name you want, e.g. BonsaiTrees.com, so be creative and look for good variations.

Here's a few examples to help: -

MyBonsaiSite

BonsaiCare

GrowingBonsai

BonsaiNews

BonsaiGuide

TheBonsaiClub

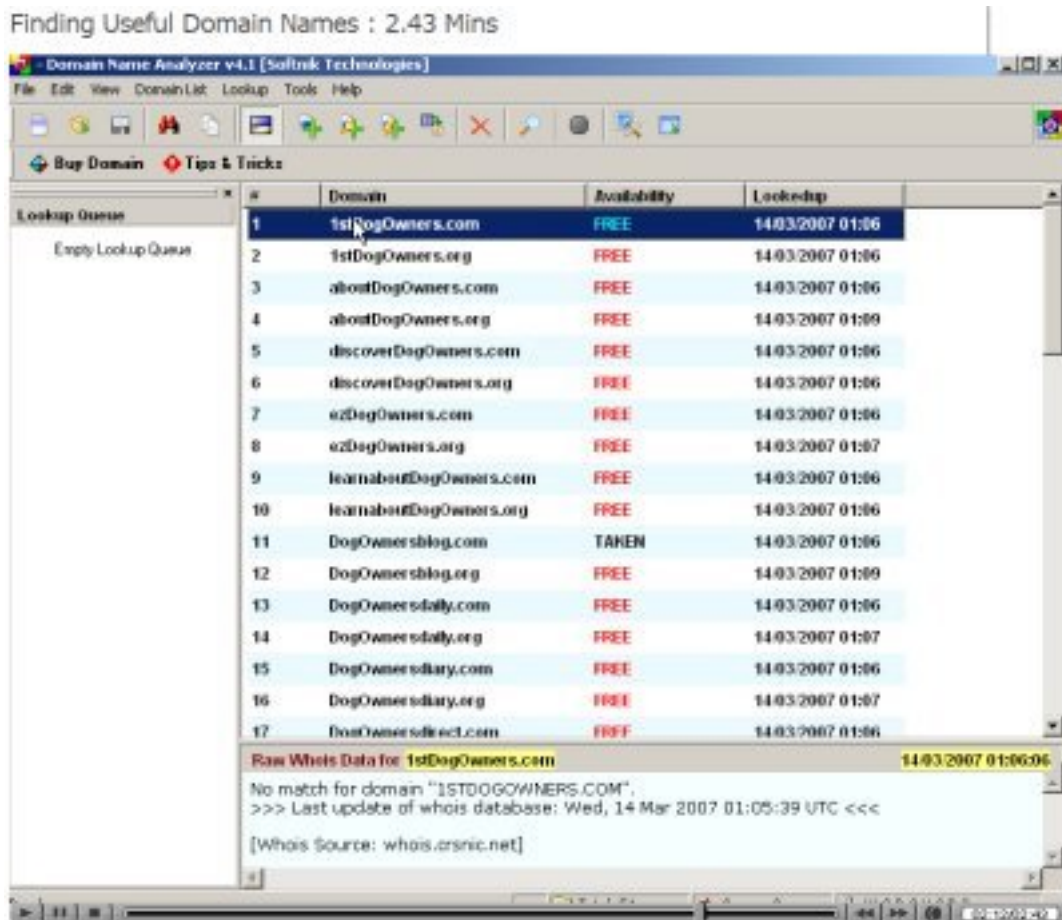
HealthyBonsai

Brainstorm a few ideas and using some generic words that you can add to your keywords and you should come up with a few possible domains to choose from.

There's a free tool that you can use to check what's available that can be downloaded here: -

[DomainPunch](#)

I've done a video on how to use this tool here: -



[Finding Domain Names](#) [2.43Mins]

I have also created a text file (as seen in the video) with some common generic words to try that you can download here: -

[Domain Name Variations](#)

In the next post I'll go through more on how to choose the best TLD (Top Level Domain) for your domain, i.e. .com, .org, .net, .co.uk, .info etc.

As a general rule it's best to grab the .com version if you can, as it is the TLD extension (Top Level Domain) that most people will use automatically, as it's the most popular.

If you really want a particular domain name and the .com isn't available then you could go for the local country (or state) version like .co.uk or .ca

If you are going to be building a primarily information based (non commercial) blog, then going for a .org is a good second choice as people tend to recognise these sites as "non-profit" free information sites.

Having said that, for Search Engine Optimization purposes and how the search engines treat your site for ranking, it really doesn't matter which TLD you go for, there are some very popular sites and blogs that are on .net for instance.

The one exception I would say is .info domains.

I would advice steering clear of using a .info as they have been used very heavily over the last few years to build spam AdSense sites, because they are so cheap to register.

You may be tempted to go for a .info if you're starting up with limited funds and want to save a couple of bucks, but it could well hurt the value of your site in the long term, so don't be tight, pay the extra and get a .com, .org or .net domain.

So once you've decided on your domain name, pop over to HWNic.com and register it.

Part 2: Buying An Existing Blog

If you want to take a short cut it's possible to buy an existing blog.

How much it will cost will depend on how well established the blog is, how much traffic it gets and how much money (if any) it currently makes.

You can typically expect to pay around 6 times the monthly earnings for an existing blog, although it can be a lot higher if the blog is well established with lots on incoming links and/or traffic/visitors.

I'm not going to cover this in much detail as it's a bit off topic, but if it is something you are interested in doing here are some sites where you can find blogs for sale, as well as sell any sites of your own if you wanted to: -

<http://www.Sedo.co.uk>

www.SitePoint.com

<http://forums.DigitalPoint.com>

Note: if you do decide to purchase a blog you should always use an escrow service (e.g. www.escrow.com) to protect your investment, and don't buy a blog on a free blog hosting service like blogger.com as it could get closed down and you will lose the money you've spent.

It is also worth doing some research to check the number of pages indexed and backlinks in Google and yahoo to make sure you are getting what you pay for.

Part 3: Buying An Expired Domain For Your Blog

Thousands of domain names expire every day.

