



SELF HELP SERIES

Influential Blogging

A quick guide to engaging and
influential blog writing

By Sonika Sharma

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*“It’s none of their
business that you have
to learn how to write.
Let them think you were
born that way.”*

~ Ernest Hemingway

Prologue

Personal branding has never been more relevant than it has been today. With the emergence and rising popularity of digital social media, there are too many people out there promoting their own brands. It's never been easier to set up a website and make a good social presence, but there's never been more competition. Branding has never been more important as a result of all of this.

Let's face it. Business can be a fight, particularly when you're trying to establish one online. And like all fights, to succeed you must find the winning techniques and apply them. We need customers and clients to discover us, love us and keep returning for more. We, as well, know that the best businesses are authorities at branding. Who doesn't know the Nike commercials? What individual in the entire world doesn't recognize the golden arches? We sing along to radio jingles to a higher degree than we do the top-40 hits! So let's have a look at this subject.

An important part of building your brand is writing convincing content through blog or posts on your social network. This guide will help you to learn the techniques on writing effectively and for your blog's success.

Chapters

Prologue	5
Chapter 1	9
Chapter 2.....	14
Chapter 3.....	19
Chapter 4.....	23
Chapter 5.....	27
Chapter 6.....	31

An Acquaintance recently asked me if I would help her begin a blog. Her request inspired me to look at what I have acquired from operating my own blog for the past two years

Chapter 1

First Few Steps

An Acquaintance recently asked me if I would help her begin a blog. Her request inspired me to look at what I have acquired from operating my own blog for the past two years. My initial proposition was to spend awhile learning and reading. The World Wide Web is flooded with blogging data and advice.

I am not the man to aid you in returning immense numbers overnight, but this data is all over. I am also not the source

for technical points; I acknowledge what I ought to know for my situation, and I determine more as I require it.

I assume I am like most individuals who release material on the Internet. I classify myself as a small-but-serious blogger. I am also a big-time consumer of material and media.

I follow many blogs in several niches, both for material and to learn what works. So based on my experience, what should I tell my acquaintance that'll get her set out without consuming her?

Here is where I began. For me, blogging is basically a relationship. Two crucial components of any relationship are intent and association. Choose what you want to achieve.

You are able to find dozens of high-quality direction about every aspect of arranging and controlling your blog, but none of it is one-size-fits-all. Each choice- design, program, post length, style—depends on the ending goal you have. Conclusions that do not seem like a big deal now may become crucial later.

For instance, self-hosting with your own domain may feel like an unneeded expense, but it is crucial if your goal is to construct a personal brand or a business around your web site.

Remember that it is about your audience. Design should fit the blog's personality. An overly easy design might appear plain and undesirable, but the minimalist theme in reality sets the tone for his/her message and heightens the

material. Everything matters. Every choice either moves you towards your goal or away from it.

Personally, I do not pay a lot of attention to figures because traffic is not part of my objective. I consider and track analytics each month, but that is really more about curiosity. I seek trends, try out other ideas, and learn from my errors.

I consider my site as a ring, and I think about appealing to readers who heighten the quality of the discussion. The point? My technique is deliberate and fits my total goal. Incidentally, my figures have more than tripled since 1/1/10. Information, expertise, and opinion are promptly available from an endless assortment of sources.

I consistently follow writers and other bloggers to keep up with the trends and ideas of others. The things that are most important are consistency and legitimacy. Antics and tricks provide short-term spikes at the expense of long-term trust and loyalty.

You may fool me into visiting, but I won't be back if you treat me like a fool. Beware of barriers. I appreciate concerns about spam and privacy, but balance those against the need for readers to connect.

Make your commentary form friendly and inviting. With so many available forums, I'm likely to choose those that cater to my communication preferences. For example, some blogs force me to use my Google ID.

Since I don't access my Gmail account, I'll never see follow-up comments; why bother composing a thoughtful comment? I know there are ways around that, but why should I have to do extra work to contribute to your blog? I find that many folks don't like to leave public comments, but they love more personal contact. If you don't want to provide an email address, consider creating a simple contact form.

It seems obvious but fewer barriers, more connection, and so more readers. That is what I offered as guidance to get her pointed in the right direction. What would you add?

