

# The Pocket Guide To Blogging



The Pocket Guide To Blogging  
Creation.

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Printed in the United States.

First Edition, 2022

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# About

Mavenwit Is A Full-Time Global Multi-Award Winning Advertising, Marketing & Innovational Transformation Company.

We are empowered by the art of creativity, work where the impact matters, changing the future of the entire internet industry & building brands throughout the globe.

We build a better future for our clients, transforming the process, exploring the new reality, and reforming the advertising structure, to deliver world-class real optimized solutions in no time.



We're extraordinarily ordinary in creating powerful ideas based on deep insights by connecting brands with targeted audiences to gain unbelievable attention.

We leverage our global technology partnerships to build a seamless experience with the data solutions fit for our client's needs.

We Are A Platform For Global Brands Creating What's Next In Content, Advertising, & Technology To Bring The Better Future Together.

# Acknowledgment



The Mavenwit Team deserves a sincere thank you for taking the initiative and finishing this book in such a timely and effective manner.

This book was brought to the public by a great team network, who redrafted and revised it until the writing was perfect.

For this book to be created, the Mavenwit team provided experience and insight, with editorial team guidance, we were able to publish a draft with suggestions on the cover, as well as ensure minor details were addressed.

An idea is at the root of the book, and we find it challenging to turn an idea into an actual publication. As a result, we have gained valuable experience on the journey.

Ground forces are necessary to launch even one book into orbit. Strong support, editorial guidance, and design knowledge from the foundation.

In honor of that, we would like to offer a warm thank you to the entire staff who assisted us to achieve this and carry the business forward. Our team is filled with great talent from all over the world. Their ideas, contributions, and efforts have been invaluable in helping us make the right impact in the advertising industry. We are the change we need for the 21st century. We're Mavenwit!

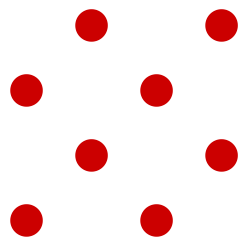
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# Introduction

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To be a good blogger, you must know everything there is to know about the world and be alert to everything that may come your way. With technology and changes in reader demand, the world of blogging is wide and ever-expanding.



If you enjoy blogging, pursue it. Plan for your possibilities and only take the ones that will keep you afloat while blogging. Follow your passion while also reaping the countless benefits of work freedom. Let the rest of the world know about your adventure and continue to inspire them.

Join us on a voyage through the world of blogging to learn everything there is to know about it and to triumph like never! Let's take a plunge into the depths of imagination and knowledge.

# Chapter 1

## World Of Blogging

We hear the term "content creators" regularly, and its use has skyrocketed in the last decade. But have you ever thought about what these Content Creators, and Bloggers? These are some words we come across in our daily lives, but do we know what a blog is? Some might say a blog is an article or piece of news that is published online. But that's just the tip of the iceberg in the blogging world. Whenever you hear the word "Blogger", it invokes the image of a nerdy person writing articles over his laptop in a coffee shop, but it's not that simple.



### What is Blogging?

The word "Blog" is derived by shortening "Web+log". In the literal sense of the term, blogging is the process of self-publishing any form of writing, teachings, photography, videos, GIFs, etc. over the Internet. We call such an article a blog, while we call the content a blog post. The person who writes a blog is a blogger. Justin Hall wrote the first-ever blog in 1994. He was a student at Swarthmore College, Pennsylvania. His blog offered a virtual tour of various elements on the Internet.

Blogging started with the sole purpose of putting out the thoughts a blogger wants to express, creating a platform for independent works of literature and online journals.

But in the past 2 decades, with the rapid growth of communication and technology, blogging is no more limited to that, rather now it is a billion-dollar industry for writers and marketers. Blogging has come a long way, from being just an online journal to an important part of the marketing strategy for any prominent company.

With a substantial amount of change, blogging is now also a way to inform people about the business products and business ideas of a commercial company. A blog post also helps the companies to run at the top of google searches.

Writing a blog is creative as well as analytical work. It doesn't matter if your blog is a personal journal or a commercial blog post, it will not get views if it does not follow certain rules while planning and during writing.



The biggest mantra for any blogger is " Writing to the audience, for the audience", because it's their choice of reading. Promoting your blog is as important as writing a blog with top-notch quality.



SEO and Keywords are some of the important knowledge a blogger poses and all together distinguish between a successful blog and any other online journal. As you learn more and more about writing and creating blogs, you will understand your genre and your writing style. Every genre has a fan base who are the core viewers and they are the ones for whom a blog should be written.

Your blog needs to stir the interest among your core audience to get much-needed shares and comments on it, be it a personal one or a commercial one.

According to the stats, there are around 570 million bloggers around the world who put up approximately 1.44 million blog posts every day around the internet. Starting as personal journals, blogs have become an integral part of our daily lives.

Before we dive into the magnificent world of blogging, we need to understand what a blog is about and how it can be effective towards its goal. Starting a blog might look seamless and easy, but it is not. A plan of action and a content plan to follow for settling the purpose of writing should always back a blog.



## History of Blogging

When blogging started getting famous, it was a form of online journalism and online writing with no motive of earning and rather scribbling your thoughts, stories, and opinion

over the online forums. However, things have changed now and blogging has many uses both for personal and business purposes.

Though the uses of a blog are different and it depends on the blog you write, we can list some of the keys used as:

- To express your thoughts and feelings.
- To explore your writing skills.
- To share your knowledge and skills with others.
- Spreading the news of events around the world.
- Connecting your brand with customers.
- Promoting your product and service.
- Develop a strong relationship with a customer base.

## Types of Blogging



While some of the above causes are behind the use of a personal blog, others are the cause behind the commercialization of blogs and turning them into career prospects. Businesses use blogs to connect with their customers. Some of these blogs also teach customers how to use their products and services safely. Others bring attention to their expertise in industry and technology. These blogs highlight the company's strength and the changes they are bringing to people's life.

“To Blog, is To Share, To Connect, To Create, To Inspire.”



The foremost use of blogs is the **Personal Journal**. The personal journal has been a part of the blogging world since its first day of school. Many bloggers prefer to maintain it as an online diary. In such journals, the author writes about their personal feelings and personal experiences on various life-related topics. It can include the story of their life, their work, or their ideologies and opinions on various important topics.

One of the most prominent examples of this is Neil Gaiman's blog. Neil Gaiman is a famous fiction and comic writer who uses his blog as a personal journal on topics like traveling, family life, book reviews, and personal thoughts.

**Professional Blogs** are one of the most common forms of blogging on the internet. Professional bloggers who want to earn from their writing started these. In most cases, such bloggers choose a particular niche of their choice and they write various stories, guides, and experience about it. Professional bloggers earn revenue from their writing and their motive to engage with more and more audiences of the niche to put out their story to maximum readers.

Fashion Blogging, Travel Blogging, Food Blogging, etc. Indie Traveler and Anshita Juneja are some of the professional bloggers who started as a newcomer and now have made the best out of it on a professional level.

Talking about the use of blogs we can not forget the News Blogs, also known now as newsletters. With the world getting faster, everyone has a lesser time to read newspapers or watch television for news.

That is where online news articles come into action as a savior that provides quick and quality news over our smart devices. **Huffington Post** (Huff Post) is a household name in 2020, but back in 2005, when **Arianna Huffington** started it, she had the motive to serve quality news online.

Now Huff Post is one of the biggest News blogs out in the US and Arianna Huffington Earns Millions.

In the last decade, the blog has developed from just a journal, and a major cause behind it is the use of Business Blogs. These are useful ways for various businesses to promote their brand and create awareness about their products among consumers.



Daily updates about the brand and products help them get reach, engagement, and promotions over the internet and social media.

These blogs also help the business rank top on google search with the help of SEO. "Stonyfield Farm" is a splendid example of a business blog that gains vast reach on their business blog about dairy products.

When we are talking about the uses of blogs, we can not miss the juggernaut of this industry, the Corporate Blog. They are the most professional blogs, which include a big team of experienced professionals working to give the best possible information and quality over the blog. Corporate blogs changed blogging from a one-man game to a team game. Big corporates write such blogs to promote their products and brand name and create awareness about product availability. These blogs are the gold mines for corporates, which not only create a buzz into the market but also funnel down the potential customers to the sales pitch and often make a core customer base of them. Check out Walmart and Disney to see how much need traffic blogs can bring to the table.



We all have heard of Affiliate Marketing somewhere or the other, but have you heard of Affiliate Blogs?. Well yes, they exist and they are quite popular lately. Such blogs are written by influencers and are contained in a particular niche. The influencers do collaborations with various companies where they use the company's products or services and write a blog about them. The primary motive is to generate clients from the blogs and add a call to action with various discount offers for the blog readers. Marie Claire is a fashion influencer from the UK who has partnered with many big clients. Such a strong call to action backed by reviews by famous influencers has made these blogs a well-known source of income for companies and bloggers.

Teaching through blogs and online courses has come up with a major source of learning in the last few years. ShoeMoney is one such example, who teaches digital marketing through blogs and sells his online courses, and earns thousands of dollars per month through it. Niche Blogs and Artist Blogs are also there, which is more likely a synonym for personal blogs with one core niche to write upon. These blogs cover the most prominent domain of blogs over the Internet.

Though blogging started as a free platform to write about various life experiences and stories, it has become a million-dollar industry. Blogging is a full-time professional career for millions right now and part of the marketing strategy for any firm with an online presence. In 2021, blogging triggers roughly "6%" of total eCommerce sales worldwide.

### How to write blogs?



Before we can start writing a blog of our own, we need to learn certain things that can differentiate between a successful blog and any other online journal. Two of the most important things to know are "How to write and What to write".

First, you need to know the purpose of writing the blog. Every blog has a purpose, followed by serving what they wrote it for. The first step of how to write a blog is to know which blog you want to write. Your purpose can be professional blogging, commercial blogging for a client, news blogging, or a personal journal. All of them have different ways to write.

Let's start with "Personal Journals". These are completely personal opinions and thoughts about life and what's happening. To write a journal, you don't need to research or validate your thoughts with data and stats. The only important thing is to not hesitate while writing.

Express yourself completely open in front of the world. Write your story and let the world know about it and let them cherish the fine moments and relive the dark truths. Journals are narrative or opinionated, and for making them better, we should keep them like them.

Now if you're planning to write a "Professional blog" be it for yourself or a client, it has to be more rigid and filled with facts, data, and stats. For writing a blog, there are certain steps needed to follow to make them flawless. Readers always appreciate quality. It can be a professional travel blog or fashion blog or blog for a corporate, all of them need proper planning and execution to make them errorless and good enough to reach the maximum audience.



It can be divided into steps as:

- Planning and Research
- Writing
- Editing/Reviewing
- Optimizing and Marketing
- Conclusion



Every professional blog should end with a solid conclusion that summarizes the entire blog and highlights the findings and points to note from the blog.

"New Articles" are one of the toughest kinds of blogs in writing. News always gets less time to research but we should back it up with facts, data, and statements. News is always on the go; it has to be reported as soon as the event happens, which removes the aspect of planning before choosing the topic. The approach to news articles is quantitative and factual and also needs citation of data links to be embedded in the article." Times of India" threw some light on this type of writing with How to write an article.

Once a blog is written, a call follows it to action. In literal terms, it means the action that was expected by the readers of the blog at the end of the blog. The call to action is the motive behind the blog.



It can gain subscribers for the newsletter, sell the product that is being promoted, or guide the reader to another blog of yours. Call to Action makes your blog successful and proves it is running successfully. It also encourages likes, shares, and comments on your blog post.

### **Key elements for blogging**

Every blog should be reader-centric and should be posted as frequently as possible to generate a flow of traffic over the blog page. Once you are aware of what to write, you need to think about where to write. Again, it comes down to the path of preference and goal. A Journal writer can write a blog anywhere over social media and it will serve the motive while a professional blogger needs a website to build the audience based on the niche.

Businesses also have well-designed websites to publish their blog post. A blogger can work for a business or write on his own as a freelancer. Websites like WordPress and WIX provide a free blog for personal journals, while they also provide a fancy and well-designed website for paid hosts. Social media platforms like Instagram, Twitter, LinkedIn, and Tumblr are also good choices to write for a freelancer. Businesses and media organizations hire bloggers for their daily needs and they paid them for writing well-researched blogs which can be further optimized with the tools like "SEO"



“A blogger is a writer, researcher, editor and marketer. A person who knows how to write flawlessly and sell effortlessly.”



"How to write and where to write? The answer to this question lies behind the goal of writing a blog," To sum up, we can point it out as:

- Choose your focus on writing.
- Decided where to write upon
- Start writing over websites/social media.
- Know what your audience wants to read.
- Collab with businesses to get paid.
- Promote your blog to increase traffic.

In short, for writing a blog, you need to know what to write, where, and for whom to write. Once you are aware of your goals and preferences, either start your blog or join a company to write for them. According to the stats of 2016, **"31% of the world's total bloggers are freelancers"**.

Bloggers are content writers and are one of the best-paid writers for business and their demands are rising over the last decade because of the success of blogs behind growing new businesses. A blogger is a writer, researcher, editor, and marketer. A person who knows how to write flawlessly and sell effortlessly.

## Chapter 2

### Know More About The New World

As we are now deep into the journey through the world of blogging, we need to figure out our "genre" before we can start writing our blog posts. "Genre is the different styles or categories in art, music, dance, and literature". With blogs, genres are various categories of a blog topic that people write about. Travel, Economics, Food, Art, Photography, Business, News, Case Study, Stories, Gossip, Education, etc are the various kinds of genres.

Most people believe that writing is the most challenging job. Well, that's quite true! While bloggers will agree that deciding what to write about is even more difficult. When you have a pleasant picture of what you want to write about, writing will come naturally to you. This decision, however, should be carefully made and intelligently. All of today's successful bloggers are those who think rationally. Your genre selection should be prudent, practical, and true to your abilities.

