



Money Money Everywhere &

There is The Digital Way to **Mint!**

An E-Book On
Creating Wealth Online



INTRODUCTION

The era of Internet has opened a plethora of opportunities for everyone. It has created new career options and has given people the means to step out of the redundancy of a 9-5 job. Being a freelancer in any respective field is as legit as working in a private/government sector. People are earning as much and sometimes more in comparison to any professional working in an organization depending upon their skills. Through this book, we will introduce to various opportunities that the digital platform provides to ensure you a legit flow of income and multiply it tenfold.

SKILLS NECESSECARY TO WORKING ONLINE

There are number of ways to make an income online, but finding the right kind of work according to your skillset is a must. Every project/ industry might differ in terms of work culture. But below are some universal rules one can adhere to in order to succeed working online.

- **ORGANIZATION**
- **COMMUNICATION**
- **RESOURCEFULLNESS**
- **AVAILABILITY**

ORGANIZATION

The biggest plus point of working online is the flexibility it provides. Planning your own work timeline, your own pace , your own days off accordingly are the main attractions for working online. But these pros can quickly turn into cons if proper organization is lacking and deadlines are not being met, because working online is as serious as job as working in any professional organization. Procrastination will ultimately lead to stressful situations and will hinder your scope of growth.

Pointers to keep in mind to have a promising

- Create a planner for your monthly/weekly projects
- Have a to-do list for your daily work activities.
- Use reminders and create sticky notes
- Hire an assistant to help you organize your daily routine



COMMUNICATION

Communication is a massive part of the online work, because there is real possibility that you might not meet your client physically. So making sure that communication through mails, chats or calls are clear in terms of the language. It's important to keep the language simple and crisp in order to avoid any misunderstandings.

Some tips for good communication

- It's good to sound polite so include modal verbs (could, might, would)
- Don't be afraid to say please because kindness always goes a long way!
- Make the language simple for your client to understand
- Always end the message with an optimistic and positive attitude.

RESOURCEFULNESS

The internet world is constantly evolving, it doesn't matter if you have a formal education or not because you will be required to be consistently updated with new trends, skillsets in order to keep up. A factor which helps in sailing through smoothly the ups and downs of the internet world is RESOURCEFULNESS i.e to do "on the spot thinking" and finding out solutions for situations you might not have any knowledge about. Being able to find quick solutions for anything is something that will help you prosper immensely. Self-learning through tutorials and finding solutions without bothering your client will eventually take you a long way.

AVAILABILITY

Internet and technology will become an inherent part of your daily routine more so than ever and one has to be constantly available and be responsive to messages and emails

BENEFITS OF WORKING ONLINE

- FLEXIBILITY
- UNLIMITED INCOME
- LESS STRESS
- LIFELONG LEARNING
- HIGHER PRODUCTIVITY
- NO COMMUTING



FLEXIBILITY

Creating your own timeline of work gives you control of deciding your own working hours. You can take on projects; plan your vacations according to your own working schedule forming a work-life balance.

LIFELONG LEARNING

When you are working online, you have to constantly update yourself with new trends gain knowledge on new practices , learn new skill sets over the course of time according to Client/project requirements.

UNLIMITED INCOME

How much money can be made by working online completely depends upon the number of projects you are willing to take on. While on one hand it gives you the flexibility to not be limited to just your monthly salary but on the other hand without proper financial management situations can be stressful as there might be months where the income can be low

LESS STRESS

You can create your own working timeline; plan your own days off according to the projects, creating a less stressful environment yourself and a better work-life balance.

NO COMMUTING

This is the biggest advantage of working online because time and energy will be saved by not commuting through endless hours of traffic.

HIGHER PRODUCTIVITY



Not being confined to working for standard 8 hours and being able to focus and finish the work on your own timeline leads to higher productivity.

PAYMENT METHOD

NOT HANDLING PAYMENTS

In this situation you do not need prior knowledge or help with payments as website/company you are working through handles the payments for you. This option is best for beginners or those with limited income opportunities for a hassle free payment mode. The only drawback of this option is that the website/company will take a percentage of your revenue or work on revenue sharing basis with you. All you need is an account to transfer your earnings.

HANDLING PAYMENTS

The advantage of this option is that you will be getting 100% of your earnings into your pocket. While no revenue sharing is a total plus, starting your online store requires integration of a shopping cart and payment gateway, both of which are paid extensions to the platform. You need to choose one-time payments or subscription based services to handle your payments. You will also require experience with handling payments, refunds and system management. You might also have to hire someone to handle everything mentioned above if you do not have enough experience or time.

REGISTERING A BUSINESS

You will need to do a background research and consult with your lawyers in order to keep your online activities within the legal frame. Not all profiles working online require registering a business and modes of payment vary from business to business you need to decide your work pattern and payments keeping in mind the laws of your respective countries with proper research.



LONG-TERM GOALS

You need to have a plan mapped out where you will need to organize, decide on which opportunities to take and which to pass on, how much time to devote on projects to have team working for you and finally deciding whether you want to work through a specific platform or want to set up everything independently. These points will help you lay a strong ground for starting your business online keeping your efforts organized and achieving your goal.

SELL ONLINE

In order to start making money online, you don't need to set up your own web shop immediately. There are many platforms where you can sell your products and understand how things work regarding product deliveries, payments etc. before setting up your own online shop. This is an ideal set up for beginners to keep the expenses low and avoid the hustle of setting up an online store.

