**Making Money With Wordpress And Online Marketing**

**Introduction**

Do you ever dream of earning a steady income from home? You may be a working professional in a nine to five job stuck in a domain that is not your passion. For instance you may be interested in writing but you are stuck with an accounts job calculating figures, checking journals and ledgers or preparing balance sheets all day. Another scenario might be you are a mother with a very young kid at home. You need to travel to report to work as at the end of the month you need the paycheck. You physically may be present in your office but your mind wanders frequently to what your little one is doing. Another instance could be you dream of being your own boss and hate reporting to seniors and bosses for minute tasks…the list is endless!

From the above it is evident that there are many individuals who dream of working from home due to personal or professional reasons. The good news is if you are one of those individuals looking for a successful and legitimate work from home venture that will give you regular income earning opportunities you can make your dreams come true now. This e-book has the sole objective of how you can change this passion of yours into a reality. The best thing is you require no investment at all. All you need is a personal computer or laptop and an internet connection.

Thanks to the Internet people can now work from home and earn the extra money they wish. In fact, making money online is a boon for those individuals who desire to balance both work and home. The best part of working from home is that you can opt for several options. There are no age and experience bars when you begin working from home. All you have to harness is the drive and desire.

This e-book makes an earnest endeavor to guide you and help you make money from the comforts of home and any place. It has explored two methods via which you can effectively relax and make all the money you want to legitimately and safely. This e-book has been written in a bid to help all and sundry find practical and easy ways to earn money online by using WordPress and Online Marketing.

The objective of this book is to define the business goals you have for your blog. It will help you to identify who your ideal customer is and drive customers to your blog. The later chapters of this book contains an easy to follow program and guide that helps you in a large manner to grasp the ways to succeed with your WordPress blog and earn all the money you wish to online.

Once you have finished this book you will be able to convert your blog into a magnet that attracts customers with the aid of some of the easiest techniques available. These techniques are regular ones you use like SEO, market analysis, social media and niche audience. It is important for you to gain a deep and correct understanding of the marketing cycle on the Internet with this practical book. Once you learn on who your target audience is you successfully are able to learn what they what and how you can derive the best to deliver it to them. With the secrets written in this book you successfully are able to get to know what they are interested in and with minimal effort you can always meet and exceed their goals successfully. Now read on and find out ways via which you can effectively start **“EARNING MONEY WITH WORDPRESS!**

**Chapter One**

**Start Working From Home Now And Earn The Money You Always Desired!**

Thanks to the innumerable options available you have the scope and opportunity to choose your preferred interest when you have made up your mind to work from home. If you are a web designer you can opt for website and graphic development projects, if you have good computer speed you can opt for data entry and conversion jobs and if you are fond of writing you can opt for blogging.

Yes! Blogging is a lucrative way to earn money from the comforts of home. Your posts can become the talk of the town and go viral on the internet in no time. You also have the option of sharing your blog with your social media contacts and get wider exposure for it on the Internet. The income possibilities are endless and you can earn the amount of money you intend and wish to.

When it comes to blogging the sad news is most individuals start with the hope of earning huge income. The results are disheartening as most of the time they fail to even earn a dime! This is very disappointing and bloggers stop in their venture to earn money and look for greener pastures.

**Blog Your Way To Earn A Regular Income Online**

As mentioned in the previous paragraph you often find people that love to write and post their write ups on a blog. However, the Internet provides bloggers with many lucrative offers but individuals are not sure from where to begin. They lack the guide and the stepping stone to success, as they get confused with the number of blogging websites available online. The first step to blog is to opt for the ideal website.

WordPress is a widely popular and effective website for bloggers. It gives you many themes and plugins whereby you can use to make your blog an outstanding success. Once you have the blog to your favor you can begin earning money with it. This e-book will help you in this direction and give you simple and practical guidelines on how you can start earning money on Wordpress **NOW!**

**Chapter Two**

**Ways To Make Money Online With WordPress**

**Blogging On WordPress To Earn Money**

Blogging via WordPress is now a trend for users of the Internet who wish to share information about themselves or for the people that are establishing their businesses on the Internet. The final objective of all bloggers is to make money via their WordPress site. This helps many people especially if they are working from home. The following are some of the most common and general ways via which you are able to make money from WordPress-

1. **Writing about what you love and are passionate about**

If you are looking for one of the easiest ways to earn money from WordPress you should write on a topic you are compassionate about. Sharing ideas or information on a subject that interests you is simple. Moreover you will have more comfort writing as you are naturally inclined towards the topic and writing on it does not entail a burden.

