

*"A life changing handbook
for prospective bloggers"*

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BLOGGING FOR BEGINNERS

*How To Create Your Own
Blog + 5 Things Nobody Tells
You About Blogging*

BY EUDY BASSEY

PREFACE

*“There are two kinds of people in life”. The first are those who **“LEARN FROM THE MISTAKE OF OTHERS** while the second, **WAIT FOR EVIL TO HAPPEN TO THEM BEFORE THEY LEARN**. Which would you rather be? My early blogging days were filled with ignorance which eventually cost me a lot of loss in the long run. This book is intended as a source of information and guidance for mainly new bloggers. In this book, I pour my heart and shed light on the things most bloggers face and how you can conquer them early enough. My aim is to place you on the right path as you kick start your blogging journey. Sit back, relax, as I take you on this ride. You’re bound to learn a couple of things.*

WHAT YOU'RE GOING TO FIND IN THIS BOOK

Chapter one: *5 things nobody told me about blogging”*

Chapter two: *The journey: How I started my blog*

Chapter three: *23 essential blogging terms for Beginners and their meanings*

Chapter four: *Blogging basics: How to set-up a blog without being tech savvy*

Chapter five: *How to create meaningful content anyone would want to read*

Chapter six: *A Beginner's guide to getting traffic*

Chapter seven: *How to make money through blogging*

CHAPTER ONE

“5 Things Nobody Told Me About Blogging”

Lesson 1: *Blogging is hard work.....POINT BLANK!*

When I started blogging, I didn't know if I was going to do it long term. All I knew I wanted to do was to “write” on things I loved. Little did I know blogging was way beyond ‘writing’. If you jump on the bandwagon thinking blogging is only about writing articles then *ON YOUR OWN (O.Y.O)* is your case because you're bound to be disappointed. I'll explain.....

Blogging entails a whole lot. From writing, to keyword research, optimizing your articles for organic traffic, social media marketing and whole lot more which I would explain further in this book. When I started blogging, I would write an article and leave it on my blog expecting 1 million views.

See mouth like 1 million views. Tah!! Who dash you? hahaha

After 3 days, I'd return to find only 5 views *LMAO! Oh! What level of ignorance?* Well, you won't blame me, after all, I thought blogging was super easy.

I barely knew about implementing essential things such as use of tags, social media sharing and basic SEO tricks to create awareness and get visitors on my site. However, when I think of it now, who did I really expect to find my articles when I didn't put in any work (**was it *my village people?*** lol). Well, it's all a thing of the past now as I have learnt the right ways to create awareness for my blog.

LESSON 2: “*AWOOF DEY PURGE*” (Nothing good comes free).

In fact, nothing good comes cheap. Do not make use of free blogging plans e.g. **wordpress.com** if you intend on doing this long-term and hopefully monetize it. As I earlier mentioned in lesson one, in my early blogging days, I wasn't initially sure if I'd do it long-term so I started out on a free plan. At the time, it felt like an easier option and the perfect thing to do.

However, where I made a mistake was moving to a paid self-hosted plan **LATE**. Trust me, I paid for that silly mistake heavily because I lost all my blog stats (*HOT TEARS** lol)

Due to ignorance, I took over a year to move from a free wordpress plan to my self-hosted domain humourandstyle.com. Moving at that point meant that I had to start all over again. Ahh! Starting all over again is not funny. Please, learn from my mistake.

Get this right though, if you are just testing the waters, it is acceptable to start on a free platform. But once you are convinced that blogging would be long-term, please switch to a paid self-hosted platform. You may ask, at what point will you know it should be a long term plan?

In my opinion, you should know by the third month (maximum). I mean, if you have been doing something consistently for up to 3 months and you enjoy doing it that should be enough conviction.

A self-hosted plan will not only make your blog monetizable, it would also make it look professional. People would rather take you serious when you say your blog address/URL is www.google.com than when you say it is www.google.wordpress.com OR www.google.blogspot.com .

For that reason, do not be stingy to yourself. Spend your money on getting a new self-hosted domain. My dear, *you won't die if you spend your money o lol*. Free things will eventually cost you great loss in the long run. Ladies and Gentlemen, ***Awoof dey purge!!***

LESSON 3: YOU SHOULDN'T BUY EVERY E-BOOK

Before you rush to buy an e-book on blogging, ensure that the information you seek is not available for free on the internet. There are a lot of e-books and ‘supposed’ self-help guides currently on sale on the internet. You must be careful because most e-books contain recycled ~~bullshit~~ you could easily have access to if you take off laziness and do proper internet research. I’ll tell you my story.

In May 2018, I purchased an e-book online from an established Australian blogger with a large number of followers for a couple of dollars. This book was supposed to be a 7-day guide to help sky-rocket my blog traffic. I was really excited and hoped to gain a lot. After reading the book, I discovered she didn’t say anything new lol.

All the steps she mentioned were things I had already read about so it wasn’t exactly helpful (at least, for my level of blogging). Don’t get me wrong, her e-book was informative. However, I strongly feel the information is better off for people with no idea whatsoever on blogging *i.e.* beginners level (how to set up a blog and blogging basics).

I’m not saying you shouldn’t invest in your blog by buying e-books but always ensure the information you seek is not already available on the internet for **FREE**.

Therefore, learn how to make good use of platforms like YouTube. There are a ton of self-explanatory videos on YouTube for free which will save you a lot of money.

LESSON 4: Submit your site to Google and Bing for indexing

I discovered this really late. If you have a new blog, please do not sit and fold your arms waiting for search engines to come and index your site. Go to Google and Bing webmaster tools and submit your site. It helps a lot in ranking and traffic. I explained the steps in doing this later on in this book.

LESSON 5: Rome wasn't built in a day.....Blogging is a process

When I started blogging, nobody told me it was a process. Overtime, I got to realize it. The faster you realize this, the better for you. Once you have this at the back of your mind, you won't get frustrated easily. Your traffic just as mine won't be what you expect in the start but that's okay because 'ROME WASN'T BUILT IN A DAY'.

Just like every other blogger out there, I am still trying to build my traffic. I know it is not an instant thing. So, don't bother your head too much. Your traffic won't sky-rocket overnight. Also, if you intend on not being a copy and paste blogger like myself, get ready to go through writers block.

On some days, you may be clueless on what to write about. That's fine, you don't need to beat yourself over it. Just ensure that you find ways to get inspiration to create new content often so people do not easily forget about your blog.

LESSON 5: BLOGGING IS A BUSINESS and like every business, you must put in money to make money.

If you want to go far in blogging, you must be willing to invest in your blog. There is no shortcut to success. I'm not saying you should start blogging as a get rich-quick-scheme. But, in the long run, you would realize that blogging is business and like every business, you must put in money and invest in order to grow and make profit.

At one point or the other, you may need to pay for the services of other people to make the most out of your blog. Nobody will sell their knowledge to you for free because **MAN MUST CHOP!** Therefore, be prepared to do a bit of investment for your blog to grow.

With the points raised you can see why blogging is truly not for the faint-hearted. It requires a lot of patience and hard work.

The rewards may not come immediately but the ***end determines the means***. I believe if someone had told me most of these information, I would have been better prepared for my journey into blogging. With God on my side, I have been able to learn on the job and still constantly trying to improve myself.

I hope my regrets become an eye-opener as you kick-start your blogging journey. There were a lot of trial and errors in my early blogging days which I want you to avoid. In the next couple of chapters, I'd show you a step-by-step guide on how I was able to set up my blog all by myself and how you can do yours free of hassle.

CHAPTER TWO

The Journey: How I Started My Blog

My journey into the blogosphere was in the most random way. I never thought I would be a blogger until mid-2016. My journey started as a thirst for wanting to write on fashion. In 2015, while in my final year at the University, I was hooked on a popular Nigerian fashion website ‘**KAMDORA**’.

I found Kamdora while randomly surfing Facebook. A friend commented on one of their pictures so their Facebook page was on my news feed. I loved the picture I saw so I clicked on it and browsed through their page for a couple of minutes. *Boy was I impressed!*

I kept scrolling till I found a link to their website. The Kamdora website had a lot of fashion articles which I loved. I had no option than to bookmark the site. Every day after that, I would spend my leisure going through old and new articles on the site.

