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# Comprehensive Guide To Newbie Bloggers

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# Preface

We are feeling immense pleasure to present this precious gift of knowledge and experience to those who were seeking it. We have been striving for years, to serve the blogosphere and the bloggers' community with sincerity and by making continuous efforts. By the grace of Almighty, today we are at a position to help others with confidence and skill. We can't forget the problems, we had to face in the beginning of our career and therefore, we feel for peanut bloggers of today. Accordingly, we have decided to compile all those efforts in the form of this guide so as to proudly present it to the blogging world; and particularly to the newbie bloggers. We have tried our best to start from the very beginning so that it is helpful for those as well who even do not know the meaning of 'Blogging' but looking for a career in it. We have gathered basic knowledge, a must have behavior and some bonus tips for your success ... all at one place! We hope you will find this guide helpful to a great level.

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## 1-About My Blogger Tricks:

My Blogger Tricks shares tutorials on Web Designing, Web Hosting, Make Money Online and SEO. MBT offers Quality template customization tweaks and avails free use of Widgets, Icons and other Blogging resources. Articles are published by a Professional Designer and certified SEO. MBT is DMOZ Listed and is amongst Top5 Google Blog Publishers.

The purpose of publishing MBT BLOG was to provide high quality Blogger tutorials, widgets, templates and practical SEO tips. Each post is published with a hope so that every blogger may be able to turn his free Blog template into a \$300 worth professional template and may earn a healthy living online.

## 2-Introduction to Blog and Blogosphere

There are many people who still do not understand what a blog is or why is blogging so much expanding in the cyberspace. I feel all these people deserve the right to know what a Blog is and how can a Blog be created along with some other similar questions. So for those who just heard of a Blog from their friends, media or any other source, here is a short and precise illustrative tutorial to help you find answers to four important questions in most people's mind.

Which are:

- 2.1-What is a Blog and Blogosphere?
- 2.2-How do I create a Blog?
- 2.3-What is the advantage of blogging?
- 2.4-What is Blogger or Word press?

Now here come some useful answers for each demanded question

### **2.1-What is a Blog and Blogosphere?**

A blog is nothing but an Online Notebook Diary. What do we write in a notebook diary? Of course; stuff that we like and things that we feel important to be recorded and shared with our friends and family. A notebook diary can be based on any topic that you like for example you can write on your hobbies, activities, poems, songs, tutorials, pets, home and family, your personal thoughts etc. People will read your Online Notebook Diary on daily basis and will leave you a comment, suggestion or feedback.

If you write about your personal experiences in a notebook made up of papers, then your writings will reach only limited people around you but with an online diary like a Blog you speak to the world!

So in short a blog is your Personal website where you write and share things you like with millions of people out there who are eager to read what is cooking in your mind! . Blogosphere, in simple words, means the world of blogging and bloggers. It is the bloggers' community where you can find the blogs of all sorts.

### **2.2-How do I create a Blog?**

Creating a blog is absolutely free. There are many quality Blogging hosting services that you can choose to create a blog but the best among them is Blogger. I have created this blog with Blogger without even paying a penny! Want to know how?

All you need to do is go to [www.blogger.com](http://www.blogger.com) and sign up for a free account. Fill up the vacant blanks, submit the form and give your blog a name. Amazingly within seconds you will have your blog up and running with a unique web address.

Then after the successful publication of your blog the next step is to customize it to your preferences in order to give your blog a more professional look and feel that may go according to your blog's topic theme. And then, comes the best part .i.e. monetizing your blog.

In a nutshell:

- 1-Set up a blog and start writing on a topic you are good at.
- 2-Customize it, giving your blog a pro touch.
- 3-Monetize it to start earning in dollars.

### **2.3-What is the advantage of blogging?**

You pay nothing Instead you earn in \$\$!! You earn by displaying advertisements on your Blog. People are earning from \$100 to \$100,000 monthly! I am not kidding an example is shoemoney.com and problogger.net

Plus you will make new friends in the Blogosphere and you earn respect in the eyes of thousands of people. You can become a celebrity! But you can achieve all this with a little hard work and great patience.

Revenue is not the only advantage of blogging. There are dozens of other good blessings of setting up a blog .By blogging you share your limited knowledge to an online crazy crowd of more than 1.67 billion people, all desperate to know what you have got! As an author you need to communicate with visitors from different countries, continents, race, color and creed. Blogosphere is indeed a multi cultural environment where everyday delivers a new message and where there is a lot to share and explore. You will make new friends every second and will develop a stronger and firm social character. You develop a versatile tone of dealing with people of any age and color. Your writings, social character and personality will reflect your sense of intellect and each single day you will meet your friends and family, you will sound bolder.

And the best advantage is that you learn every second online! Your internet and computer skills will improve to an extreme edge and this is what the coming era demands from you. Every second on blogging is undoubtedly a new experience!

### **2.4-What is Blogger or Word press?**

These are the major blogging platforms which help you create a free Blog. But if you are confused which one to start with then go for Blogger. It has many features which word press doesn't have and the best part is that Blogger allows you to customize your template in any way you like by editing the CSS style sheet! So what are you looking? Start blogging now and build up a new cyber life. Best of luck!