ONLINE MARKETPLACES

Online marketplaces will enable you to register yourself as a seller in order to sell your products online. There is a process that you need to follow through in order to be a certified seller on these portals –

- Marketplace requires, such as personal data, product information etc
- Register account – Fill an application form with the details the specific online
- After your account registration, start adding products and use the features provided by the marketplace to present them in the best way possible i.e. including attractive still images , compelling description, product details , videos etc.
- Start creatively promoting your products and accepting payments.

Some of the most popular online marketplaces are Amazon, Etsy, Bonanza, Facebook, Alibaba, Instagram, Ebay, Jet.



PRODUCTS TO SELL ONLINE

You don't need any specific qualification in order to start making money through online selling of your products. All you need to do is choose product of your interest, understand the market demand and the value of the product, find new and creative ways to promote it and start selling. Given below are some ideas you can start with in order to start your online product selling journey.

SELLING YOUR OWN PRODUCTS

Online marketplaces have given budding entrepreneurs an ideal platform to showcase and sell their products without making a heavy investment of setting up their own online portal.

You can sell anything you make to get a kick start to making a living through online selling.

RESELLING PRODUCTS

You can also sell products that are not made by you. All you need to do is choose a product according to the market demand and your interest, create a promotional product pages, amplify the pages through creative ideas and start selling. The options to choose from are going to be endless without the hassle of handling manufacturing issues.

SELLING YOUR SERVICE

You can not only make money through product selling but also by offering your services online as per your skillset like getting into online consultation or teaching online.



START A WEBSHOP

A lot more work and effort goes into making a web shop ,but having your own e-commerce portal provides more flexibility, possibilities of growth and expansion of your business.

Your website or blog needs to be linked to your web shop. Choosing the right platforms, finding unique domains for the online content, using social media channels the right way as well as doing email marketing will determine the success of your web shop.

Integration of your blog or website needs to be done on e-commerce platforms such as WooCommerce, BigCommerce, Shopify etc . They provide elements such as shopping cart,

Checkout, payment gateway that will help you run your online store successfully. Once the technical side of the web shop is sorted, the next step is product availability. Planning what to sell, how to sell, understanding your target group, accumulating all the necessary elements such as images, product names, product description ,visual elements etc. to feature on your e-commerce site. The final step is the promotion of your web shop. You need to find unique and creative ways to promote your product and develop strategies on online marketing in order to increase engagement among your audience through mediums like social networks, paid advertising, E-mail marketing etc.

DROPSHIPPING

Drop shopping is a non-traditional form of selling products online. In this business model, you don't need to have an inventory of the products. All you have to do is promote your

Choice of product on your social media page, get order from the customer, then forward that order to your supplier/manufacturer along with the delivery details of the customer for it to be directly delivered by the supplier/manufacturer itself. So basically, your only job is to promote the products and reach as many online users with promotional activities.

This kind of work is perfect for beginners since it requires almost no investment except for an internet connection and a smartphone or a computer. No physical set up is required.



The main task includes finding suppliers & presenting the products on your social handle.

No inventory is required; collaborations can be done with multiple suppliers at one time giving you variety in terms of products alongside reducing the risk of being out of stock.

This form of business can be done from anywhere as long as you have your smartphone/laptop and internet. It can be done at your own time and pace. You can either choose to do it as a side business for extra income or make it your full time work depending upon your necessities. Drop shopping enables you to increase your profits quickly. All that is required is to get more orders and then hassle of deliveries are taken care by the suppliers.

While there are a lot of advantages to this kind of business module, there are certain disadvantages as well. If you are working with suppliers and not manufacturers, your profit margins might get effected since the suppliers will not provide you with competitive prices.

You will be fully responsible for any damages and might have to bear the damages since for the customer you are not the middleman but a supplier. So you need to carefully choose the suppliers you associate yourself and your business with. If you want to do personalize branding for your customers, in most cases you will have to bear the extra charges for that since most suppliers might not be up for this kind of extra expense which in turn affects your profit margins.

The upside of working with multiple suppliers provides you with variety, the problem occurs when a customer orders several products from different suppliers because you will not be able to charge extra shipping from the customer resulting in you covering all the expenses.

Market competition is also a huge factor; your suppliers will be selling their products to different vendors or becoming your competitors themselves offering better price points than you can.



FREELANCING

Freelancing is a profession that has been gaining popularity due to the expansion of the global economy. It defies traditional working standards and gives exposure and equal opportunities to people worldwide.

A freelancer is a self-employed person who works on contract basis with one or multiple clients/companies at the same time.

Some of the advantages of this field are that you do not have to adhere to the standard 9-5 working hours; you can decide your own working timeline in accordance to your project's deadlines.

As a freelancer, you are an independent contractor where you have the independence of choosing the kind of work you want and do not want to do for your client by taking things upfront with your client in the beginning. Since freelancers

work on project basis they are paid more than employees and have the flexibility to set their own price and only work with the clients that are willing to match your worth.

The current global scenario is developing in such a way that companies are preferring freelancers because of the flexibility they provide avoiding them the hassle of entering into long term contracts and expenses.

This form of work module provides you with global opportunities erasing the geographical barriers. All you need is your laptop and you can provide your expertise to national/international clients.

Some of the disadvantages of freelancing are, despite having flexible working hours you will have to complete and deliver projects on time.

This can sometimes mean pulling an all-nighter or adapting to the client's time zone which might be opposite to yours.

Since freelancing is a contract job, consistency of work might vary from time to time which will directly affect your income. It's important to manage and prioritize your time and understand how much work to take on in order to smoothly run your finances.

Freelancing is gig work. It's important have a good reputation among your clients and your portfolio constantly updated in order to get more work through good communication and a solid work ethic.