In case you are not well versed with the topic or do not know what to write on this can be mentally exhausting and tiresome for you. You can find out what you love the most. For example you can write on your hobby and create a blog around that particular topic.

You can write at least four to five pages about yourself and passion. You can add what you like and what you dislike. The trick is to be unique and original with your post as you are able to get better and more positive results. With the aid of these posts you are able to get more loyal visitors to your website.

1. **Use Some Powerful WordPress Plugins**

There are some really good plugins you can use to make money from WordPress. There are many plugins you are able to use in your blog. When you are choosing plugins ensure you go in for the best search engine optimization plugins.

There are top priority plugins like money making plugins and the amazon affiliate link localizer that helps you in a large manner to earn the money you are looking for online. Besides the above you are also able to get better results for WordPress bloggers in the form of some really powerful plugins like custom pop-ups and the link tracker. These plugins helps you to a very large extent to monetize website visitors with affiliate offers through link tracking and email marketing.

1. **Make More Money With Paid Traffic**

With the aid of paid traffic you are able to get more targeted traffic. When you have created a good looking website with good content you will find your readers will love them a lot. You need to optimize the WordPress blog to achieve the highest conversion rates possible. You can also opt for pay for pay per click marketing for taking your business to the next levels.

When you are opting for paid traffic you successfully are able to go in for a better business model that is more sustainable. The reasons are you are able to get keywords that are specific and related to your product.

However in case you are not well versed in keyword research you may land up with results that are opposite. This means the PPC campaign will drain all your money and leave you with nothing. This makes you go bankrupt.

1. **Become A WordPress Consultant**

Wordpress use has increased in the recent years and there are more and more people opting for this tool. This means the demand for WordPress experts have also increased. There are people who may get stuck with a particular feature or they may wish to know more on the tool. It is here they would like to get expert opinion and advice.

1. **Affiliate Marketing**

Another way to make money from a WordPress blog is via affiliate marketing. This is one of the most widely sought after and popular ways via which you can make all the money you want with affiliate marketing.

As an affiliate for a company you can earn money with the aid of your blog via marketing. You are able to earn a percentage of the sales as fixed amounts. When you are going in for affiliate marketing you must ensure that you invest time in research and choose a company whose affiliate products and services will sell. There is a tip in this regard.

You can opt for a review type website where you can post reviews of the product. This will increase online traffic and also enhance the lead conversions. Once you post quality reviews you will find that the traffic to your website will increase.

*Final Tip: If you wish to make money with WordPress with the aid of your blog you should go in for building a community and give them attractive offers. The method you choose for the above is not important- bottom line is you must ensure that you give visitors content that is worth sharing so that they are able to keep on coming back to buy from your website. They should also pass word of mouth to their friends!*

**Chapter Three**

**Advantages Of Making Money With Wordpress**

There are a host of advantages when you are going in for WordPress and one of the prime reasons for you to opt for this tool is its security. The tool has enhanced security and hackers find it very difficult to break in. The installation of the tool is very good and the instances of hackers hacking a WordPress website are rare.

WordPress also inspires repeat visitors. When people visit your blog and they like what you have written on your blog they make an endeavor to know more when you add new content or posts. This is where RSS Feeds come into play.

RSS Feeds are called Real Simple Syndication and they are sent to subscribers via email notices. These emails inform visitors when new posts have been made and these announcements make old visitors come back to know more on what you have written. In WordPress visitors are able to use the RSS Feeds on their mobiles as well so that they do not miss anything that you write.

When you are making an endeavor to earn money with WordPress via your blog you must ensure that there is a two way communication with your visitors. There are blog comment boxes where the reader can read your post and also leave a comment that you can approve to be published on the website and made visible to the other readers.

Now it is true that you have the option of “Contact Us’ page in the conventional website but there are blog comments that give way for two way discussions that are anonymous. This can take place between you and the reader. Once someone makes a comment and uses the keyword phase the search engine gives you better positioning. This is like getting search engine optimization for free.

When you are using WordPress you are able to enhance the rapport that you make with your customers. You will not get this from a traditional website at all. Now even if you have a traditional website and use Dreamweaver you have to copy the existing page and format all the content before you again upload it. However with the WordPress blog you can add pages in just a few seconds without any kind of problems at all. It can be done in just a click of a button and in a very short span of time.