## 3-Blogger or Free Lancer --- Time to Choose

I want to be a Blogger...no, I guess I should go for Free Lancing? Is this question bugging you? Yes, it should because it is extremely important and in fact this is what you need to address before you make a career choice. It could get difficult to decide ones side hobby for yourself; a hobby that can make a difference in your life, in the future.

The purpose of this article is to differentiate between Blogging and Free Lancing Carriers. Both are great. But both are not for everybody. Indeed you have to work hard to get to an appreciable point, whether in blogging or freelancing. It is said:

**Being an entrepreneur is about living a few years of your life like most wont, so that you can live the rest like most can't.**

Blogging is when you start a blog, on a topic that you could write the most, whereas, free lancing can be of many types. You could be a free lancer for 3d Modeling, coding or making iPhone applications. So it is totally up to you. But for the sake of simplicity, I would be comparing the writing carriers, as blogging is entirely a writing carrier, where you have to speak up your mind through words.

So let's see if you want to differentiate between a blogger and an article writer as a free lancer. For the ones who don't know Freelancing, it's basically working for people online for their set jobs. The most popular freelancing sites are Elance and Freelancer.

You search for the topics that you are interested to write on, and you would get different jobs, posted by other people. A person starts by bidding on the job while keeping in mind other bids people have already made. Like say, the job poster mentioned his budget range for which he can hire writers. Say (500-1000\$). Now people would bid. Each job on Elance has the highest, Average and lowest bid shown with it.

So starters usually bid low, so that they could get the job easily. Each freelancer has his own portfolio (profile page) from which his expertise can be judged. So this is a general background of freelancing.

**Let's compare blogging and freelancing now.**

Blogging can be more challenging than free lancing career. The actual results that you start to get for a particular blog is no less than 6-8 months. And this period is of extreme posting with proper SEO. Otherwise it could take a year to just start getting the feel of blogging.

As building traffic is hard to achieve and requires true level of commitment, you won't be getting any sum of money before a whole dry year; an extremely boring one. You would almost leave blogging on every day that you rise. It's just how it goes. But those who stick to it get what most cant.

On the other hand, setting up an Elance account takes less than an hour, with your all portfolio set. You bid for jobs and mostly you get few within 7-15 days period. Depending upon your profile and bidding rates.

You would have written hundreds of quality articles on your blog, but you won't be getting any sum before a proper year of handwork. On the other hand, people on Elance offer 20-40\$ for a single quality article that the writer writes. So just say you could make fast money while free lancing, supposing your portfolio is a good one.

On the other hand, most of us got our first Adsense cheques 6-8 months after we started blogging. So blogging is not a fast way to get into money business, but indeed it grows exponentially in later years. This is the power of blogging.

While on Elance, you might make a hell lot more than you would in first year of blogging still that would be it. We in fact can't judge blogging and freelancing carries right away as it depends upon every individual that what suites best for him. But just to note, that you can't make those 22,000\$ each day with freelancing profile that you could get in blogging carrier.

To summarize, it depends what level of targets you have set for your selves. So it is the right time for you to decide, Blogging or Freelancing?

## 4- Finding Ideas for Blog Posts

The main focus of this piece is to help newbie bloggers who are working hard to excel in blogging. Until me myself entered into blogosphere, I used to think “how do people get ideas regularly to write about it?” And this was my main constraint. I was afraid that I could not find an idea and this is not my field. But once, I stepped into it, I was amazed to find ideas clicking my mind. Of course, there cannot be any fixed method that could guarantee a good idea but still we can have some methodology of our own which can help simplify our search for ideas.

### **4.1-Do you need to search an idea? :**

Some people really don't need to search an idea. They have a clearer mind and may have intuition as well. With good observation skill, you may have a feeling that directs your mind towards topic idea. Topic for your new post may be hidden in your previous one. You just need to be mindful.

For example, if you post switching 'Blogger Profile to Google +' today. You can come up with a post on reverting back from 'Google+ Profile To Blogger', the next day.... You need to be meticulous enough to see what is in front of you and waiting for you.

### **4.2-Searching an idea:**

Ideas are everywhere around you... inside you. Yes, even inside you. Feel free to write what attracts you. You may also subscribe to different newsletters, journals and magazines to remain updated about your field of interest. When you go through any reading material, most of the times you will definitely have some questions in your mind. And then you read more to find their answers. You may then share what you have learned. You may also visit “FAQ” or “comment” section of your website to know about peoples' confusions and you may answer some of them in the form of a post.

### **4.3-Belief your idea:**

Don't get confused whether to write on a particular topic or not, just because “Will people like it?” No! Not at all, go for your idea if your heart is satisfied with it and believe me, you will write your best. You don't need to have some “revolutionary ideas”. Simple ideas, if properly put together, generate great posts. And this brings us to our next point... how to put all info together properly?

### **4.4-Plan your idea:**

Once you are done with the idea thing, now, the next step is to properly plan it. Don't start writing it right away. Take a paper and pen...sit in some peaceful environment and think over it. Determine what do you need to enter into it and what do you want from it. Or understand it as, determine what do you want from it and then consider how you can get it .i.e. what should be the input? What would be your

resources? By resources here, I mean whether you need to search on internet or interview people or observe any phenomenon etc.