GET STARTED AS A FREELANCER

In order to start your freelancing journey, you can use websites like Fiver, Upwork, Freelancer etc. These sites are a jumping board that enables beginners to start immediately. All you need to do is create an account and instantly getting access to massive job posts that matches your skillset. These platforms charge you a fee or a membership and sometimes work on a percentage basis.

One can start his/her journey of freelancing by creating opportunities through various promotional tools and avoiding these websites altogether. The main benefit is that you will be completely independent and you won't have to share your profits with any platforms. Regardless of whichever way you choose to start your freelancing journey, there are a few things you need to keep in mind to get a kick start.

Researching and determining your target clients will benefit you if you are starting solo. You can also do research on the companies that you think will be good for you to collaborate with and create a portfolio according to them and even pitch them for future projects.

Some of the most popular platforms to kick start your journey as a freelancer are Fiver, Upwork, Freelancer, 99designs, iFreelance etc.

STARTING & MONETIZING YOUR BLOG

Over the years blogging has become more than just publishing your ideas on the internet. Today it is a well thought of business strategy used for promotional purposes and reach global audience.

There is a lot of thought and planning that should go into the process of starting a blog in order to make money out of it. Topics like what kind of content to publish? Who is your target group? How often will you create and post content? What is the purpose of your blog and how do you plan on making money of it? These are the things one should consider and plan in order to have a successful career in blogging.

In order to optimize and manage your blog successfully, you need to know the basics of online marketing. Some of the topics that will help in strategizing your blog and blog content are SEO, Keyword optimization,

Title optimization, Page speed optimization, Image optimization and link building.



There are multiple ways of promoting your blog in order to reach your target audience successfully. There are free ways of promoting content (social media followers or email subscribers) and paid options (search engine advertising, social media advertising etc.)

Establishing your presence online is the first step. In order to make your blog a successful one, you need to invest time, dedication, strategies to boost your influence and attract traffic to maximize your results monetary wise

Displaying ad banners of brands is one of the direct ways to make money of your blog. The more exposure the ad gets the more profitable it will be for your blog. You can either quote the company a fixed price of your promotional terms or work with them on the tracking clicks basis where you will be paid based on the number of clicks you generate for them.

Adsense is another dynamic form of advertising you can display on your blog to make money. The concept of remarketing is used here based on the search history of online users. Once you sign up on Adsense, the software through its complex algorithm will learn how to show the most relevant ads to your visitors. This might be a passive form of advertising to generate income because you need to have a thousand visitors order to see profit but it's a strategy worth exploring for the monetization of your blog.

Working in collaboration with various brands on paid partnership basis is one of the most popular ways of earning money through your blog. It provides flexibility and exposure for your brand. This kind of business association with a brand involves creating a unique piece of content and promoting it on your social platform for a negotiated price.

You need to balance things out and the same time stay authentic to your own personal brand while getting into paid partnerships with other brands. Alongside the promotional aspect of the brand in concern, it's important to maintain your credibility with your target audience.

One can also make money of blogging by selling their expertise. It's important to have a niche and jobs like consulting and advising and working on freelance jobs like managing marketing campaigns, social media handles can be very beneficial for your blog in terms of gaining credibility alongside the monetization aspect. Blogging helps you express yourself and overtime lets you have a certain influence over your followers. You can eventually start making money of that influence through paid partnerships or affiliate links and get perks like paid travel or accommodation, invitations to conferences, opportunities to work with various brands etc.



BECOME AN INFLUENCER

Being an influencer is one of the most trendy career paths in today's time and if done right also a lucrative one. An influencer is someone who has a strong social media presence and holds a certain level of credibility and influence among its followers.

Influencers are people who are good with communication about their chosen field of interest, are inspiring and hold a strong social media following, credibility and respect among their community. Their followers admire them, respect them and trust their judgments. These kind of reach and influence over the audience gives them a chance to earn money by getting into paid partnerships with many brands to promote their content/products.

Influencer marketing is about using the influence of an individual or a brand for promotional purposes keeping in mind the target audience and to affect their buying decisions.

Successful influencers create content keeping in mind their audience and unique ways of constant engagement which gives them opportunities to monetize their influence.

Two factors that dictate the opportunities and the potential of monetizing in this field are:

- Your influence- The amount of followers, credibility and influence you hold will determine the brands and companies you will work with.
- Your niche- The type of industry you create content for will determine the opportunities that will come your way.

There are no fixed prices as earning are done on project basis. There are no specific qualifications required, you can create your own journey. At the end of the day, the stronger your influence, the better opportunities will come your way

AFFILIATE MARKETING

Affiliate marketing is performance based marketing. It has been recognized as one of the leading factors to drive e-commerce sales. It is a strategy that is based on tracking the performances and enabling you to earn income. This kind of strategy can be used alongside other online strategies to make money online.

Two principle factors in affiliate marketing are merchants or advertisers and affiliates or publishers. Merchants are individuals who have a product/service they need to promote. They create programs and links for affiliates to join and provide content and tools to promote on their behalf.



Affiliates on the other hand are individuals that are constantly in search of such interesting programs to join in order to make money through their online presence featuring the affiliate links on their blogs/website.

The process of earning an income involves promoting the product on your blog and tracking clicks using special links provided by the merchants. A percentage of that sale price will be given to you each time a sale is registered through one of your links. This is the reason why it is called performance based marketing. If you have a successful blog with good traffic, you can maximize your income through the affiliate links for as long as your deal with the merchant is active.