#### What are the different Genres?



To make sure our piece of writing a blog post is good, we need to figure out our genre, which is the topic we are most comfortable writing, the topics we know best and we can do extensive research on them to maintain the validity of the blog. A writer can be good in many genres, but they always produce their best works on the topics of their strengths. This not only makes the blogs better but also makes the writing more detailed and informative for the writer. It presents a win-win situation by choosing a genre and staying loyal to it.

Writing a blog with good content is just part one of a blog post. Part two goes behind the promotion and marketing of the blog and this is the place where genre comes into actual play. Every genre has a base of readers who can be called core readers. Such readers mostly stick to their genres and read interesting and innovative blogs. Choosing a genre helps to decide which fan base to promote and design a campaign, depending on their preferences. Using keywords is also done keeping in mind the preference of the reader, which helps it reach maximum people.



Let's dive into the world of different genres and know more about them.

Fashion blogs are certainly one of the most famous and most loved blogs. Fashion blogs are one of the ever-rising and frequently changing domains. Statistics show there is a rise of "40% in fashion influencers" over the last decade.

The fashion industry keeps on innovating and launching new products, which makes it easy to find topics to write about.

Anyone passionate about the fashion industry can write about it all day.

All that is needed is the creation of a distinct voice that engages readers while remaining true to one's personality.

Gabi Gregg, Lisa Gachet, and Wendy Nguyen are some of the best fashion bloggers out there who generate thousands of traffic on their websites every month.



We're going to travel and not eat? That's not happening, and Food Blogs are unquestionably the next big thing.

Humankind's innate response to food distinguishes food blogging from any other form of blogging because food is something that we all enjoy.

Food bloggers have been the major cause of the success of restaurants.

These blogs not only contain details about various food and restaurants but also teach cooking to newcomers.

Any food enthusiast can scribble down their opinions and thoughts and become a professional food blog. This is the only genre that can help you get special treatment in restaurants and even free food on certain occasions.

Are you a foodie? Then write about it too and stay in your comfort zone. Check out Serious Eats to know how tasty this genre can be.

With the advancement of technology, Tech Blogs have reached some unseen amount of growth. This is another genre that keeps on innovating on a daily level and there are several topics to write upon.

If you are a tech geek or a tech-savvy person, then you would love to write about various gadgets and review them after using them.

Here your sole purpose is to establish something that saves the reader time while also inspiring new ideas. Tech Crunch is a well-known blog page in the tech genre with thousands of daily readers.



Nowadays everyone loves to travel, and it's the go-to cliché of the millennials. This made a massive increase in the number of Travel Blogs. "80% of the world make their travel plans online" and these blogs serve as the guide that helps them to do it. Travel blogs are both personal and business blogs and these are the major sources of income for the traveler who stay on the road for years. Do you have a knack for traveling? Then travel blogging should be your genre.

Explore, capture and share your experience over the blogs and let your word reach the crowd. The only mantra here is 'Travel to the depths of the Earth and write with zeal'. In a world where "Wanderlust" and "Adrenaline Rush" are everyone's favorite words, travel blogs cannot gain attention. The point of being content must be good and interesting. The Travel Episode and anywhere we roam are award-winning bloggers in this genre.

Economic matters and fiscal issues are crucial, hence people read a variety of blogs before deciding. Financial Blogs assist the average person in comprehending new policies and systems of the global economy. Empathy and knowing the perspectives of people from various socioeconomic backgrounds encourage a finance blogger to write about these topics effectively and courteously.

Blogs like Good returns get tons of readers every day. If you like to write in a suggestive tone and want to explore lots of statistical data, then this can be your dream genre. We can describe a lifestyle blog as an online representation of the writer's daily experience. It also includes various opinions, interests, and daily life. These genres give the author an array of things to write about from their day. It can be a book review, daily blog, cooking blog, travel experience, film review, etc. can be under this genre.

If you want to write about various things altogether, being a lifestyle blogger is a good option to show your talent. Zoe Sug is a famous lifestyle blogger who writes on various topics related to women.

Everyone loves sports, but everyone is not privileged enough to watch their favorite sports. That is why Sports Blogs have been growing lately. Sports enthusiasts write about their favorite sports and also give constructive criticism over a match or player performance. It helps readers to stay updated with the sports world.

The goal of starting a sports blog is to express your personal views on various sports-related topics. The more articulate and opinionated you are, the more likely you will have a successful blog with a large following. Awful announcing and **Deadspin** are some classic examples of blogs in the sports genre.

The logo for Deadspin, featuring the word "DEADSPIN" in a bold, teal, sans-serif font. The letters are thick and blocky, with a slight shadow effect.

To play the sport, you need to be fit. Fitness has gained huge attention in the world of millennials, where everyone wants to stay fit and healthy. After a hectic day at work, traditional ways hardly turn out to be effective enough to keep you fit. Fitness blogs teach people to stay fit and also provide information on ways of staying fit. If you are involved in a fitness business, a blog is a great way to expand your scope to an audience you may not have otherwise met. Yoga and Zumba gained a huge number of followers after being read on fitness blogs.



Movies are an important form of art that influences our day-to-day life. We love to watch movies and spend hours talking about them. Some people read too. They read about the movie's success, gossip related to actors, and future outcomes of the franchise. Famous franchises like StarTrek and MCU spend thousands of dollars to keep the readers intrigued about them and also build up a potential aspect for future ticket sales. Are you a movie geek? Then writing about them can be your wonderland.

The world's most-read literature is stories. Stories attract, stories hold attention, and stories sell your product/ service. There are stories on the internet for both personal and commercial purposes. Stories are the inception of the genre where in the world of stories there are hundreds of sub-genres with huge fan bases. Romance, Sci-Fi Horror, Comedy, Life lessons, Fiction, and many more attract hundreds of readers in search of stories they want to read. Stories over a blog are a whole different world of opportunities and chances. Humans are imaginative creatures and anyone with a good imagination can give a voice to their story. Tiny Tales and Scribbled Stories are some blogs that are dedicated to providing a platform for writers.

Many other genres might not be as famous as the mentioned one, but if you are in that field and you can do extensive research for writing your blog post, then you should head towards it. Some of them are:

- Historical Information
- Mystery
- Autobiography
- Music
- DIY
- Car
- Parenting



The list ends here. It's just a part of an enormous world of blogging and there are a huge number of genres to choose from.

### **Think before choosing**

You need to choose your genre before you research probable topics. Your genre should be in your comfort zone to get the best possible outcomes in your writing. Writing about something you love gives your job a fun aspect and increases the chances of being creative. Although if working for a company you might need to write on various genres you aren't comfortable in still, you should have a core genre to make yourself the best in it. For choosing your genre, think about certain criteria that are directly going to affect your decision and career in the future.

- Which genre do you know more about?
- Which genre do you love to read about?
- Which genre excites you?
- You can do extensive research for the genre on a daily level?
- In which genre you can guide people?
- Which genre won't bore you in the long run?
- Can you stay loyal to your selected genre irrespective of the response from readers?



Now you can choose the genre you want to write in, but it's not enough to provide the material your audience wants to read. Know your reader and their choice and demand. Every genre has a core reader base that efficiently follows all the big bloggers of that genre. We can usually consider them a sample of a larger audience. To know your readers, analyze the reply and feedback from core readers on various blogs. What are they liking, what are they disliking, what else do they want to know, and how can your material solve their problem?

Before choosing a topic, make sure your reader will be interested in it. You have the right to such a topic that will make them like and share your blog post and your blog will add value to their needs.



Finally, some words of wisdom. The most important thing to learn from blogging is that you can never predict which content will go viral and which will be a total flop. Sometimes you'll put several days into a post, polishing every nook and corner, and it won't go anywhere. A post where you put little effort in might emerge as your most-read post ever. Keep learning and keep writing. Always pen down your thoughts and let them roar. The world wants to hear what you have to say. Tell them!

## Chapter 3

### Get Ready To Rock In Blogging

Now you know how to choose your genre and how to write for your audience, the next step is to write. All this learning shouldn't go to waste without proper action.

#### How to start Personal Blog



·First, decide what is your motive behind the writing. Is it a personal journal to express yourself? Is it a side income? Or are you planning for something to be your full-time profession? Every one of them requires a different approach and different amounts of dedication toward writing.

·If you want to write for yourself, the best way is to start up your blog. Create a website and start planning for your blog post. "Analyzing the readers and following up on various demands from readers is the backbone for a new blog page/website". Starting up a new website can be costly if you aim to provide the best experience for the readers, or else it can be created by yourself over platforms like WIX and WordPress. There are countless plugins and add-ons available, as well as nearly infinite ways to design and layout your blog. Hence, selecting a forum would not be a challenge.

·Once the website is ready to roll, there are a few steps to follow the route to success.

- Create a Content Calendar.
- Research extensively on The Topic.
- Regularly analyze the activities of your readers.
- Post consistently at regular intervals.
- Be innovative with your approach.

“Write to your readers, Write to your readers.”

### Job opportunities as a Freelancer

Starting up your blog is a way of earning as well as expressing yourself. But there are other ways to establish yourself as a published writer and blogger. Article writers and bloggers are in high demand by many companies of various genres. Businesses want to make their presence strong on social media and writers can make it happen. Their blog will not only create awareness about products/brands but also generate a call to action. For any budding writer, writing blogs for companies can be a much-needed breakthrough. This also ensures payment for your writing and establishes your blog posts as the most reliable source of information on the internet.



Last but not least, being a freelancer can also spring up the qualities of a writer. Freelancers write for various clients of their chosen genre and take up payment hourly. It is a great opportunity for bloggers to understand the demand for blog posts and also to create an audience base out of it. Freelance writers do more than just write; they also market themselves and their skills to prospective clients. A successful freelancer is often a creative wordsmith and a savvy businessperson. Big multinationals approached established bloggers to write for them.

### **Freelancing comes with a certain advantage:**

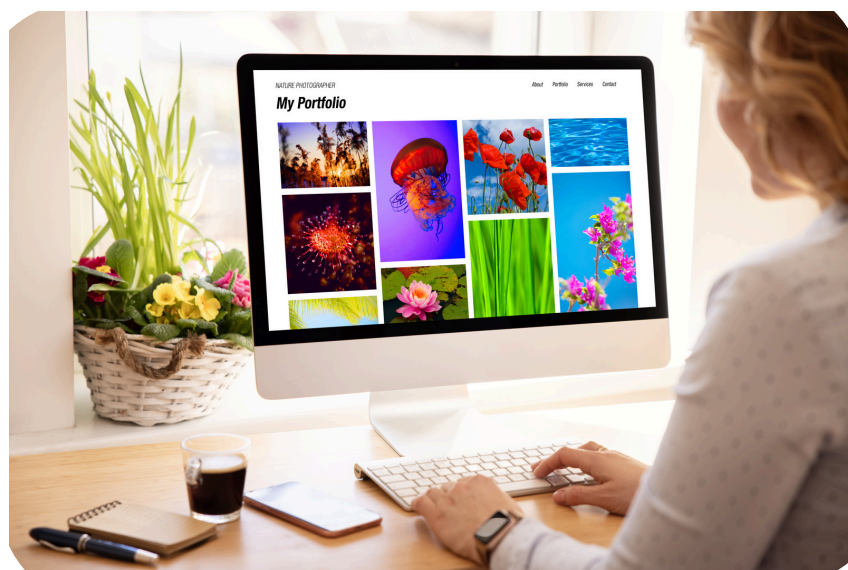
- Flexible work hours.
- An array of topics to write about.
- Learning client handling.
- Writing our blog to sell.
- Experience in maintaining the deadline.

### **How to Get a Job as a Blogger**

Getting a job as a blogger can be slow and hectic for a newcomer, but this comes with a wide and dynamic learning curve. Whenever a company hires a blogger/writer, then they spend their resources on an established writer, preferably over a new writer. Everyone wants their content to be of the best quality. Do you want to gain the attention of a potential client? Well, a blogger can gain attention with the help of a portfolio.



“A portfolio is the collection of work in writing/blogging that you have done before. It helps the company to evaluate your writing and your capabilities.”



A portfolio can contain anything you have written previously which has been published over some kind of platform. Such published content also contains comments, which can provide a vague idea about people's reactions to your writing. Your portfolio is one of the most valuable assets you have as a freelancer. It can get you hired right away, or it can land you in a pile of quickly forgotten applicants who failed to impress. A portfolio solidifies a writer as a brand and those writings are his/her identity in the field. A portfolio can make a new blogger stand out among the crowd who have no portfolio to showcase. Personal blogs are also an important part of your portfolio. They make you known weeks as a versatile asset who not only can write his/her blog but also market it to the audience.

We appreciate multitaskers in this new fast age. We prefer a person who can do a variety of work over a "one-trick pony". A blogger not only writes but also designs blog posts that can be attractive. Skills such as graphic design, photography, marketing, and technical knowledge can make your blog the best among the others. If a blogger can make their post attractive with various graphics or photos and then can market their blog over the internet, we will prefer them over a just writer. Any company or client would love to get a writer and digital marketer together in one.

Having a portfolio is helpful, but new bloggers still get paid less for their writing. We can offer them up to 0.50\$ per word, while an established writer can earn up to 3-5\$ per word. Experience in the field is important to validate your quality of work. Internships are the way to validate your work. An internship will help you boost your blogging career in a variety of ways. You will gain practical, marketable experience that you can include on your resume or on other professional networks. We may also post your work on the company's website, which will aid in the development of your professional portfolio. It's a perfect way to break into your desired profession while still mastering the essential skills you'll need to succeed.

We can do internships both paid and non-paid, but working as an intern will not only help you gain valuable experience as an intern but will also show about your readers and their acceptability of your content. This is the place where sticking to your chosen genre can make you an expert writer of that after a couple of internships. Expert writers in a particular genre are always in demand.