I plan my posts by making a mind map and I feel that inputs are usually my pillars on which my building will stand. So a careful selection of inputs is highly important. You may plan in any other way, you are comfortable with. But, don't forget to plan.

#### **4.5-Determine flow of information:**

Now you need to check if your content is interconnected or not. It should follow a proper sequence and there should not be any jump to any point. You may have gathered some raw material in the beginning which now seems odd in your post... feel free to discard it. The flow should be as good that the reader feels himself/herself in harmony with the post. Don't introduce sudden emotional hypes.

#### **4.6-Put in the facts:**

If you are done with the above mentioned steps half of your task is done. Your mind is now free to completely focus on what it needs to produce with well defined inputs and outputs. And you can enjoy the clarity of your mind with a spirit to achieve your desired target.

## 5-Qualities of a Professional Blogger

Hopefully you are going well with our guide. You are now ready to know most important points which are applicable to any quality maintained blog. Applying these few quality elements to your habits will surely let you stand out as an author and then blogger. We will start with simple points and then will move on to comparatively challenging tricks.

### **5.1- No duplication of content:**

The very first and the basic point to remember is originality of the content. Here, I would like to share my experience about one of my posts. When I mailed it to blog owner, he simply asked to rewrite my first paragraph. I was surprised because it was a definition and I thought that we can take definitions from any other blog or website. But, he explained me that this harms the blog and is not allowed. So, you see... how careful you need to be for your content.

### **5.2- No for granted terms:**

Do not take any of the terms for granted, especially those appearing in your topic. If I am a layman, and I have accidentally come across your blog, don't let me feel that your blog is not for me. No one likes to feel himself/herself as ignorant. For example, if you are writing a post about "Android Applications", explain 'what is android' first, and then continue with your idea. It is a good practice to explain clearly, what you are going to talk about.

### **5.3- Lighten the stress:**

Try making your readers feel as comfortable as possible. This point is especially for techies. If you are publishing any of your new code or tip etc, try to present it as if it's nothing difficult. Use simple and plain language for its description, so the reader does not feel exhausted and do not lose the interest.

Secondly, use images that go with your color scheme and can give a lightening effect to your post.

### **5.4- Intelligent use of shapes and colors:**

Look around yourself; you will see colors and shapes everywhere. Either, directly or indirectly, they convey us some messages and amazingly, we understand them. Or our sub-consciousness has associated some meanings with them. This is the reason why favorite colors are asked in personality tests.

For example, think of green...What it brings into your mind??? Nature... trees...grass? A refreshing effect? Okay...Now think of blue... what comes into your mind? It will definitely be water, sea or sky. A

serene effect indeed. A concept of vastness...beyond any limitation? And you can do the same with other colors... red, yellow, white etc, to feel their effects.

So hopefully, you are getting my point that you can use colors to reinforce your blog theme. Same is the case with shapes and symbols. Geometric shapes like circle, square, triangle represents organization, structure and of course they make one feel formal. Other shapes which are natural, with more curves and are uneven. They give some pleasant effect and add interest.

### **5.5- Embed Entertainment:**

How would you feel if you enter a website and it asks you to set background music of your choice? When you read some posts there and it offers you to download some free wallpapers, widgets, plug-ins or even templates? Or it gives you a bonus trick /tip because you have earned some points? Won't you find it different from the one that just publish posts? Of course, you will .So, be honest ... do you really think that this blog can't be yours?

### **5.6- Spread your word:**

Don't restrict yourself to your own website only. Join social networking websites for promotion of your blog. Also, practice guest posting on other websites. So, if anyone likes your posts he/she could follow you on your blog.

## 6-Hatch out as a Creative Blogger

Blogging today is a very common way to share your ideas, your knowledge and also making some money out of it. But most new bloggers suffer when they actually start writing. They don't know from where to start and how to turn every single visitor into a reader and drive consistent traffic. Here we would mention some 10 odd Recipe tips to be a creative & successful blogger which will definitely get you started.

### **6.1- Rough Idea:**

Leave a rough fingerprint in your brain about what you will be writing on, may it be a hot topic in the world or just a story. This will help generate more ideas while you start writing.

### **6.2- Think out of the box:**

Always try to think out of the box which others may not think. This adds a surprise element in your article because the idea is directly coming from your mind, fresh & untouched.

### **6.3- Make the reader to say WoW!:**

For being a creative blogger you need to attract the readers to read it. Simply writing text without any formatting and un-meaningful title won't help. So pick up a nice meaningful title limited to 66 characters and do some nice formatting, highlight the main points, make it easy to read and there you go to attract the visitors who can't just stop saying WoW!

### **6.4- Pictures:**

People say "A picture is worth a thousand words". Yes it's true. Humans remember the visual things more than the text read. Adding images which gives a short summary of your post will enhance the readers' interest.

### **6.5- Imagination:**

You can do more. The writing will never end. Albert Einstein says "IMAGINATION is more important than knowledge". So imagine what else you can do, what more useful things you can add in your posts. This is will not only enhance the current post but will help you generate more ideas for other posts.

### **6.6- Useful to others:**

Always make the post useful for others. Even if an idea which comes in your mind is off-topic you can still make it useful for others. Remember the point "Imagination".