Some of the points should be kept in mind when starting out with affiliate marketing are choosing the brand and exploring their affiliate program. Consider all the details regarding the percentage of commission, the cookie lifetime, other restrictions and requirements and joining various affiliate networks to browse affiliate programs.

Always try to promote products that are relevant to your target group, work with merchants that have a good reputation and offer benefits such as help with setting up the campaign, a progressive increase of commission. Keep your reputation in mind before taking up any kind of work and be clear that you will need to invest more on your blog and online exposure in order to benefit from the featured affiliated links.

USING YOU TUBE TO MAKE MONEY ONLINE

You Tube is one of the leading platforms to explore in terms of earning revenue through video content. Growing your subscriber list is a crucial task into having a successful career on this platform. In order to achieve that you will have to create quality content, explore ways to engage with your audience, come up with original ideas and content to stand out and do collaborations with other artists to keep things interesting for your audience.

Making money through You Tube can be done through placing ads of different formats in your video such as Display ads, Overlay ads, Non-skipable video ads, skipable ads, bumper ads, Sponsored ads etc. In order to enable monetization setting on your channel requirements of 4000 watch hours in the previous 12 months and 1000 subscribers need to be met.

Other ways of making money on You Tube is through YouTube premium where the revenue will be calculated based on the amount of time subscribed members spend watching your videos, working with various brands that have the same target audience



like you and creating content and promoting their product, using your own merchandise or content or mentioning products in your videos and adding the affiliate links in the video description.

These are all the ways through which you can create success with You Tube. It's an open platform, easy to start, gives exposure. All you need to do is strategize how to build your brand through quirky creative content.

TEACHING ONLINE

If you have the flair and passion for writing, career as content writer can make you money online. You need to be good at communicating your ideas correctly and in an engaging way. Having a good command over the language, formatting and organizing your sentences and creating a fluency for your readers are the main points to keep in mind. To be able to make your writing engaging and quick you should have the skill to research and gather trustworthy information and learn about the topics to be written.

Creating an environment that helps you focus and be creative avoiding all sorts of distractions is a must. Another element and perhaps the most important one is the software required for writing. Some of the most popular tools that can be used are Word, Google Docs, Hemingway App, ProWritingAid etc. Through these tools you can create content for blog articles, landing pages, e-books, stories.

Monetization through content writing can happen two ways. Either you work independently or you work for others. Publishing your content independently through your blog space or website will offer you a lot of flexibility and independence in terms of choosing the topic of your content, your style of writing as well as building up your brand. However, this kind of independence will come with the responsibility of managing and promoting your content all by yourself in order to gain opportunities. You can sell your content on platforms like Amazon and Smashwords or can also create your own online shop to sell your writing.

On the other working for someone will come with an assurance of getting paid at the end of your project. You will have to create the style of writing based on your client's requirements and not have to worry about publishing, management and promotion of your work. The only drawback is that once your project is completed and you are paid for, the client receives the rights to your content and you will not have any part of sales in its future earnings.



Cold emailing is the process of contacting brands or companies directly with your portfolio. You can choose the company to approach according to your work style. ProBlogger Job Board is another way to explore opportunities. Their job boards represents a section for companies to advertise their job openings and find writers anywhere in the world. Other platforms such as Upwork, Fiver, Freelancer, People per hour offers tons of freelancing opportunities to explore, work and build your reputation with secured and guaranteed payments modes. LinkedIn is another social network that enables you to create your portfolio, giving you a global exposure and a plethora of opportunities to get more writing gigs. ConstantContent is a platform that offers writing services and gives job opportunities to aspiring writers to join their team. Once you kick start your journey online as a content writer slowly and steadily you will create your own path and explore many more opportunities and ways of making money.

BECOME A WRITER

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ProBlogger Job Board is another way to explore opportunities. Their job boards represents a section for companies to advertise their job openings and find writers anywhere in the world. Other platforms such as Upwork, Fiver, Freelancer, People per hour offers tons of freelancing opportunities to explore, work and build your reputation with secured and guaranteed payments modes.

LinkedIn is another social network that enables you to create your portfolio, giving you a global exposure and a plethora of opportunities to get more writing gigs. Constant Content is a platform that offers writing services and gives job opportunities to aspiring writers to join their team. Once you kickstart your journey online as a content writer slowly and steadily you will create your own path and explore many more opportunities and ways of making money.

BEST PRACTICES TO MAKE MONEY ONLINE

Through Knowledge, experience and availability there are a number of exciting opportunities available to make money online. In order to maximize your potential on the online platform it's important to have an area of specialization where with the right projects and the experience you will escalate on becoming an expert. In order to be a go-to person for prospective clients it is a must to find your niche.

The online world is all about good communication with your clients to stay on good terms and work together closely and with your followers in order for maximum content optimization. Skillfulness in communication will help personally uplift your brand among your followers or your clients in terms of engagement and resonation. In order to work online successfully you have to keep a track of the reviews of your followers or clients. This will directly impact the opportunities coming in your way in your freelance journey. Building a name should be a priority in your online career through successful completion of projects, having a strong work ethic and demonstration of excellence in work through skillful communication.



One of the easiest ways to build your reputation is to always provide value. Always think out of the box and provide your client your best work. Sometimes you might not be happy with money or the terms of working but giving your best shot will help you in the long run to get more work.

Another very important aspect of staying on top of your game is to always be up to date with the industry trends. We are now living in a world where everything is changing constantly, it's important to constantly reinvent yourself, your business with new strategies to get ahead.

Always make sure to start any work with the correct documents which should include obligations, rights, Terms of Service regardless of whether you are working as an independent contractor for companies.