One day, I said to myself, “*Eudy, these articles seem like something you could write. Why not send a message telling the Kamdora Team you’d be interested in being a contributor for their website*”. I later shove the thought off but somehow, it kept lingering. In August 2015, I finally took the balls to send them an email which was responded to with a request for a sample article.

I was excited when I saw their reply. I quickly drafted an article on “How to wear gladiator sandals”. The article was about 100 words with more or less 5 pictures. Back then, in my mind, I thought my article was *off-the-hook*. Little did I know it was ~~bullshit~~.

I kept waiting for a reply. Days went into weeks, weeks into months and they never responded. Chai!!! lol

I felt really bad at the time. But now, I can boldly say my article was nonsense because I know better. As in, who would accept a meagre poorly written 100-word article without depth? **NOBODY!!!!**

I dusted myself and moved on. In 2016, in the midst of battling boredom, idleness and waiting for NYSC registration, I began thinking of ways to make money online through writing articles. So, I sent emails to a lot of bloggers.

Finally, in May 2016, an anonymous blogger **NAIJASINGLEGIRL** of www.naijasinglegirl.com accepted my request to write for the fashion category of her blog. At the time she accepted my proposal, I wasn't even interested in getting paid anymore. All I wanted was a platform to showcase my writing to the world.

NaijaSingleGirl a.k.a. **NSG** had the funniest blog in Nigeria. Her blog was different from the others. She wrote about life generally and trending news with a funny twist to each story. Her platform was perfect for me at the time because I wanted to write on fashion articles with a bit of humor as I happen to have a funny side.

When it was time to send in new articles, I thought all I had to do was send articles directly to her mail box as MS word document. Instead, she sent a login password and username name to me so I could access her Wordpress dashboard and draft the articles while she did the publishing.

For a minute, I was confused. The thing is, I had never used Wordpress. *Heck! I didn't even know the ropes of blogging.* But I couldn't tell her that I didn't have a working knowledge of Wordpress. Trust me, I didn't want to *fall my hand* miss out on the opportunity to showcase my articles to the world.

So, I had to find a way around it. I followed the link she sent, logged onto her dashboard and spent the next couple of hours trying to understand how to draft a post. You know how computer is, just like phones, if you can read and understand English, you'd be able to navigate through without getting lost.

What also helped me was the ease-of-use of Wordpress. Before I clicked on anything, there was always a pop-up message which explained what it was. I also ensured that I avoided the '**publish**' button like a plague (J.J.C stuff lol). After drafting the article, I saved

it, did a **preview** which looked good, logged off the site and sent NSG a message to let her know I was done.

The next day, while reading her blog, I saw she had published my article OMG! I went ballistic. I shared the post with my friends on whatsapp and their reviews were amazing. I was happy.....finally the world got to see my article. After my first article, I wrote a couple more then the talks from friends on if I was getting paid for writing started to get to me.

That made me reach out to NSG via email to find out if she would love for me to become her first paid staff writer. Her response was negative with valid reasons which I totally understood. She only needed guest contributors not paid writers.

After that day, I started weighing the pros & cons of continuing to write for NSG. I was certain that if I started my own blog, I won't be able to copy those articles to my site because once you guest post for a blog. You are not supposed to write the exact article on your own blog or any other blog.

If I poured out all my knowledge on her site, which would I have remaining for my own blog if I eventually started one? These were the thoughts that led me into starting my blog. On one sunny day, I went on Google, typed in wordpress.com and created a free account.

My little knowledge of Wordpress while writing for NSG was helpful for publishing the first blog post on my site. Naijasinglegirl.com gave me my first blogging experience which I am ever grateful for. If I had stayed longer on her platform, I would have been able to learn a bit on the technical part of blogging which I had to find out later on after a lot of trial and error *lol*.

LESSON 1: No knowledge is a waste. Starting out via internships for bigger blogs would help you a lot in the long run. Not only in terms of exposure but also in terms of technical hands-on experience.

So, that was how my blog was birthed. I would show you how I was able to create an account with Wordpress and set up my site via the platform as a **J.J.C** (*johnny just come LOL*).

Before we get into that, there are some major keywords you're bound to come across through blogging and it is essential to know their meanings because I would be using them a lot as we go further.

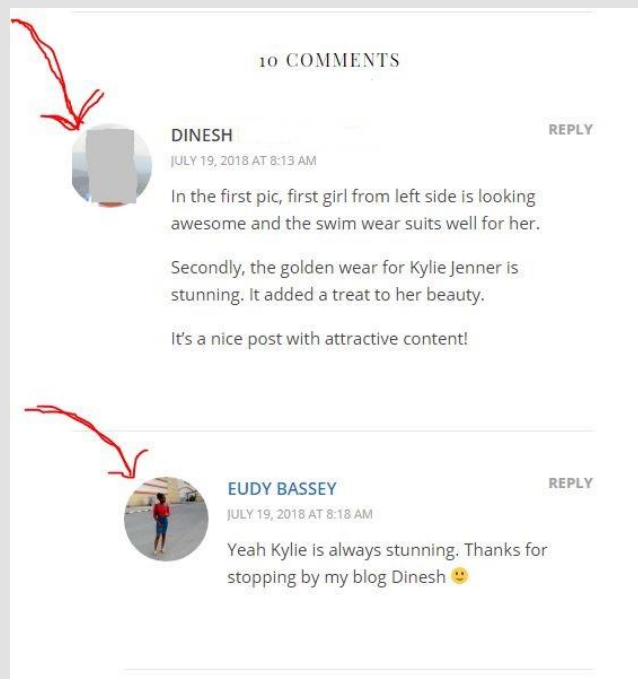
CHAPTER THREE

23 Essential Blogging Terms For Beginners And Their Meanings

Just like every organization, blogging has its own terms and keywords which you should be familiar with at the beginning. If you want to start a farming business, I'm sure you would start by knowing some of the keywords associated with farming. The same thing goes for blogging.

Once you understand these basic words and their meanings, understanding the following chapters of this book would be easy as A, B, C.

1. Avatar: The word avatar refers to a graphic image or picture of a person across blogs and other social media platforms. You know those tiny images that appear beside a person's comment on a blog? That is what an avatar is. See the arrow in the image below.



2. Article: Article is synonymous to blog posts. They can be used interchangeably. An article is a single piece of post or writing on a blog.

3. Author: This refers to the name of a person who writes an article or a blog post.

4. Alternative text/Alternate tag or attribute: Either of these words can be used interchangeably because they mean the same thing. An alternate text is a word or phrase that describes an image on the internet. It is useful to search engines and users if the image does not fully load on the screen.

5. Blog: A type of website or part of a website maintained by an individual or a group of people. It is an online journal which may be private or public depending on the owner's preference.

6. Blogger: This particular word has two meanings. It could either be;

i. A person who writes for a blog.

ii. A blogging platform from Google called **BlogSpot** commonly referred to as **Blogger**.

7. Blogosphere: A community of blogs or bloggers on the internet.

8. Category: A top level collection of similar posts or articles on a blog. For example, on my blog, I grouped my articles under different categories according to their similarities. I have a '[funny meme collection](#)' category where users can click to see all funny memes in one place. I also have '[Ankara](#)' category for all things Ankara related. Categories make blog navigation easier and well arranged.

9. CMS: A short form for Content Management System. It is a tool or software that allows you add content to a website more easily e.g. Wordpress, Squarespace, Wix, Drupal, Joomla *etc.*

CMS allows you create, edit and publish contents without the need of a specialized technical knowledge.

10. CSS or Cascading Style Sheet: This is a standard programming language for specifying how a web page is presented. It allows web designers arrange, design and style a website to give it an overall professional feel and look.

11. Domain name: An address where Internet users can access your website. It is what people type into their browser to find your website. Your domain name is like your personal trademark which no other person can have. Two people can never have the same domain name.

12. Draft: Drafts are blog posts which are saved but unpublished.

13. Header: The topmost part of a blog which appears before any pages or posts.

14. HTML: Short form for Hypertext Markup Language is a programming language used to write web pages.

15. Hosting Provider or Web Host: A company that allows individuals or organizations make their website accessible via the World Wide Web. A hosting provider is like a Landlord which you pay to provide a house where you can store all your web content and files e.g. Bluehost (which I currently use), Whogohost and Siteground.

