THINKIFIC

THE COMPLETE

Blogging Guide for Beginners

In this guide, you'll learn all the information and tips you need to get started today.



Use this guide to fast-track your blog to a money-making channel

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How to start a blog for beginners

First things first, before you can begin blogging, you need to have a clear understanding of what blogging is and what it is not.

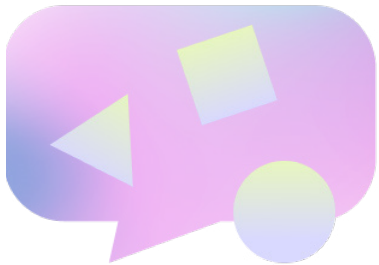
Blogging is:

- A science, not an art.
- Being the mediator of purchase decisions.
- Ranking on Google in an evergreen way.

Blogging is not:

- Creative writing.
- A hobby.
- A way to update an audience over time.

A blog lives between a thought and a purchase. It compiles and provides information to help people buy things. When we think about how people consume entertainment online, blogs used to be something people would consume for entertainment. But that has completely shifted to social media and YouTube. Now blogs are primarily information-driven. They're about information, not entertainment.



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Step 1: How to set up your blog

Now that you know what blogging is and what it isn't, it's time to set up your blog!

There are a few key things you'll need to get started:
A domain name: This is the address people will type into their browser to find your blog. It should be something memorable and easy to spell.

A web host: This is where your blog's files will live. Think of it like renting space on the internet for your blog.
A blogging platform: This is the software you'll use to create and manage your blog posts. We recommend using WordPress. It's easy to use and has templates to guide you.

Once your content management system is set up, you'll need to focus on four core pages.

1. Home
2. About
3. Blog Archives
4. Blog Posts

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Homepage
The home page is the first thing people will see when they visit your blog, so it's important to make a good impression. It's not meant to tell the whole story, but it should give a high-level view into what your site's about. You should have a hero image across with, hopefully, your face on it, a little bit of information, one or two sentences about what you teach and why you're teaching it. Don't overthink your homepage.

About Page
Your about page is where you'll tell visitors who you are, what you do, and why they should care. We don't want this to just be like a LinkedIn account, all your professional things or things that make you look good. This is about being vulnerable. Talk about why you're teaching what you're teaching—what your story is, and the journey up to that point. The good news is you can always edit it and tweak it over time.

Blog Archives
The blog archives page is a way for your readers to easily find all of your blog posts in one place. This can be especially helpful if you have a lot of content or if you're writing on a variety of topics. You can also use this page to highlight your most popular posts or those most relevant to your readers. Platforms like WordPress make it easy to add this, with premade layouts for easy visibility.

Blog Posts
And finally, we have the blog posts themselves.
This is where you'll share your insights, stories, and experiences with your readers. Remember to keep your tone conversational and approachable—after all, you're writing for a real audience, not just yourself.

Callout: *Don't overthink this part. All you need is a minimum viable website (MVW). This means you don't need a lot of bells and whistles, just the basics. You can always add more later on!*

One last thing to keep in mind is that your blog should be a reflection of you and your personality. So have fun with it! Play around with different designs and layouts until you find something that feels right.

Step 2: What to write about (aka choosing your niche)

Now that you have the technical stuff out of the way, it's time to start thinking about what you're actually going to write about. This can be a daunting task, but we've got you covered. Here are a few questions to help get you started:

- What are you passionate about?
- What do you want to be known for?
- What do you have experience with?
- Who is your ideal reader?

Answering these questions will help you zero in on a niche, or topic, to write about. If the sole purpose of your blog is entertainment because you enjoy writing, stop here. But if you want to enjoy what you're doing and make money while doing it, keep reading.

How to choose a niche that makes money

There are two main ways to make money from blogging: through advertising and affiliate marketing.
Advertising is when you're paid by a company to promote their product on your blog, usually in the form of banner ads or sponsored posts.