Outsourcing work and finding people to interact with will help you take on more projects, discover new practices and get new ideas to improve your work with. It's important to understand that having a career online makes you your own boss and with that comes responsibilities of management in order to attain a work-life balance. Since there isn't an office space to go to separating your work and home life can be tricky and without proper management can create stressful situations. Hard work and professional attitude will help you have a successful career online and broaden your scope of opportunities globally.

THE BASICS OF BLOGGING

A blog is a web page that is used to put regularly updated content. There are various types of blogs.

Personal blogs are created with the idea of creating personalized content where the blogger expresses their own experiences, opinions, advices, beliefs etc. In this format of blogging the approach is individualized and the person in the spotlight can eventually become an influencer. Typical examples of personal blogs are lifestyle blogs mom blogs etc.

Brands today use Business blogging as a marketing strategy to position their business in the online market. It differs from personal blogs in ways like having a proper team dedicated towards content creation and a substantial budget for promotion. The content of such blogs are planned around keeping their target group interested and engaged and expand their reach. The main aim of a business blog is to be a bridge between their services and their targeted customers in order to achieve their business goals.



Niche Blogging is about creating content about a specific topic. It can be both personal and business blog. It's always an added advantage to determine your niche when starting a blog. Your expertise will help you design and strategize content properly and help you attract your target group efficiently.

There are multiple content types in order to diversify your blog and improve engagement with your audience. Some of the examples are How- to article which includes instructions on how to do/understand/use etc., E-books where you can present an elaborate analysis of a specific concept to publish on your blog as downloadable material, Podcasts where content is presented in audio version which makes it quit handy for the people on the go.

The term Evergreen Content provides relevance and value to your audience and does not fade over time. It is about a topic that is constant and is not changed frequently. This means less work for the blogger while keeping the traffic coming. Examples of evergreen content include FAQs, Definitions, Tutorials, How- to articles, Resource lists etc. It's important to keep the evergreen content always available to blog visitors specially new ones since the blog articles are displayed in chronological order resulting in the content getting buried deep. In order to prevent this from happening is to create a top post section or a "Start Here" page.

Compounding content attracts organic traffic for the blog, surpassing the initial traffic over time. Reason being it covers specific, common questions, helpful details and information. It is SEO friendly and answers the how, what, why, best, etc highlighting segments in a structured way in a reader-friendly way.

There are multiple formats of content that the bloggers use to provide diversity and increase optimization

Written Format covers the largest percentage of blog content. It contains the main dea and represents the topics and opinions of the blogger. In order to provide a more interactive experience, the format of visual content is often used by the bloggers. The main idea behind is to attract the attention of the readers and to illustrate crucial ideas presented in the written content through images, graphics, info graphics etc.

Creating audio content through podcasts is gaining popularity because it provides convenience for people who are constantly on the go. Bloggers are using this audio content format to repurpose articles giving their audience a choice to listen to the podcasts, audiobooks.



Bloggers are exploring the strategy of using video in online marketing due to which another format called Vlog was created. Vlog is a blog in video format which attracts more engagement from the visitors and offers convenience since the content can be consumed on the go for contemporary online users. It is usually shared on platforms that enable video uploading such as You Tube. A vlog can also be a part of a blog post. Once your blog is up and running through these formats of content you can strategize maximum optimization for your blogging career.

BLOGGING PLATFORMS

In order to start a blog, it's always good to have a vision of what you want to do, the kind of content you want to present and how you want to present and promote it. This will help you make an informed decision about choosing the right blogging platform.

A blogging platform is software used to create a blog, enabling the owner to access online dashboard, manage and add content and customize the appearance of the blog. Popular platforms include WordPress, Joomla, Squarespace, Blogger, Wix, Medium, Tumblr etc.

There are two types of platforms

Hosted blogging platforms & Self Hosted blogging platforms

Hosted Blogging Platform

If you choose this type of platform, your blog will be hosted on the server of the company. This means you will never have to take care of server installation and management. Everything will be done for you for free in some platforms or paid as membership in others. Such platforms are best for beginners to kick start their blogging journey and avoiding the getting into the technical stuff.

Although, hosted platforms do come with their own limitations such as no or few customization options, no possibility to customize domain name, limited number of templates, no possibility to optimize the server, limited number of add on features, inability to monetize the blog through ads or affiliated links etc.



Self-Hosted Platforms

If you have a vision to expand your blog and make money out of it, self-hosted platforms provide flexibility and customization options to create a unique online presence. There will be additional cost of hosting and domain, installation and setup process and hiring a developer or web designer which is optional. The benefit of working on these self-hosted platforms are that it can grow as your blog grows since these platforms support a lot of plugins, add-ons and customizable templates. These features will give you flexibility to monetize your blog with different strategies.

When you have a clear vision of the kind of content you want to create for your blog and the way you want to present it, it makes the decision of choosing the blogging platform with the right features easy. On one hand self-hosted platforms come with a specific set of features but its main benefit is that plugins can be added to enhance them and you can explore upgrades with such platforms. On the other hand, if you go for a hosted solution, the set of features available are usually limited and unlikely to change.

Keep in mind the price points when choosing a blogging platform is important too. If you do not wish to make money from your blog or have a low budget then you should opt for a free hosted platform. Self-hosted platforms come with a monthly or yearly costs depending upon the company you choose. Always keep in mind this expense when creating your business plan.

PLAN YOUR BLOG

Blog planning includes defining the basic details as well deciding your strategy. Starting with the name using your personal name as a blog name is something you can do considering if you want to promote yourself and build a personal brand or you can brainstorm ideas and come up with something quirky.