16. Index: A process by which search engines such as **Google** or **Bing** find your blog content and make them available to internet users by storing and displaying them in search results.

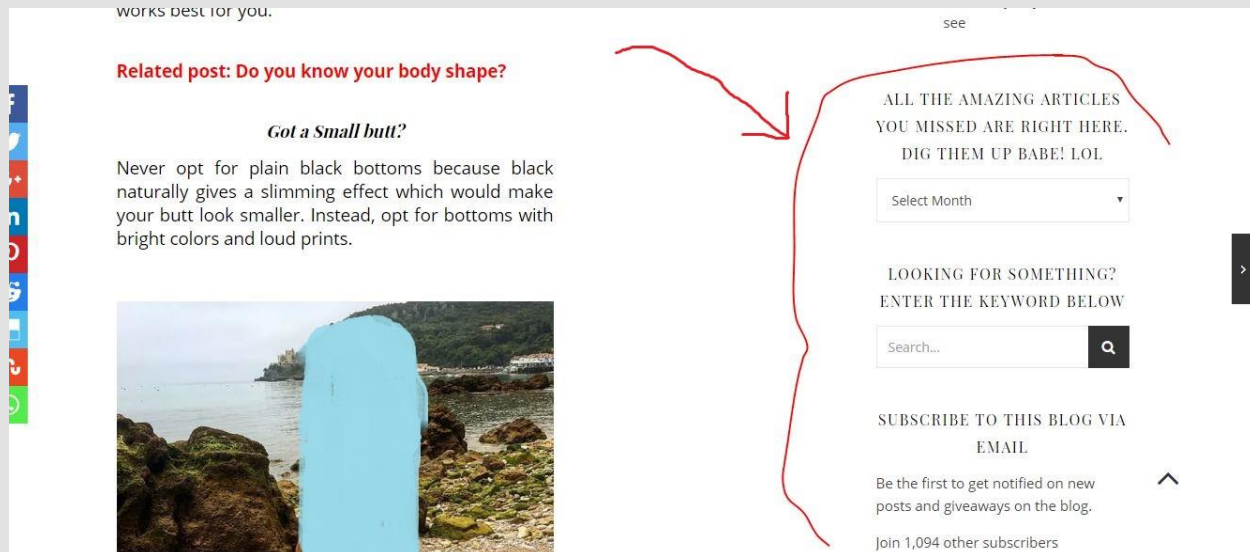
17. Meta Description: A short description/summary of your blog content which shows up in search results. A good description should contain targeted keywords of an article in order to trigger people to visit your site.

18. Permalink: An address of a particular post within a blog. For example, since the address of my site is www.humourandstyle.com. If I write a post/article with the title "*How to make money*", the **permalink** of the article once it is published and available on the internet would be www.humourandstyle.com/how-to-make-money/.

19. Plugin: A software installed on a content management system (CMS) for adding new features and extending the functionality of a website. Some plugins come pre-installed on a CMS while others have to be downloaded for free or for a fee.

20. Sitemap: A list of pages of the contents on a website designed to help both users and search engines navigate the site. A site map helps search engine to index the pages on a site.

21. Sidebar: A menu containing information about a website. It is arranged vertically on the left or right-hand side of a web page.



22. Tag: A word or set of words that help define what a post is about. For example if I write an article on [‘The Royal Wedding of Meghan Markle and Prince Harry’](#), I would use tags like *‘meghan markle, prince harry, royal wedding 2018 etc.* to describe my post.

Tags are like mini categories the only difference is, **Categories** do not change as often while **Tags** change for every post.

23. Widgets: These are parts of a website found on the side bar.

Now you’re acquainted with related blogging terms, let’s get right to the basics. Find out how I set up my blog myself and how you can create yours right away.

CHAPTER FOUR

Blogging Basics: How To Set-up A Blog Without Being Tech Savvy

The process of setting up a blog may seem technical for any Beginner but it is actually very easy. The first step to creating a blog is your **MINDSET**. I want to know your mindset. Do me a favour, deep down, inside of you, ask yourself a simple yet honest question on why you want to start a blog.

If your sole purpose for wanting to start a blog is to make quick cash because you've seen Linda Ikeji balling in Banana Island, I'm sorry to disappoint you. *My dear brother and sister, Blogging is not for you. Please, close this book, walk down to your mother's store and help her sell. Lol.*

Try something else because blogging is not a get-rich-quick scheme. If you come in with the wrong mindset and do not see money after 6 months, you will run away. What you probably need is how to make quick cash online which you will find in the last chapter of this book.

However, if your purpose for wanting to set-up a blog is to share things you are passionate about or share your knowledge on things that interest you then you've got the right mindset required to set up a blog. It means, on days when you do not get returns in traffic and money, you won't give up. Instead, your passion for what you do will keep you.

What drove me to start a blog was a burning desire to pass my knowledge on fashion to a global audience in a simple and fun way. That passion is what keeps me blogging whether there is money or not. So, if you have the right mindset, you may proceed.

The next step to setting up a blog is to **choose a niche**. Choosing the right niche is easy if you know the type of information you want to talk about. Some examples of blogging niche are fashion, lifestyle, sports, food, politics, entertainment, music, events, weddings, education *e.t.c.*

Blogging is talking. What kind of information are you knowledgeable on? What are the things you know and love to talk about? For me, it was fashion and making people laugh. That's why my blog is centered on fashion and things that can crack people up. If for example, you love talking on sports, you may want to be in a sports niche.

The mistake most prospective bloggers make is choosing the wrong niche. Those kind of bloggers are very easy to spot. They end up being a *jack-of-all-trade*. They want to write on everything which makes their blog look unappealing and distorted.

Choosing a niche and sticking to it is important so if anyone visits your blog for the first time, they would be able to tell what it's about within a minute. If you've got that sorted out, the next thing would be **choosing a domain name**. As earlier stated in Chapter 3, a domain name is your sole trademark on the internet.

It is your address on the internet. You know how two people can never have the same fingerprint, the same thing goes for domain names. Your domain name is like your internet fingerprint. Nobody can have the same domain name with you. When settling for a prospective domain name, you've got to be really careful.

Make sure the name you choose aligns with what your blog centers on. To an extent, people should be able to tell what your blog is about by mere looking at your domain name. For example, if you saw my domain name www.humourandstyle.com on the internet, I'm pretty sure two things will come to your mind; "fashion" and humour". You'd easily think of it as a blog about fashion and humour.

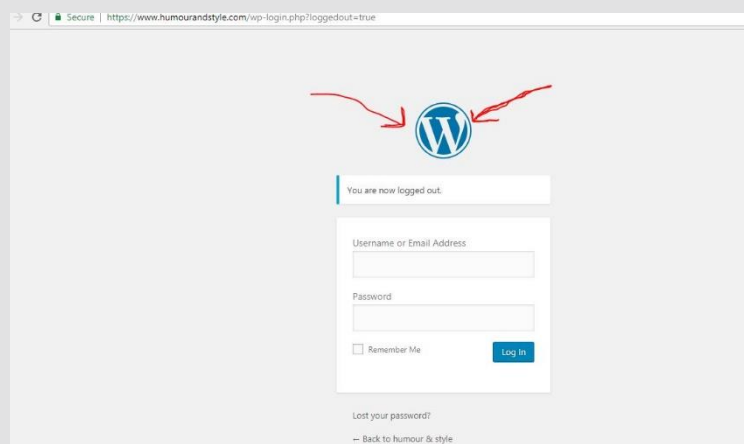
The same thing should be applied when settling for your domain name. It should be closely related to what you blog about. You can't say you want to blog about sports then your domain name is www.chiomajollof.com . That would be very misleading because anyone clicking on that domain name would expect to land on a food blog.

Another thing to consider is the length of your proposed domain name. With domain names, the shorter, the better. People would easily remember and easily pronounce www.chiomajollof.com than www.chiomajollofriceandstew.com. You would agree the second is a mouthful.