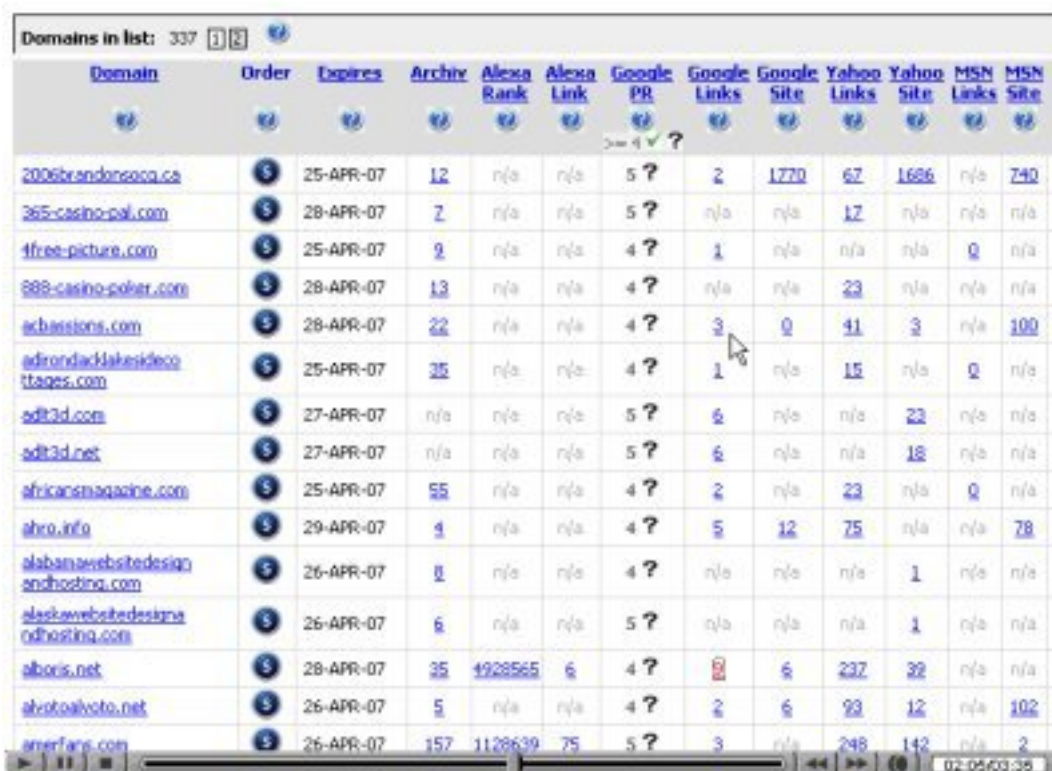
The reasons vary from the owner simply forgetting to renew the domain to going out of business. Whatever the reason, you can grab some great bargains if you know how...

I've done a video to show how you can do this using my favourite expired domains services, like:

[RegisterCompass](#)

The video is here:

How to Grab Expiring Domains : 3.35 Mins



Domain	Order	Expires	Archiv	Alexa Rank	Alexa Link	Google PR	Google Links	Google Site	Yahoo Links	Yahoo Site	MSN Links	MSN Site
2006brandanococa.ca	5	25-APR-07	12	n/a	n/a	5 ?	2	1720	67	1686	n/a	740
265-casino-poli.com	5	28-APR-07	2	n/a	n/a	5 ?	n/a	n/a	12	n/a	n/a	n/a
4free-picture.com	5	25-APR-07	2	n/a	n/a	4 ?	1	n/a	n/a	n/a	0	n/a
888-casino-poker.com	5	28-APR-07	13	n/a	n/a	4 ?	n/a	n/a	23	n/a	n/a	n/a
acbaassions.com	5	28-APR-07	22	n/a	n/a	4 ?	3	0	41	3	n/a	100
adronacklakesidecottages.com	5	25-APR-07	35	n/a	n/a	4 ?	1	n/a	15	n/a	0	n/a
adit3d.com	5	27-APR-07	n/a	n/a	n/a	5 ?	6	n/a	n/a	23	n/a	n/a
adit3d.net	5	27-APR-07	n/a	n/a	n/a	5 ?	6	n/a	n/a	18	n/a	n/a
africanmagazine.com	5	25-APR-07	55	n/a	n/a	4 ?	2	n/a	23	n/a	0	n/a
ahco.info	5	29-APR-07	4	n/a	n/a	4 ?	5	12	75	n/a	n/a	78
alabamawebsitesdesignandhosting.com	5	26-APR-07	8	n/a	n/a	4 ?	n/a	n/a	n/a	1	n/a	n/a
alaskawebsitesdesignandhosting.com	5	26-APR-07	6	n/a	n/a	5 ?	n/a	n/a	n/a	1	n/a	n/a
aloris.net	5	28-APR-07	35	4928565	6	4 ?	6	6	237	39	n/a	n/a
alvotoavoto.net	5	26-APR-07	5	n/a	n/a	4 ?	2	6	93	12	n/a	102
amerfans.com	5	26-APR-07	157	1128639	75	5 ?	3	n/a	248	142	n/a	2

[Grabbing Expired Domains \[3.35 Mins\]](#)

The best reasons to go after an expiring domain include: -

- lots of backlinks to the site, which mean it is likely to be getting traffic/visitors, giving your new blog a head start.
- an easily remembered domain name, making it easier for people to return to your blog
- a high Google PageRank (PR), which basically shows that Google likes the site and you are more likely to rank well in the search engine results and get traffic straight away.

If you find a domain that you want to register then you can use these two services to try and grab the domain when it "drops" (i.e. becomes available to register):

www.snapnames.com

www.pool.com

If you do go for this I would again recommend that you check to make sure that the pagerank is not “fake”.

This usually happens when a site owner has redirected an easily remembered domain name to their main site using a “301” redirect.

I've been stung by this in the past, so I know it can and does happen. You do not want to spend money on a domain that seems to have high PR which later out to be faked...

Check the domain you are interested in to see if the PR is “fake” with these two free services: -

<http://www.seologs.com/pr-check/pagerank.html>

<http://checkpagerank.net/>

If either of these services says the PR is “fake”, don’t try to register the domain.

Part 4: How To Choose A Good Host For Your Blog

So now we need a host to put our blog on.

There are lots of cheap hosts around that will fulfil our needs; one of the more popular ones is [Hostgator](#).