A Domain is a specific part of URL that is used to identify particular web pages. Its easier for people to memorize the URL and is better for SEO purposes if your domain name matches your blog name. Each domain has an extension. The URL ends with a dot. The most extensions are:



Generic extensions- .com, .net , .org

Sponsored extensions- .edu, .gov

Country code- .it, .dk, .de, .uk

Custom domain extensions- .life, .blog, .club, .site

After choosing the name and domain, it is always helpful to check the availability on other platforms as well such as Facebook, Twitter, and Instagram etc. You can use the Namechecker tool to check the name availability of your blog on different platforms. Once your blog name is decided, the next step involves the planning of visual content to present your blog including features like Blog header, Blog sidebar, Social media, Email templates, Documents and other original materials and Paid ads.

Tools like Canva, Pablo or Photoshop can be used to create these visuals or a graphic designer can be hired to create these for you. The visual content should be relevant to your blog name and should be well thought of in terms of presentation because this will create your online identity for your followers.

Choosing the right social media platform to promote your content is essential. You must redefining your blog strategy and monitor the statistics, feedbacks etc in order to have a successful career in blogging. An effective blogging strategy will help you be prepared for any challenges, stay organized and have an approach that is always in line with your original vision. Create short term and long term goals for your blog and checklist questions like what is the purpose of your blog? What do you want to achieve in the next two/three/five years? What are your monthly goals for the current year?. Be realistic about your goals and the timeline it will take you to achieve it.

Content Planning is deciding what kind of content you want to create and how often you want to post. Create a content planner with a calendar with dates of publishing and topic titles. It will benefit you to have a full picture of content you are planning to publish and analyze its contribution of your bigger goals. Choose your niche to create content in order to grow faster in your expertise but at the same time keep diversifying your content in order to keep your audience engaged.

Another relevant aspect of blog planning is determining your **Target Audience**. This research will make your blogging strategy more focused. The criteria that will define your target audience will be based on their age, gender, location, language and behavior.



It's beneficial to plan your **Promotional Tactics** well in advance through channels including

- Social networks
- E-mail marketing
- Paid ads
- Link building

This will help you be prepared in advance in order to optimize your content and plan a budget for promotion.

Blog Monetization is implementing different strategies to earn money from your blog. You can start using the monetization tricks early on to achieve your goals in your blogging career. Be specific while making plans for your blog. Have goals that can be turned into doable actions eventually leading you to accomplish your goals

BLOG DESIGN

In order to design your blog, you need to imagine where everything goes and how you want the layout to look like. You can start by choosing the right template. The choice of template depends upon the platform your blog is hosted on. Hosted platforms give limited options in this regard, giving options in customizing themes, example being platform like Tumblr

Self-Hosted Platforms come with an extensive choice of templates with additional customization. Points to checklist while choosing templates are:

Price Points- When choosing a free platform, check the provision of latest updates in order to keep your blog safe. Going for the option of Paid templates will require you to pay one time giving you the accessibility for all future updates or recurring payments usually for a yearlong access.

The second aspect to consider and perhaps an important one is to choose a template that will best describe your work aesthetic. Some of the commonly used templates are One-column, Two-column, Three-column, Grid, Portfolio, Magazine, Blog pages etc.



The Homepage blog should be created keeping in mind your visitors. They fall into three categories:

First time visitors- People discovering your page for the first time

Second click first-time visitors- People who arrive on your homepage from your internal pages. This indicates that they liked the content and wanted to explore more.

Returning visitors- People who return to your page again after visiting once.

Through your **About Us Page** you should aim at forming a personal connection with your followers by telling your story and expressing your opinions. Make sure to write a personalized creative narrative in order to build your credibility as a blogger and to convince your followers to keep exploring your blog, start following you on social media and sign up for your newsletter. It is also relevant to add your photo in this section and further ahead testimonials as well.

Contact page includes essential information for the visitors for contacting you. The info usually includes Name of the blog owner, contact email, social profiles, phone number and address. Since blog differ in topics and content, adding other pages can be beneficial such as:

- Shop page -Leading to the page of your online store)
- Resources- Featuring the most useful content shared by you
- Pricing- You can offer and promote your services via this page
- Visit our website- Takes the visitor to the homepage of your website.
- Lead generation page- Converting blog visitors by encouraging them to sign up & get their

BLOG PLUGINS

A plugin enhances the blog with new features and allows a possibility for customization. They are usually available for self-hosted platforms because they allow blog customization and optimization unlike hosted platforms which come predesigned with fixed number of functionalities.

Plugins can be paid or free. WordPress blogging platform is most commonly used offering a list of plugins you can use to enhance your space for maximum optimization. The following list contains the most popular & free WordPress plugin:



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Click to tweet: Allows you to create tweetable content displayed in boxes within the blog post attracting the attention of the readers and enabling them to quickly share your content on twitter

Content Aware Sidebars: Creates widgets in your sidebar to customize your blog page. Different sidebars can be displayed on specified pages of your choice.
Popups by OptinMonster: This includes a form builder helping you create opt-in forms for lead generation. For e.g.-Pop-up forms, Floating headers, Footer bar, In line forms, Mobile specific form, sidebar forms etc. This plugin also integrates with email marketing services and helping you increase your mailing list.

Akismet Anti-Spam: This plugin automatically filters and checks for all of your comments preventing any spam or malicious content being published on your blog.
WP Super Cache: This plugin's purpose is to optimize your blog, enables loading faster and uses server resources by generating static HTML files from dynamic blog pages & serving these static to most visitors. This makes processing the visits much efficient because cache file can be shown numerous times.