Also, do a bit of a research to ensure there is no existing domain name very similar to yours to avoid redirect of traffic e.g. if your domain name is **eggroll.com** and there is already a registered website with the name **eggrolls.com** (notice the difference with the “s”), chances are, when someone types your domain name in their browser, they may end up in your competitor’s website thinking it is yours. You wouldn’t want that.....would you?

The last thing is to search for the domain name in your browser to ensure it’s not already registered on the internet. You cannot use an already existing domain name except the owner puts it up for sale.

After you must have come up with a possible domain name, the next step is to choose a **CONTENT MANAGEMENT SYSTEM (CMS)**. There are tons of CMS to choose from. There is *Blogger*, *Wordpress*, *Drupal*, *Squarespace* and *Wix*. Each of these CMS have their advantages and disadvantages. I personally recommend Wordpress because I used it to set up my blog and it has an easy user interface.



For Beginners trying to test the waters or want to blog for fun, I recommend starting on a free platform then migrating later on when you're convinced blogging is the right path to take. However, if you are serious about starting a blog, don't start on a free platform. A free platform has a lot of disadvantages which I'll highlight.

Disadvantages of creating a free blog

- *You have absolutely no control over your blog. If you violate the terms of service of your host website e.g. wordpress.com, tumblr.com or blogspot.com, your blog can be shut down immediately.*
- *Customization of your blog layout is highly limited. You won't be able to customize your blog. When I started my first blog, it looked really basic and boring for a fashion blog. I couldn't change colours, fonts and tweak it to my taste.*
- *Your blog address will look unnecessarily long, childish and unprofessional. For example instead of your address being, www.yourblog.com, it would be www.yourblog.wordpress.com OR www.yourblog.blogspot.com.*
- *You'll be stuck with a memory size of only 3GB for all your contents which is terrible if your content requires lots of pictures or videos.*
- *You won't be able to monetize your wordpress blog with programs like Google AdSense.*
- *Get ready to lose all your site stats i.e. views and visitor counts when you migrate from a free blog to a paid self-hosted platform. The process is time consuming and a bit tricky.*

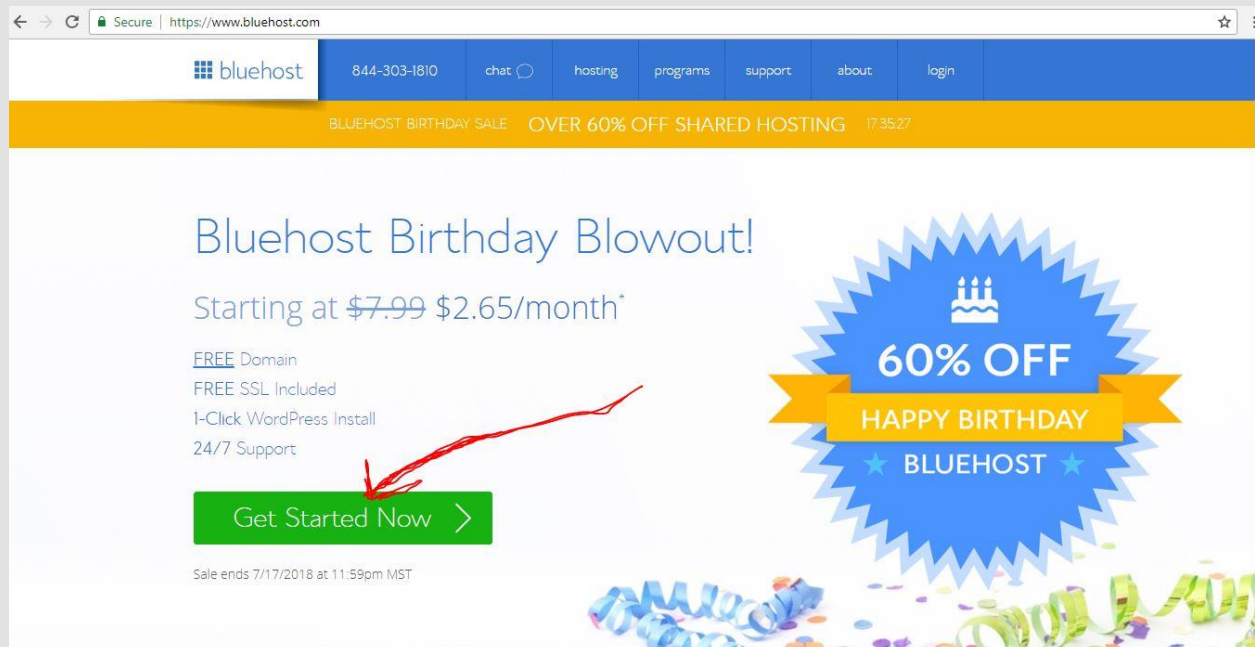
I believe the disadvantages above highlight why a paid platform is better than a free platform. If you still want to opt for a free platform, all you have to do is log on to www.wordpress.com on your browser and sign up. But if you are ready to go on a paid platform, I'll take you on to the next step which is **SECURING A WEB HOST AND INSTALLING WORDPRESS.**

In Chapter 2, I explained that a Web Host is like a Landlord that gives you a house on the internet to store all your content, images and videos. There are a lot of Web Hosts such as SiteGround, BlueHost, HostGator *etc.* I strongly recommend BLUEHOST because it is the hosting company I currently use and it has a one-click wordpress installation which makes it easier for you to start up.

The entire registration process and installation shouldn't be more than 30 minutes if you follow these simple steps.

1. SIGN UP WITH BLUEHOST

Go to www.bluehost.com on your browser and click on the “**Get Started now**” button. Follow the red arrows in the image.



2. CHOOSE A HOSTING PLAN

There are three options to choose from; **BASIC**, **PLUS** or **PRIME**. Each package has its own benefits. For beginners, I recommend the BASIC package because it is the cheapest and you really don't need the other packages until when you start getting millions of daily visitors on your site.

bluehost +1 855 984 4546 chat

have questions?

select your plan

	basic	plus	prime recommended
	normally \$7.99 \$2.65* per month	normally \$10.99 \$4.45* per month	normally \$14.99 \$4.45* per month
	select	select	select
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	Standard
SSL Certificate	Free	Free	Free
included domains	1	1	1
parked domains	5	unlimited	unlimited

3. CHOOSE YOUR DOMAIN NAME

Carefully enter the domain name you wish to register. If you already have a domain bought from somewhere else, use the second form by the right with the heading ***“I have a domain name”***

sign up now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices. We appreciate your business and look forward to a great relationship.

new domain

Help me get my free domain!

 .com

Type your domain name above

next

i have a domain name

I want to sign up with my existing domain

Type your domain name above

next

4. COMPLETE YOUR REGISTRATION

This page is in three parts. The first is for your regular account information. Ensure sure your account details are correct.

account information

All fields are required unless otherwise noted.

First Name	<input type="text" value="Eudy"/>
Last Name	<input type="text" value="Bassey"/>
(optional) Business Name	<input type="text"/>
Country	<input type="text" value="Nigeria"/>
Street Address	<input type="text"/>
City	<input type="text"/>
Postal Code	<input type="text"/>
Phone Number	+234. <input type="text" value="80"/> Ext. <input type="text"/>
	Select another country code
*Email Address	<input type="text"/>

*Your receipt will be sent to this address.