There is also increased brand awareness as with WordPress you can effectively get a ten to thirty page website in a few minutes. You have the freedom to add hundreds and thousands of website content pages. This gives you the chance and the opportunities to reach out more to the public and also increase your brand awareness without hassles at all.

When you are going in for WordPress you will also find that you get the immediate identification of some hot topics among the people that visit your website. You have the ability to make ten posts and get one or two or even no comments. You will often discover that all of a sudden you get a post that brings you twenty comments and this will give you the scope to learn on what works well with the audience. This is something that you will not see with traditional websites unless you are a paid subscriber of some paid custom programming for creating forums and surveys.

When you check the tool you will find that the blog installation automatically is done and there is no custom programming that is required. With the aid of this tool you are also able to get better original article anchor. This helps you to publish articles to blog networks and directories successful. This makes the feature better than an original website because of automatic archiving available with every blog set up.

**Ways To Get Your WordPress Site Indexed Faster**

There is also automated syndication where blog posts can be automatically converted to RSS Feeds and also syndicated to blog directories and the websites of other people. There is also another feature that many individuals are not aware of and that it you can get backdoor entry to another search engine- Yahoo! After you submit the RSS Feed to do not have to pay for the S299 listing as your website with this feature will be indexed for free. You are also able to get the benefits of a 24 hout listing in the Bing and MSN.

Thanks to WordPress you now get the edge of controlling the discussion. Traditional websites were very old school and communicating with others was via either a chat room or forum. The issue with the above was that maintaining these posts became a hassle. There were posts from a majority of spammers and removing these discussions was very cumbersome.

The emergence of the blog websites had changed all of this and now you can begin the discussion you started in your own way. The visitors also get the chance to make the comments they want and you can approve them with success. There are no chances of you running your money making chances as you will only be approving comments that are acceptable and do not defame your business.

**Chapter Four**

**WordPress Secrets**

**What Is WordPress?**

WordPress began in 2003 and it is the largest self hosted blogging tool across the globe with over one million users. WordPress is also used by businesses and home based entrepreneurs to a very large extent. It has inspired several businesses and entrepreneurs to be creative with the objectives of their businesses. It all began as a blogging system and now individuals and users are deploying the system for the websites of their businesses. Besides the above the tool is used for business websites, membership sites, landing pages, e-commerce, news, portfolios, multimedia websites and squeeze pages.

When it comes to making money from home WordPress is the best option for you as it is the platform for an affordable website, blog or business. There are several content management systems (CMS) like Jhoomla and Drupal. These systems tend to organize written content, post date them, categorize and publish all the posts and pages. Now these content management systems are more or less similar to one another and the vital question may come up in your mind – Why WordPress?

**Reasons To Use WordPress?**

1. WordPress is a very versatile platform and it has the capacity of managing websites that are small to fully grown ones.
2. It is very simple and easy to learn WordPress. The best part is there are no codes to use it.
3. WordPress has the exclusive function to build a blog or a page instantly.

There are two options of WordPress. One is hosted and the other self-hosted. In order to understand the differences between the two it is very important for you to review them yourself. In this manner you are able to evaluate between the two and choose the one that meets and matches your needs. The following will give you a brief description

**Advantages Of Self -Hosted WordPress**

1. Most individuals and businesses like to go in for self hosted version of WordPress as it gives you better control over the website
2. You have the option to check your content, plugins and advertising
3. You get the scope to customize all themes and images
4. WordPress has a community that is thriving and supportive.

**Disadvantages**

1. The user needs to curb spam and back individual website
2. You need to pay for your own individual hosting
3. You can get a learning curve with your self-hosted website
4. The software must be upgraded before you download and maintain it

**Advantages Of Hosted WordPress**

1. When you opt for the hosted version of WordPress you get the benefits of a personal site development helper as it takes care of all the complex and difficult technicalities for you.
2. The posts are automatically backed up and WordPress sets up your site, manages spams and does all the backups for you
3. WordPress is free and the chances of your website going down is nil as you are always hosted to their high quality server.
4. With WordPress you get more traffic via “Blogs of The Day”

**Disadvantages**

1. There are access code limits that give you less control over the website. For instance you get lesser choices for themes.
2. You have to upload plugins
3. There are high risks of content loss.
4. There are some branding issues you may run into

Therefore, from the above it is evident that if you are looking for more control over your website you can go in for the self-hosted option as you get total access to the website. In case you require more help with your website you should go in for the hosted version.

**Chapter Five**

**Define The Business Goal Of Your WordPress Blog**

There are more than 60 million blogs online and how will your customer know which one to visit and read? These blogs are all looking for attention of customers and visitors to them are not sure on which one to spend their money on.