Smush Image Compression & Optimization: This plugin can be helpful in resizing, optimizing & compressing images improving the blog load time.

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Redirection: They are a part of SEO. Alongside enhancing blog performance, it also improves user experience. It manages & keeps track of all redirections and minimize the number of error pages displayed to the users.

Contact Form by WPForm: This enables you to create custom forms without any coding experience that are useful for contact forms, subscriptions, payment forms in a drag and drop form.

Instagram Feed: If Instagram is an extensive part of your blogging, then this plugin is for you. It will display your photos directly on your blog. You can customize the layout field regarding width, height, image size etc.

WooCommerce: This free plugin helps you integrate your online shop with WordPress, enables selling physical & digital products, instant downloads etc. The premium extensions provide features such as bookings, memberships, recurring subscriptions etc.



Yoast SEO: This is one of the most popular SEO plugin, comes with sitemap functionality, setting canonical URL, title & Meta description templating, internal linking etc. This free plugin comes with premium extensions such as social preview and redirect manager.

Broken Link Checker: This plugin helps you keep an eye on any link that might be broken and fixing it preventing negative effect on website performance and improving the blog's SEO.

The Events Calendar: This plugin is useful for event scheduling customizable with multiple features like add events, use template texts, save venues, upcoming event list, multiple style sheets etc.

TablePress: Enables customizing & embedding tables like importing from and exporting to Excel, CSV, HTML etc. making management of tables and content inside much more comfortable.

Jetpack by WordPress.com: Features include customization tools, lazy image loading for faster mobile experience, site stats & analytics, backups, secure logins & much more.

NextGen Gallery: Allows creating photo gallery, gallery management system, display albums, use effects etc. enhancing your online presence through visual content.

Facebook Widget: This plugin allows a Facebook Widget to be displayed on your blog. Options of showing posts from the timeline and showing or hiding cover posts are included. There are many more Fb plugins which provide features like enabling Facebook comments, sign up with Facebook etc.

The end goal of installation of these plugins is to help manage the blog for better optimization & success. Installation of these plugins doesn't need to be done in the beginning but later after figuring out your niche publishing content and future plan for your blog.

HOW TO OPTIMIZE A BLOG POST

Search Engine Optimization is the process of optimizing your blog page or website in order to increase its viewership in the search engine results. Optimizing your blog should be a top priority when publishing any new content. Types of optimization:



SEO- friendly

When the content is created around search engine guidelines it is called SEO-friendly. Search engines have spiders or crawlers that discover new content using tags to understand the content and connect it with relevant queries. When a blog post is optimized for search engines, this means its SEO-friendly.

Title Optimization

Making engaging titles that encourages clicks with relevant keywords is called Title Optimization. Make sure that the title adequately describes what the article is about in order to increase the readers spending time. SEO guidelines regarding titles include:

Use keywords at the beginning of the title if possible.

Include brand name if you have a recognizable brand.

Avoid all caps

Recommended length is approximately 60 letters

Content Optimization

In Social Media language, Content is KING. It is a factor that affects page ranking in the search engine result page. In terms of SEO, content needs to provide value to the readers, be keyword targeted, unique, and accessible to the search engines, have a Meta description and be linked to other pages on the blog.

Image Optimization

Images are optimized using Alt Text. It provides a description for the search engine crawlers, assisting them indexing the image. While optimizing images include a descriptive text that conveys the image message, Keep the characters up to 125, use keywords that fit the context of the image and avoid keyword stuffing to avoid opposite effect.



Link Optimization

In the first part adding the post title will generate an automatic URL. However this URL can be edited to make it SEO friendly. Always make the URL simple, relevant & accurate, avoid using numbers, codes or funky characters, use lowercases in order to avoid any confusion around search engines and remove stop words. The second part is about optimizing the links posted in your article. An anchor text is the visible part of the hyperlink. Regarding SEO, there should be relevance to the page you are linking to, be descriptive, not be generic and not be the same each time you are linking to a certain page.

User Friendly

- Providing summary of the topic to get the readers interested.
- Use emphasis such as bullets, bold, heading etc
- Paraphrase or repeat something in order to emphasize things.
- Be organized in your thoughts, sharing one idea in one paragraph.
- Avoid going overboard with keywords
- Connect with your audience through a personalized approach.

Mobile Friendly

According to a report over 50% of the online traffic originates from mobile devices. Being Mobile-friendly should be an important element when strategizing about optimizing your blog. There is a difference in the visual presentation of your content on the desktop and on the mobile. To avoid negative perception of content on your mobile, divide the content into small chunks by using shorter paragraphs, bullet points, lists, summaries etc. Create interesting articles in order to increase engagement and understand how mobile users read content.



INTEGRATING SOCIAL MEDIA

Social networks are discoverable platforms. They are useful to promote your blog through numerous ways, starting from direct promotion to using sponsored ads. You can cash on this platform to connect with your followers by using various social media strategies. Social networks offer a platform to share your content & start interacting with your followers and see the influence and feedback your content is bringing in.

Building your influence and credibility through social media enables you with multiple opportunities to improve your blog. Have a personalized approach to connect with your audience. Understand their habits, their way of communication and what they find relevant thereby creating content that is relatable in order to build your credibility. Through consistent posting, professional approach, quality content you will be able to build engagement with your followers and gain influence.