### **6.7- Think like a reader:**

While writing always think that you are a reader yourself. Think how a reader will be reading your post. If you are getting bored, the reader will also get bored.

### **6.8- Quick to the point:**

Try to be quick to point without testing the patience of the reader. If a reader gets frustrated with unwanted things he will not read further.

### **6.9- Fun Factor:**

Fun factor is very important so that the reader don't get bored by reading, reading & reading all the way down and ultimately go to sleep :D So try to add some fun but make sure it is related to the topic.

### **6.10- Balancing:**

The final and the most important tip is 'BALANCING'. You need to balance all the above points. Nothing more... nothing less. This will be a bit difficult if you are a newbie but practice will make you near perfect. So always try to be Bang On!!!

## 7-How to Write 'Controversial' Topics

The topic, I am going to talk about, may not be a topic at all for many. Then what urged me to write a complete article on it? Actually, a friend of mine requested me to write on a particular topic. And the sad news is; it was a controversy. I could have simply made an excuse because I don't choose such topics. But, what if the same happens to you and the person asking is not your friend but the gruesome boss of yours? Or what if you, for some unavoidable reasons, are forced to write on such topic? Some of you may be thinking that I am wasting your time... you can write it the way as you write any other article of yours. To tell you the truth, it's not that easy. You may lose some of your loyal readers if you take it casually. And this is the reason why I felt it eligible worth your precious time.

### **7.1- Purpose of Controversial Topics?**

I usually avoid reading such articles until and unless it becomes really unavoidable. Because most of such issues are raised to keep people engaged, heading towards nowhere. If it is really so, why do people write about them? There can be many reasons:

Such issues really need to be addressed.

They can exploit emotions and make them give feedback, consequently gaining more traffic.

They are really passionate about it...think positive

Whatever the reason is, one needs to be careful enough about it.

### **7.2-Handling Tricks:**

How to write controversial topics that may derive traffic and engage readers more in your latest updates. Keeping the following Tactics and techniques in mind would greatly ease your problem while writing a polite criticism.

#### **7.2.1. Set the judgment criteria:**

If you are able to decide the criteria on basis of which you are making comparisons; half of your difficulties are solved there. For example, if I am a fan of 'Windows Platform', I cannot say that Linux is not a suitable choice just because I love Windows. No...I am supposed to sort out some parameters for making a decision. These can be number of users, number of software supported, security issues, user friendly environment, frequent updates etc. Make a rational basis and save you from emotional reactions.

### **7.2.2. Clarify yourself/No prejudice:**

Well, getting rid of prejudices is not that easy. Everybody has certain view point and there's nothing wrong in it. But it may harm you when you are supposed to be a responsible writer. If you are too eager about presenting your school of thought; take a paper and pen and list all arguments. When you have written all what you had to say, you will feel satisfied. This will bring you in a better state of mind and now prepare yourself to listen to the voice of others.

### **7.2.3. Present all school of thoughts:**

If you are ready to listen to others, it means that as a responsible writer you should mention the difference in opinion that exists between people. And do I need to say 'Tell the truth only'? Showing single sided picture reflects narrow approach of the author. And come on ... you can't be a successful blogger with such approach. Since, we need to switch between technologies after checking pros and cons; it's never about benefits only or vice versa.

### **7.2.4. Revisit your post:**

Yes, you need to go through your arguments at least once, to make sure that it is free from any emotional element. You may then draw a conclusion. But most of the times you can't do so... because it is a controversy, remember? So, what should be the next step?

### **7.2.5. Welcome Criticism:**

As I said 'draw a conclusion', I can now rephrase it as 'Tell your personal opinion'. You are not supposed to pass a judgment in such cases. You should be humble enough in presenting your opinion and then welcome positive criticism open heartedly. And this invitation is really important for such kind of topics. Tell your readers that their opinion is worth sharing and this will increase your respect in their hearts.

### **7.2.6. Frequency of controversial posts:**

Now, the next question is how often should such posts be written? Of course, nobody will love to visit a blog full of controversial posts, especially when it's a niche blog. People tend to visit your blog to find information and knowledge. They want to learn and use new technologies and trends; not to stop there and submit comment one after the other. Don't turn it into a gossip forum. Once or twice a month is affordable but not more than that.

## 8-Managing Visitors' Feedback

Whenever we write a post, we try our best to write something about the latest issues. Whenever we change the design of our blog, we make sure that our readers feel comfortable with the change. Whenever we introduce something new, we hesitate whether our readers will appreciate it or not. In short, whenever it comes to our blog, most of our efforts are directed towards getting more traffic, more readerships. And we often succeed in getting them, but are that enough? Do we want our readers to come once and that's it? Or do we need them to turn into daily visitors?

Of course, we want loyal readers and to make them loyal we have to put in certain efforts. We need to build a strong relationship with them. And the foundation of this relationship is their 'Feedback'.

### **8.1-Why Manage Feedback:**

Every relationship needs special care and attention. We are supposed to spend some of our time to groom that relation. Be it the relation with our family, our friends or even our customers. We take our blog as our business organization. We make sure to plan each and everything, even the font sizes and the color schemes. MBT lab is our Manufacturing department. Blogger widgets, plug-ins and tools are our products. Daily posts on MBT are output of our Research Department. Advertisements on MBT are handled by our Sales and Promotion department. As in business we need to develop every department, same is the case with our blog or website. Our readers are our customers and like every big organization we feel it important to have a 'Customer Care Center'.