The objective from this chapter is to teach you how to make a WordPress blog to capture the attention of your audience and build your reputation on the Internet. It is very important that this reputation turns your visitors into customers and you get the most from the blog.

When it comes to bloggers you will find that all bloggers have objectives different from one another. Most blogs are focused on promotion of products or services. There are some blogs that promote a person or personality.

There are again some blogs promoting the hobby or the output of the blogger while again there are blogs that focus on the personal life of the writer. However when it comes to blogging you will find that not all blogs are used for the objectives of promotion as there are some used for anonymous promotion or the outlet of thoughts.

**Determine The Readers You Want To Visit Your Blog**

In context to the above no matter what you wish to get out of your website or your blog you have to determine the type of audience you wish to visit your blog and how they should be related to the niche of your blog. Now this also demands you selecting a specific niche for your blog as this will help you to realize your goals faster.

Once you are aware of the above you can now think on what you want and need. You can determine if they can just be readers or will their opinions or views carry value. Do you wish to sell them something?

Before setting your goals these are some things you have to think about. This becomes all the more important if you are looking for a niche to choose for your first website.

**Set A Goal For Your Blog**

Before you set a goal for your blog you have to think about what you really wish to achieve. This should not be confused with results. It is the desire for the total piece of outcome that needs to be accomplished.

Now an example in this regard could be you deciding on an immediate goal to decide upon like a niche or a topic for the blog to be written however how do you make these goals work the best for your needs.

These goals have to be written in such a manner that you should not only define what precise actions you have to take but also their reasons, time and how you are going to go for them. This means you should have a methodology that should be smart and intelligent. The following tips will really help you-

1. **Make the goal very specific** – Now when it comes to determining the goal you have to ensure that it is specifically what you want and how you determine the ways to get it. This also requires you thinking a lot however this does not mean that it is part of the goal itself. You should take heed of the advice that has been given above. Take time and ensure you get a profitable niche and this should be your first goal.
2. **Measure Your Goals**- The next step you should do is measure your goals and find out some simple and clear ways by which you can reach it. By using the example illustrated in the beginning of this chapter you can set a feasible measurement of earning $100 every week after choosing a niche that is a profitable one.

Now the term profitable may be difficult to generalize, as it is a relative term that relates to the aims and the objectives of the internet marketer.

1. **Make The Goal An Attainable One**- Ensure that the goals you have set are attainable. This means you must set a goal possible for you to achieve. The niche you select should allow you to get your measurement. This research helps you determine the right way to do so as it is a wide subject that requires some introspection.
2. **Make The Goal Realistic**-The goals can be realistic only when you are able to achieve them. For instance you may have determined the number of backlinks you get from “XYZ”. Check them out and try to make them really profitable. If you are of the belief that it is possible for you to achieve the above you must ensure you work towards getting it.
3. **Timeline Your Goals**- When it comes to achieving goals you must time them for achievement. In case you do not it will be a goal forever. If you do not instill research and thinking the above will be of no use if you do not reach your goal to find a niche that is profitable in a specific period of time.

Therefore once you have followed the above you will find that the task of defining your goal is a simple and easy one. The next chapter will take us to the next step and teach us on how we can find and identify the ideal WordPress customer.

**Chapter Six**

**Advantages Of WordPress For Blogging**

**WordPress has been for a very long time known to be an simple and easy blogging interface. For most bloggers WordPress is also a leading content management system or CMS available online today. WordPress is an open source system and this allows you to enhance the functionality of your website by just adding or removing plugins. In case you are new to WordPress you can take some time to surf around to develop a working know-how of it.**

**WordPress also provides users with pre-written programs that are called plugins. They enhance the performance and the functionality of the blogging software. There are traditional websites that require everything to be programmed. These websites have the available ASD or the PHP script and in order to work with them they need to be successfully integrated. This takes time and there can be hassles if you are not acquainted with doing them yourself. You have to hire a professional who will do it for you. With WordPress plugins you can personalize the website very quickly. You also get the features of free upgrades and users are able to utilize them without problems at all.**

**WordPress Helps You Not Only To Make Money But To Save Money**

**Yes! This is true. In order to make money via WordPress you do not have to waste money. WordPress is very economical and the best part is you can use it for a very long time. Traditional websites often face the ordeal of looking for an old designer when the new designer has left. With WordPress you can be rest assured that all the changes can be done from your end and you get the chance of focusing of other core activities of your business whenever you need to make a change. Traditonal websites do not have this advantage and this is the sole reason why they do not work.**

