

# SUCCESSFUL BLOGGING

## FRAMEWORK

### SET-UP

Building a solid foundation is key to having a secure, quick and well-functioning blog. Wordpress.org will give you full control over your design, functionality and will grow with you as your needs change.

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#### STEPS TO SUCCESS:

- + Sign up for hosting at WP Engine
- + Choose + register domain name
- + Install wordpress + plugins
- + Set up email address

#### STEPS TO SUCCESS:

- + Install a quality theme (Canvas)
- + Create logo + sidebar graphics
- + Customize layout fonts, colors
- + Set up main pages (about + contact)
- + Create menu

### DESIGN

Attract readers with a eye-catching design and help them enjoy their visit with easy navigation and usability. Your branding, colors, font choices and images will set your blog apart, so pay extra attention to crafting a site you are proud to promote.

2

### USE

Understand common terminology and become confident in using your blog - publishing pages and posts, adding media, setting up links, navigating the dashboard and using widgets.

3

#### STEPS TO SUCCESS:

- + create a page
- + publish a post
- + upload media
- + add widgets to sidebar
- + customize menu

#### STEPS TO SUCCESS:

- + Narrow down your niche
- + Post on a regular schedule
- + Brainstorm ideas
- + Set up an editorial calendar
- + Focus on the reader

### CONTENT

The key to a successful blog is great content. Keep readers coming back for more by consistently posting original content that is Engaging, Entertaining, Encouraging or Educational. Provide value by posting content that is beneficial to the reader.

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### GROW

Growth will take time and strategic decisions for finding and bringing in new readers. There are many different growth strategies - and trying out a variety of them is the best route to take - but most important is filling your site with valuable, original content.

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### STEPS TO SUCCESS:

- + Post original content
- + Leave meaningful comments
- + Capture emails with a valuable free offer
- + Join link-ups and actively participate
- + Host giveaways
- + Collaborate with other bloggers through guest posts, submissions + features

### STEPS TO SUCCESS:

- + Find out what social media platforms your audience is using
- + Sign up for Facebook, Twitter, Pinterest, Instagram, and any other most-used sites
- + Actively post and engage in conversations
- + Enable social sharing with plugins

### SOCIAL

To maximize your blog's reach, engaging on social media platforms and enabling the sharing of your content is key. Decide what platforms your audience is using and create an active presence. This is a great way to build a community with your blog readers.

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### EARN

There are two routes to take when it comes to making money from your blog: selling someone else's stuff or selling your own. Choose your method (or combination), then focus on meeting the needs of your customers through providing products of your own or others.

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### STEPS TO SUCCESS:

- + Choose monetization method (ads, sponsored posts, shop)
- + Setup Viglink + Amazon Associates
- + Create a favorites page (with affiliate links)
- + Know who your customer is
- + Offer low-priced entry product
- + Develop a higher-priced product

**REMEMBER:** Successful blogs are those that focus on the reader, but keep an authentic style and voice. Be yourself, do what works for you and work hard!