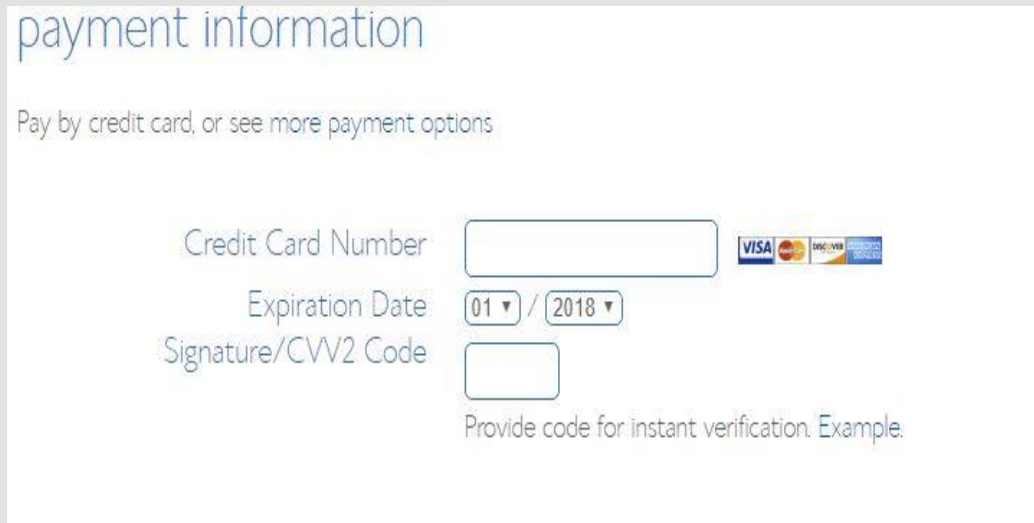
The second part is the **package information** which you can tweak to the size of your budget. You can choose to sign up for either a 12, 24 or 36 months plan. For beginners, I recommend the 12 months plan. Next are add-on options to choose from. I'd love for you to consider ticking the Domain privacy and Site Backup Pro options.



package extras


SiteLock Security - Find	<input type="checkbox"/> - \$1.99 per month (Billed annually at \$23.88/yr)
	More information
Codeguard Basic	<input type="checkbox"/> - \$2.99 per month (Billed to end of hosting term)
	More information
Bluehost SEO Tools Start	<input type="checkbox"/> - \$2.99 per month (Billed annually at \$35.88/yr)
	More information
Savings	\$42.48 (39% off)
Total	\$65.40

The last part is the payment information where you choose a suitable payment method.



payment information

Pay by credit card, or see more payment options

Credit Card Number	<input type="text"/>	
Expiration Date	<input type="text" value="01"/> / <input type="text" value="2018"/>	
Signature/CVV2 Code	<input type="text"/>	

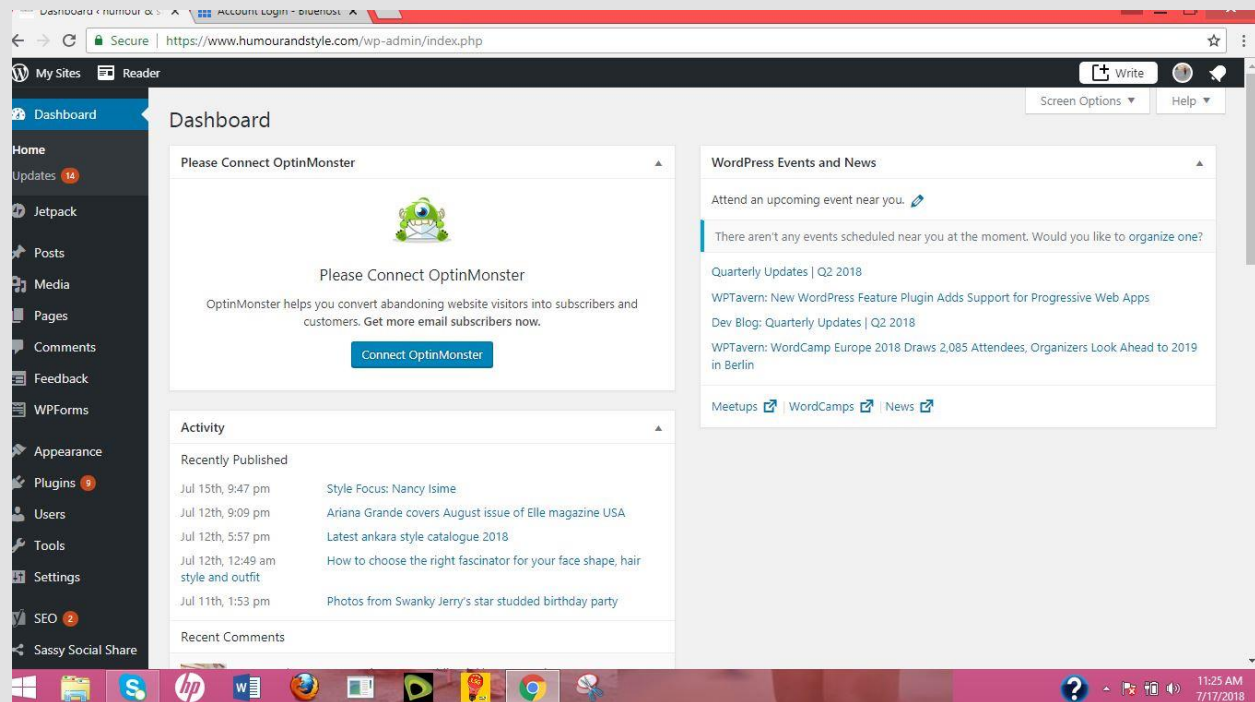
Provide code for instant verification. Example.

After that, accept their terms of service and submit your form. On successful registration, an email and a text message will be sent to you to confirm payment. If you have gotten that, congratulations on securing a Web Host.

5. Install WordPress with One-Click Installation

Log into your BlueHost with your username and password. Once you are logged in, you would be redirected to your Control Panel. From there, choose, “**Install Wordpress**”. This will take you to a page where you can choose your blog destination URL which is e.g www.yournewdomain.com .

Congratulations if you have done this step. Your blog is ready. You can now log into your new blog. On your new blog, you would see a brand new welcome admin dashboard as displayed in the image below.



On the left hand side of your dashboard as seen in the image above, there are a couple of items whose function I’ll quickly mention.

- **Posts** – Where to write new posts and edit old ones.
- **Media** – A media library which houses all your pictures and videos
- **Pages** – Where to write and publish new pages like your “ABOUT ME” and “AUTHOR” page
- **Comments** – Where to approve comments from readers
- **Appearance** – Here you can change what your blog looks like

- **Plugins** – To add or remove plugins which add to the functionality of your blog
- **Users** – Where external contributors who co-create content for your blog can be added or removed.
- **Tools** – Additional tools for publishing posts
- **Settings** – To edit basic blog settings

6. How to choose a blog theme and customize your layout

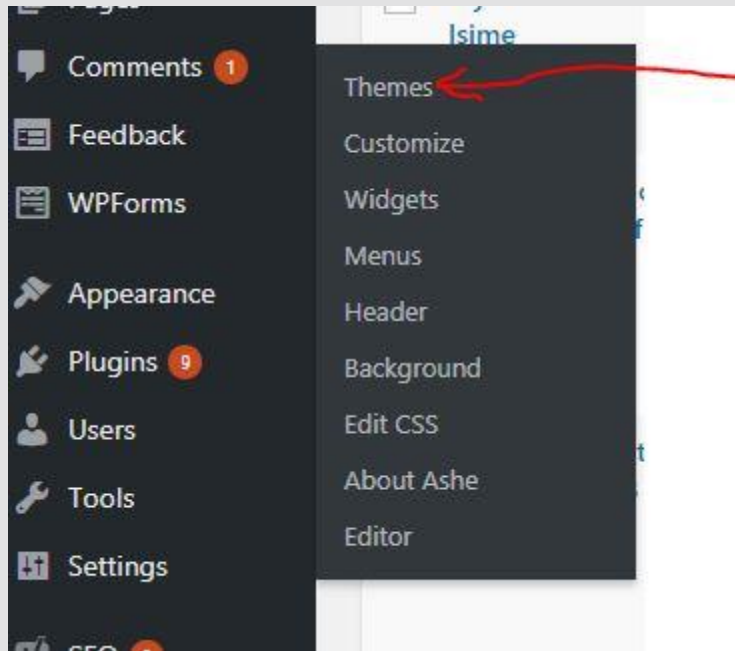
Your new blog would come with a boring pre-installed theme which you should consider changing. A theme is responsible for how your blog looks on phone, tablet or PC so it is important to choose a theme that is responsive on all devices.

A bad theme can make or mar your blog. It can affect user experience. There are paid themes and free themes but for Beginners on a budget, I recommend opting for free themes.