They offer reseller hosting plans from as little as \$9.95 a month, and when your blog starts getting big and you start running out of space (don't worry, that's not likely to be any time soon) you will be able to upgrade your account for more space and bandwidth.

I recommend getting a reseller hosting plan as this will allow you to host multiple sites on one hosting plan, saving you money in the long run.

If for some reason you don't want to go with [Hostgator](#) then just do a search in Google for "Reseller hosting plan" and you should find a LOT to choose from.

Or you can visit [WebHostingTalk](#) and have a look through the special offers forum there to find a bargain, but bear in mind they will vary in quality, as some will be provided by start up companies who may go out of business.

When choosing a host there are a few things that you want to make sure are included, specifically it should be a cPanel host with Fantastico and PHP installed.

Most will be, but if you go for a DirectAdmin host it's not as easy to install a blog on your site.

cPanel hosts (usually) have Fantastico installed, which is a tool that can automatically install a WordPress blog on your site and I'll show you a video of how to use this later.

Part 5: How To Update Nameservers

Once you have your hosting set up you will need to "point" the domain you have registered at the hosting so that you can set up the site.

When you set up your hosting account you should have received a welcome email that includes two or more nameservers that will typically look something like this: -

ns1.hostname.com

ns2.hostname.com

To change the nameservers you need to go to your domain in the domain registrar you used and update the "Nameservers" settings with the nameservers provided by your host.

I've done a video showing exactly how to do this with the registrar that I use (HWNic.com), but most registrars will have a fairly similar routine to do it...

Here's the video to show you how to update/change the nameservers for your domain name: -

How to change your websites nameservers: 2.58 Mins

The screenshot shows the HWNic.com website. At the top, there is a navigation menu with links for Home, Domain Names, Web Hosting, SSL Certificates, Email Accounts, Marketing Tools, and Build. Below the menu, there are several promotional banners. The main banner features a woman's face and the text: "Domain Names .COMs starting at \$7.85!+ FREE with every domain: See Details". A list of free services includes: Quick Blog, Free Hosting, Complete Email, Forwarding / Masking, Change of Registration, Starter Web Page, "For Sale"/ Parked Page, Domain Name Locking, and Total DNS Control. To the right, there are three more service banners: "WEB Hosting 99.9% Uptime Guarantee! As low as \$3.99/yr!", "SPAM-FREE Email Only \$9.99/yr!", and "PRIVACY & Protection Online File Backup 24/7 online store backup of your C-Store - Federal protection for you". The bottom of the screenshot shows a browser window with a "Done" status bar, a "Tor Disabled" indicator, and a "PageRank" and "Alexa" widget.

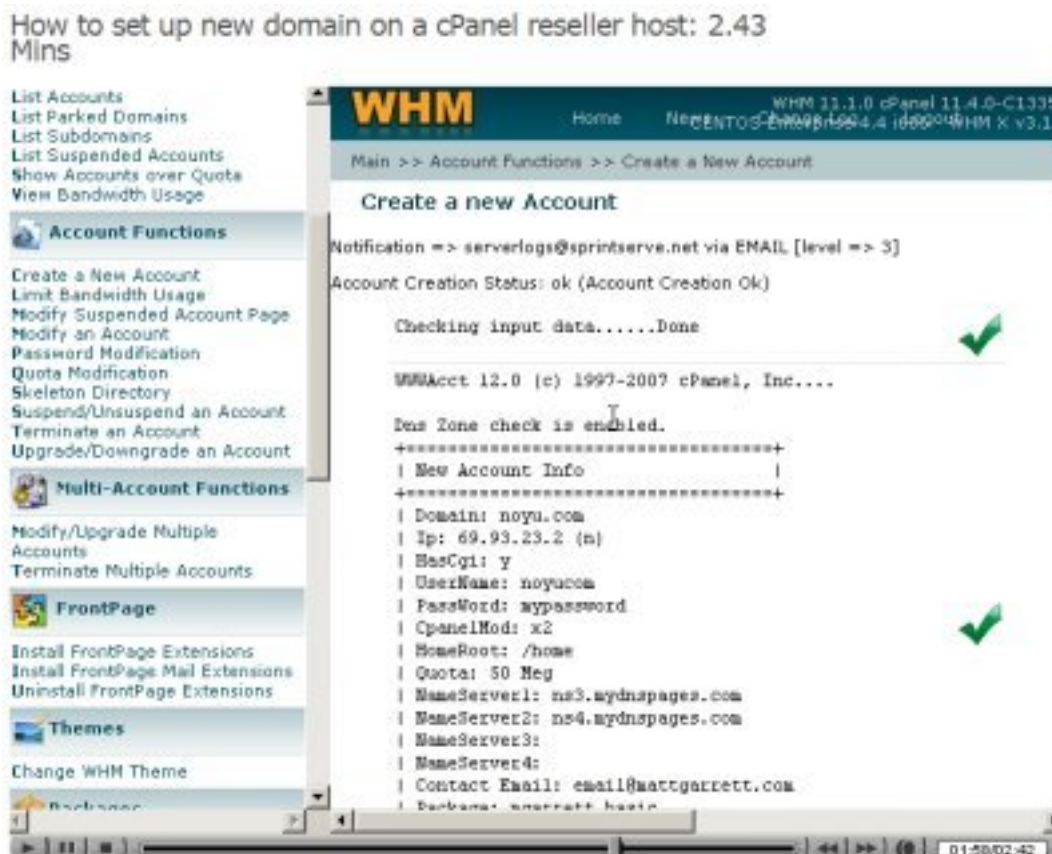
[Updating NameServers](#) [2.58 Mins]

Part 6: How To Add A Site To A cPanel Host

So you've got your domain registered, you've got your host ready to go and you've got the nameservers updated to point your domain at your hosting plan, now you need to set up the domain as a site on the host.

Note: if you haven't done all of the above yet, go back to the previous posts on how to do these steps.

As usual it's easier for me to actually show you how to do this than try and "talk" you through it in text, so I've done a video showing you exactly how to set up your site on a cPanel host.