A word cloud on a dark, textured background. The most prominent words are 'Blogging' and 'Bloggers', both in a large, bold, yellow-green font. Other significant words include 'SEO', 'Social Media Marketing', 'Twitter Marketing', 'Web', 'Internet Marketing', 'Facebook', 'LinkedIn', 'Yahoo', and 'Google', all in white or light grey. The words are arranged in various orientations, some horizontal and some vertical, creating a dense and dynamic composition.

What is the culture medium with the biggest advertising spending on the globe? Television. Television ads are so effective for advertisers and so lucrative for TV companies, because viewers will inevitably pay attention to the advertisements. Would we be able to say the same things about content based websites, like blogs?

Chapter 2

Doing Sponsored Reviews

What is the culture medium with the biggest advertising spending on the globe? Television. Television ads are so effective for advertisers and so lucrative for TV companies, because viewers will inevitably pay attention to the advertisements.

Would we be able to say the same things about content based websites, like blogs? Not exactly. If you consider

Google AdSense or banner ads, the most used monetization methods, you will conclude that they practically different from the editorial content.

For instance, if you have a blog and display ads on your sidebar only your readers will be able to altogether brush off the advertisements if so they desire. A few even use ad-blockers, so they will not see your AdSense units or banners regardless where you place them.

What would the equivalent of a television ad be for a blog? Likely an advertorial, which is an article written by the advertiser about his product, and put up in the blog like an additional post.

Another option is the sponsored reviews, which are posts published by the blogger critiquing a particular product or service. Most bloggers choose this example because they get to write the the article content themselves, and readers will not be bothered with another writing style.

Here's a fact that reinforces the similarity of sponsored reviews with TV advertisements: If you ask any advertiser whether he would like to pay for a banner ad or for a sponsored review, he will certainly say the sponsored review.

Why? Because he will acquire a much better return on investment, as the sponsored review will give his product a better and greater kind of exposure with the readers of that blog.

As a result, a sponsored review is probably among the most lucrative way to monetize a blog. Last week one company offered me \$1000 to write a critique about its last product. It was related to my niche, and I was sure most of my readers would find it of value.

This made me wonder: are most bloggers leaving money on the table by not doing sponsored reviews? For instance, if I started doing them on this blog I could easily add another \$4,000 per month in profits (considering one sponsored review per week), which would simply double up my advertising profit on the blog.

I think this proportion is true for most bloggers. If bloggers started doing sponsored reviews they'd double up their ad revenue. That being said, I think it's possible for a blogger to do sponsored reviews while keeping his integrity. There are 3 main requirements:

- ▶ A clear disclosure on each review,
- ▶ Honesty while writing the review,
- ▶ The choice of products that is truly relevant and useful for the readers.

Other people claimed that sponsored posts could get you in trouble with Google, but this isn't true as long as you use the no follow attribute on the links inside the review.

Google does not have a problem with sponsored links, as long as you clearly label them as such. In essence the question that's raised is are your readers going to be put off

by sponsored reviews and whether or not you feel this a good avenue for your blog.

AdSense is among the primary profit generators for blogs and sites. Usually you are able to drastically improve your click-through rate and total net by placing the advertisements wisely, by improving the material targeting or by optimizing the ad units directly. Below I will cover the last point, how to optimize the AdSense units with 8 simple tips


Chapter 3

Using Google AdSense

Adsense is among the primary profit generators for blogs and sites. Usually you are able to drastically improve your click-through rate and total net by placing the advertisements wisely, by improving the material targeting or by optimizing the ad units directly.

Below I will cover the last point, how to optimize the AdSense units with 8 simple tips:

- ☑ The three top performing ad units are: 336×280 large rectangle, 300×250 inline rectangle and 160×600 wide skyscraper. Think about using those units if possible, but bear in mind that other formats would be more appropriate for your site design.
- ☑ The more successful link color is blue. This info is connected with the roots of the Internet where all major sites used to feature blue links.
- ☑ Aside from blue links you are able to also use a link color that matches the pattern of your site (i.e. if you use green links make the Adsense links of the same color).
- ☑ As a general rule of thumb, blend (no border, same background) your Adsense units if your site has a light color scheme and contrast (border, contrasting background) the units if you're using a dark color scheme
- ☑ If the advertisements are based within the content you should avoid using borders while advertisement units outside of the content can use borders to call attention.
- ☑ If your site has mainly repeat visitors (like Forums) you are able to rotate the background color of the units to cut back advertisement blindness
- ☑ Consider removing the “Advertise on this site”• message from your units. That can be done on the control panel under the “My Account” section, disabling the “Onsite Advertiser Sign-Up”• feature.