Some of the most commonly used tactics for social media promotions are:

Organic Reach is expecting your blog content reaching to reach social media users naturally. However, this kind of strategy isn't enough to create an impact as its limited by social network algorithms. It's always beneficial to combine this strategy with other promotional methods

Paid Reach is paying particular social networks to show your post to a certain group of people. This kind of promotional boost of the post targets multiple social media users increasing the reach of your content keeping in mind specific criteria such as location, interests, age etc.

Social Media Promotions includes organizing promotions including giveaways, competitions etc. to uplift your blog. Planning the campaign and defining possibilities will help you expand your audience reach and build influence.

Collaboration with Influencers/brands is another way to promote your content and optimize your online presence. Your content will be promoted not only on your blog but also on the influencer's blog increasing your visibility and helping you reach new social media users.

Although social media play an important role in reaching online audience, being independent platforms they also dictate terms and set the rules. Your ultimate goal

should be to attract your followers to your blog directly encouraging them to subscribe and having a direct way of communication with your followers through e-mail marketing.



BUILD ENGAGEMENT ON YOUR BLOG

Engagement is the ability to interact with your blog visitors repeatedly. The emphasis is on creation of a relationship between the blogger and the followers through a series of activities that requires participation from both ends. Several strategies can help you redefine your approach while writing helping build the engagement of the blog.

Use Conversational Voice

It's essential to stick to a down to earth approach and use the language your target audience will understand and relate to. Do not use complicated, long sentences or terms that your audience might not be familiar with. Your language should be readable and helping your audience to understand your content better.

Writing in conversational style will help you resonate with ordinary people who read blogs just to pass their time. Use shorter sentences and paragraphs. Avoid using too many technical terms, explain using simple language.

Invite people to interact

There are a couple of ways to invite the readers to participate:

- Ask for their opinion
- Set up a challenge and inviting your followers to participate
- Set up a poll

Dedicated Communities

Although it's difficult to create a community, but once you do it will be a constant source of engagement holding an impressive power that will help you grow your blog, turn it into a place for likeminded people, influence others, increase your credibility and hugely boost your reputation in the online world.



Free Communities

Through this approach, you offer free access to anyone who is interested in becoming a member. With free communities you can build a relationship with your readers without any segmentation that helps you increase your influence and indirectly promoted your blog and your personal brand.

Exclusive Communities

These communities offer access to a specific group segmenting the online users based on a certain criteria. Practicing such an approach strengthens the bond between your followers and you and helps improve engagement within the community.

Paid Communities

This means that the blog visitors will need to make payment to join, getting an access to community in return. The membership usually comes with perks such as premium content, early access etc. Offering perks bring extra value which can be a factor for them to consider joining.

Organize an activity

Engaging visitors through webinars, challenges, projects, competition etc will help bring visitors back to your blog, increasing the number of recurring visitors resulting in understanding your visitors and improving your relationship with them.

Readers become your Focus

Your readers should be at the forefront when creating a strategy to increase engagement. Strategies like personalization (addressing readers directly, creating a personal approach), Reader-friendly content (formatting the articles in an easy to follow topic), Valuable content (creating quality content, enough information so that the users won't look elsewhere for more details.) and Communication with your readers (appreciating your followers for their initiation to answer a question, participate in your competition etc.



Monitor your blog performance to understand the best method of building engagement with your blog visitors. You can create your own custom strategy in order to achieve your goals.

WAYS TO PROMOTE YOUR BLOG

There are numerous ways for blog promotion and you can create your own unique promoting strategy.

Choosing the right social platform to promote your brand is essential. Most bloggers use platforms like Twitter, Facebook, Instagram and LinkedIn because they have the highest number of users. Other platforms like Snapchat, Pinterest, and YouTube can also be used depending upon your content and your target audience. Use statistics and social network insights to only focus on those that help you optimize your blog.

When you choose certain social networks, try and establish a recognizable presence by having profile & cover images that represent your blog, a username that matches your blog name, links to your blog homepage, a brief description about your story, bio and mission enabling users to contact you inviting Visitors to find out more about you and what you have to offer.

Sharing your content should be your top priority. You can share posts, videos, reels manually or using social media management tools for automate posting on several social networks simultaneously. Posting diverse content will help generate interest among your followers enabling future collaborations.

Interaction on social media can be helpful. People find this way of communicating convenient, also most of this communication will be public and can encourage others to join and find out more about your blog

In terms of creating a significant reach of your content, use the option of **Paid Promotions** if you want to speed things up and have a budget.

Target search engine users by organizing **Search Engine Marketing** campaign. In this way your content/ad will be a part of the paid reach shown above or next to organic reach.



Promoting posts on social media makes you reach a larger audience including the users who aren't necessarily your followers.

Through **Paid Collaborations** you can pay to another company or blog owner to promote your blog by sharing your blog article in their newsletter or by publishing your blog banner on their website. Plan such campaigns in details keeping in mind your target audience in order to achieve your goals.

Use **E-mail marketing** by creating your own mailing list by enabling your users to sign up for your newsletters. This is a good way to communicate with your subscribers, offering them exclusive content, recommendations sharing your personal experience. Build a relationship of trust with your subscribers through this medium and indirectly promote your blog and the content you create.

Blogger Outreach is another effective way of blog promotion. This includes reaching out to other bloggers with a specific collaboration in mind in order to promote both the blogs to the audience of the other.

Influencers enjoy a significant power in the online world affecting people's decisions, buying habits, opinions etc. **Working with an influencer** could be beneficial for mutual promotion or the content that you would not be able to complete or promote without helping each other.

Knowing always these ways to optimize your blog from the beginning is very important. Planning long term promotion and implementing blogging strategy will enable you to achieve your goals.