**WordPress Websites Also Help You To Earn Money**

**If you are of the opinion that WordPress is only used for blogging you are wrong. This tool can also be used for making business websites. Besides the other benefits of the portal mentioned in a previous chapter the following are some extra benefits of the tool-**

1. **WordPress is a universal platform. In the recent past the economy has not been very favorable for many and there are several internet companies and web designers that have shut doors and disappeared into oblivion. Now this is a cause for distress as traditional websites suffer the most.**

**There are host of traditional website owners that face the issues of finding a skilled web designer to pick up the task of up grading or changing the website after an old designer has left. Results are the new designer charges you extra as you have to start from the very beginning. This is expensive for most.**

1. **Safety and Security- When it comes to safety WordPress is more better than a traditional website. There are no fears of your images and media being uploaded to common FTP sites. The risks with WordPress are less. Important and personal files are uploaded to the server in the admin area that is a secret one and can be accessed by you alone.**
2. **Easy Changes- In order to give your website a touch of freshness in its layout and appearance you can successfully swap themes. These are great for the seasons and holidays where you wish to make a temporary change to fit the moods and demands of any festivity that may be around the corner.**
3. **Automatic Save Option- As you type in WordPress you will find that your content is automatically saved. This means you do not have to publish your posts each time.**
4. **Mobile Platform- When you are making a website on WordPress you do not have to create another website for users on a mobile platform. WordPress has the ability to identify whether an individual is looking at the website via a web browser or a mobile device. The tool has the ability to configure the content as per the viewing device.**
5. **Easy To Print- There are designers that are known for making websites that are too big and wide to print. With the aid of simple plugins you are able to read easy formats without making printed duplicate versions of the pages.**

**Chapter Seven**

**How To Identify Your Ideal WordPress Customer**

There are some small business owners that often overlook a vital aspect of their business after they design a marketing campaign. They fail to identify their target audience and often skip it. For many this is a very basic thing and so it is skipped so regularly.

Most business owners are not sure on how to go about the above and they tend to cast a net that is so wide that their response rates are very low, as they cannot get their clients to even return their calls on the phone or answer to emails. The case is even worse when clients refuse to even visit their website or give an answer to direct mails.

The trick of getting more and more customers is to identify with them and for this you have to visualize your target market. There is an approach that often works and it is called the “avatar” approach. This is the approach that gives you an insight on how the target audience looks like. Once you find them in the eye of your mind you can attract them.

Now to make the above easier let us consider an example. If you are selling weight loss products the first thing you have to determine is whom do you wish to attract? The answer is anyone who is obese or overweight. This is a broad spectrum for attraction. You may wish to target individuals at large like financial planners, salespeople in the automobile industry, mortgage brokers and more.

Now here unfortunately you will not be successful as you are trying to catch the attention of all and sundry. This is not going to work for you. The moral of the story here is to be more focused and specific and do not run after everyone. If you do you sadly will not be able to catch anyone.

When you are going in for identifying your ideal WordPress customer you must ensure that you must get specific for every campaign along with their pre-set “avatars”. You should always keep in mind that every campaign should be addressed to a specific target audience and their needs, challenges and other factors that trigger them off emotionally.

There are some typical questions that you should ask yourself when you are looking for the ideal WordPress customer or client-

1. Who is your ideal customer?

Here you should determine the age, gender, levels of education, marital status, children and income levels. If you are considering children you must check if they will be part of the appeal you are making for the product or the service.

1. Where do they live?

Here you have to determine the state, country, community like urban, rural or suburban and housing status of the client.

1. What do they do for entertainment?

There are some questions to ask in this regard like where do they spend most of their time? What activities do they like to do in their free time and do they belong to any organization or clubs.

1. What are their personality attributes?

You should be able to know what their biggest fears are, their dreams and goals and what needs do they wish to meet.

1. What is their business profile?

Here the questions you should ask is where they work- they may work from home, office or may be employed in a very big corporation. Are they using something that is similar to the product or service you are promoting? Do they have income to spend and how often do they require your product or service?

**Create An Avatar**

Once you have determined the above the next step you should do is make an avatar for the campaign. This Avatar is nothing but a visual representation of what the targeted client looks like. The representation can be anything from a stick figure to finding a picture of them online. The fact is you should be able to look at them with the eye of your mind. The need of the day is to understand who the targeted audience is and what do they need.