If we spend hours and hours on writing a single post but failed to communicate with our readers... all our efforts would go in vain. No matter how technical our posts are, how beautiful our blog is. We may be able to gain a handful of readers but not a good traffic. This is because our readers need our response. They want themselves to be greeted by the blog owner. They want to present their reservations, they want to share their opinion, they want to remove their confusions, and they want their questions to be answered .... They want to communicate directly with the blog owner or the post author!

And we are required to answer them politely, humbly and timely. That's enough to build a strong loyal readership.

### **8.2-Managing Feedback:**

Having said all this does not fulfill our duty. It's now time to have a look at practical ways of managing this feedback. Our aim is to make the most of this feedback, to have a mutual benefit. We need to satisfy our customers, find out their needs, concerns and to make changes in our actions accordingly so as to get acceptances from them... eventually expanding our business.

### **8.2.1-Comments Section:**

To receive the feedback on every single post, there's nothing better than having a comment section at the end of every post. You may avoid spam comments by restricting the comments. You should keep the right to delete any comment to assure a clean and better environment of your blog. The post author should visit his/her post at least once in 24 hours, better it is twice, to reply to the comments. He/she should try to thank every reader by his/her name and addressing him/her individually. He/she should pay special attention to criticism and must reply it gently.

### **8.2.2- Off Topic Questions Section:**

Sometimes our readers do ask questions which are not related to the post. Of course, we can't let them down and also we don't want to start a new topic inside a topic. So to handle this situation, we may have an 'Off-topic Question Section', where all off-topic and general queries can be dealt. We may further categorize it by making separate sections for separate categories.

### **8.2.3-Star Rating Widget:**

Since most of the readers do not find themselves comfortable in leaving a comment and they do not tell us even if they dislike the post. Their silence badly affects our business because they continue to dislike and we remain unaware of it. Instead of improving our quality and changing their dislike into like, we keep the same quality with a satisfaction that this is what our customers need. How to know about their opinion? Basically, such kind of readers think they don't have enough time to comment on each and every post. They don't want to get engaged in signing in, writing a comment, submitting it etc. But, they would be ok if they are given a chance to tell their opinion by 'one click'. This 'one click' option can be provided using star rating widget. Trust me, they will provide feedback.

### **8.2.4-Handling Multi-Writer Blog:**

If you have a blog with categories associated to different team of writers, you may have a different way of handling questions. What I would do in such a scenario is, I would mail any new query to all team members of that category with a widget displaying its status as 'unanswered'. As soon as any of the members replies it, its status is changed to 'answered', indicating that its turn to answer other queries. Now, how do we know if the reader is satisfied with the answer or not? Simple, we may design a widget indicating its status as satisfied or not. If the reader is not satisfied, its status is again changed to unanswered and the same mechanism repeats .i.e. a mail is sent to all members, to answer the question again with some better arguments. And all this mechanism is programmed, of course I personally would not be checking the status and forwarding queries.

But who would program such a widget for you? Adopt the traditional approach. Make it obligatory on all your team members to answer all queries on their posts periodically.

### **8.2.5-Post not visited time period:**

It is also not possible to keep visiting same post again and again to answer comments. Since new posts are to be published and they need catering as well. It's better to specify a time period that tells readers that the author does not visit the post after 3 days, for example. Or you can have a recent comment widget

that keeps you inform about the recent comments be it on the latest post or the one published three months ago. You can then deal with them accordingly.

### **8.3-What Suits Your Blog?**

Above mentioned ways are just meant to provide you an idea. You can take an idea and modify it according to your blog's subject. You can work on any of them and come up with something better.

## 9-Time Management Tips for Bloggers

**This time, like all times, is a very good one, if we but know what to do with it. - Ralph Waldo Emerson**

The trickiest part that comes with Blogging is indeed lack of time. If you are a good writer and enjoy every single word of what you write, then this article might be for you. It is not away from reality that the times we live in are extremely busy. Blogging in such times can be a problem for many.

There can be two dimensions to this. You can be a Blogger who can't resist writing more and more, with less time to write. Or you can be a Blogger who takes hours to get into writing motion. Either the case, time management is pretty crucial for both. Let's jump into the topic and discuss how you can manage your time and get most out of your day for Blogging without affecting your other daily chores.

### **9.1- Knowing Your Highest Energy Level Moments**

As a human, we cannot be active all day long. There are short spans in the day when we feel most fit and active. This can vary to every individual. Some people feel more active early in the morning around 8 to 10 am. Some might find nights more refreshing and comfortable. Whatever the case is with you, the point is that it is extremely important to find your peak hours throughout the day.

These spans can be very effective in building the content for your blog. As a writer you should be in peace when writing at your blog. So knowing about your highest energy levels points in the day is important to be a successful and well timed managed blogger.

### **9.2- Build a Routine and Stick to It**

Once you have figured out your peak energy levels shells you need to build a routine. Say if you feel active for 3 hours after you get up and take your breakfast, you can refresh your self for an hour and then start writing articles for the rest of the two hours. As you know that for the rest of the day you would be down, so this is the time when you have to utilize the most.