[Adding a domain to a cPanel host \[2.43 Mins\]](#)

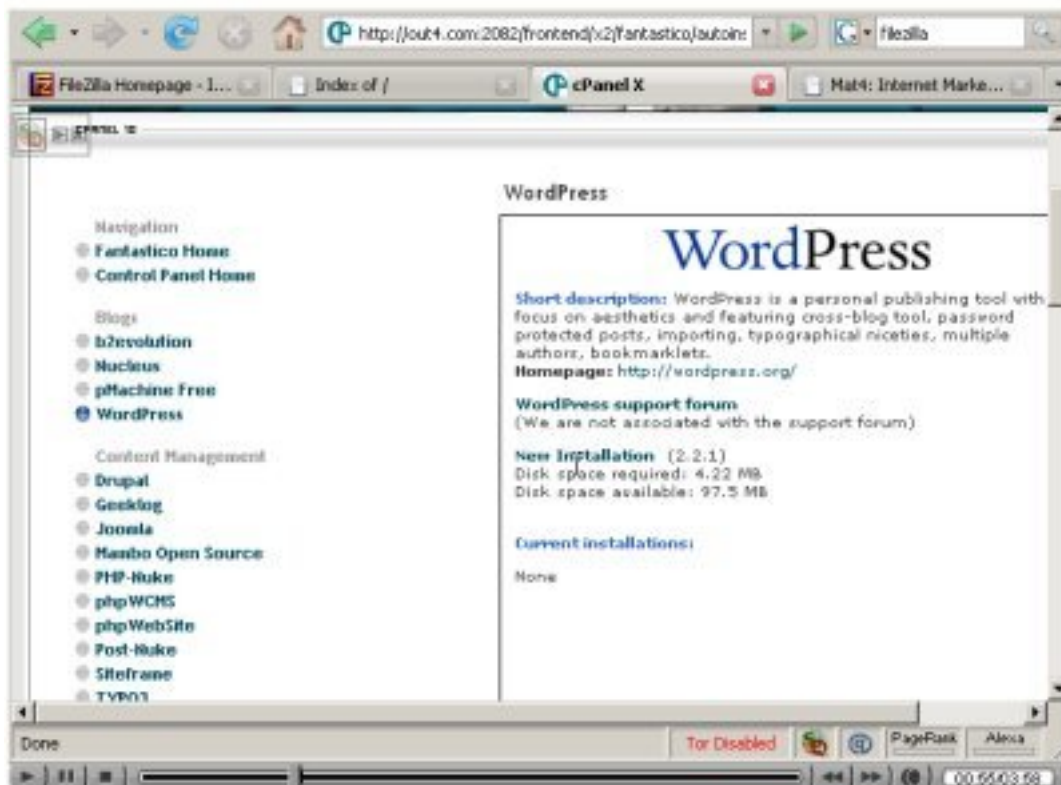
Part 7: Installing A WordPress Blog Using Fantastico

You should now have your site added to your hosting plan and we're ready to take the next step and install the blog.

This is the reason we chose a cPanel hosting plan in the first place, as cPanel includes a installation program called Fantastico which automates the installation of lots of different site management tools, WordPress being one of them

I've done another video to show you how to do this and it's under 4 minutes long, so it's not rocket science. 😊

How to set up a WordPress Blog using cPanel and Fantastico: 3.58 Mins



[Using Fantastico to install a WP Blog \[3.58 Mins\]](#)

If you have some money to invest and are intending to set up multiple blogs you may well find it worth investing in an automated blog installation system.

I use one called [WPManagerDX](#) as it not only automates the installation of new blogs (on cPanel Hosts), but also allows me to automate a lot of the set-up, themes and plugins installation.

It also comes with a good selection of useful themes and plugins to help you get up and running.

You can check it out here: -

[WPManagerDX](#)

If you do get a copy using the link above, send me an email with your receipt to mat@askmattg.com and I'll send you a video showing you how to use it.

Part 8: Setting Up An Email Account In cPanel

OK, this is another fairly quick and simple thing to do, but you also need to make sure you set up a couple of bits to minimize the amount of spam email you end up with, so I've done another video to show you exactly how to get your email account set up on your cPanel host.

You can set up as many email accounts as you need (within the limits wet by your host) following this procedure.

The video is under 3 minutes long:

How to set up a new email account on a cPanel domain:
2.39 Mins

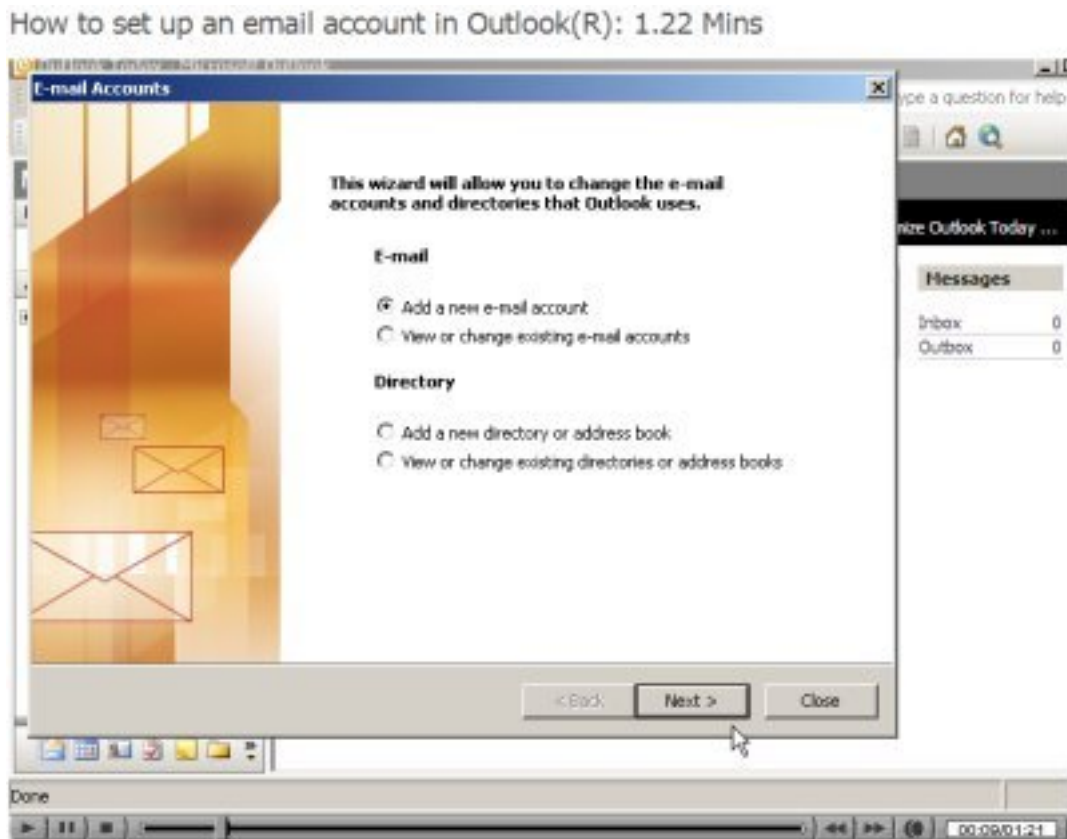


[cPanel Email Setup](#) [2.39 Mins]