For example you may be selling copiers and the target population is the office manager. The client is likely to be in his/her 40’s. Now if we are targeting a woman she is educated, married, and likely to have children. She may spend a lot of her spare time with her children and go from one event to another. She is internet savvy and does most of her research on the Internet. She also is fond of online shopping and looks for most of the things she requires on amazon, ebay, zappos and other similar websites. She is also a wise buyer and has a very good idea of what she needs and wants.

Now when you have determined this you have a general idea of what she looks like and the emotional feelings she has. Once you understand the above questions you get an idea of how she really looks like and feels. Now when you are selling the product to her personally or via a representative you have to ask questions that are relevant to her needs. Some examples can be how many copies does she need every month or whether she requires double sided copies or not. She also should be aksed if she would like to go in for copies that are colored or black or white. The kind of machine she is currently using now should also be asked so that you can get a feedback on its performance. She will give both positive and negative feedback when you ask her how she feels about the product and if she likes it. Keeping the above rhythm you need to ask her other questions among these lines.

Now the above questions are good however this does not mean that the office manager will buy your product. You have to be educated and informative. The content you generate about the product should be well framed in order to attract education marketing. With the aid of education marketing you are able to successfully get more ideal prospects without hassles at all. The trick is you must teach them something that is valuable over trying to sell them something.

To be successful in this campaign you must check on what bothers her and how she can get value for money with the aid of your campaign. There are issues where she would be concerned on how she would get more respect from her boss and how she can establish a support team she can be really proud of. Her main endeavor is to balance work and home and if you are able to resolve these problems for her you can successfully have her as a long term client without hassles at all. The trick here is that never rush into the marketing campaign. You should always be sure of your campaign strategy before you finally embark on the market. With finding the ideal customer you are able to generate better lead conversions.

On a WordPress platform as mentioned above lead conversions can only be done if the campaign and the strategy have been planned with care and precision. Time and research helps. You have to also rely on content and how to draft it correctly to drive in more and more customers to your blog and website. The next chapter will give us the secret formula on how you should pay attention to your content writing skills before you place them on your WordPress site or blog. This helps you in a large manner to get better success rates and gain the competitive edge in the market.

**Chapter Eight**

**How To Create Excellent Content On Wordpress To Draw Money**

When you begin with your WordPress blog the least thing you can do is get an outlet for expression of yourself at the personal levels. There are several people that seem to see the money making potential of the WordPress blog and they make effective attempts to churn out revenue regularly from it. This is possible and also very rewarding in the long run but for it to be successful you must generate content that is compelling and make people come back to your blog or website over and over again. If you are looking for making money online you must ensure you should not be lazy or complacent. Like every business you need to be very alert and vigilant. The entire process should be enjoyable and you always must have an approach that is enthusiastic so that you successfully are able to convert your WordPress website into a money making one. The following are some of the best practices that you should always keep in mind when you are going in for the above.

Build readership- When you are looking for ways and means to make money from your WordPress website you should ensure the content you create is compelling to make readers keep on coming back for more. It is important for you to build readership for earning revenue from your WordPress blog. Now when it comes to establishing readership you must ensure that this is something you cannot do in one night. If you are new you have to grow traffic organically based on its ranks on search engines besides other forms of pocket-friendly advertisement. For this you should have a steady supply of content and it should be consistent in tone, theme and style. The content delivery must come at a pace that is regular so that the search engines are aware that you are an authority website or blog and information you provide is genuine and pure.

When the traffic begins to roll in you will find the money coming in and this takes place via many methods. One of these methods can take place via Google Ads. This is an advertisement method that generates promotion via the keyword tags from the blog and it displays important advertisement materials in prominent positions for clicking through. If any user sees the advertisement and clicks through your blog or website you earn money. This money will however not be sufficient to give you an income that is long term however it is part of an approach whereby you can earn more traffic and better lead conversions. You also have the scope to get involved in affiliate marketing for services and products in a specific field of expertise. You can also consider while the number of posts increase of promoting your blog for a sponsorship via a large company that stands to benefit after they advertise with you.

**Chapter Nine**

**How To Convert Readers Into Customers**

When you are blogging for making money online via WordPress you should always attract customers with your content. One of the best ways of converting readers into customers is to write on any topic that solves the problem of the customer. This in turn leads to the success of every online business as it attracts attention to the business website and makes it look credible.