Make it your routine and stick to it. Put on an alarm for the next day and wake up by force. Don't get late for your blogging task. Take it as a job. You need to wake up at a set frame of time. Don't be lazy.

### **9.3- Stand Up Against Any Distractions**

Once you are following your daily routine, you don't want anyone to distract you from it, whether they are your friends on mobile, social networks, SMS etc or even your very own family members. You need to make them realize that you are in working mode and cannot interact. I understand that it's difficult to sustain in daily family life, but you got to try. It's in fact your intention and seriousness towards your own work. If you are a true friend of yourself, you won't feel many distractions.

If you feel like that you are tempted to surf net while you blog, plug off your net wire or your wi-fi connection for the time being. It's again seniority towards you.

#### **9.4- Plan Your Work But Not that Much!**

Some people take it forever to plan their articles. You won't get anywhere with that. When you talk about time management you need to balance everything. Obviously planning more will make your work better, but at what cost? Make a general plan for your article and just start writing. Take the article as a conversation with the audience.

When you intend to give some information to your friend, how much time it takes you to "Plan" that conversation? This is the point. Write as if you are talking to your friends and providing them with the information you are good at.

#### **9.5- Choose a fixed place to blog**

This is one of the key factors in blogging. Carry out blogging at a fixed place. Changing your place every now and then won't help you out. It would take time to adjust at a particular place, minimizing your output.

#### **9.6- Learn Typing**

Blogging is all about writing more and more content. If you know how to type fast, it would be as easy as pie for you. You can produce tons of content with less effort in a given amount of time. This is extremely recommended for bloggers.

#### **9.7- Utilize Your Left over Time for the Next day**

In case you end up early writing an article in that given amount of two hours, you should not jump out of your seat. Try building up more content and utilize those two hours. Think of those two hours solely dedicated to "Blogging". May be you can post the other article the next day.

If you feel that you are really a head of your schedule, you can rethink over your posting frequency. You can save your posts and think of publishing them the next day because keeping a consistent post frequency increases your search engine ranking and improves your listing in a SERP. Never Publish in a bulk, be consistent.

#### **9.8- Give Your Self a Reward**

Once you are done working for those two hours, give yourself some reward. Why not take a round at a park, or some time at computer games, or a cup ice cream :)

Enjoy every moment of your Blogging life. Happy and healthy mind equals Best of your potentials. Hope this article could make a difference in your blogging life style.

Peace out!

## 10-Tips to Become a Humble Blogger

Keeping a blog going seems simple enough but there are some point that are important to remember when posting , some 'Blogging ethics' that we should keep in mind that will help us communicate more effectively with the reader and make our place in the wide blogging world.

### **10.1- Simple Writings**

Always keep your targeted audience in mind. There's no point in using impressive Princeton vocabulary if your readers don't understand what you're trying to say. So keep it as simple as possible. By simple, I don't mean baby speak either; just moderate vocabulary that anyone, even a ten year old, can get.

### **10.2- Interact Responsibly:**

The whole point of blogging is to interact with readers, hear what they've got to say about your articles. Handling reader feedback is a tricky job. If someone has taken out time to read through your post and comment on it, make sure to reply. Be polite and address each reader separately so they know their comments matter.

### **10.3- Welcome Criticism:**

Ah and what about negative feedback? We all dread getting hateful comments, and responding to them is even trickier. No matter how offensive or abusive your reader has gotten, NEVER rise to the bait. Be a better person, take the high road, and be more open-minded! Either ignore the comment altogether or reply as politely as you can, without letting it turn into an all-out comment war.

### **10.4- Avoid Copyright Infringement:**

Say NO to plagiarism! If you want to post someone else's article/poem/story on your blog, always include a reference. How would you feel if someone stole your ideas and was getting all the credit? Pretty darn awful, that's how. So please be careful to not do the same to your fellow bloggers.

### **10.5- Always Spread Love:**

We shouldn't use blogs to spread racist, intolerable ideas. I think there's enough of that in the real world, don't you? Spread the love!

### **10.6- Be a Gracious Author:**

Most importantly, never be arrogant while blogging. Don't make the reader feel like you know more than him/her. If you adopt a friendly, humble attitude, and treat everyone with respect, your readers will return to your blog time and time again. Keep in mind, that you really don't know everything. Everyone in the bloggers' community is educator as well as learner.

'Blogger' is not your only identity. You are a human being firstly, and this is the most obvious and persistent identification. So, be a human first. Whatever we discussed above is just a reflection of how you can infuse respect for humans in your profession.

## 11-Finding Blog Sponsors

To answer this question, first and foremost, ask yourselves why should an advertiser choose your blog? Why should he spend money by advertising his product on your site? What benefits or to be more precise what value does your blog provides to the sponsor? How can you guarantee that his product won't get neglected if he chooses to buy an Ad Spot on your blog? Too many questions but a simple logical answer to all of them and that is provide him with Quality. Read on to understand this logic.

### **11.1-What do Advertisers look for in your Blog?**

The biggest misconception in the minds of web owners and newbie bloggers is that if you have consistent and huge amount of traffic then you are the Man! The bigger your traffic value the hotter your pockets. Yes that is true but for AdSense alone. The fact for direct Sponsors is entirely different from this propagated set of thinking.