Part 9: Setting Up An Email Address In MS Outlook & MS Outlook Express

I'm only going to cover Outlook and Outlook Express simply as these are the only two email systems I've had experience with for the last 7 years, so if you use something else you'll need to keep searching, sorry.

Here's the videos, as usual they are pretty short, under 2 minutes each, and easy to follow:



[Adding an email to Outlook \[1.22 Mins\]](#)

How to set up an email account in Outlook Express(R): 1.22 Mins

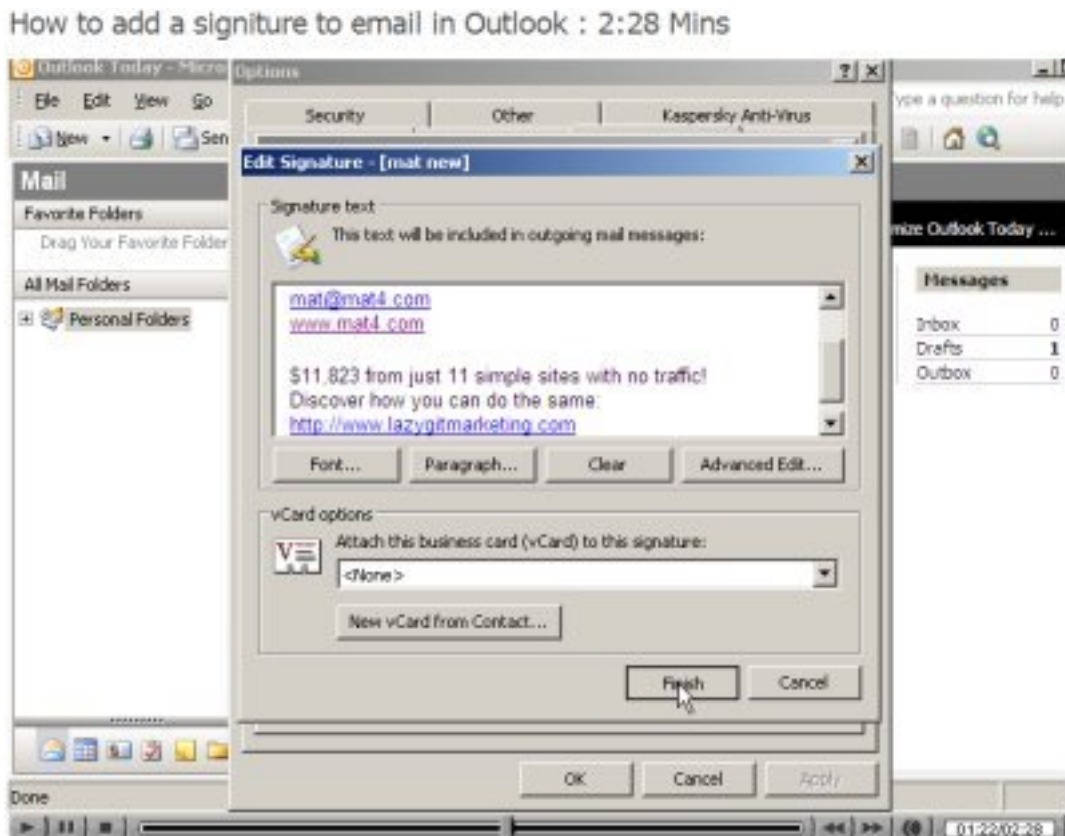


[Adding an email to Outlook Express \[1.22 Mins\]](#)