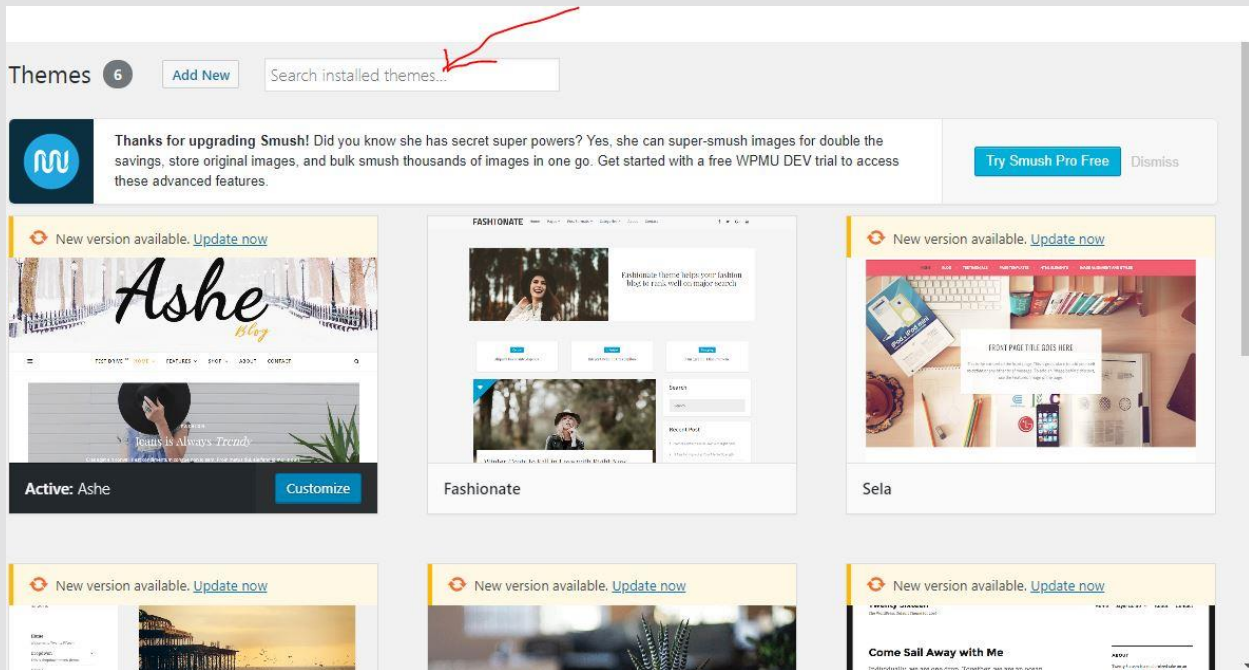
Themes should be chosen based on your blog niche. I started my free wordpress blog on *SELA* then went on to *TWENTY SEVENTEEN* after I moved to a self-hosted platform. Neither of these themes were visually striking for a fashion blog.

I finally did some research where I concluded **ASHE** theme would be a better option. For fashion and lifestyle bloggers some other examples of really good free themes are *Moderne*, *WP Blog*, *Laverne* and *Anissa*.

To install a theme, click on the “**appearance**” tab situated on the left hand side of your dashboard. A sub menu will appear. Click on “**themes**”



This will take you to a page with varieties of themes to choose from.



Once you have made up your mind on what theme to choose, click on the install button and activate. You can now customize your theme

using a live preview customizer to your taste. After you are done with this, the next step I recommend is **Installation of basic plugins**.

Some Plugins I think every blog should have and their functions are;

- **Yoast SEO plugin:** This helps with basic SEO issues. It guides you on how to write articles for search engine optimization.
- **Google Analytics:** It is one of the best and most highly recommended plugin for monitoring blog traffic. It gives accurate information on the country of your visitors, their type of device, traffic referral *etc.*
- **Sassy Social Share:** This makes sharing of blog posts on social media by visitors easy.
- **Smush:** For compressing images so as to reduce blog loading time and further enhance user experience.
- **Optin Monster or Mail Chimp:** To help turn abandoning blog visitors to mail subscribers.

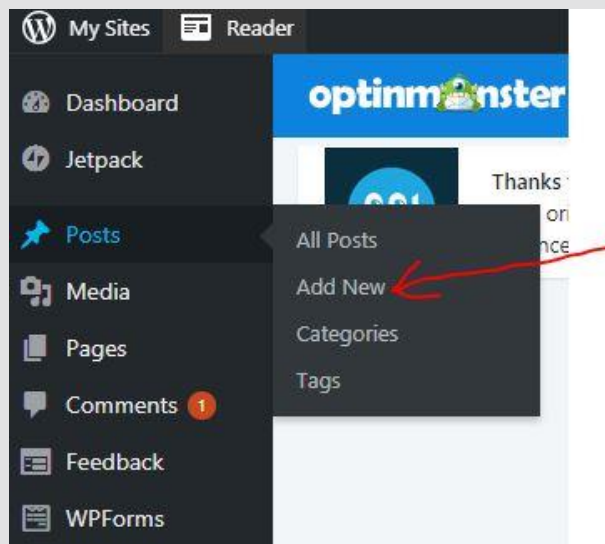
Now we are done with plugins, the next step is how to create your first blog post.

CHAPTER FIVE

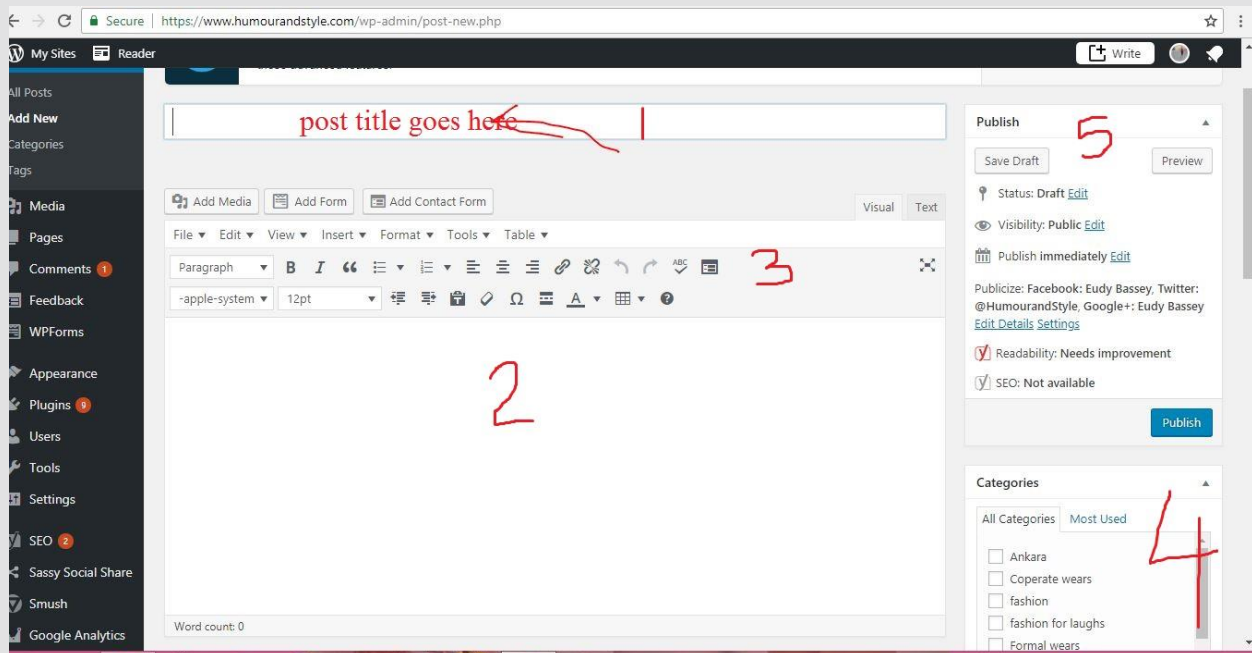
How To Create Meaningful Content Anybody Would Want To Read

To create your first blog post, the first thing I'll love to show you is a run-down of some features on your editor screen. Follow the red arrows in the images below

Step 1: On the left hand side of your dashboard, Click on ‘**Posts**’, a sub menu will appear. Click on “**Add new**”.



Step 2: An editor that looks like a blank MS Word document should appear on your screen if you followed the process in **Step 1**.



I'll explain each of the areas highlighted with red numbers.