 Test, test and test. Every website is unique so make sure you test with different colors and formats and track the results to fine tune your Adsense.



If you are planning to advertise on your blog, you probably already heard about AdSense. It's the biggest online market for internet bloggers. Most individuals who advertise on a blog do very well.

Chapter 4

Monetising Your Blog

If you are planning to advertise on your blog, you probably already heard about AdSense. It's the biggest online market for internet bloggers. Most individuals who advertise on a blog do very well.

How come? Most of the times the blogger did his research. If you would like to maximize your chances of advertising, these eight tips below will help you.

- 1. Make sure your blog is generating traffic**

This is the most crucial factor. If you want to advertise on a blog with success your blog has to have huge traffic, listing it before monetizing that traffic would be a bad decision.

You would be able to advertise it, but the money you'd get might be far below the real measure of the site.

2. Work on your trust rating

Each member on the internet has a trust rating, and most advertisers will check it before placing their bids. In other words, the higher your trust rating, the higher the chances of advertising on your blog.

As a result you should take all the actions that will improve your trust rating (e.g., connect your Flippa account with Facebook and LinkedIn, verify your telephone number and so on).

3. Don't hype your description

The more hype you put in your description, the more people will think you're desperate to advertise and that your blog isn't a solid one. Examples of remarks you should avoid include: "Huge potential!", "A lifetime opportunity!", "My loss is your gain!" Secondly, don't hypothesize what the blog could be earning.

Some people list blogs that are making \$10 per month currently, and they go on

saying: “This blog has the potential to make \$4,000 per month easily!” If you knew this for certain you would not be selling the advertising space for such a low price....

4. Answer to every comment

Even if you write a crystal clear description people will still have questions, and they will ask them through the comment section. It's important to answer to every single comment, as this won't only encourage these commenters to want to advertise on your blog, but it will also improve the overall credibility.

5. Have a plausible reason for advertising

One of the first things people will ask you is why you are advertising? If there is no plausible reason, they will rightly assume that the blog is going downhill, and that you want to get rid of it before it becomes worthless.

In fact it would be a good idea to include the reason for advertising. You definitely need to find one that fits with your blog, and doesn't annoy your readers with ads that have nothing to do with your blog.



That's the most common cliché amongst bloggers, online experts and internet entrepreneurs. I'm sure you heard it before. I utilized this advice myself. It goes like this: If you want to make money online, you got pick a topic that you're passionate about. You need to enjoy it, else it won't work.

Chapter 5

Passion & Writing = Money

That's the most common cliché amongst bloggers, online experts and internet entrepreneurs. I'm sure you heard it before.

I utilized this advice myself. It goes like this: If you want to make money online, you got pick a topic that you're passionate about. You need to enjoy it, else it won't work.

I used to agree with it, one hundred percent. Lately, however, I started calling into question that rule. Creating a site on a topic that you love is certainly a great technique, and it does work well for many individuals, but I'm not sure if it's the only way to go.

The first flaw I see on that rule is the following fact: if the niche or topic you love isn't a profitable one, it will be pretty hard to make a lot of money online with it no matter what you do.

Suppose you love tea. Should you write about it if you want to make money online? I am not sure. You could certainly create a popular website around tea, but if you decided to go with a more profitable niche instead, while putting the same effort and time, you could end up making much more income.

One argument that people use to back up the “you got write about what you love” theory is the fact that if you choose a topic merely because it is profitable, soon you will lose the motivation.

If you write about something you love, on the other hand, you will have content for years to come. This is partially true, but not completely, because some people get motivated by the pure desire of making money or becoming successful.

In other words, if they start a website on a profitable niche and see that their efforts is bringing a good amount of money, they will get motivated no matter what the topic is.

They will even do research and learn about it if needed. So what is my position now? I think that both strategies can work.

Choosing a niche or topic because you love it is a good route to success, but choosing a profitable one and approaching it scientifically can be equally successful. “You need to try my assistant in Bharat who can do that for you for \$3/hour and this new free plug-in for your wordpress blog.”