Advertising services like Chitika, AdSense and Infolinks require nothing from you except huge flow of traffic. You surely earn more when you receive great amount of traffic because your Click through rate (CTR) depends on the number of unique visitors and page views made per day. So, if AdSense is happy with you then do this means that even Buysellads will give you thumbs up? The answer is a straight no!

BuysellAds is an advertising service which connects Publishers directly with advertisers. You create Ad Spots on your blog and sponsors come and buy that spot from you. BuysellAds unlike AdSense gives importance to a lot of factors which in order of decreasing importance are:

- Alexa Rank (\$\$ Most Important)
- Subscribers and Facebook Likes (Readers)
- Page Impressions (Traffic)
- PageRank (Trust)

As you can see clearly Alexa holds the most important position followed by your readership no matter whether they are RSS readers or Facebook followers. Page Impressions give an idea of how much traffic you are receiving. If your Page Impressions are greater than 100,000 then it means you are receiving 5000+ pageviews daily which means 2000+ visitors per day. Finally comes the PageRank which has the least importance in the eyes of Advertiser. Lets now discuss in detail why Alexa is so much important?

### **11.2- Why Advertisers Value Alexa so much?**

Alexa is an algorithm which is based on the use of Alexa toolbar. This toolbar provides hottest news headlines around the globe and provides you with easy shortcuts to important websites and social networks and resources. That's why it is so popular. Bloggers and journalists often get topic ideas from the news headlines popping in their Alexa bar. This Toolbar is different from any other toolbar. It also

tracks which websites are you viewing and how much time are you spending browsing different sites and blogs. If you have Alexa toolbar installed and you are reading my blog then indirectly you are benefiting me by telling Alexa team "Hey I like MBT Please rank it higher!" and when more and more people visit my blog provided that they have Alexa toolbar installed, I rank higher and higher; as simple as that.

**Quick Note:** Alexa Rank is good when it is low and bad when it is high. A Blog With Alexa Rank 10k means that only 10,000 websites are better than it. A blog with Alexa Rank 100K means that around 100,000 websites are better than it. A site with Alexa Rank 1 or 2 means that it is the best site found online. No website is better than the one with Alexa Rank 1.0. So a smaller Alexa Rank means higher ranking.

Alexa tells advertiser whether a site is receiving quality traffic or not. By quality traffic I mean people having good tech knowledge, people who enjoy shopping online and people who enjoy reading about new and latest technology updates. These are the people Advertisers are looking for! Alexa toolbar as I said is usually used by webmasters, web owners, journalists, bloggers, technology analysts and everyone who loves being techy.

Alexa does not depend on how much visitors you receive daily. You can receive thousands of visitors per day and yet having an Alexa rank of 100k (Not Good) and someone else could be receiving just 1000-2000 visitors per day and still having an Alexa Rank of less than 15K(Great).

### **11.3- How come Traffic is not important?**

It is but Traffic is not the sole backbone of a successful blog. If you have no readership and site rankings but still receiving thousands of visitors per day then your site offer no value to the sponsor. Why? Because it is mostly your blog readers that buy a product after you recommend it and it is usually your shining Alexa Rank that tells a Sponsor "Dude I offer people with credit cards!" If your Alexa Rank is 50k or above then it means that most of your traffic or general audience are teenagers and college boys, surfing for fun and entertainment with no intention to shop online. Thus, offering no returns to the sponsor.

You can find a lot of blogs with tons of daily visitors and even good PageRank but with no impressive Alexa rank. The answer as I said lies in offering quality and not quantity. Blogs with no readership, Facebook followers and rankings such as PR and Alexa, offer no value to the advertiser.

### **11.4- How to Improve Blog Rankings then?**

Write less but write best. Do not spam search engines with short and duplicated content. Most technology blogs share the same summarized content and circulate it by writing the same post in short paragraphs. Write for your readers and force them to stumble and bookmark your content. Do not worry about Revenue during the initial one year of your career and do not add too many Ads on your blogs. Attract and keep attracting loyal readers for continuous one year. Write at least two posts per day

and add social media buttons everywhere on your blog. Keep post frequency constant and keep tracking your Alexa Rank. Build your network and expand your circle. Do exchange links but at most with 5 quality bloggers. Write unique posts with at least 300 words to avoid Google panda effect.

### **11.5- Final Advice**

No one can claim to be successful because there are always bigger names ahead of you but do always keep a closer look on what they do and learn from them. Be polite in tone and always consider yourself a student and never a master. Be patient because a fruitful result does demand time. Give yourself a one year of struggling period and track your performance consistently. Do not give up hope if you lose a Rank, just keep posting regularly and write on new and latest topics. Think of what Internet audience would like and always write on current happenings. When Christmas is near then write on posts related to Christmas and when EID is near then write on things that would attract Muslim visitors.

Genius, are you my friend! Just realize your inner strength and potential and utilize your time smartly. May you achieve what you always dreamt for?

# Miscellaneous Section

## M-1:3 Meal Diet Plan for Bloggers

Every blogger needs to have a proper diet plan. Do you have any? Well if not, here is one for you. Follow this diet plan and you will be all set in the blogging world. A magic meal you can say.