Affiliate marketing is when you promote a product on your blog and receive a commission for every sale that you generate.

For example, let's say you have a blog about knitting. You could sign up for an affiliate program with a knitting company and receive a commission for every sale of their products that you generate. Or, you could work with a local yarn store to promote their products on your blog.

The key here is to choose a niche that you're passionate about, with products that people are willing to buy.

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Step 3: How to come up with blog post ideas

One of the most common questions when starting a blog is, "How do I come up with ideas for my blog posts?"

The truth is, there's no one-size-fits-all answer to this question. But here are a few ideas to get you started:

• **Use social media:** Social media is a great way to see what people are talking about and what's trending. You can use this information to come up with blog post ideas that are timely and relevant.

• **Look for gaps in the market:** What information is missing that you could provide? This is a great way to position yourself as an expert in your field.

• **Use keyword research:** Keyword research can help you identify topics that people are searching for. You can use this information to come up with blog post ideas that will be popular with your audience.

The 411 keyword research

The term keyword research might sound a little daunting, but it's actually pretty simple.

Simply put, keyword research is the process of finding words and phrases that people are searching for.

You can use keyword research to come up with blog post ideas, find out what topics are popular, and even optimize your website for search engines. There are a few different ways to do keyword research, but we'll just focus on one for now.

The first step is to think of a few topics that you want to write about. For this example, let's say we want to write about knitting.

Next, head over to Google and type in your topic + the word "keyword." So in our example, we would type in "knitting keyword."

This will bring up a list of related keywords. These are the words and phrases that people are searching for.

Scroll through the list and find a few that are relevant to your topic. For our example, some relevant keywords might be "knitting patterns," "knitting for beginners," and "knitting supplies."

Now take those keywords and turn them into topic ideas.

Step 4: Turning keywords into blog topics

Remember, a good blog topic is something that is relevant to your audience and that you're passionate about. With that in mind, here are a few ideas for our knitting example:

- Knitting patterns for beginners
- The best knitting supplies for beginners
- How to knit a scarf for beginners

As a knitting blog, there are two types of posts you should be focused on: how-to articles and affiliate articles.

How-to articles: These are articles that teach your audience how to do something. In our example, a how-to article might be "How to Knit a Scarf for Beginners." These types of articles are popular because they provide value to the reader. They help the reader learn something new or accomplish a task.

Affiliate articles: These are articles that promote a product. In our example, an affiliate article might be "The Best Knitting Supplies for Beginners." These types of articles are popular because they help the reader make a purchase decision. They have affiliate links within the articles to specific companies, and when clicked on and purchased, you can earn a commission.

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Keyword research tools

There are a number of different keyword research tools available. Some are free, and some you have to pay for. Here are a few of our favorites:

• **Google Keyword Planner:** This is a free tool offered by Google. You can use it to find keywords related to your topic.

• **Moz Keyword Explorer:** This is a paid tool, but they offer a free trial. You can use it to find keywords related to your topic.

• **SEMrush:** This is a paid tool, but they offer a free trial. You can use it to find keywords, run a competitor analysis, and much more.

Once you have a few tools in your toolbelt, you're ready to start finding topics that aren't saturated.

Here are a few tips:

Look for long tail keywords: These are keywords that are specific and usually have low search volume. An example might be "best knitting needles for beginners."

Look for questions: People are always searching for answers to their questions. You can use tools like Answer the Public to find popular questions related to your topic.

Look at what's new: What products are coming out? What trends are happening? You can use Google Trends to see what's popular and on the rise.

By following these tips, you'll be able to find topics that offer value to the reader and that you can easily rank for in Google. And once you have a few articles published, you'll start to see traffic coming to your site.

Step 5: How to format your blog for the best results

Now that you've chosen your topic and done your keyword research, it's time to start writing your blog post. But how do you format it for the best results?

Here are a few tips:

• **Use subheadings:** This will help break up your content and make it easier to read.