When you begin blogging you will find that in the first six months there is a high possibility that nothing will take place. After the first six months you may find one follower who is someone you know. However after six months owners of companies are able to see the change. Individuals start using the social media websites for sharing your content and the number of visitors to the blog and website grows. With this growth you are able to encourage visitors to go in for your email contact list. These visitors will automatically receive your articles in their personal inboxes after you have established an email marketing campaign or a newsletter.

When it comes to the creation of content this takes time and this is why you must be consistent. You should always focus on the sales and strategy of the website or blog. This is why you must get contributors from external sources and give them the right to give an insight into your blog. You can tap into networks that are new and get an insight into writers that write content for those blogs. This brings in more growth and in a few months you are able to create a movement where people are attached to your blogs that are very inspiring and provide power to the visitors who read them to create word of mouth.

**Why Should You Blog?**

In today’s world you will find that advertising is a costly affair as the economy has become very tough and competitive. Business owners have to become smarter in order to share content that is compelling. If you are focusing on a company blog you must ensure that you answer the questions of all your customers from every angle. If you answer the questions of your customers from every angle you will find that your blog will become very popular in no time.

Blogging is more effective than sales as the value of subscriptions can go a very long way. Blog content is very compelling and if you are able to make it really interesting you can encourage readers to subscribe to free email list. Once you get a individual in the email contact list the subscriber is more bound to be regular at the events you launch. Since these subscriptions come from blog content they make more and more people sign up for email lists irrespective of the nature and size of the company. Once an individual signs up for an email list the cycle of sales starts to run into motion and people wish to have more and more of it. As an entrepreneur you must create some of the best content online and deliver it via your blog. You will soon discover that 95% of sales can be generated and tracked via the initial contacts through your blog postings.

**Now How Do You Get Writing Experts For Your Blogs?**

When you are looking for writing experts for your blog you should arrange for content gifts to those influential writers in the industry that have the means to change ordinary content into compelling content. You can get their attention by sharing their content and tagging them on Twitter and Facebook. All you have to do is make them look very smart and in case you can do this with tact you also are able to attract the attention of the person. Once you have made your presence felt you can approach the person and ask him/her to write a post for your WordPress website. Later with the passage of time you will have people coming to you and asking you how they would be able to contribute to your website or blog.

There are some website hosts that provide WordPress as a part of their packages for web hosting. There are several plug-ins and themes that makes the blog look professional and friendly to search engines. When you are using WordPress all your posts will be successfully indexed by Google. This later with time will successfully become the building blocks for the growth of the blog or website online.

**Can All Businesses Blog?**

This is an easy answer- Yes! Blogging is ideal for both small and big set ups. Blogs are an instrument via which you can communicate your expertise for getting information and have it in search engines like Google. This allows people to find you out and share content on social media networking sites like Facebook, Twitter and Pinterest.

With a blog you are able to embed videos and also link podcasts. There is also a provision where you can successfully link your WordPress blog directly with social media websites like Twitter, Facebook and Pinterest. This will help you in a large manner to enhance your following. When you are active via social media you benefit your business and company as your content is shared very often. If you are in doubt of whether your business is suited for blogging or not you should not hesitate. Blogging works wonders for all websites and this is why it is popular and highly sought after widely.

Now when you are looking for sales you must ensure that you are aware of how to market it online in the correct manner. There are cycles of complex sales and in some cases the cycle of sales can be really long. This is an area where your WordPress blog comes in very handy. Here you are able to make potential clients aware about your services and products. You are able to use a blog post to answer most of the questions of your clients. This means your blog tends to act as a customer service platform where customers are able to get and gain competitive knowledge. For instance you are able to provide some trade secrets where visitors are able to get an competitive edge. They are able to expand your reach especially when you provide them with information and valuable education. Visitors will keep on coming back and they will appreciate your efforts to help them. In the process they become very loyal and they become your ambassadors and spread the word to others.

The economy is tough and if you are using a WordPress blog in an economy that is tough the only way you can stay in the business is via taking competitors. After reading and going through your articles on the Internet customers are ready with the product and service you wish to offer. This means lead conversions are better as they are targeted customers more interested in your product. Very often customers have a tricky question whose answers may not be found. Your blog may be the answer and so they are able to make a decision without the need of speaking to a sales representative at all. This means you can churn in more sales if you are smart enough to write compelling content and sell your product.

**Chapter Ten**

**How To Constantly Analyze And Improve The Success Rates Of Your Wordpress Blog**

With the aid of WordPress you get the benefits of building your business with blogging and a website hosting account. This is an economical way to establish a business thanks to technology as there are few barriers for small business owners in the terms of launching and establishing a business on the Internet. Blogging is an amazing way to establish a business as with WordPress you do not have to spend money at all.