Part 10: Setting Up An Email Signature In MS

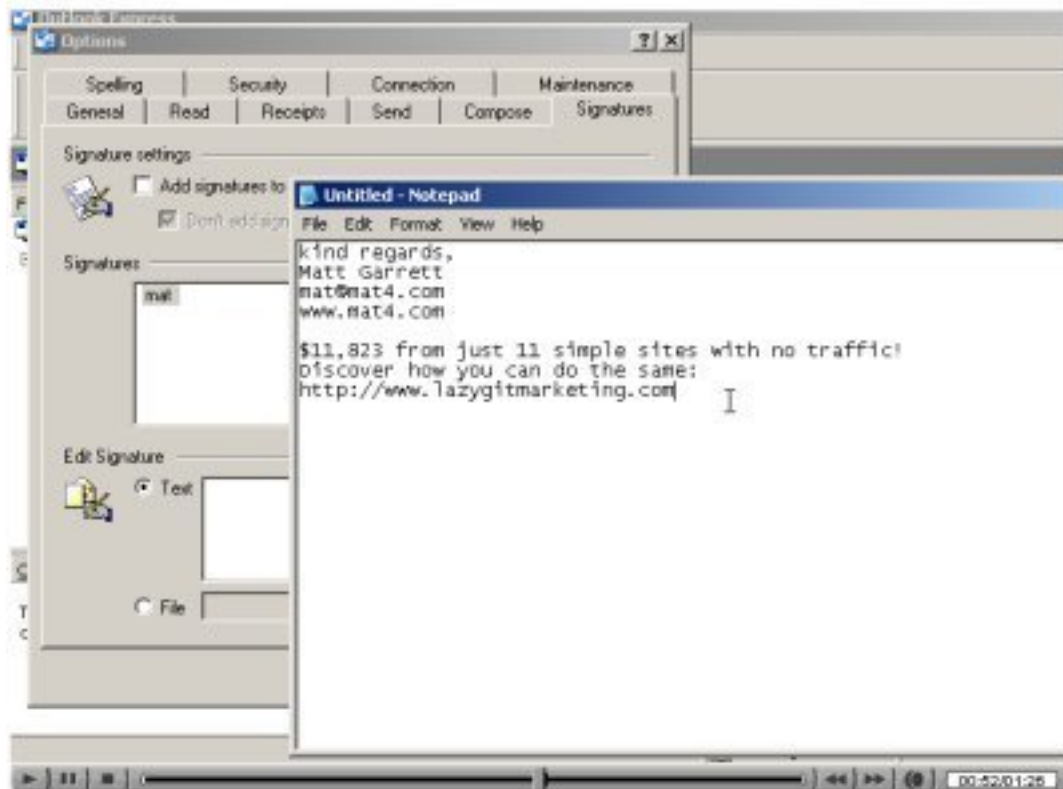
Outlook & MS Outlook Express

Having a "Sig" file automatically added to the bottom of your emails automatically can save a lot of time, so here's a couple of videos to show you exactly how to do it:



[Adding an email Signature in MS Outlook \[3.57 Mins\]](#)

How to add a signature to email in Outlook Express : 1:24 Mins



[Adding an email Signature in MS Outlook Express \[3.57 Mins\]](#)

Part 11: How To Upload Files To Your Blog

One of the many advantages of using a blog is that you won't need to upload html web pages whenever you want to add new content or pages to your site.

However there will be times when you do want to upload files to your site, such as: -

- A new header for your blog
- To add new Themes to your Blog
- To add new Plug Ins to your Blog
- A file to offer for download by your visitors
- Other images and pictures that you want to publish on your blog

Note: Never add an image to your blog that is copyright protected unless you have explicit written permission, as this is copyright infringement and is illegal.

If there is an image that you want your visitors to see that you don't have rights to then simply link to the site/page where the image is and let people go visit it on the site that does have permission to use it.

There are two simple ways to upload files to your website, the first is to use the "File Manager" feature within your cPanel Hosting, and the second is to use an FTP (File Transfer Protocol) tool.

I prefer using FTP, as once you know how, and have it set up, it's a lot quicker and easier than logging in to your host to use File Manager.

Here's a video on using the "File Manager" feature in your cPanel host to upload files to your site:

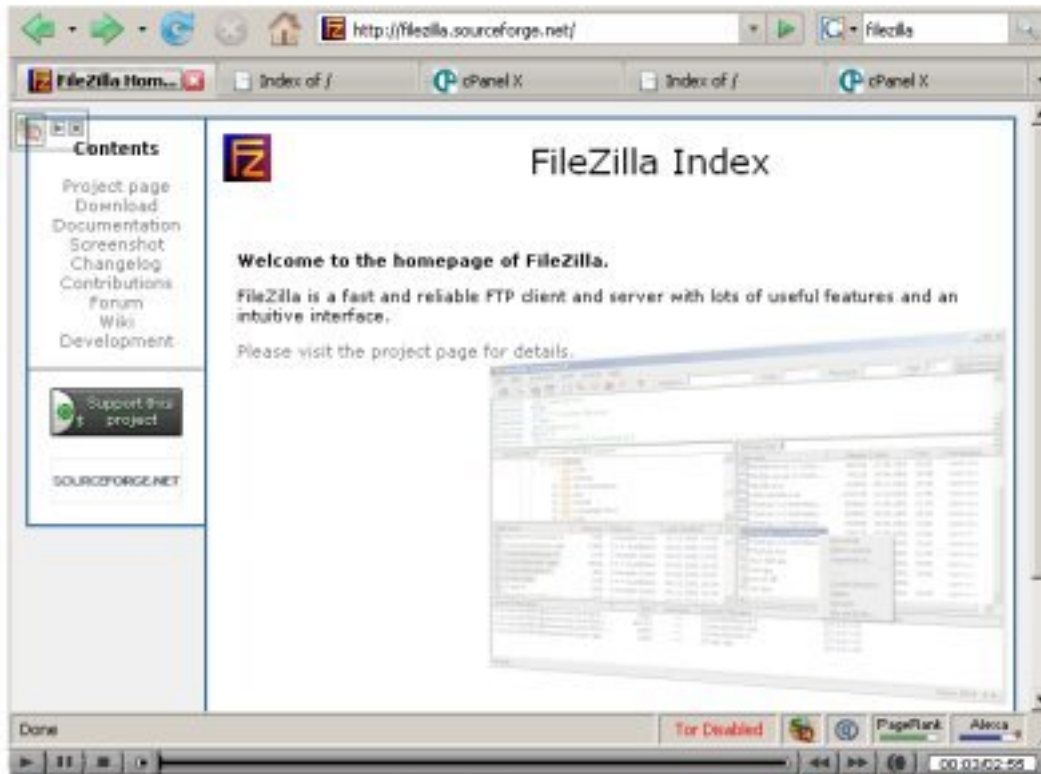
How to upload files to your website using cPanel Filemanager: 1:59 Mins



[Using cPanel File Manager to upload files \[1.59 Mins\]](#)

And here's how to do it using a free FTP system called FileZilla.

How to upload files to your website using FileZilla FTP
Software: 2:55 Mins



[Using Free FTP Software to upload files to your Blog \[2.55 Mins\]](#)

The Video also shows you where you can download FileZilla, but here's a direct link for you to get a copy:

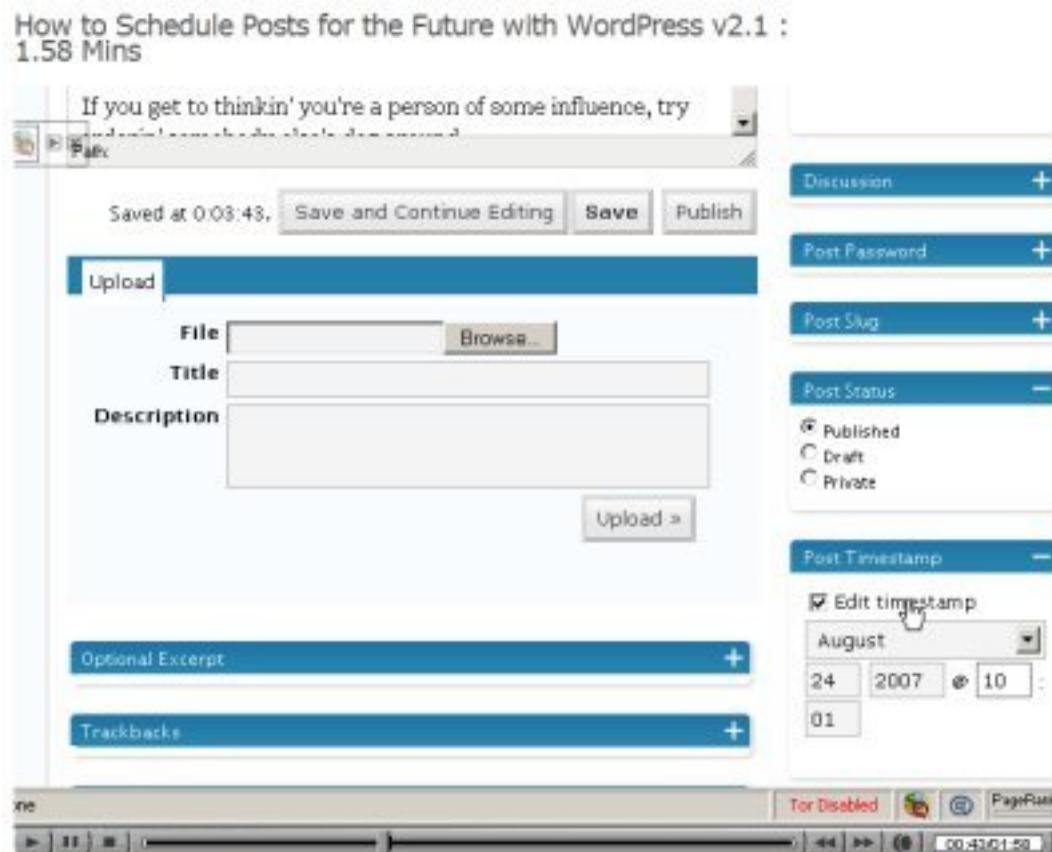
[FileZilla Download](#)

Part 12: Automating Future Posts With WordPress

First of all you may be wondering why you would want to set up posts to appear on your blog at some point in the future.

Well, it just makes life easier, as you can write a whole weeks worth of stuff and post it all to your blog in one go, but have it published and appear to visitors over the week.

Doesn't the idea of getting all your blog posts for the week (or month) done in one go sound appealing? 😊



[Scheduling future posts with WordPress \[1.57 Mins\]](#)

Note: you will need WordPress Ver2 or higher to use this feature.

Part 13: How To Add A Newsletter Opt In/Newsletter Subscription Form To Your Blog

If you're wandering why you would want to do this, well, it's a great way of keeping in touch with your visitors and letting them know when you've posted something new to your blog to get them to come back to your Blog again.

To do this you will need to have an "Autoresponder" service set up.

What is an AutoResponder?

An Autoresponder is a service or software script/tool that allows you to collect peoples email addresses (when they "Opt in") and then automatically send them emails on regular intervals.

Using an Autoresponder for "email marketing" is one of the most powerful ways of keeping in touch with your visitors/customers and sending them new articles and offers. If you want to make money online, using an Autoresponder to build an email list to market your products and services to is one of the best ways to do so.

I use [AWeber](#) and I highly recommend them as they are very easy to use, have some pretty cool features, and they also have the highest "email delivered" rate (99.34%) in the market (to the best of my knowledge).

They are also one of the biggest services available and have been around for 9 years now. The last thing you want is to start building your email subscriber/newsletter list with a service and then have that service close

down, trust me on this, I had it happen and lost several lists of subscribers, totalling over 10,000 email addresses!

What does email “Deliverability” mean?

Most ISP's (internet service providers) have automated spam filters built in to stop spam, but in the process they will often stop email sent from autoresponders.

[AWeber](#) work with the different ISP's to make sure that their emails don't get caught in these spam filters, so your email actually gets through to the person that wanted it.

Pretty important really. 😊

Before you can add an “opt in” subscription form to your blog you will need to have an Autoresponder set up and get the relevant html code for adding to your site, but that’s beyond the scope of this report.

If you do sign up to [AWeber](#) using this link then email me at mat@askmattg.com and I’ll end you a link for how to get the code you need in AWeber.

Here's the video on how to add the subscription form (it’s under 3 minutes):



[Adding an “opt in” form to your Blog \[2.56 Mins\]](#)

Note: It is worth offering your visitors something of value for free in return for signing up to your newsletter to encourage them to give you their name and email address and show that you do offer value in return, for instance a report like this one.

The best option is to write a short and informative report that is on the same subject as your blog. Make it something that your visitors will find useful and they are far more likely to be willing to give you their email address...

[Recommended List Building Resource](#)

To discover more about list building and email marketing grab a copy of the [ListBuilding Tutorials](#), it covers everything you need to know...

[ListBuilding Tutorials](#)

Part 14: How To Create A Custom Header Graphic

The standard default WordPress theme is pretty boring.

You can get lots of different themes to use with your blog, many of which come with pretty cool header graphics, but if you want to personalize your blog and make it truly unique, then one of the easiest ways is to add your own header graphic.