1. Title Area: That is where you write the title of a post.

2. Content Area: Where you write the body of your post. Images and videos can be added to the body of your post by clicking the “*add media*” button.

3. Basic editing tools: These tools contain options for editing the body of your content. There are options like “*bold, italics, paragraph, font size/colour, page break, add link, list etc.*” If you hover your cursor around any of the symbols, you would see a pop-up message on what it means.

4. Publishing Tools: Where you either publish, save posts as draft or schedule posts.

5. Additional tools: Here, you can categorize your post, add necessary tags and choose a featured image

Now, you've understood that, let's get right into creating content.

How to create the best content anybody would love to read.

When creating content, the first thing to consider is the heading i.e. the title of the article. When choosing the title of an article, you have to make it compelling enough for anyone to want to read. The title of your article is the first thing a prospective reader sees and if it isn't interesting enough, they won't click on it.

In my early blogging days of ignorance, I wrote a post on how palazzo pants could be styled for different occasions. The problem with that article was the title. The title I chose for it was "*palazzo pants*". Believe me, nobody read it because it wasn't compelling enough.

Readers will rather click on "*5 gorgeous ways to style palazzo pants to work*" OR "*5 modern ways to wear palazzo pants without looking boring*". So, ensure that the title of your post is descriptive enough and compelling. Another thing you must do is to ensure that the title of your post is not misleading. You shouldn't use deceptive or misleading post titles as click bait.

For example, if the actual content of your post is on "*how to start up a blog*", don't make the title "*How I earned 100,000 dollars in 10 days*" as a click bait for people to click on your post. That alone would increase your bounce rate and ruin your reputation.

After, you must have settled on a title, get right into the body of your content. The reason for writing blog posts is not for yourself but for millions of prospective readers in the world seeking for answers on search engines like Google and Bing. So write with your readers in mind.

Try to make your articles as descriptive as possible and avoid **PLAGIARISM** (in a layman's term "**COPY AND PASTE**"). When writing, follow these quick tips.

1. *Make proper use of paragraphs for easy reading. There should be breaks between every six lines (maximum).*

2. Give credit to sources where you lift images, videos or text. That makes you more credible. For example, if you get a story from CNN, you should credit the source of your information.

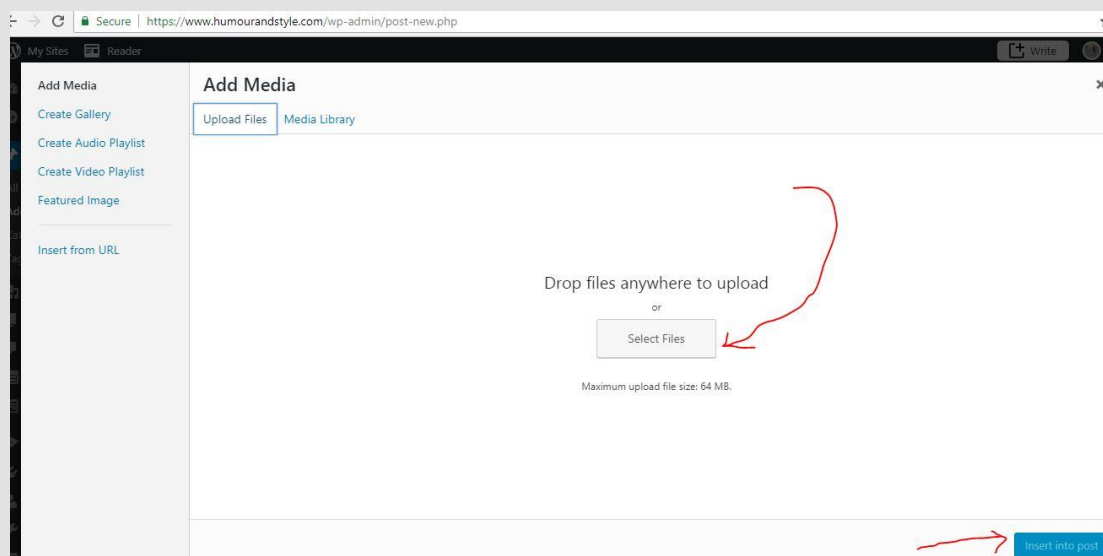
3. Increase your font size and colour to make your content more visually appealing. However, stick to a colour theme. Don't write texts with so many different colours. That would look tacky.

4. Add a jump-break or page-break after your first paragraph so your entire posts do not show on your homepage. A page break would make your homepage look neat.

5. Break texts using images or videos that are relevant to your article. You shouldn't write an article on "how to increase blog traffic" and put tons of irrelevant images of "yourself on a trip to the beach wearing a dress". It is unnecessary and unprofessional.

To add images to your content, first change the name of the file to a name relevant to the post. For example, if your image is stored as default "IMG_20156383" on your laptop or phone, change it to a name relevant to your post.

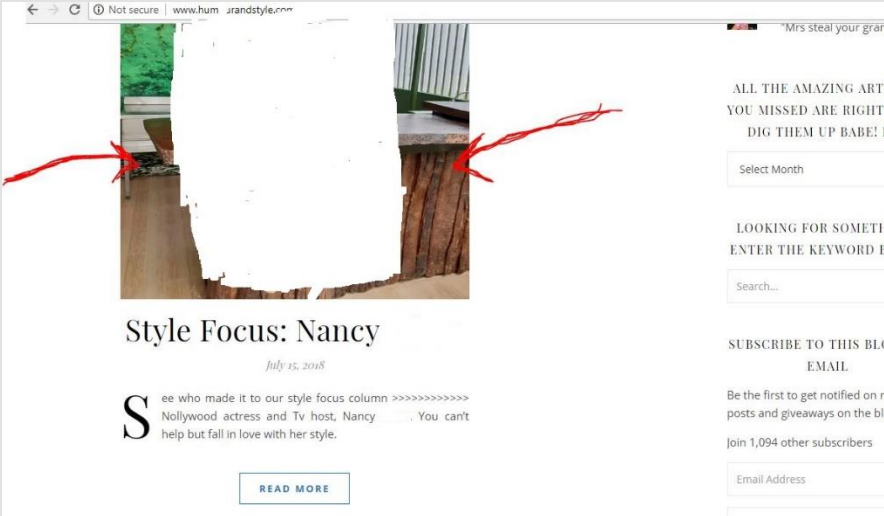
After that, click on the add media button and follow my red arrow. Click on "upload files" then "select files". When you are done, click on "insert into post" button.



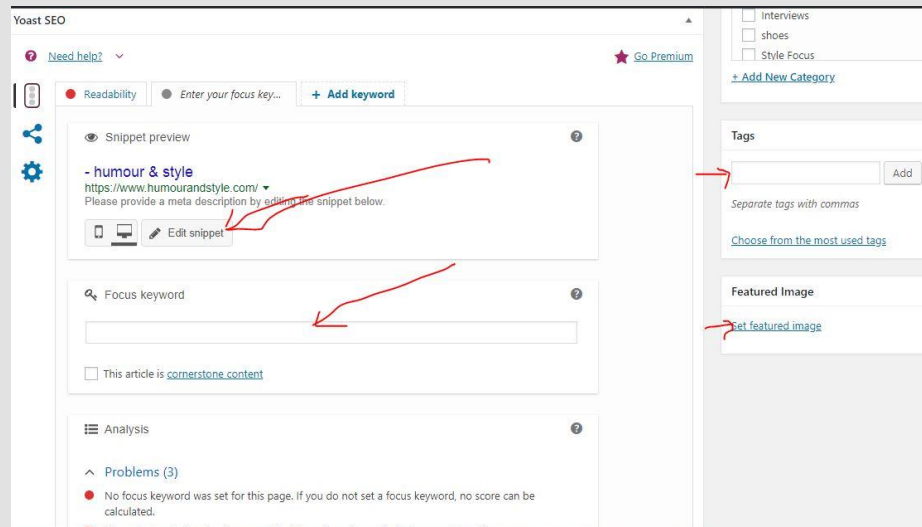
After inserting the image, click on it to enter an ***alternate tag/alt tag***. Your alternate tag should contain important and descriptive keywords that make up your post.

An alternate tag will help enhance post visibility search engines. When you are done editing your images and writing the body of your content, add your post to a category and enter relevant tags associated to it.