When you need a little bracer Google the word of the area you need help in and add either “help” or “community” to it.

Seek a community, forum or blog online you are able to hang out in for a while. You'll come off feeling refreshed and possibly even with some great new tips from individuals who are out there suffering the same troubles as you and turning them into successes.



If I bring up my blog folks roll their eyes or smile in an “I do not understand but okay” kind of way. If I bring up the fact that I make income blogging, however, I abruptly have their attention

Chapter 6

Generating Revenue / Facts

If I bring up my blog folks roll their eyes or smile in an “I do not understand but okay” kind of way. If I bring up the fact that I make income blogging, however, I abruptly have their attention.

The concept seems easy enough. I write about issues that I like, individuals read it, and I make profit off the advertising. To those of us who’ve been doing it for a while, it’s simple. To the novice blogger who is just getting in the

business, all the same, it is important to recognize what you are getting into.

If you are new to blogging and interested in doing it for earnings, here are a couple things to bear in mind before dedicating yourself.

Blogging is simple. Blogging for profit is harder. I will not go as far as to say it is hard to draw a secondary income from blogging, but it is definitely harder than most individuals think. It is not just about creating material and slapping up some advertisements.

Good writing, proper titling, advertisement placement, developing an audience... there are a lot of skills required to make a blog fruitful, all of which you will need to learn.

You need to blog for the long run or not at all. A vast majority of blogs bomb in the first few months, falling under neglect and disuse.

A Couple blogs see earnings during the first few months. Unless you are able to stick with it for at least a year, you will probably never see any return for your effort. Pick a niche that you enjoy and stick with it.

General purpose or multi-topic blogs have difficulty developing a readership. Brainstorm the topics that you care about most, then pick one and blog about it exclusively.

Start with one blog. If you have a lot of items on your list of possible topics, don't give in to the temptation to start a different blog for each one.

By dividing your effort between several blogs, you increase the likelihood that all of them will fail. Put all of your effort into one blog to start. Once you get the hang of things, then you might consider branching out with additional blogs.

If you're unsure, test drive it. The fact is that many people do not have the drive or stamina to blog for income successfully. If you are not sure, try a starter blog on a free service such as Blogger or WordPress.com.

Feel it out for a few weeks. If, by the end of this time, you have stuck with it and find you like blogging is right for you, go ahead and commit to the effort. This advice applies equally well to test driving new topics if you're unsure what to write about.

Place advertisements wisely. Some individuals recommend not placing advertisements on a blog until its matured somewhat. Others advocate putting them up right away. There are rewards and risks to both approaches.

Just make certain to place your advertisements tactfully so as not to overwhelm your readers. Put the user experience in the first place.

Enjoy yourself. This is the real key to successful blogging. If you pick a topic that you enjoy and blog about it with passion for months and years on end, your blog will build a readership, generate income, and generally be a success. If,

however, your blog becomes a chore to maintain, it will inevitably fail.

Thus, if you keep up with your blog and you love it, it will succeed and generate profit. If you do not do your research, write about things that are not of interest, and generally don't keep up with it, your blog will inevitably fail.

When clients buy your product or service for the first time they really make a trial purchase. If they're gratified they'll keep coming back to you. Making a beneficial product isn't the end of the story.

A lot of business owners make the same error. As soon as a product is purchased they forget the buyer. If you want to hold a customer for repeat purchases you should improve your customer service. Provide great service to a buyer who's bought a product or service. They'll certainly come back to you as everyone prefers safe, familiar and quality products.

Providing good quality product or service is just the start of the story. Don't try to fool the buyer. When a customer gets a good product from you at a fair price he develops certain expectations. Now it's your responsibility to live up to that expectation by keeping up the quality.

If they don't get good products in the 2nd or 3rd purchase they'll switch to another brand. Remember that your competitors are there to draw in their attention. Brand loyalty not only earns you prompt profits but maximizes your revenue in the long haul.

About Author



Sonika Sharma is a serial entrepreneur from India. In last 25 years she has worked as Web consultant and founded several businesses as follow. She is passionate about people and loves promoting the small businesses by offering consulting services.

Sonika is an active advocate of entrepreneurship and consults for online branding, brand establishment and overall social presence boost by strategic marketing and offering engaging content writing services for products, services and blogs. She is always eager to hear that how this book has helped you.

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