• **Use images:** People are visual. Adding images to your blog post will help break up the text and make it more visually appealing.

• **Use short paragraphs:** Again, people are visual. Short paragraphs are easier to read than large blocks of text.

• **Use bulleted or numbered lists:** These are easy to scan and will help highlight the main points in your article.

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More on headings

Headings are important for two reasons. First, they help break up your content and make it easier to read. Second, they give you an opportunity to include keywords and help improve your SEO.

Here's an example of how you might format a blog post:

Heading Hacks: How to Write Headlines that Get Results

Subheading: Why Headlines are Important

The first thing people see when they land on your blog post is the headline. And if it's not catchy or attention-grabbing, they'll move on.

Your headline needs to do two things: it needs to be interesting, and it needs to include your target keyword. If you can do both of those things, you're well on your way to writing a headline that will get results.

More on headings (contiuned)

Now let's take a look at how you can write headlines that are both interesting and include your target keyword.

First, let's start with a list of words that are known to be attention-grabbing:

- Secrets
- Hacks
- Tips
- Tricks
- Methods
- Strategies
- Tactics

As you can see, these words are all about offering the reader something that they can't find anywhere else. They're intrigued and want to learn more.

Next, let's look at how we can include our target keyword in our headline. Here are a few examples:

- The Secret to Writing Headlines that Get Results
- The Hack for Writing Catchy Headlines Every Time
- The Tip for Writing Better Headlines in Less Time
- The Trick to Writing Headlines that People Can't Resist
- The Method for Writing Headlines that Get Clicks
- The Strategy for Writing Headlines that Get Shares
- The Tactics for Writing Headlines that Go Viral

As you can see, each of these headlines includes our target keyword, "writing headlines." But they also each offer the reader something they can't find anywhere else.

So now let's put it all together and write a headline that includes our target keyword and is also attention-grabbing:

The Secret to Writing Headlines That Get Results Every Time

Step 6: Link building

While doing your keyword research, you may find sites that are ranking on the first page of Google even though they have a low domain authority (DA).

Call out: *Domain authority is a score that ranges from 0 to 100. It's a measure of how well a website is likely to rank in search engine results.*

So how are they doing it? The answer is link building.

Link building is the process of getting links from other websites back to your own. These links act as votes and signal to Google that your site is popular and relevant. The more links you have, the higher your site will rank.

There are several different ways to build links. Here are a few of our favorites:

- **Guest blogging:** This is when you write an article for another website in your niche. In return, they'll link back to your website.

- **Broken link building:** This is when you find a broken link on another website and offer them an article from your site as a replacement.

- **Resource page link building:** This is when you find websites that have resource pages with links to articles in your niche. You can then contact the website and ask to be added to their resource page.

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Other blogging terms to know

The blogging lingo is a long list of terms you may or may not have heard of before. Here are the top ones to know if you want to create a successful blog.

Internal links
Internal links are links that go from one page on your website to another page on your website.

For example, let's say you have a blog post about how to start a blog. You could include a link to another post about choosing a domain name in that blog post. That would be an internal link.

Internal links are important for two reasons. First, they help improve your SEO by giving Google a better understanding of the structure of your website. Second, they help keep people on your website longer by giving them more content to read.

Here's an example of how you might use internal links in a blog post:

If you're new to blogging, you might be wondering how to choose a domain name. I've written a whole post about it, but the short answer is that you should choose a domain name that is relevant to your niche and easy to remember.

If you want some help choosing a domain name, I have a great post that will walk you through the process.

See how I linked to the post about choosing a domain name in the sentence above? That's an internal link.

If you're not sure how to add links to your blog posts, most blogging platforms make it easy. For example, in WordPress, you can simply highlight the text you want to link and click the "Link" button.

Other blogging terms to know (continued)

Anchor text
Anchor text is the text that people see when they hover over a link.