### **Grab the Job**

In short, getting a job as a blogger can be time taking and hectic, but being consistent can improve your chances.

- Write daily on some of the other platforms.
- Try a variety of topics in your genre.
- Know your readers and work on their feedback.
- Increase the diversity of your skills.
- Work in internships if you're completely new.
- Validate your portfolio with a wide range of content.

Many job portals validate bloggers as job profiles and it can be helpful for any writer to get a job. Likes of **Indeed.com, Monster.com, Naukri.com, Internshala, Career Builder, Glassdoor Jobs, Craigslist, etc.** list up career opportunities for bloggers and article writers. LinkedIn and Tumblr are two social media websites that provide job opportunities to bloggers.

Freelancing has grown a lot in the last 20 years and with the widespread use of the internet by common people it has been a prime source of employment for then likes or writers, graphics designers, digital marketers, influencers, proofreaders, and many more job profiles. "In simple words, a freelancer is a self-employed professional who works for different numbers of clients simultaneously and provides the service as per client's requirements and specifications. They usually work at an hourly rate".

Freelancing is a flexible variation of employment without many boundaries of company policies and company practices. In freelancing, work hours are flexible and the freelancers can set up a deal with the client they feel comfortable working with.





Freelance comes with the direct advantage of choosing the time to work from. It can be part-time and full-time easily, depending on the workload and the number of clients the freelancer is working for. For bloggers with a knack for writing, while doing something else in the profession, freelancing can be a good way of staying put in the grab. It also provides exposure by working with a variety of clients and writing on a variety of topics. Freelancing also brings first-hand experience in negotiations and sales. When working as a freelance professional, sell yourself as an established writer and also negotiate the work rates.

The most important thing freelancers crave is "independence". Independence from a daily mind-numbing 9-5 work and rigid work culture of weekdays and weekends. People discover that freelance work is a perfect way to start a side business or even transition full-time away from the corporate world. Freelancers can plan their day out according to work pressure and their devotion to work time, flexible with their needs. This increases job efficiency and the cost of operations is substantially low because of the unavailability of various employment benefits. These advantages far outweigh the appeal of any other profession.



Being a freelance blogger is not all a smooth ride, there are many disadvantages. Being a freelancer is not permanent work, it's work depending on the contract and client. If a freelance blogger is looking at it as their profession, before starting up they need to have experience and a strong portfolio as no one will hire an inexperienced writer. Freelancers need to

keep looking for their work constantly and sometimes they have to work with an undesirable client, just to keep up the income flow. This profession also lacks the involvement of any company facilities, such as travel and health allowance, making the freelancer completely self-dependent on their work.

In blogging, freelancing is a booming sector, and it is convenient for writers to work at their desired time to spark the lights of creativity. Being a freelancer can be a life-changing decision and should be taken as of utmost importance.

- Decide whether freelancing is your career choice.
- Search for a platform.
- Build a strong resume.
- Solidify your portfolio with experience.
- Decide a charge for your work.
- Search for clients.
- Maintain good client relationships.

So, what exactly are freelance platforms and what services do they provide? They serve as a recruiting forum, a talent marketplace, a workspace for networking and collaboration, and even a payroll timesheet all in one. A good platform can set up the career of a freelancer. A good platform comprises a variety of clients and opportunities for freelancers to choose from. It also prevents freelancers from unfair rates and makes sure we completely legalized the contract with the client to prevent future complications. A good platform also helps you to find good clients who prefer to give work again and again if we satisfied them with the content. Freelancers must know to sell their capabilities to get projects of their caliber and the payment that they deserve.



**Upwork** is an American freelancing platform that is connecting individuals to their potential job opportunities in 2015. Upwork is the site with the biggest database of freelancers and businesses, which provides a variety of choices to both ends. Spend your time, make a profile, show your worth, and get hired as a freelance blogger over Upwork. It also has some with a \$5 price capping that ensures justified payment for work.

**Fiverr** is an Israeli marketplace for job hunters which connects on a global level. The biggest advantage is its depth of level in the job position. Fiverr creates chances for both pro and new levels of writers. A blogger can practice their gigs over a variety of small-scale opportunities and build their portfolio. Minor projects and quick payment are useful for freelancers to keep their game on track. Fiverr has no price bracket, and that makes it more flexible for new bloggers who charge low prices with their inexperienced profiles.

The logo for Fiverr, featuring the word "fiverr" in a bold, dark green, lowercase sans-serif font, followed by a solid green circle.

Freelancer, Pro Blogger, and Mediabistro are some of the other names in the industry of freelance job portals. They provide jobs on a global level with a variety of clients in every genre of writer's choice.

To end with the scope as a freelance blogger, one must remember to decide on this career with proper thinking. While being a freelancer has lots of freedom, it has the hassle of finding clients and selling your skills for projects. Anyone can write, but not everyone is an excellent writer. This work could be enjoyable and productive if you have the enthusiasm and imagination to back it up. We cut not everyone out for a career as a writer. However, if you believe you possess the skills, you should have a career as a freelance writer. "Be creative on paper, Be lucrative in freelancing".

## Chapter 4

### Design Like A Pro

We have checked out a ton of things from our planning list for our blogging world. Some are ready to embark upon their magnificent journey in the world of blogging, but there are still some of them on a cliffhanger. We have been through opportunities as a blogger in the job and freelance sectors, but what about the personal blogger? How can they publish their articles? How can their voice reach the mass? Well, blog websites are the most common way to do it.

WordPress and WIX are the most prominent blog developers out there who can prepare a good and working website in a fast and cheap way. It's time to dive into it.

#### WordPress



Do you know what The Walt Disney Company, The New York Times, and Star Wars have in common? All of them have made their blogs/websites over WordPress. "29% of the world's total sites are from WordPress". Being open-source software, WordPress made creating sites easy and available to all.

As we are talking about the various platforms for blogging, let's walk you through WordPress and how to create your blog on WordPress in no time. WordPress comes with two different options when you search for it. WordPress.com and WordPress.org.

**WordPress.com** is the bigger version of the portal which helps you to host your domain. You can either pay or be free with the amount you choose for your hosting plans. Though WordPress.com has some limitations, it's preferred for bloggers. We limit SEO tools when it's free and we cannot run ads on your page until you have 25000 viewers monthly. Although most of the features regarding the theme SEO, branding, and analytics can be upgraded with better hosting plans.



WordPress.com is better for beginners, but it provides less freedom. WordPress.org is the more professional version where you can host your domain. It doesn't come on board with the free option and you have to pay for keeping your domain online. Unlike wordpress.com, wordpress.org comes with lots of free themes, analytics, plugins, and monetization. You can monetize your blog with no capped amount of viewership. But the disadvantage is none of the features can be upgraded and you have to work with whatever WordPress.org is providing.

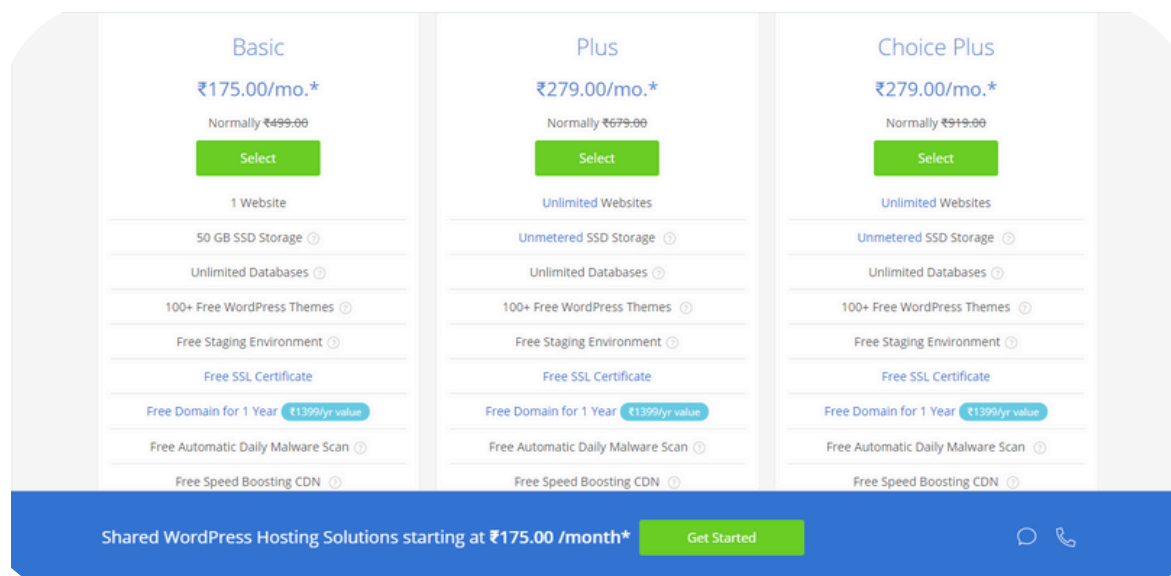
It is important to choose where to create your website and it completely depends on your need and financial capability. I'll guide you through the steps of creating a website, which is the same for all WordPress portals and regardless of your hosting plan.

### **Step 1:**

#### **Choose your hosting platform**

A web hosting service is a form of Internet hosting service that enables individuals and businesses to make their websites available through the Internet. Hosting platforms offer a variety of hosting plans, depending on the features you need. We paid for these plans, and it completely depends on the needs of the blogger.

There are a plethora of businesses that will sell you a hosting plan. Blue Host is one of them, having been designated as a WordPress partner and offering exclusive rates to WordPress users.



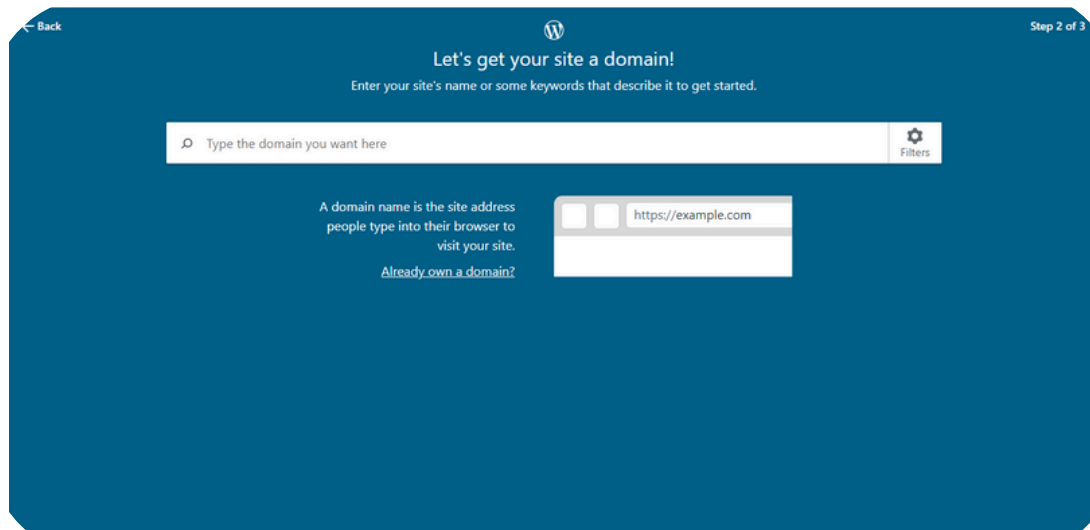
HostGator, DreamHost, Cloudways, and Kinsta are some of the big names in the hosting industry. They provide premium hosting services with all required features for the users.

WordPress provides self-hosting facilities and we can use it as a legitimate source of hosting. There are four main package plans -Personal, Premium, Business, and eCommerce. WordPress.com allows a to choose a free plan for hobbyists, but features are limited and it can not generate any monetization.

## Step 2:

### Select your Domain Name

The domain is the name that is going to be your URL. The website link everyone is going to search for searching your website.



If you are using any hosting platform other than WordPress, they will ask you to enter the domain name while choosing a hosting plan.

To register a domain name like yours, you can choose among the free names or the names that ask for yearly fees. Weigh the options before deciding. It is always a good idea to include the name of your website in the domain name.

### **Step 3:**

#### **Chose the name**

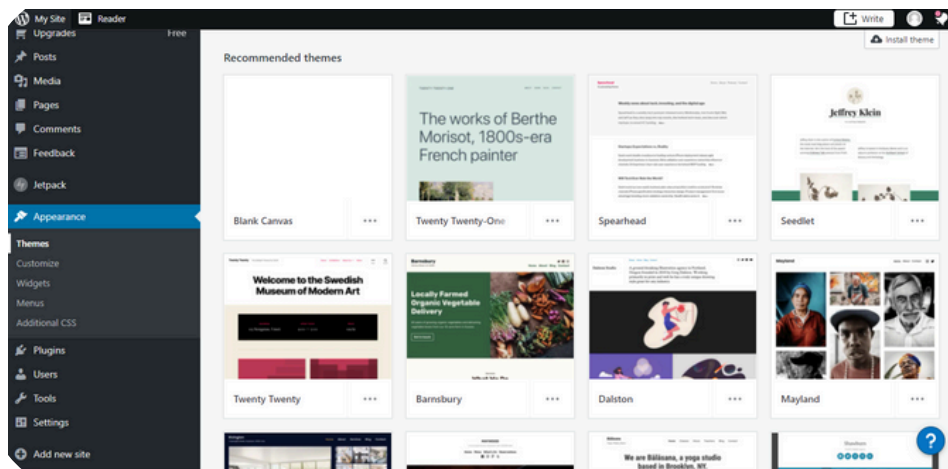
The name of the blog is the name that is going to be on the top. This is going to be the identity of the blog. So we should decide carefully it considering the:

- Type of blog
- The genre of the blog

The blog is ready to go once the name is chosen. WordPress can build a rough site and provide the user with a control panel. This is where users can perform all the website's backend tasks.