When you are into blogging you must ensure that you have a social strategy that integrates with your websites. This makes it very beneficial for owners of a business and here you are able to get services and products without hassles at all. One of the main factors of a business owner’s social strategy are images. These images should be in the form of pictures, diagrams or screenshots. So, when you are blogging in WorPress it is very important for you to use these images so that you get a professional look.

As a business owner you have the sole onus to build your website. This can be done when you completely focus on the content you write. The next thing you should master in is content marketing. This is very important as the cost of advertising is high and the economy is now sluggish. There are several business owners that are not sure on what they can do for the growth of their business. It is here that content marketing comes in to help. This marketing covers everything from podcasting to blogging. This form of marketing helps people to build an online business in no time. Thanks to WordPress the task is also much faster too and it is evident that the results you get are really effective too.

Blogging and content marketing also helps you to grow the business. Blogging and content marketing should always go hand in hand. If you wish to earn regular revenue you must ensure you bank on a reliable platform like WordPress and change the future of your business online with success.

When it comes to WordPress you will find that sites on this tool are better than traditional websites. The best part of WordPress is that you are able to save a lot of money. Now you can be free from your designer and you do not have to bother him/her for basic changes. The platform is so user friendly that you can make these changes all by yourself. You are able to manage your own content and this gives you the scope to focus hard on other issues of the website.

WordPress also helps you to make all the changes you want from any computer that has Internet access and a browser without the requirements of extra software or firewall settings. The speed of communication is good, as web designer needs are no longer needed. You can make immediate changes to the website without the hassles of waiting for a designer to send in the changes to you.

Your website visitors are able to get current updates and you will not lag behind competition if you have any. No matter how many pages you wish to add in the page template format the platform is always consistent. This makes visitors less confused. When you start using WordPress you are able to get better time management and get the convenience of scheduling your posts without issues.

The tool helps you to automatically post articles to the website and break it into pieces. This can be done on the same day at the same time as scheduled by you. Individuals can with the aid of some plugins are able to get the advantages of complete membership sites with several levels as desired.

WordPress is also a tool that is friendly in social networking as well. You get the chance and the scope to automatically integrate blog posts with popular social media websites like Facebook, Twitter and LinkedIn. This again saves time as you do not have to go to each website individually and log in for the integration. Once you make a post the status on these social networking websites will be automatically updated and this means you get more web presence and exposure without difficulties at all.

When you are going in for the WordPress Tool you effectively are able to engage with the present media. You have the ability to add audios and videos to pages and posts. When you compare this CMS( Content Management Systems) with others you will find that integration of any design can be done in a small span of time. It can be as short as an hour or two. Most CMS or content management systems look the same and often it is very difficult to do the above due to the strict restrictions on design.

Search engine optimization or SEO is vital for any internet website. The higher the page ranks the better the traffic. The blog code of WordPress is very streamlined and consistent. There is no excessive use of the HTML Code. This makes the tool very “Google Friendly”. The indexing is done well and you are able to customize pages or posts to give you the highest probability of getting to see your pages in the search engine ranks. A lot of users of WordPress find the tool to be a very inspiring one.

When you see the changes you can make without the complex use of codes you find it to be a very fun platform that gives you the best when it comes to innovations and personal style. The thought of being able to design and integrate your blog really becomes a motivating task and this is why more and more bloggers are going in for WordPress. This also fuels you to add more content.

In your bid to fuel more content you are bound to attract Google robots and other search engine like magnets. These robots will search the website daily and look for new pages and content for indexing. New pages are indexed fast and the time can be just a few minutes instead of hours. This is much faster than a traditional website. When you are adding content you no longer have to update the navigation bar. You can add pages, links to new pages all automatically. You can also assign categories to pages and posts. This can be done in the admin option and you no longer have to edit the Javascript menus and PHP files that can be complex.

Therefore from this book we have learnt that there are many ways via which you can make money with your WordPress blog. Irrespective of the method you choose it is very important for you to work hard. Without hard work you will not be able to develop a revenue stream that is regular and consistent. The more methods you adopt the more your website will become a money making success. This means with the aid of WordPress and money making you successfully are able to cater for your family single handedly and from the comforts of any place earn the amount you want after giving up your job. So what are you waiting for ?

“ START EARNING MONEY FROM WORDPRESS AND ONLINE MARKETING NOW!”