For example, let's say you are writing the blog post mentioned above. In that blog post, you want to include a link to another post about choosing a domain name. The anchor text for that link might be "choosing a domain name."

Anchor text is important because it can help improve your SEO. That's because the anchor text helps Google understand what the linked-to page is about.

Nofollow links
Nofollow links are links that tell Google not to follow them.

For example, let's say you are writing a blog post and you want to link to another website. But you don't want Google to count that link as a "vote" for that other website. In that case, you would use a nofollow link.

Nofollow links are important because they can help you control your link profile. That's the number and quality of links pointing to your website.

If you have a lot of low-quality or spammy links pointing to your website, Google could penalize your website. But if you use nofollow links, you can prevent that from happening.

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Checklist: What you need to make money with your blog

So ultimately, we have to think about making money with a blog, and that comes down to many different factors.

There's your content strategy, keyword research, search intent, and mastering what people want to read.

Then there's monetization. How do you join these affiliate programs? How do you make money selling?

◯ SEO

SEO, or search engine optimization, is the process of optimizing your website for Google search.

Many different factors go into SEO, but the basic idea is to make sure your website is relevant and easy for Google to find.

If you want people to find your website when they search for specific keywords, you need to ensure those keywords are included in your website and in the tags and titles of your blog posts.

You can also use Google AdWords to pay for ads that show up when people search for certain keywords.

SEO is important because it can help you get more traffic to your website.

And the more traffic you have, the more opportunities you have to make money from your blog.

◯ Content strategy

Your content strategy is the plan for what kind of content you will create and how you will publish it.

For example, let's say you want to start a blog about fashion. Your content strategy might include plans to write blog posts about the latest fashion trends, do-it-yourself fashion tips, and interviews with fashion designers.

Your content strategy should also include a plan for how often you will publish new content. If you want people to keep coming back to your website, you need to give them a reason to do so. One way to do that is to publish new content on a regular basis.

Another way is to create evergreen content, which is content that will be relevant and useful for a long time. For example, a post about how to choose the right jeans for your body type will be relevant and useful for a long time, even as fashion trends come and go.

Keyword research

Keyword research is the process of finding the right keywords to target in your blog posts.

When you do keyword research, you are essentially trying to find out what people are searching for on Google.

You can use keyword research tools like Google AdWords Keyword Planner and Moz Keyword Explorer to find keywords that are relevant to your topic.

Once you have a list of keywords, you can start writing blog posts that target those keywords.

Monetization

Monetization is the process of making money from your blog. There are a few different ways you can monetize your blog.

One way is to sell products or services through your website.

Another way is to place ads on your website. You can do this through Google AdSense or by working with ad networks.

Another way to monetize your blog is to work with brands as an influencer. This can involve writing sponsored posts, working with brands on ambassador programs, or doing product reviews.

Finally, you can also make money from your blog by selling e-books or online courses.

Search intent

Search intent is why someone searches for a particular keyword.

For example, someone who searches for "buy shoes" probably has the intent to buy shoes. But someone who searches for "how to tie a tie" probably has the intent to learn how to tie a tie.

Understanding search intent is important because it can help you write blog posts that are more likely to be found by people who are looking for what you have to offer.

For example, if you sell shoes, you would want to write blog posts about "how to buy shoes" or "where to buy shoes" because those are the kinds of things people who are interested in buying shoes would be searching for.

If you write a blog post about "how to tie a tie," on the other hand, it's not likely that people who are interested in buying shoes will find it.

So when you're doing keyword research, make sure to pay attention to the search intent of the keywords you're targeting.

Make money doing what you love

If you love writing, blogging is a great way to share your passion with the world, build an audience, and even make some money.

Use this guide to get started, and you'll be well on your way to becoming a successful **(and money-making)** blogger.

If you want to learn more about tips on using a blog make money, check out Adam Enfroy's course on Building Your Content Empire. In this course, he's going to show you how he built a machine for making $300,000/month in only 3 years.

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