## Step 4:

### Design the appearance



One of the best things about WordPress is that it uses Themes, which are interchangeable templates. With just only one click, we can change the appearance of your WordPress website with just one click. Once you have reached the user control panel, you can design the complete looks of the website. Your website's look should appeal and interesting. Looks at the website matter a lot to attract and keep viewers.

WordPress provides free themes from which you can choose the basic layout. It also suggests blog design for different genres- Travel, news, food, fashion, Sports, etc. Select one of your choices and apply it to your website. Themes can be free and paid, Sandford choosing them depends on your budget. Select the theme and install it, which will change the website pattern to the stock design. Mythemeshop.com is an external shop from where users can buy themes from the WordPress site. It's worth checking.

## Step 5:

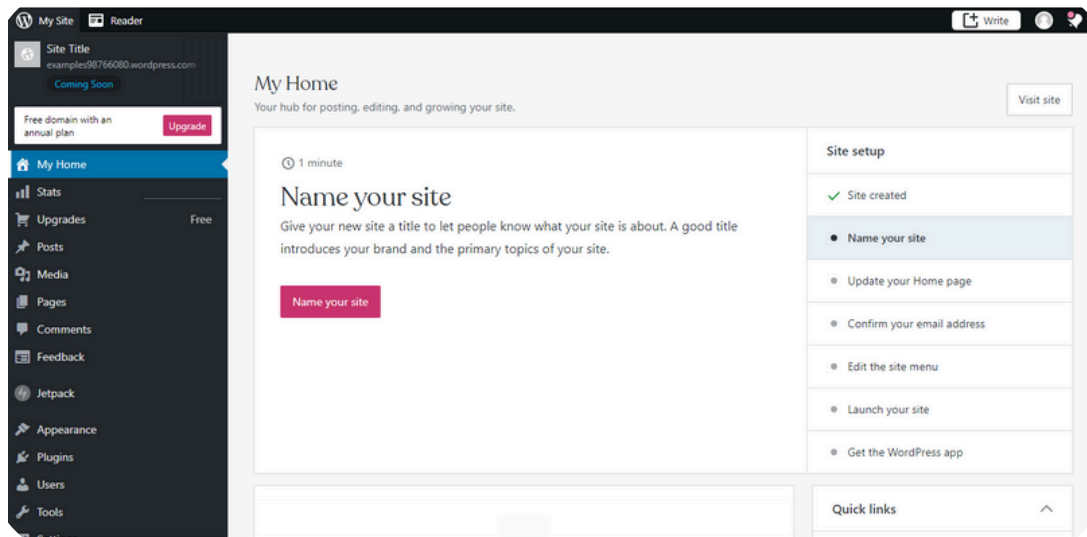
### Design your page

Every blog should have **4 Primary Pages**

- Home
- About Us
- Contact
- Blog



These pages are part of the general concept of a blogging website. The number of pages and the name you give your page will undoubtedly vary depending on your needs and goals. When the theme will be applied, they will change all the website designs into the stock design, which has stock details. So, once you've decided on a theme, edit the page and fill it with details about your blog.



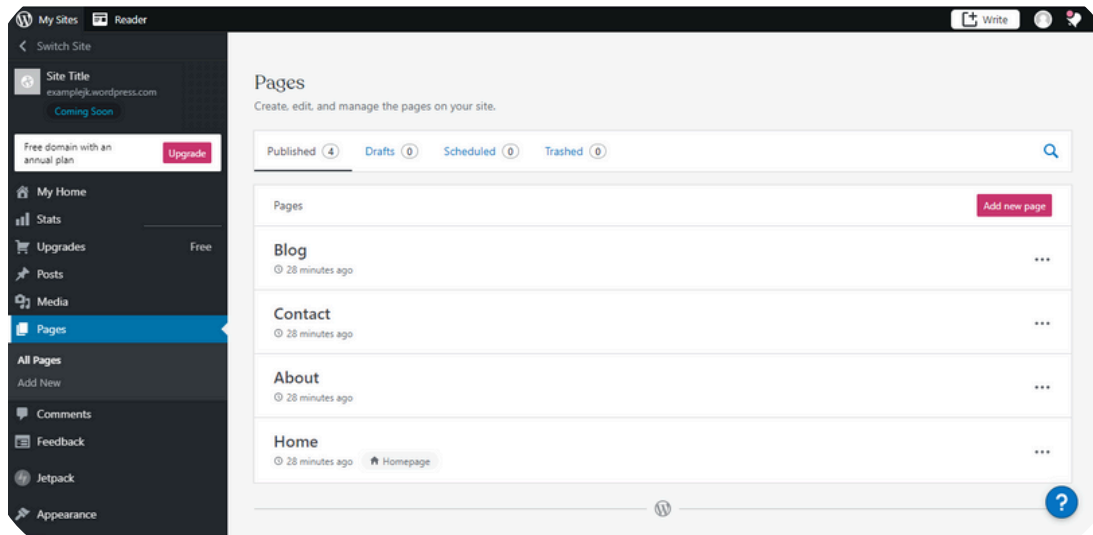
For example, the Home page should have the name of your blog, short details about you, and the blog posts. It should also have a menu option.

- Click on the Headline
- Write the Headline you want
- Select the image of your choice
- Repeat the procedure with all other pages and fill them with your details.

## Step 6:

### Set-Up Widgets

Widgets are minor features that appear on the website's sidebar. Widgets are not a compulsory part of the website but increase the quality of user experiences.



These minor features include:

- Calendar
- Gallery
- Social Media Links
- Featured Post Links

And many more. Select the links good for your website and make it look professional and user-friendly.

## Step 7:

### Set-Up Plugins

Plugins are WordPress add-ons that help you control and navigate your blog. Plugins are essentially how you can get some great functionality understanding no coding while learning how to create a website on your own.

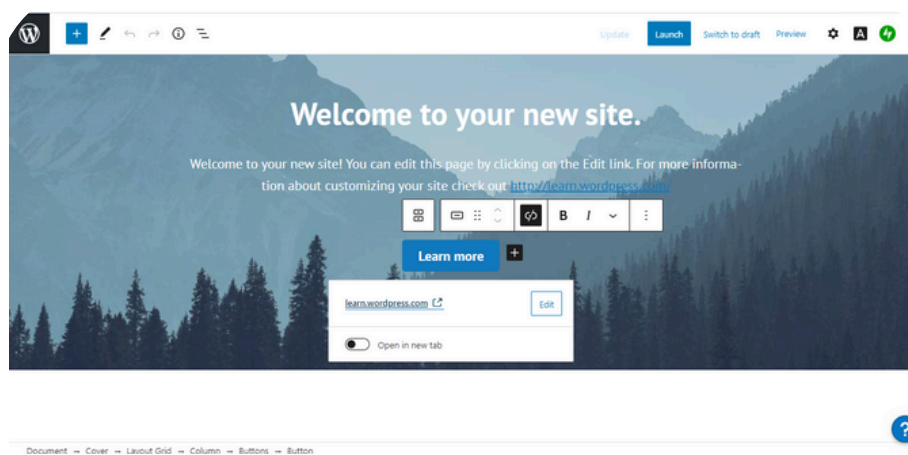
Plugins are free or charged, depending on your hosting package. In WordPress, there are over 50000 plugins available. Yoast SEO is a common plugin that aids in the optimization of your post for search engines. Other common plugins include Anti-Spam and Login Lock. You can choose the plugins that satisfy your intent.

## Step 8:

### Establish Navigation Links

These are the links that navigate your readers from one page to another.

For instance, if your reader finds the option "Read Blogs" on your page, then that option should navigate your reader to the blogging page. To ensure that, select the option and paste the navigation links of your website on another page on the click-box. Do with all the options to guide them in the right direction.



Your website is up and it wouldn't be wrong to assume that you want Google to locate and index your pages. Publish your website from the settings and start writing! Now your blog is ready to be seen by the World.

## WIX

Its headquarters are in Israel. Wix is one of the most widely used website-building sites on the planet. It has over 100 million users in 190+ countries, with an additional 40000 users joining every day. Wix is well-known for being able to develop professional-looking websites.

Wix has been popular since its inception in 2006, and it has successfully saved many businesses from having to invest additional funds on an excellent website. Companies like IKEA use Wix. For hosting on Wix, we prefer to use Wix's hosting plans, which come in various types. Wix has eight different pricing plans that range from \$14 to \$500+ per month). At \$13 a month, the Combo package is the cheapest and includes an ad-free website.

Freelancers should opt for the \$17 per month Unlimited package, while online sellers should opt for the \$23 per month Business Basic plan. Wix also offers a trial plan that you can use to get a feel for the platform before committing. Wix is super easy and fun to work with while creating a website.

If you are wondering how to do it, then let me guide you through it in steps:

## Step 1:

### Get Started

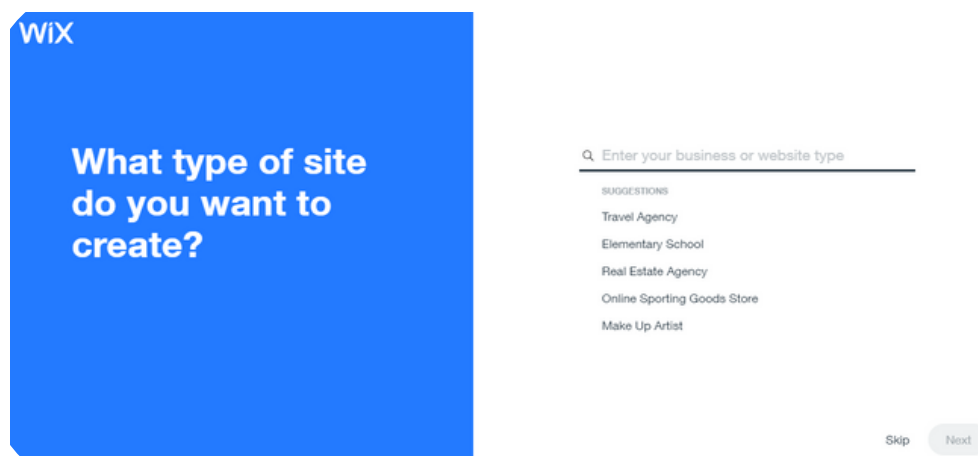
To start with Wix, log in at Wix.com with your new ID. As soon as you log in, it will give you two options:

Let ADI create a website for you.

Create your website with an editor.

While in the first option, ADI will create a basic layout for your website, in the second option you have to do it from the base with the editor.

For new users, using ADI will be smart and timing saving.



Once you choose ADI, it will show you the option for features you want to add. It will be based on the type of website you want. Choose as per your need to carry on with the procedure.

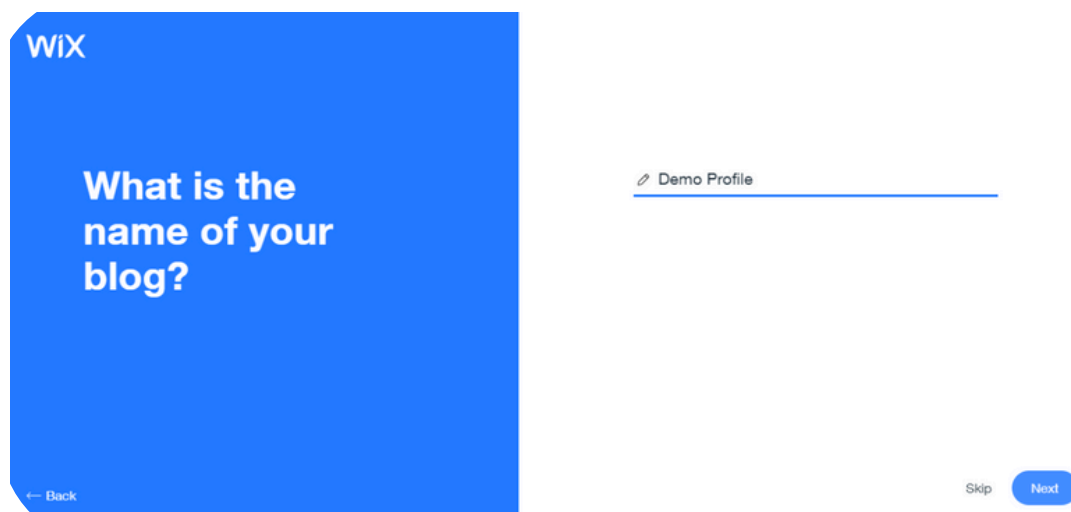
## Step 2:

### Name of the Blog

As soon as you are done with the genre, it's time to choose a name for your blog.

The name of the blog will appear at the top of the page. The blog's personality will be based on this. As a result, we should weigh it considering:

- The kind of blog
- The blog's subject matter




## Step 3:

### Fill your Details

You need to fill in the contact details to complete the initial setup.

Wix ADI will prompt you for the contact information you want to display on your blog. Attempt to provide as much detail as possible. The ADI will then create comprehensive navigation menus, footers, headers, and contact pages based on the information you provide.



LOGO	
NAME	<b>Demo Profile</b>
EMAIL	<input type="text" value="Enter your email"/>
ADDRESS	<input type="text" value="Enter your address"/>
PHONE	<input type="text" value="Enter your phone number"/>
FAX	<input type="text" value="Enter your fax number"/>
SOCIAL ACCOUNTS	<a href="#">+ Add a social link</a>

[Next](#)

#### **Step 4:**

#### **Choose your Theme**

It's the design that ADI will apply to you on your website. We will provide you with 6 options:

- Retro
- Luxury
- Sand
- Sky High
- Thread
- Bold

Each of them is explained in detail so you can choose as per your preferences.

#### **Step 5:**

#### **Select Homepage and Style**

Home is the landing page of your blog. It should be informative and clear so people feel attracted to your blog. Choose from the set of given options as per preferences.