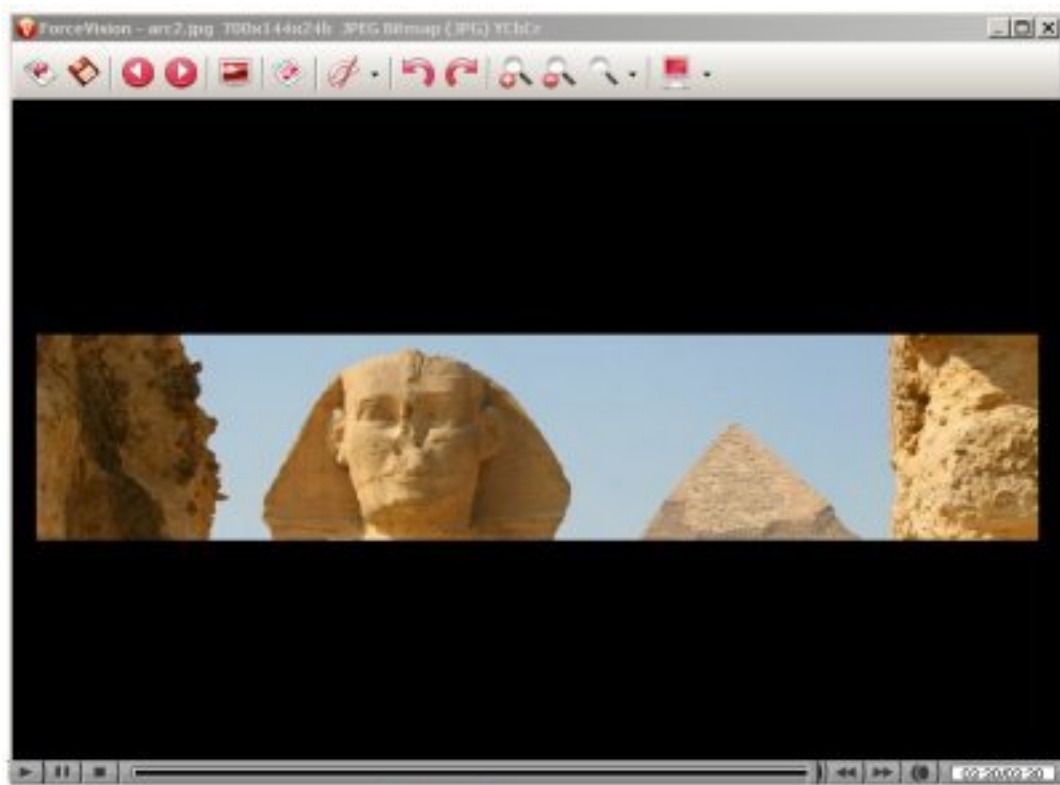
You will need an image or photo in “.jpg” format to do this, so you can either use one of your own photos or buy an image that you then have the rights to use.

Note: Never add an image to your blog that is copyright protected unless you have explicit written permission, as this is copyright infringement and is illegal.

For my header graphics I tend to either use a photo of my own, so I know I have the legal rights to use it, or I pay for the rights to use a suitable image from a “Stock Photos” site.

You can do a search for “copyright free images” or “stock images” on Google, or the one I use is [iStockPhotos](#)

Here's a video showing you how to customize images and graphics for your own Blog header using some free software:



[How to create a customized header graphic to your blog](#) [3.30 Mins]

Here's the download link for the free Force Vision Image editing software:

[Force Vision Download](#)

Part 15: How To Add Images To Your Blog Posts

Just posting text on your blog all the while can look a little boring, so it's worth knowing how to add images in to your blog posts to liven things up or to help illustrate something for your visitors.

It's fairly simple to do, but you do need to make sure the images are the right size, so refer back to the previous video on editing images to resize any large images.

Most blog themes look best with images that are around 400 pixels wide, but you may need to experiment with the size depending on the theme you are using.

The images also need to be in “.jpg” or “.gif” format to display properly and you need to upload them to your webhost so they can be linked to on your blog.

It's best to create a folder called /images/ under the main html folder, which is usually called /public_html/ on cPanel hosts.

Once you have uploaded the image you want to include in a post (using ftp or file manager, see earlier video) you can simply include them in your post.

The next video (under 3 Mins) shows how to do this:

Adding Images To Blog Posts in WordPress: 3 Mins

Pictures of Dead and Dying Bonsai Trees

I just thought I'd post a piccy or two of what happens if you don't look after your bonsai trees properly...

This first pic is of a Bonsai that was already on it's way out when it was given to me.

Bonsai trees can be very temperamental, so even if you're getting one for a friend as a present, you need to know how to keep it healthy until you do give it to it's new owner...



Categories

-  Blogroll
-  Bonsai Tree Care
-  Bonsai Trees

Links

-  Login

Feeds

-  Entries (RSS)
-  Comments (RSS)



[Adding Images to Blog Posts](#) [3 Mins]

Part 16: The Next Step: Using Web 2.0

Once your blog is up and running, the next step is to get it indexed in the search engines and start getting visitors to it. This is actually relatively simple once you know how.

Without doubt the quickest and easiest way to achieve this is to use Web 2.0 sites to drive targeted visitors to your site, but this report is not here to cover this in any detail, so I'm going to recommend just two resources that will show you exactly what you need to do, how to do it, and how to automate the process.

Atomic Blogging

The first is Atomic Blogging. This report covers some more basic blog setup steps, including simple changes to make to increase the search engine optimization of your blog, how to get top 10 rankings in the search engine results for your blog, the best plugins to use, how to monetize your site with Google AdSense, including getting a CTR (click through rate) of 30% or more and a whole bunch of other stuff you really need to know to make money with your blog.

Pay attention to the site listed on page 69, this is a real goldmine, and you can pay a lot of money for other services that provide the same thing, and this one is free...

Then there's the site listed on page 76 that brought in over 200 hits to a site straight after using it...

Atomic Blogging

[Web 2.0 Submitter](#)

This second one is to help you take the whole thing to the next level by saving you time.

You can easily spend an hour or more each day submitting your blog posts to all the best Web 2.0 sites.

Whilst this will bring you the visitors you need to make your blog successful, it can quickly become boring and eat up time that you be spending on other things, so to take it to the next step you need to automate the process...

The Web 2.0 Submitter will automate the process of submitting your blog posts to the best web 2.0 sites and save you hours each day, so it's a bit of a "no brainer" really.

Check it out here:

[Web 2.0 Submitter](#)

Summary

I hope you've found this report helpful in getting your first blog site up and running.

Please feel free to contact me at www.AskMattg.com if you have any suggestions for extra bits that would make this report more useful to you, I will be updating it with more basic Blogging set up tips and advice over the coming weeks and months.

I'm also always adding more posts and videos with Blogging Tips, Tricks and Tactics to my BlogTactics.com Blog so sign up for the newsletter by [clicking here](#) to keep up to date with new stuff as I add it and get notified as soon as there is a new updated version of this report available for you to download.

Kind regards,



mat@askmattg.com

BlogTactics.com

IAMUncovered.com

P.S. Discover How to Make Money Without Needing Traffic:

LazyGitMarketing.com

N.B. Brandable version available here: [Brand This Report](#)