After that, add a featured image. A featured image is the first image readers see on your homepage which describes your entire post. See an example of a featured image from my homepage below.



Remember the **Yoast SEO** plugin I said you should install in **chapter 4**? You would need it in the next step. If you successfully installed the **Yoast SEO** plugin, scroll down to the button of the page, you would see something like the image below.



Follow my arrows once again. Go to “**Focus Keyword**” and enter a keyword for your article i.e. (what you think people will search on the internet to help locate your article). The keyword should also appear on the alternate tag of your images and in your **Meta description**.

After that, click on the “**edit snippet**” button to update your Meta description. Your Meta description is a short summary or description of your article which will be seen in search results.

If you wrote your article correctly and placed your keywords properly, you would see a green light beside the YOAST SEO button. If you don't see a green light, follow the descriptions on your SEO analysis to correct your mistakes.

Click on the **preview button** on the right hand side of your editor to get a glimpse of what your post would look like when it is published. If you love what you see, go ahead and publish your post.

Congratulations!!!

After you have written your first blog post, don't just fold your hands. You need to find a way for people to see it. *If people aren't reading your write ups, what are you doing?* So, this is where the next step comes in. The almighty TRAFFIC!!!!!!

CHAPTER SIX

A Beginner's Guide To Building Traffic

This is where I failed, time and time again. Building traffic is the most delicate issue and most sought after problem in Blogging. Not only for Beginners but for people who have been in the Blogosphere for a long time. Building traffic is where major investment comes in.

In Blogging, ***“good things do not come to those who wait”***. You have to put yourself and your brand out there for people to see. How do you do that? Follow the simple steps below.

- The first step to building quality traffic which I didn't know earlier is to submit your **sitemap to search engines for indexing**. Go to Google Webmaster tools and Bing Webmaster tools and submit your site. On their respective pages, you would see a descriptive guide on how to go through the process.
- Write contents that are SEO friendly. Let your YOAST SEO plugin be your guide.
- Use social media to your advantage. Share your blog posts across social media platforms such as Facebook, Google Plus, Twitter, Pinterest, Instagram etc. Also, go to Nairaland Forum and sign up so you can share your posts on any of their columns.
- Word of mouth. Literally preach your blog everywhere you go. Let everyone you come across and the people around you know that you have a blog.
- Whenever you visit other blogs, leave meaningful comments that relate to the person's post and end your comment by dropping a link to your blog. That is a little way to get free backlinks.
- Guest Post for other blogs. Look for blogs/websites which allow guest authors/contributors. Reach out to them and ask to be a contributor. Upon acceptance, they may allow you to add a link to

your site on each post you write for them. If their readers love your post, they may end up visiting your site.

- When writing subsequent articles for your blog, make sure you add relevant links to older posts. That way, when visitors are on your site, instead of leaving after reading one post, they may click on those links to visit your older articles.
- The last is paid content marketing which is where Facebook adverts and the rest come in. But, don't start off with this paid content marketing yet until you have written a good number of blog posts. Start with free options for now.

Once you start building your blog traffic, follow it up with consistent publishing of well researched posts.

P.S: Don't compare your blog traffic with that of popular bloggers who have been blogging for years. Remember you are just starting out. So, do not expect an instant spike in traffic.

CHAPTER SEVEN

How To Make Money Through Blogging

Welcome to the juicy part you've been hungry for *lol*. Before you think of ways to make money through blogging answer this question honestly "*How much are you willing to invest in your blog?*" You can't get what you don't give.

In recent times, there are tons of information on how people can make money through blogging available on the internet. Before I mention those ways, I'll love to let you know that the only way you can make money through blogging is "**IF YOU ARE SMART**". I'll tell you why.

A lot of people do not know that blogging is a skill. The first way you should think of making money through blogging is **SELLING ANY SKILL YOU ACQUIRE THROUGH THE PROCESS OF BLOGGING TO PEOPLE WHO WANT TO LEARN OR PEOPLE WHO NEED HELP**.

Once you are knowledgeable about something, it means you are a **STEP** higher than people who know nothing about it. For example, if you can set up a blog, you should be smart enough to sell that idea to people who do not have a knowledge on it.

There is so much unemployment in Nigeria which is pushing a lot of youths to start up blogs. Look for those kind of people and help them set up their blog for a fee. Now, you see why I said the only way you can make money is **IF YOU ARE SMART**.

Other ways people make money through blogging include;

1. Freelance writing: There are a lot of websites looking for writers. Most of them in Nigeria do not pay very well but if you are okay with their fee, you can start making money by writing for them. Freelance writing was the first thing I wanted to do before starting up a

blog. When you begin your freelance journey *you have to be reasonable with your charge.*

In 2016, before I started blogging and way before I started writing for NSG, I bumped on an established U.K based Nigerian blogger (NAME WITHHELD) who needed a female writer from West Africa to write for her blog as a way of giving back to Africa. I was excited about the opportunity and applied for the position. I got an email from her asking for my rates.

Ahh! I extremely happy when I saw her message. However, this was where I played myself..... I told her I could a write 500 word article for 10 naira per word i.e. 5,000 naira for 500 words (~~as a~~ *bigz geh that I am lol*).

She said she could only pay 7 naira per word i.e. 3,500 naira for a 500 word article (without pictures as she would source for them personally).

Ladies and gentlemen, my dear brothers and sisters, guess what? I declined the offer. I thought she would eventually come through to accept my rates (you know how it is in Nigerian markets when a vendor's price is high and you walk away with your high invisible shoulder pad in a bid to do small "*shakara*" hoping the vendor will call you back?)

Well, that never happened instead, she got someone else. I reached out to her some days later after my invisible "shoulder pad" had deflated and found out she had taken someone else. I played myself for real. That would have being my first paid freelance opportunity.

I didn't have enough writing experience but greed made me want to earn high. You can't blame me though. I barely knew that earning 3,500 for a 500 word article in Nigeria in 2016 was a luxury.

LESSON 1: *I'm not saying you should under charge yourself, but don't over charge yourself either especially in the beginning.*

2. Selling your own Products: A lot a bloggers who have side businesses majorly in fashion ply this route and it works. They use their blogs to market their own products and attract customers.

3. Writing and Selling E-books: Writing an e-book on things you are knowledgeable on is a sure way to make money. I'll give a practical example. If you are currently reading this E-book, it means that I made money off your purchase. Thank you for buying lol.

4. Selling Advert Space: If you start getting huge traffic, you can sell advert space on your blog for companies and individuals looking to advertise their products.

5. Affiliate Marketing: e.g. Jumia and Konga Affiliate marketing programs where you earn a certain percentage of money per product sold through your referral link or banners placed on your blog. Yet again, you need a lot of traffic to earn with this method.

6. Managing other people's website/blogs: There are busy bloggers in need of people to help manage their blogs and social media accounts. Some even need moderators to help moderate comments on their forums or blogs. Look out for those positions and apply.

7. Google AdSense: This is a sure way to earn in dollars if you have huge amount of traffic on your blog that converts. You have to go to Google AdSense website to apply for this program. If your blog is accepted, Google will start showing ads on your site. With this method, you earn money per click i.e. the more people click on your ads.

QUICK TIP: Never click on your own ads. Google is smart and will most likely ban you from their AdSense program.

With the information I have shared so far, you can see that Blogging is a business that requires a lot of hard work and patience. You may not see returns immediately, HECK! You may not see returns in your first year or even 2 years however, don't give up.

It definitely won't be easy. You won't be proud to identify as a blogger when there are no returns but if you are passionate about what you do, you will find a way to keep holding on. If it gets so over bearing, it is okay to take a break for a while (not too long though) and return once you've cleared your head.

Also, keep trying to improve yourself. Don't just rely on the methods I have written in this book. Learn to do research. A good blogger is a good researcher. Read up things from other bloggers, reach out to them if possible. Watch videos and read articles online on how you can constantly improve yourself.

No man is an Island in the Blogosphere because nobody knows it all. Attend blogger events when you can. Just make sure you are constantly improving yourself.

The sky is your starting point, your only limit is your mind. I wish you the best in your blogging journey. FLOURISH!!!

*Love & Light,
Eudy Basseyy.*