## Pick your favorite homepage design

Skip

You can easily customize your colors, images and more.



With Wix ADI's smart assistant, you can now further customize it by changing fonts, adding media, and integrating a variety of other features. Wix ADI is now going to present its last plan. From here, you can go back and make adjustments to the previous measures. Setting the theme and temple completes the overall appearance of your website.

### Step 6:

#### Edit Pages

When the theme is installed, we changed the entire website design to a stock design with stock information. So, once you've chosen a theme, edit the page and populate it with information about your blog.

You should fill pages with details of your blog so that it gets a unique identity when it will be published.

### Step 7:

#### Select a Domain name and publish

Once you are satisfied with the looks of your website and you have updated it with your details, then just one thing is left to do.

Selecting the domain name. The domain is the name that is going to be your URL. The website link everyone is going to search for searching your website. Choose it as close as possible with your Blog Name.

Now you can publish your website, and it will run live and customize available for everyone who wants to see it.

## Platforms to write Blogs

For certain people, creating a website is not a viable choice. Maintaining a website, as we've seen, takes a lot of work and time. Money is involved in using better facilities.

Fortunately, there is another way to get your blogs published on the internet. Some platforms allow you to create a blog and share it with an audience. It's a more efficient and easy way to get started writing.

Medium is such a platform that allows people to write and publish blogs. Over 60 million people use Medium. We often consider it the best platform to start a career with. Even Medium, bloggers, and content designers specialize in creating niche content readers can relax and enjoy.



Medium also functions as a community that promotes and shares your posts. Every day, many bloggers will come across your medium post and will provide reviews and useful insights. Medium has its data analysis feature that helps you to track your audience and strategies for future planning. Setting up over medium is easy.

- Setup an account.
- Choose your niche
- Follow writers of your niche
- Write your blog

Medium will handle the rest. It will make it easier for it to reach out to other readers and authors. It also helps that they have an estimation of how long each article will take to read, as well as a built-in commenting system so you can interact with the author and other readers right away.



You can monetize your Medium account by achieving the required average viewership. Medium also works with several magazines where writers may apply for jobs or freelance work. Though there is a downside if you want it as your long-term solution. You can not manage traffic by ads or you can not earn by placing on-page ads. The money earned by the monetization is minimal unless there are 100k viewers per month. It's a good place to start a blogging career and gain some audience, but it might not be as useful as a website in the long run. To summit might not be as useful as a website in the long sunrise, the medium offers a full infrastructure for a blogger to blog.

Blogger.com is based in the United States and on its Google blogging platform. It is India's most popular blogging website. Blogger.com, unlike Medium, allows you to create a website. As opposed to WIX or WordPress, it's a lot easier to do. This website is still a sub-domain of blogger.com, so it is accessible free of cost.

The design of the website can choose from a series of templates that are specially designed for various genres of blogs. The communication system is simple and efficient. You may either use the system's default comment system or set up Facebook, Discus, or some other social media site. To drive traffic, you can direct your audience to various other sites where your content is available. You can quickly monetize your blog with **Google AdSense** and other services such as affiliate marketing. Writers have access to all necessary resources through the Blogger post editor.

It lets you change or edit your article's title, definition, labels, location, custom permalink, custom robots tags, BlogSpot tags, and more. When creating a website appears to be a major undertaking and a significant financial investment, these platforms offer a win-win scenario. You can use them to write, gain an audience, and earn money. When all is in order, you can direct your visitors to your main website.



## Chapter 5

### No More Planning, Time For Action.

You now understand what a blog is, the various blogs, and how to post a blog on the internet. Your well-designed blog/website is up and running on their network. The only thing left is to write and share your ideas, views, and feelings with the rest of the world. Everyone can write, but not everyone can write well.

One can overcome the challenges of their writing proficiency by putting a greater focus on a variety of writing styles. It doesn't matter what language you used to write your blog posts; what matters is that your language is right and your style is appropriate for your blog.

#### Different Styles of Writing



Every genre and type of blog we've addressed has a variety of writing styles that fit the writer's point of view and keep readers interested in the post. It's not only about attracting followers for blogging; it's also about holding them. While you will gain a new audience every day, if your blog is boring, they will not return to read it. Whenever a reader is laying eyes on your article, they must get hooked to your content. This is where various writing styles help to write the article in the right tonality.

If the writing style is perfect, the post will be more interesting and understandable. The readers come from various backgrounds, and they do not all have the same vocabulary. The viewer would be more involved and approachable if we kept the language short.

There are many styles of writing and writers even develop their type for their audience, but there are 4 core types that are followed by the majority.

- Expository
- Descriptive
- Narrative
- Persuasive
- Argumentative

All the above are the most essential styles of writing, and knowing these five can cover an array of blog genres.



The term "**Expository**" refers to the purpose of explaining or describing something. This writing style is truthful and non-opinionated. The writer describes the subject in great detail without attempting to form an opinion on it. The expository writing style relies heavily on facts and data. Quotes, connections, citations for sources, and tables and charts to illustrate key data points are all included in this format. Instructions in expository writing should preferably be concise and easy to understand and may include images.

"News Articles, Scientific or Medical Research, Instructions Guides, Cooking Guides" are some of the blog posts that needed to be written in expository style to ensure greater impact.

# DESCRIPTIVE



**Descriptive writing** is just what it sounds like. It can be real poetry or simply poetic, with metaphors, adjectives, adverbs, and vocabulary that engage the reader's senses most. It also zooms in for a closer look at finer info. Descriptive writing is often frictional in which the author paints their way of thinking in front of the readers. The writer is not attempting to

persuade the audience of something or to justify the scene; rather, he is simply describing things as they are. Well-accepted stories among the readers. It creates a feeling of connection, which makes them come back again and again. This form of writing is suitable for poetry, Personal Journal/Diary, Stories, etc.

Almost like any longer piece of literature, whether fiction or nonfiction, uses **narrative writing**. When an author writes in a narrative form, they are attempting to create and convey a plot, complete with characters, tension, and environments. The author tries to depict the scene from his story to its readers. The narrative form can write blogs regarding various experiences. Be it your life experiences or experience regarding any product/service, the narrator creates a detailed environment for the readers where they can place themselves in the narrator's shoe and experience it. Travel Blogs, Fashion Blogs, Historical Blogs, and Short stories are usually preferred in a narrative tone.

The key type of writing you would use in academic papers is **persuasive writing**. If an author writes convincingly, he or she is attempting to persuade the viewer to follow a specific perspective or belief. Persuasive writing involves the author's views and prejudices, as well as justifications and arguments given by the author as proof of their position's correctness. This style of writing generates a "call to action" relying on the facts and stats presented. We suggest the opinion in the end for the reader to conclude the presented points.

Argumentative writing is a type of article that presents opposing viewpoints on a subject. It's likely that both sides are presented fairly balanced, or that one side is presented with more intensity than the other. It all depends on the writer and which side he most strongly supports. It presents the essence of both in front of the readers who can support any of the viewpoints or believe in a counterargument that both the viewpoints co-exist. Heavily, it relies upon facts and viewpoints of the argument holders.

Some subcategories developed over time and are like the main five categories, but more closely attached to their niche. Personal, Comparative, and Reflective are some of such writing styles that are found in a particular genre and it makes those genres better.

*“If you think writing is easy, you're mistaken.”*



Your writing style can differ from the addressed five, but it should convey a clean and crisp message to your readers. Over time, writers develop their kind of hybrid style, which is a product of innovation and reader acceptance. When a reader base loves that style, it assures reader retention.

### **Techniques to enhance writing**

You have written your blog, but there are still things to learn to make your blog top-notch. The writing style is important but good language and proper grammar are equally well appreciated by the readers. "Practice makes Perfect!", we all have heard this quote, but there are other ways to enhance your writing.

Your writing can be enhanced with a set of routines that makes your mind a quick thinker and increases your vocabulary.

- Make sure your concept is clear
- Highlight the important points
- Go easy on words
- Don't repeat your explanation
- Always use contractions
- Write correct grammar
- Don't write long paragraphs
- Give your voice in your writing
- Think like your reader
- Practice writing
- Keep your sentences crisp and simple



All the preceding steps are just as important as writing practice. The readers will understand your written piece if it contains good grammar, accurate information, and correct punctuation. This is a measure of the content's readability. Readability is a term that describes how easy it is to read and comprehend a text based on its specific characteristics. This can be determined using metrics, such as the number of syllables in a sentence or the number of different words used to calculate a 'level' and/or a readability score. Better the readability, the more comprehensive it is for the readers.

When writing, be careful with your word choice. Your readers do not have the same vocabulary as you, and no one wants to read an article that requires them to consult a thesaurus. Correct grammar ensures that the article makes sense and that the sentences are free of errors.

Better readability enhances your writing and we can achieve it with a few steps. Before you write, your concepts should be clear. You should know your contribution to the topic and how to conclude it in your way. The reader would have a greater understanding of the tone and intent of the article if we highlighted the important word. This draws the reader's attention to the author's message.



There go the ways of improving your writing skills traditionally but some tools can help you to intensify your skill fast enough. These tools might not be effective and helpful in the long run but they help beginners to identify the common mistake and enhance their phrasing capabilities.

**Grammarly** is one tool that is well appreciated by writers around the world for its genuine and authentic approach. Grammarly is a digital writing help platform focused on artificial intelligence and natural language processing developed by a Ukrainian technology company based in the United States. They released their first software in July 2009 and today it is widespread among the writer's community. Bloggers, Novelists, Researchers everyone uses it for their writing purpose. Grammarly has both a free and paid version, with paid being more versatile and detailed in helping the writers.

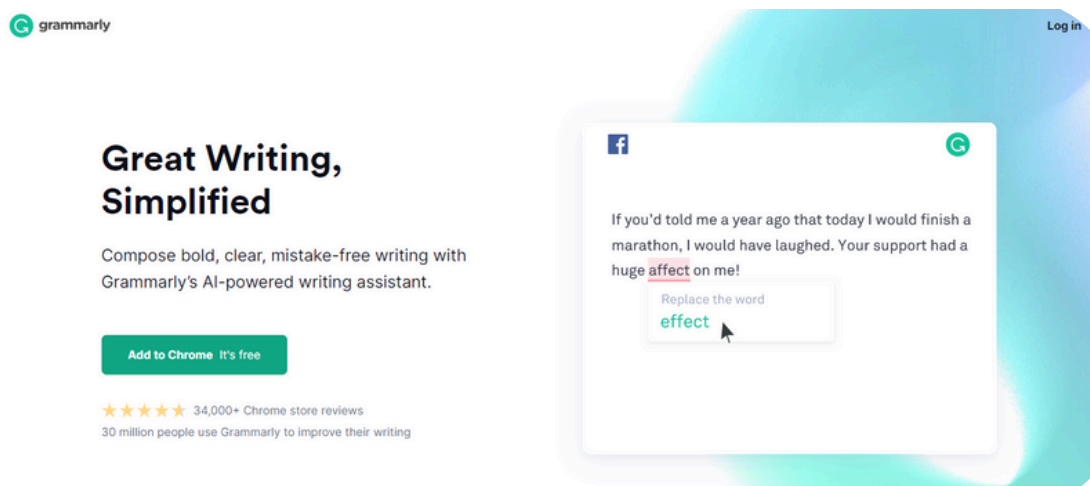


Grammarly helps in the following categories to enhance the writing skills:

- **Readability Score:** Grammarly provides a readability scorer which will read your paragraph and score it on the readability criteria. Even a perfectly grammatical sentence can be difficult to understand. Readers may become lost before they reach the end of it if it is too wordy and complicated. They provide many tips to enhance your text and make your writing simple and easy to read.
- **Plagiarism Checker:** Plagiarism is always a problem while writing a blog/text. Your blog should be plagiarism free and Grammarly identifies them for you.
- **Grammatical Editor:** While writing, if you use the Grammarly extension, it will guide you in grammatical errors you are making. It will suggest punctuations, words, and phrases that satisfy the fine grammatical requirements.



- **Spelling Checker:** We often make spelling mistakes while writing fast. This is where Grammarly comes in. It checks every spelling written in the text and suggests correct spellings for the wrong words.
- **Synonyms Bank:** Sometimes we forget a word or they're synonymous that are suitable for a particular tone of the text. We can easily search synonyms over Grammarly and it is a faster solution than consulting a thesaurus.



Grammarly also has a premium version that supports a lot more than the free version. Grammarly Premium is a paid upgrade that includes over 400 different checks and functionality, such as checking for grammatical mistakes, suggesting vocabulary enhancements, detecting plagiarism, and suggesting citations.

Although the free version of Grammarly gives you access to some of our tools, Grammarly Premium is the ultimate tool for ensuring that anything you write on the internet is error-free.

Quillbot.com is a website that helps you to rephrase your sentence without changing the meaning. QuillBot is a cutting-edge paraphrasing program. It's the best article rewriter on the market, and it'll paraphrase an article for you for free. Writer's Digest, Grammar Girl, Hyper Grammar, and Online spell checker are some of the good online tools to help your writing quality. They assist you in avoiding mistakes and finding the right words to express yourself, quickly locating and adding sources, and improving your word selection.

The modern world needs faster solutions. While the traditional ways of enhancing your writing skill are better in the long run, these support tools can take you to the top.

“You only fail when you stop writing.”



There is one last thing before jumping into action, final **self-editing**. While writing a blogger's mind is filled with the information, experience, and facts that they are about to write. Sometimes this leads to stale and boring content, which is not fun enough to read. Therefore, self-editing is required before publishing it.

One of the most critical skills for bloggers to master is self-editing. Employ an editor for your blog in the future, but it's an enormous cost with no promise of a return on investment in the beginning. However, if you want your blog to appear professional, you must continue to publish high-quality, polished posts.

Before you get significant conversions from your website, you can not hire someone to read for you and it should be self-done a larger number of times. Final editing identifies the loopholes and shuts them tight with pleasant changes. This also gives a reader's perspective for the writer, who can now expect the questions coming from readers.

While self-editing, you must check the 'clarity' of the blog. Your blog should convey what it does and there shouldn't be any confusion about it. Clear and well-concluded materials are always highly appreciated by the readers. This should be the first step in the editing process because it usually requires the most changes, and you don't want to correct a section's grammar and SEO just to remove it later.

'SEO' is an important part of marketing your blog and your blog should contain the keywords that are mentioned for SEO of the blogs. Right keywords always help the blogs rank top and also to reach the desired audience who will understand and comprehend the need of the blog perfectly. The keywords used in SEO must be present in the blog too.

The third step in learning how to edit a blog post entails delving into the finer points of spelling and grammar. Although breaking the rules now and then can help you achieve a more conversational tone, your article should still adhere to the existing rules of grammar. The 'proofreading' should be done in the boots of the reader. A reader will read a blog for enjoying it, for gaining information, and judge its value on readability and authenticity.

Readers might ignore grammatical errors as long as the quality of your blog post is outstanding. There are professional proofreaders available for such a job, but in the starting phase, it's more convenient to do self-proofreading. Having a couple of friends who are interested in your genre of writing can get this thing done easily. They can give the perfect opinion as a reader

In the end, your blog post should be a solid piece of quality content when it's finally published. If you want your blog to appear professional, you must edit your posts in that way. These blog posts will not only gain you your viewers but also be a part of your portfolio that defines you as a writer.



# Chapter 6

## You Vs The World

A good blogger, as previously said, is not only an excellent writer but also a good marketer. A good blogger understands how to market his writings, how to draw readers, and how to keep them glued to their monitors. Full bloggers write to engage their readers and create bonds with them.

Blog engagement refers to all the various ways people will interact with your post. This may be as a message, a Facebook share, or a reference in a newsletter, tweet, or blog post about your blog post. Returning to your website to read your next article or sign up for your newsletter is also an example of engagement. Readers who are involved in your blog are engaged. You will want your guests to be engaged. These are the people who purchase your products, subscribe to your newsletter, and visit your website daily.

### Increase your Engagement



Engagement on a blog will help with SEO. Google will find that your blog is very much alive and successful if your audience shares your post and leaves feedback on it. Of course, social media mentions will aid in the ranking of your blog. More traffic will be created if people share your post on social media or discuss it online.

Reach can be Increased with certain steps if followed regularly and correctly:

- **Be Relatable:** Writers must often put themselves in the shoes of their readers. What kinds of "issues" do they have? And what are the questions they're posing on the internet? Be sure to reflect on the audience's needs, since this is what they'll notice and what they're looking for. Readers will feel easily connected to the content of their choice, which will increase engagement over the blog. Rely on your reader's needs and write in a way that is relatable to them.
- **High Quality:** Readers always appreciate quality. It is worth the time they are spending on the blog. Your content should be amazing. Your website's content should be so interesting, or meaningful that visitors would want to share it with the rest of the world. Of course, this can be difficult. However, with detailed research and fine editing, you'll be able to deliver high-quality content that both your readers and Google would appreciate.
- **Pursue Originality:** Original content always goes smoothly down to readers. People love to read something they are not aware of or never heard of. Make certain that the content is worthy of being shared. Writing original content is the most powerful way to ensure that people continue to share your content. People would be more likely to share your story if it is special. Don't be afraid to share your unique perspective on a subject. Look for new ideas that are never ventured in. Being original helps to get reach.
- **Write Consistently:** When readers start your blog, they love to get more and more posts from you. They want your opinion, knowledge, and ideas on more topics. You can blog regularly if you want people to connect with your blog. Make sure everybody knows what to expect. You don't have to blog every day to get people's attention, but you can keep the cycles regular. People will visit your website on Thursdays on their initiative if they know you always publish posts on Thursdays. Stay connected and always update your readers about the future.



- **Catchy Headlines:** Readers will get attracted to your blog post like a swarm of flies if your headline is attractive. Headlines can make or break your content's success. Your headline should catch the attention of desired readers. But your content must have everything your headlines promise it to have, or else it can lead to getting negative reach. "Clickbait" is never appreciated by the readers and it's better to stay true to your content. Always divide the subcategories into bold and big headlines to show the authority of the post.
- **The readers consumed innovative ideas:** Just like originality, innovative blogs open up a new direction of perspective to various things which can amuse the readers. It also helps the blog to reach better highs on Google, as one of a kind never gets unnoticed. When people read something fresh and keep sharing it, there is an increase in interest.

- **Generate Backlinks:** Backlinks are the traffic generated from the post of other bloggers. When your blog gets mentioned in others' blogs as a source, citation, or reference, it generates readers who want to read about your blog. More traffic, interaction, and the start of a friendship with other bloggers are all outcomes, and it's those relationships that will pay off in the long run. Mention other bloggers and get mentioned by them too. This also creates a healthy flow in the community that can boost your reach.



- **Encourage Engagement:** Ask people to respond to your post if you want them to. If we encourage visitors to leave comments, the probability of them doing so is far higher. At the end of a blog post, invite people to comment or like or share your post on social media. Engagement validates the worth of the Blog to its readers and Google ranks it higher than other blogs. On a plus point, engagements also help to chalk out the future idea and the reader's feedback.

- **Cover Controversy:** Readers love controversy. They feed on it day and night and share it with their, friends. Controversies are the best-known source of gossip. When people disagree with something, they are more likely to respond to it. So, don't be afraid to be provocative if you want to get people to share their thoughts on a topic or start a lively debate, make the comments more forceful and less nuanced. If you go too far, you'll get a lot of negative reviews.

You can be a little daring to attract an engaging audience for your blog. Post unique and amazing stuff, with a splash of controversy thrown in for good measure. Also, remember to invite people to answer!



Unfortunately, writing is not enough to reach a maximum number of people. We filled the ocean with a variety of content; we need it for the content to reach its reader. This is where **SEO** helps the blog post to reach the reader who searched for it. For advertisers/bloggers, Search Engine Optimization, or SEO, is critical. When you customize your web pages, including your blog posts, you make your website more accessible to people who use search engines like Google to look for keywords relevant to your product or service.

We often confuse SEO and Keywords with each other but let's separate it down to widely show what is SEO and how to do it for your blog. As discussed before, the basics behind SEO are to get more reach and engagement in your blog.

One of the most effective ways to advertise your blog post to your target audience is to use SEO. We may publish your content on a personal blog or a well-known media outlet, but SEO will take the lead in marketing. SEO enhances the appeal and value of your website over that of the search engine. It's a technique for optimizing your website page so that search engines send organic and unpaid traffic to your landing page.

Search Engines like Google and Bing aim to provide the best and most accurate information to their users. Pushing your blog to its full potential helps your blog post reach the readers who want to read it. Bloggers and businesses use keywords and phrases to help their content rank higher in search engine results. Every search engine focus on two things to provide the best performance for the user:

- High Relevance
- Backlinks

You can optimize your blog with the following certain steps to make it the king of search engines:

- **Keywords Research:** It generates traffic by incorporating what we relate to your blog and will show about its content by seeing these words. Whenever someone searches for something on a Search Engine, it tracks the keywords and shows the most appropriate results based on that keyword. A well-organized keyword research strategy can help you cover a wide range of topics that can be searched that apply to your blog. On the search engine list, the best-optimized blogs appear first.



- **Content Organization:** we value content that is well written and organized more than content that is shabby and dull. Before appearing on a search engine's website, each blog post is reviewed by the search engine, and well-organized blogs are prioritized money upfront to provide a better user experience. In a nutshell, readability affects your SEO ranking. This is also useful for retaining readers who are enthralled by the site's beauty. Readers will read more and more if you can fascinate them with the clean and organized blog.



- **Content Promotion:** Share your latest blog posts with a growing number of people. The more views a blog post receives, the better it is considered. Share them with the rest of the blogosphere. Share it on social media so that others can read it and, if they like it, share it as well. Engagement with a blog post increases its visibility and aids in the list's ranking in search engines. Be sure to notify your subscribers whenever you published a new blog to increase your reach.

While keywords help your blog post reach the target audience and sharing your content will generate backlinks. When your post ends up reaching the target audience, it is highly relevant to the search results. More and more sharing makes sure your content reaches other bloggers who can mention your post as a citation in theirs. Once relevance and backlinks are checked, your blog is ready to roll on the top.

While working behind the optimization of the blog, it is also important to track the ranking and track other competitors to make sure you can rank ahead of them. Minor changes in strategies are required daily to cope with the ranking change. Various tools help you to track data of SEO ranking.



**Semrush** is a tool that will help you track down your SEO rating and recommend ways to boost it. Semrush provides SEO, PPC, material, social media, and competitive research solutions. It also offers keyword analysis assistance. It covers over 20 billion keywords and guides their placement through your blog post, and it is available as a free and paid service.

For company owners, companies, and SEO specialists, SE Ranking is the leading SEO app. It helps you track your rankings, monitor your rivals, look for technological flaws, etc. It also provides strategies for link building and provides suggestions that can effectively lead to link gains for the blog.

**Mangools** is another tool that helps you in your SEO journey. Mangools divide their strategy into 5 steps to plan your SEO and keyword research for the brand. Mangools is a set of five basic but effective SEO resources for an efficient SEO workflow. They also help in pricing strategy and affiliate marketing.

You can always check your SEO success with **Google Analytics**, which will provide you with details about your website and guide you through the required change to ensure better results.

**Ahref.com** is another tool that tracks the number of backlinks on your website that can suggest the direction of traffic generation that you can concentrate on.

## Keywords



Though we know about SEO and how to do it, we can not move ahead without knowing about 'Keywords'. Keywords are the most integral part of any SEO strategy and it's the starting platform for marketing a blog.

In simpler terms, keywords are the terms that are searched by a search engine to find a post/article. We incorporate keywords in the post to make it a relevant article for the target audience. Keywords are search terms that a website owner or SEO expert would use to refine a website to rank at the top of Google's results for unique keywords.

## Types of Keywords:

- **Branded Keywords:** These are the keywords that contain queries related to a certain brand. This helps the brands to provide articles and product listings to satisfy the search and also convert it into sales.
- **Long-Tailed Keyword:** Long-tail keywords are searches that have a low search volume but have a rational purpose. These are for users who are looking for comprehensive answers to their questions. Although the search volume is limited, it has the potential to attract highly targeted customers.
- **Geo-Targeted Keywords:** These Keywords work on the search, including geographical location. The boundaries of these keywords are limited, but these land up readers who would like to know more about the location they are searching for.

Since now we know about the keyword, let's know how to use them. Most search engines rank articles and display them in the most interesting and related section of the website using a program called Spider. When a keyword search is performed correctly, the spider keeps track of it and displays it on every related search page. To be reliable, we must perform correctly keyword research accurately. We can break it down into three phases:

**Phase 1 - Keyword Research:** You must choose the search term for which you want your blog post to be searched. "Focused Keywords" and "Associate Keywords" are two sections of keyword analysis. The centered keywords are the ones you want people to find your post for. For your blog post, that is the most pertinent term. We know the terms near your based keywords as associate keywords.



It will appeal to a more socialized audience. It will reach out to a group of people who are involved in topics that are very similar to a keyword. You'll use these exact words in your writing to ensure that you start rag for them. A keyword analysis is determining which keywords to target for your website. But while keyword research, some things are to be considered:

- **Search Volume-** It says how many times we search for the keyword in a day.
- **Competitiveness-** It shows how much competition is there for using the keyword, which can foretell its efficiency? High Competitiveness can be a lost cause.
- **Price of the Keyword-** It says how much the advertisers have to pay for the claim from that keyword
- **Intent-** The purpose of a keyword reveals what a searcher wants to accomplish. Is it for buying? Is it for knowledge? It can help to know such intent.

### **Phase 2 - Incorporating Keywords:**

Keywords need to be incorporated into your blog post to make it work. It will make your content relevant to the keyword you have used. Your focused keywords should be incorporated in the first paragraph of the post, more suitable in the first line. As we know attention span is less for readers, so readers need to see that your post applies to their search results. This will encourage them to read all and even may reply to your "call to action". We need associate keywords to be scattered throughout the post to increase their relevance in the post. End the post with the benefits of this post or the solution provided by the post to rank up its worth against other similar articles.



**Phase 3 - Metadata:** These are the data checked by Google or other search engines to check the relevance of your post and rank it according to that. We checked the title of the blog post at first and it should always contain the Focused Keywords. Putting it written there on the title also gains readers' attention to the post.



The **URL** of the blog post should also contain the Keyword so that when Google puts it up on their page, its link will be embedded with the post. Also, don't forget to include your keywords in the post's description. When a search engine rechecks the relevance of your post to the keywords, well-incorporated keywords will aid in achieving a high ranking.

Relevant keywords are just not limited to the text. The pictures included in your blog should have their essence. The title of the picture & the Alt Text of the image should be filled with keywords too. When Google sees it, they can conclude it as a relevant part of the post, giving it extra points for ranking.

**Caution:** Avoid the overuse of keywords at all costs. Overused keywords can be mistaken for spam by some search engine tools, reducing your message reach. If you stuff keywords where they don't belong, it will disrupt the flow of your post and draw the reader's attention away from it. Before you operate, you must have a well-defined keyword plan.

Keyword Research tools help to chalk out the strategy for key research and also for embedding it in the post. Semrush and SE Ranking are some tools that help to find out the keywords needed for your post. It also tracks down the competitiveness and cost of keywords to plan better. Their keywords researchers also suggest relevant keywords on the search history of your focused keywords.



Then there is the same old Google Keyword planner which helps you to plan everything for your blog to rank it top. It also shows the criteria google is going to rank the blog upon. Whatever tool is used, it's always a self-decision to make on the use of keywords. Know your target customers and let them see your content with proper SEO. Be ranked on top of the search page and gain an audience.

## Chapter 7

### It's Time To Get Rich

Monetization means making money from your blog. Monetization occurs when you receive money from your blog's online content. Blogging is no more a hobby or personal journal. It has turned into a billion-dollar industry and scope of advertisement. There are tons of bloggers from whom it is a source of their daily income. You can always be a blogger for online media platforms or corporates who hire paid writers, but still, out there, 67% of bloggers have a personal blog.

Website monetization is the method of making revenue from a website or blog by using it as an advertisement forum for businesses that have relevant content and offers.



When you are not doing a job as a writer or working freelance, and you are planning to do full-time blogging, monetization is the way to keep you rolling. We highly paid bloggers writers in corporations, but personal bloggers don't enjoy that luxury.

The primary source of income is from your readership, but not only is it difficult to push traffic to a blog, but it's also difficult to monetize the traffic you get. We all know that blogging isn't a selfless endeavor. People want their thoughts to be heard and exchanged, and they want them to be seen. They want to gain the public's respect and increase their authority in their industry or niche.

Monetization is a source of motivation for bloggers. It gives their work a source of value. Though the number of readers and their appreciation is much more vital, financial support from blogs is also a big motivator. When you are writing a piece of content, you are using your productive hours in your blog. Getting paid for your productive hours is needed to keep it doing in the long run.

There are a plethora of options for monetizing a website, including advertising, affiliate marketing, online courses, virtual summits, and more, as well as practical tools and resources to help you get started earning right away. Yes, every blogger can make money from their blog. Patience, hard work, and learning are all that is needed.

Working as a freelance writer for more well-known blogs in your niche is one of the simplest ways to make money from your blog. As previously mentioned, freelance offers a wide range of niche opportunities. The average freelancer in the United States earns around \$40k per year, according to Glassdoor reports. Keep in mind that your level of experience and the niche in which you write impact this statistic.



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### **How to Monetize the Blog**

For blog monetization, it's important to keep this in mind when talking about new blogs or websites. If you work for a well-established business, this monetization would be useless. When a company employs a blogger, they normally have a large audience, and their monetization dynamics are not the same as a new blog. These measures will assist you in obtaining financial support for your new venture.





The effects of monetization depend on what you write and how you write it. There is no set amount for how much traffic or how big an email list you need to make money from your blog. But there should be two things that must happen when you monetize your blog:

- Steady Viewership
- An Email List

These two factors are important, but it's all about the numbers for effectively monetizing your blog. So, without further wait, here are 8 tried-and-true methods for monetizing a blog with less than 1,000 daily visitors:

- **Ads on your Blog:** Advertising will provide a safe revenue source for your online content as a blog publisher. Advertisers will pay to get their message in front of the target audience. It's like newspapers or magazines that sell their ads space and their readers come across it. When you reach 100,000 visitors a day, the real money comes in, although most people believe that adding pay-per-click (PPC) ads to their blogs would help them make a lot of money, this is not the case unless you have a lot of traffic. By using display advertising instead of PPC ads, you can easily discuss terms directly with advertisers.

Even though initially the money coming from ads can be marginal depending on viewership, it will be a steady income that is directly proportional to the number of readers. Improve your writing, attract more readers, and make more money.



- **Subscriptions:** If your blog has a thriving community of readers who are eager to

learn more about your topic, a paying membership or subscription model is a great way to provide them with exclusive content only available to subscribers. Readers pay a set sum regularly, usually monthly or annually, in this business model. You may generate recurring income by charging readers a membership or subscription fee in this way.

In return, you could have premium content, a community environment, learning opportunities, and other features that are only available to subscribers. You can provide your subscribers with a special series or hold a Q&A session to get connected with subs and solve their queries. This policy can bring a regular flow of money for your valued content and will help you identify your core viewer base to develop your content on their needs.

- **Sell online courses:** You could make money by setting up and charging for online courses or coaching packages if your blog lends itself to training services. Although it may seem that online courses are infiltrating every part of the market these days, selling online courses through your blog can be a profitable venture. Since developing an online program will take a lot of time and money upfront, you'll need a large audience to make it work.

Another choice is a live class, in which you can teach your students about the topics in real-time and chat with them about their questions. To maximize your experience in the area in which you are delivering training, remain true to your niche.



- **Email Marketing:** Direct email marketing is one of the most effective ways to make money from your blog. Use one of the more common email marketing platforms, like Mailchimp, to promote blog updates or build a lead magnet. Many companies and organizations have gained from these resources and made a fortune. You can effectively produce a sizeable amount of money by selling both your goods and services and affiliate deals directly via email by creating a clear bond and link with your readers.



However, you must first construct your list. Keep, Omnisend, Get Response, Benchmark Email, and **Aweber** is some of the market leaders in Email Marketing who will guide and maintain your email list and also hold a promotion campaign.

- **Sell Merchandise:** many popular bloggers sell T-shirts, hats, and phone cases, and they wrote other physical items with their blog logos or slogans on them. Merchandise is strong for the fan base of your blog. Regardless of whether the goods are tangible or virtual, you'll need to set up a payment system. When selling physical goods, you must consider where you will store your inventory, how you will ship it, and how you will handle taxes and duties.

The readers who want to show their love for your blog will buy your merchandise. Some merchandise even contains quotes or facts to gain the attention of all the readers. It is a sub-source of monetization and it doesn't work unless you have a good amount of viewership who love content.

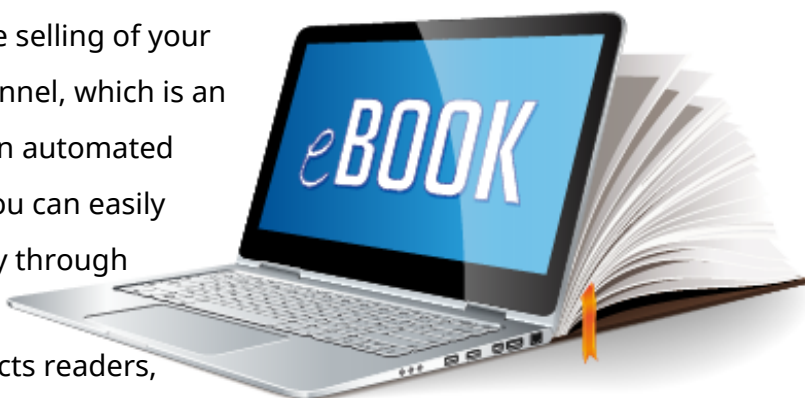
- **Affiliate Marketing:** Affiliate marketing is one of the most common ways to make money from a blog. Affiliate marketing is when you have a connection to a product or service for sale on another website in your material. This is useful if you're just getting started and don't have any goods or services to offer. In reality, affiliate marketing is the lifeblood of the internet, accounting for roughly "15%" of the digital media industry's revenue.

All you have to do now is create content that is in sync with the partner deals you want to promote. Assume you have a travel blog and have published a story about a tour of wild swimming spots.

You may use affiliate marketing to promote the items you packed for your outings, such as a swimsuit, towel, and goggles. Selling these types of goods lets you build a near-automated stream of passive income because the content is already attracting people who are interested in travel.

- **Ebooks:** Ebooks are a fast way to make money from your blog. Create an ebook that corresponds to the content of your blog. Ebooks work as a guide through which you can pass on your knowledge in your genre to your readers. It can inspire and help your readers to follow your path.

You could also automate the selling of your ebook by creating a sales funnel, which is an online marketing term for an automated multi-step sales machine. You can easily promote your ebook directly through your blog by creating engaging content that attracts readers, then tempting them with your ebook.



- **Collaborations or Sponsorship:** Certain brands approach Blogger for collaborations or sponsorships. Sponsorships are a great way to make money off your blog, but if you want to sell for a lot of money, you'll need a lot of traffic. Influencer marketing is when you write supported posts on your blog, and it's hot right now. More than "63 percent" of companies that currently use influencer marketing plan to invest more this year.

Sponsors will approach you if only you have a good viewership so that they can get the most of the money they are putting after out. Even as you establish more authority in your niche, this is something to keep in mind.

There are many other ways to monetize blogs that are not widely accepted but work well if put right. Accepting donations can be a way to gather support from people who love your content and want to help you in your journey. If your blog is a non-profitable organization, your readers will help your venture to keep on. Writing on websites like Patreon can help you get a regular inflow of money from subscribers.

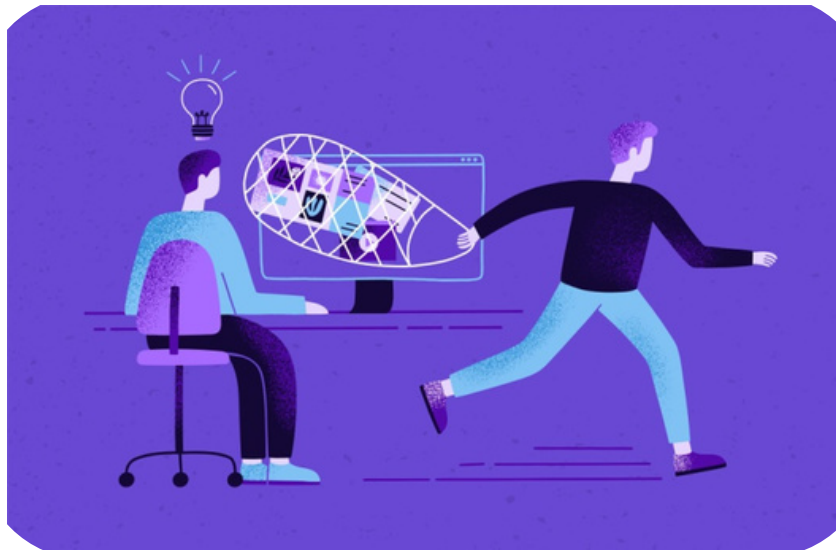


As shown, you don't need a lot of traffic or leads to make money from your blog. Although your niche is significant, it isn't the most important factor in determining your success. Finally, monetization is a series of steps that will guide you through turning your passion into a career. Earning money from your writing skills and genre experience is satisfying, and it will help you stay on track in the long run.

## Chapter 8

### The Scary World Of Plagiarism

Plagiarism is the use of another author's thoughts, expressions, and work in a work that is said to be their own. There is a widespread issue of plagiarism among authors. We often consider plagiarism a violation of the author's ethics.



“To take something and pass it off as one's own: to use something without giving credit to the source.”

When writing a piece of material, you can back it up with self-concepts that a variety of texts can spark you've come across during your study. The central idea can be motivated, but we must still write it from the writer's point of view. This preserves the work's originality and establishes them as a reliable source of knowledge. Plagiarism is not a felony but it is punishable in court for biases created by copyright infringement, breach of moral rights, or material theft, just as counterfeiting is.

The simple act of copying and pasting may seem harmless in today's technologically advanced world, but it has serious implications in academic and professional settings. It's sometimes referred to as "intellectual property theft."

Plagiarism has been subdivided into various types and we consider all of them as a violation of copyright and integrity.

- **Direct Plagiarism:** Direct Plagiarism is when a document is copied word for word without giving credit to the author. We posted the same content with a different headline. It's a dishonest way of writing, and material that's been found to be plagiarized is typically taken down. This scars the reputation of an author.
- **Complete Plagiarism:** When a writer plagiarizes completely, he discovers a text that is close to the concept of his ideas and alters it, and introduces it as his own. This is intellectual property theft. It's close to direct plagiarism, except it's much worse.
- **Self Plagiarism:** It is a kind of Plagiarism where the writer re-uses their ideas from a different text. This might sound uncommon, but it happens a lot among researchers. The severity of self-plagiarism has remained in debate for many years, but we have concluded yet nothing. Putting up a citation is an easy way to avoid it.



- **Mosaic Plagiarism:** Two concepts from two separate texts are merged to form a new concept in this type. When a writer violates two texts, we consider it extremely immoral. Patchwork plagiarism is another name for it.
- **Paraphrasing Plagiarism:** It is the most popular form of plagiarism, in which a writer plagiarizes a text's concept and paraphrases it in their way. Although the words and sentences vary, the original concept is not kept, and it becomes a copy of the text.

- **Accidental Plagiarism:** Plagiarism can happen by mistake sometimes. Every writer draws inspiration from a variety of sources and backs up their arguments with evidence, statistics, and truth. Ideas aren't quite identical, but they can be very similar. Even some unfortunate phrasing will cause a plagiaries phrase. There is no justification for plagiarism, so we must verify it before publication.

We must stop plagiarism as far as possible in the long run. It influences a writer's image, which takes a long time to recover. It could cost you potential professional referrals and promotion, besides losing the confidence of your mentors and colleagues. If the source takes legal action against you, that may mean even more trouble. Third, it takes credit away from the work's author, who has worked hard to create unique material.

### Concept of Originality



Originality is the best way to prevent any kind of Plagiarism. This not only makes your content completely own but also makes your content stand out from the crowd. Original content, in the strictest sense, is something that has never been published before, i.e. content that has never been released online: completely new ideas, opinions, and facts behind it.

**"Original Content"** is extremely rare in blogging. Someone somewhere has expressed a similar or opposing viewpoint on the subject you wish to write about. In that case, the concept could shift, but the material will not be original. It was inspired by something or anyone.



People who are new to blogging are unaware of the value of material originality, so let's break down the jargon:

- Original content remains Plagiarism free.
- Original content ranks higher in Google with less effort.
- It attracts faster attention to the niche.
- Blog with original content gets better marketing on social media because of their uniqueness.

How to create original content remains to be a difficult question. The best way to do it is to brainstorm and study. Choose a niche, jot down your thoughts, and then look to see if there is anything related to it. And don't rewrite something that already exists. CopySpace is a website that helps you to determine the uniqueness of your topic. Get unique ideas and write about them.

### **Prevent Plagiarism**

You might think you've ruined your career if you don't come up with original ideas. Fortunately, there is some good news. Plagiarism is not all scary and we can avoid it with some work on your content. We can prevent some inspired content from plagiarism:



- Put citations in your content whenever your text is inspired by any other writers. The idea might be similar at some level and it is better to mention them in the citation with the full source of their content. It nurtures healthy habits in the community.
- Paraphrase your work correctly. As we previously mentioned, paraphrasing will cause plagiarism, but it is safe if you do not fully steal it. Combine their thoughts with your own and cleverly present them. Remember to cite your sources; after all, you are repurposing someone else's concept.

Present your idea and then no one can plagiarize your content. Gather inspiration from various sources and then conclude them with your understanding. Don't use their idea or their words, rather, create your idea and understanding.

Use Quotations whenever you are using a text from some other writer. Quote that sentence and put the citation for it so that anyone reading your content can know where it is from.

By giving due credit you can elevate the quality of your content with various stated ideas of other writers.

The most effective way to avoid plagiarism is to be cautious and give credit when writing. However, there are other ways to ensure that the text is free of plagiarism before it is published.

A "Plagiarism Checker" is a form of program that thoroughly reads your text and, after searching databases, detects plagiarized lines. This act is the last way of making your text plagiarism-proof.



**Grammarly Plagiarism checker** is one of the widely accepted and legit plagiarism detecting tools out there. It helps to detect the lines with plagiarism and also grade the level of plagiarism by comparing it with the original text from the database.

It is a completely free tool, though it can be enhanced with a paid option. Every time before publishing your content, run through the plagiarism checker to make sure it is plagiarism-free.

Learning how to prevent plagiarism, in addition to being more conscious about what constitutes plagiarism, requires regular practice.

Plagiarism can be frightening and stressful when writing, but following these tips can help you prevent plagiarism in your work and is well worth the effort.



It helps the writer to express themselves over a short piece of text, which is more convenient for the reader. Unlike traditional blogs, which require a website, most micro-blogs are hosted on social media websites. There is a funny part to it. You may not realize but you're already a micro-blogger on your social media sites. Congratulations if you regularly post content or express your opinions on social media sites such as Twitter, Tumblers, Instagram, Facebook, or Pinterest. You've already established yourself as a micro-blogger.

### **Benefits of MicroBlogs**

We commonly assume that the higher the content of a blog, the longer it is. Micro-blog has a far better chance of retaining readers in a quicker world. Since it does not require the use of a website, you can write quickly and effectively. Depending on the type of message to be shared, the short form of the message may be audio, video, or text.

The bloggers aren't the only ones who profit from micro-blogs. Businesses and corporations used them as a fast way to communicate with customers. It keeps them interested and is a more efficient and cost-effective marketing strategy.



Let me summarize the benefits of micro-blogs for you:

- Micro-blogs attract more customers or readers because of their small scale. Someone who doesn't have enough time to read a two-page blog can easily read a micro-blog and get a share of the writer's thinking. It is easier for businesses to attract consumers' interest. It's easy to write and increase the number of posts from the viewpoint of a blogger. This offers better dynamics for trying out new genres as a writer.

- Micro-blogs are a powerful marketing tool. Particularly for social media marketing. Many of the world's big corporations use social media to reach out to their clients, and this tiny piece of useful content works well there. We publish micro-blogs to attract potential buyers when a new product or service is introduced to the market. Since these pieces are small and appealing, a large audience, which enhances conversion, normally reads or viewed them.
- Customer service is made easy with micro-blogs. It's a perfect place for businesses to display a more human side, engage with consumers directly, exchange content, and provide updates. It benefits both parties because customers can express their legitimate concerns and suggestions. Keeping customers informed is always a good idea. Keeping the customers engaged with the brand or business is a good way of conversion in the long run.
- Micro-blogs foster a sense of community among readers, resulting in a genuine audience. Since most micro-blogs are published on social media, readers can connect with them and share their opinions. It fosters a healthy culture and allows the writer to develop his or her skills. These groups also aid in the distribution of your material to a far wider audience than a writer could ever imagine. Simply keep writing high-quality material, and we will recognize your efforts.

## Guidelines

Since we are now aware of its advantages, you will feel compelled to write it as soon as possible. However, remember this is a short piece of material, so the writing style can differ.



Following these guidelines will assist you in creating a good micro-blog.

- Micro-blogs should have a word limit of 250 words. This is the maximum you should write as we consider this 1min read by a blogger.
- Images and videos attached to these micro-blogs should be attractive enough to gain attention. These pics act as a boost before your text makes an impact.
- Micro-blogs should contain proper headlines and captions. Your content might be just a pic or video or combination of pictures and text, but a proper headline is necessary.
- We should use hashtags in micro-blogs across all platforms to reach the target audience. As micro-blogs are over social media, no SEO is possible and these are the only navigation for it.
- Build a community over your posts. Interact with your community and keep them engaged with short content. These communities turn out to be useful when you write a blog and share among them.



- Share your micro-blogs across all the platforms you are using. This creates a flow of views all over the place and people like your content from all over the world.

Following these guidelines will help you get off to a good start in the world of microblogging, but before you get started, do some research on the platform you want to use and the niche you want to hit on that platform.

Every platform has a way too to react to your post and algorithms work differently for each of them.

- Choose the correct platform for your niche.
- Setup your account professionally.
- Use professional photos on the cover and profile pic
- Write an interesting and appealing bio.
- Follow the big names in your genre.
- Start writing and target your niche.

Micro-blogs are growing for this faster generation. These have successfully generated tons of engagement over the last decade. Long-form posts were once lauded by marketing gurus and SEO experts, but they have since fallen out of favor. With the change in time, the blog became a detailed source of information, while micro-blogs are the same information in a brief.

## Platforms for Microblogging

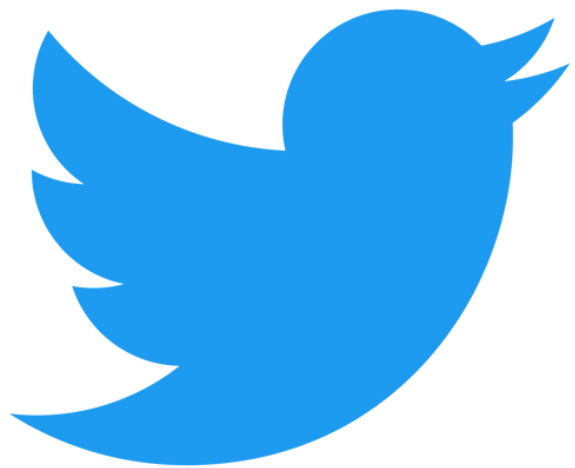


Choosing a writing platform is crucial, but you can't do so correctly if you don't know what you're looking for. As previously mentioned, the most common source of micro-blogs is social media sites. Let's inspect each of them.

**Facebook:** The world's largest social media platform provides a wide audience for your micro-blogs. Facebook is extremely common, and you can expect many active users to consume your content. You can make surveys, polls, questionnaires, check-ins, virtual cards, watch groups, and live videos besides daily text and image-based posts.

Facebook is well-known among businesses for promoting and selling their goods. Attractive and high-quality posts get quickly noticed if they hit the right audience. You can build communities to get more targeted advertising. You may gather a group of potential customers and then provide them with marketing micro-blog posts that will help them move down the sales funnel.

**Twitter:** We often regard Twitter as the best microblogging site. There are over 300 million active users on Twitter and 60% of them consider Twitter as a valuable source of news and information. Tweets are limited to 280 characters., which comes in handy to maintain content size. Retweets, comments, and likes allow for a meaningful engagement on the site. Twitter users are witty and like to interact over topics that make your blogs engaging effortlessly.



**LinkedIn:** Even though LinkedIn is a professional platform, it can still help you attract many readers to your niche. Topics such as fiction, psychology, and astrology are often hot topics among readers. This fosters the creation of a culture that is inclusive of one another. It not only assists authors in forming a community but also allows them to showcase their work to prospective employers. If you're new to microblogging and want to gain valuable feedback, then LinkedIn is your perfect place to start.

**Tumblr:** Tumblr is a growing platform for small-scale content. Tumblr has been a platform for bloggers, with over 400 million blogs, and the same is true now for microblogging. Text, video, GIFs, and music are all suitable forms of content on this website, and all of them have a following. You may also use your forum to comment on and re-blog posts from other sites. Keep engaging with your viewers and make them feel connected.

**Pinterest:** Pinterest provides users with a vast array of visual content. Unlike other platforms, we used sparingly the text and are not well received on this one. However, if the content is a short video or a picture that defines your viewpoints, it is ideal. It can also promote a variety of goods and services. Use your pins to share photos of places you've been or foods you've prepared. It's a nice way to get people to visit your main blog.





**Instagram:** This photo-sharing app has long been a favorite of influencers. However, it is an excellent forum for any artist, including authors. This is your dreamland whether you're a travel blogger, fashion blogger, or food blogger.

Instagram values good photography, and micro-blogging. We often associate blogs with high-quality photography. Instagram's media-obsessed users

are adoring the images on it, which is pushing up interaction. We can try many post ideas and an alternative approach to conventional blogging on blogs to develop a strategy that will capture the interest of this generation's short attention span.

Learn about the various social media sites and choose the one that best suits your needs. Traditional blogs take time to gain exposure, but these tiny blogs can do so quickly. Though the initial monetization is negligible, affiliate marketing allows the brand to rise along with it. Bloggers can gain popularity with a limited investment in time and money thanks to micro-blogs.

To sum up, you must continue to write and expand your horizons. Write short, snappy material that readers can enjoy and that everyone can read at their leisure. "Continue to dream and be creative!"

## Chapter 10

### Why Be A Full-Time Blogger!

Before diving into the world of blogging, we learned every step that one needs to know. We also spoke about the various options available to a blogger in this area. You now have a thorough understanding of this area and how to get the most out of it. You are now ready to roll through this outstanding world of creativity. But there is a minor problem, people don't consider blogging as a full-time career.



For several people, blogging has become part-time employment, a way to supplement their income while working full time, or a hobby to pursue. However, blogging can be a legitimate profession, and thousands of people do it as their sole source of income. They are financially sound like any other person.

Believe me when I say that blogging will help you have a distinguished career like your peers. It certainly isn't easy, and it causes a great deal of commitment. Things are sluggish at first, and people always feel too quiet, but you already know how to get traffic, monetize, and write effectively, so you'll be able to solve it in no time.

“Slow and steady wins the race.”

It's not just a quote; it's the truth of blogging. When you get past the slow start, things pick up. You can make money doing anything you like, and you can guarantee it isn't a dull career. Blogging is a legitimate career path that opens up a plethora of possibilities while still highlighting a person's accomplishments in other fields.

Blogging is always looking forward to the future. It turns your name into a brand that you can use as an editor, curator, media director, content director, instructor, marketer, and a variety of other jobs in the future. Bloggers have a lot of intellectual potential, which is highly valued. If this is not enough to establish my point, then we will go deeper.



To explain this in a better way, let me walk you through the benefits of becoming a full-time blogger.

- Blogging will help you improve your writing skills. Bloggers have a lot of subjects to write about, and they will steadily develop their skills. That is precisely what an active blogger does with his or her time. The more you blog, the more you post and you'll become a better writer.

- Everyone wishes to work in a flexible environment. Others' dreams can cease to exist, but bloggers can live theirs and earn money just like everyone else. Bloggers who work for businesses are required to turn up every day, but they can also work from home occasionally. Maybe in a coffee shop, as the cliché suggests.
- No one will stop you from writing whatever you want. You have complete freedom to write whatever you want because you are the one who will publish your work. Like a book writer, you won't have to deal with editors and publishers. However, remember you must please your audience. So write your heart out and you'll be able to communicate with them quickly.
- You will never stop knowing. If you're like me and can't work in a static environment where you can't learn new things, blogging is your world. Days can be difficult and lengthy, but they are never dull. You will meet new people, gain new perspectives, and express your point of view on the world. Every day is a world of learning.



You will create a group of people who adore your work and want to see you succeed. Fame is never a bad thing, and good encouragement is always energizing. They give your work a sense of authority. A message that has a significant impact on many people and provides them with something to treasure. Continue to write and bask in the positive energy that your fans provide regularly.

- We've all learned about me-time at many mental health conferences, and it's an important aspect of living a healthier life. People who work in monotonous office jobs are more likely to miss critical moments and have little time for themselves. This is where blogging differs from other jobs in that you can work until the wee hours of the morning to finish your work and still have time for yourself.

People are entering the full-time blogging career route every year because of these undeniable benefits. Thousands of people have quit their jobs in the middle of their careers to pursue their passion for blogging. It's not a straightforward decision, but we must make it.



Matthew Kepnes, also known as "Nomadic Matt," is a well-known name in the world of travel blogging and is an example of how amazing full-time blogging can be. A group of nomadic travelers inspired Matthew to explore the world. He quit his work to pursue his passion and spent all of his money traveling around the world. But along the way, he began writing about his travels in a blog that went viral, and now he is a well-known travel trainer and author who continues to pursue his passion for travel.

If you love blogging, then you should go for it. Plan for your opportunities and just grab the ones that will keep you afloat on the blogging train. Follow your passion and also enjoy the many benefits of work freedom along with it. Let the world know your journey and keep inspiring them.

# The Pocket Guide To Blogging

In order to be a successful blogger, you need to know everything that's trending. The blogging community is vast and always growing. Take advantage of the many benefits of blogging while enjoying it. Let's embark on an exciting blog tour!

[Check out our variety of books we have available on our store.](#)

**Blogging is a long-term game,  
& worth your investment.**