The Diet plan consists of a heavy breakfast, medium lunch and a light dinner. It is said that on following this ultimate diet plan, a blogger can overtake any other web owner. Lets see if this works out for you or not.

### **M-1.1- Breakfast Plan**

The blogger wakes up early in morning and prepares two heavy duty articles plate with some crispy pictures to it. The plates need to be of around 300 words. As a drink he can read two post of his liking from any famous blogging restaurant.

If he feels he can't manage to have all in the breakfast, he can save some for lunch in refrigerator. But Note- this only goes for the drinks. Yes just for drinks. Don't even dare to leave your plates for lunch- mama says.

Following such a heavy breakfast for 5 months is necessary. Company won't take any blames if the diet plan is not followed. The blogger will observe him gaining weight. And yes that is good for the young weightless bloggers.

### **M-1.2. Lunch Time**

Finnish up your left over meals from breakfast within no time; because lunch ain't gonna come easy to you dear. Fried comments will be waiting for you on the table. The blogger needs to eat all of those comments as humbly as possible.

### **M-1.3. Dinners is ready**

The company has kept blogger's night comfort in mind and thus hasn't overloaded him with anything oily. A single small plate of an article with few older links catch up on it. This has proved to be pretty healthy for other bloggers who have been following this company's diet plan.

Note if the blogger feels he have enough older links catch-up or breakfast too, it is recommended for him. He needs to realize how important it is for him to have a proper meal on daily basis.

### **M-1.4-From the Company:**

We won't be held responsible in case of any mishap to the bloggers in case he doesn't follow the diet plan. We have a reputation in making people healthier in blogging world and we want you to be the part of it.

I hope you guys will like the new diet plan. The article aimed to give a general routine that a blogger should follow. It is only good health that will let you Post articles regularly so that you could increase your blog search engine ranking.

Wish you good luck in following this never ending task of self improvement. Peace Out!

## M-2: Write a Guest Post

Guest Posting can be really fruitful if you do it wisely. We will be discussing some key factors that you may want to implement in order to achieve a better guest posting experience.

### **M-2.1- What to Write?**

You should aim to write a post that appeals every one and is pleasing to the eye of the reader. It is always a better practice to state briefly in the introduction paragraph, whatever you will be discussing. Try to

maintain 4 to 5 lines per paragraph and you would see how easy it is to hover over the content. Also you can highlight the key phrases or words which you think summaries the paragraph or the content of the article as a whole. That makes the reader satisfied about the time he would spend on that all long story of yours. Make each of your articles your best one.

### **M-2.2-Don't Ask Too Much:**

You should ask before writing on a particular topic, if you newly join someone. Give a brief explanation of topic and explain basic theme. Once, you are familiar with the blog owner you may don't need to ask for permissions.

Write your best content relating to the previous articles on that blog. Make your work as if it's ready to be published right away. Such articles are very pleasing to the Blog authors as they don't have to bother to edit them.

Do not ask too many details. Don't behave over consciously; it irritates. Simply contact the owner that you want to write for him/her and that you would deliver your post on so and so date. That's all! And yes, and then do deliver it.

The more questions you ask regarding anything like, topics, the way you should submit etc. the more it would get annoying for the Blog author. Learn to have confidence within yourself and to make decisions.

### **M-2.3-Submitting you're Work:**

Once you are done writing the Guest post, you now need to submit it to the blog author in a perfect way that pleases him too, as a reader. You can hand over your work to the author by pasting all of your content directly into your email. Or you may choose to send the Microsoft Word file directly, in case you wrote the article there. Write the subject a brief one, like (Guest Post: 'TOPIC' by 'Your Name')



I personally work out all my Guest posts on blogger post editor and then paste it to the email body. Then once again I hover over all the content and place all the pictures in their right positions. It's necessary that your handwork leaves a good impression over the readers and the blog author.

## M-3: Tips to Destroy Your Blogging Career

This topic may sound weird but there are things which must be learnt for a more reliable and ever grooming blogging career. How does blogosphere treat newbies today? Some big names out there will never stop showing off their monthly income reports and revenue through blog advertisement and affiliate marketing. They often take you to a world which though seem real but is based on half told and exaggerated facts. Yes they are people with hot pockets and yes they are earning in thousands of dollars a month. But they will always hide the true working principles of Making Money through blogging. Their exaggerated stories often waste your precious time but in most cases their source of income is not solely dependent on what they share but there are things that they will never expose online. They will ask you to buy their E-books, they will brain wash you with their inspirational videos and luxury life but they will never share the fundamental aspect of Success and that is "Hard Work!"

I personally don't follow these big names because I have wasted more than a year of my early blogging career. Most of the tips that they share took me away from reality and made me forget the blogging ethics and become a money monger. There are tons of videos and stories on AdSense but believe it or not, most People who are earning hell lot of money today are not individuals like me or you and not housewives but they are a company represented by one face. That one Display face takes all the credits and represents himself as a role model. In short they are spoiling blogging ethics and are responsible for thousands of newbie bloggers who end up their career in hopelessness because they get tired of hearing stories on stories but fail to acknowledge that those role models are a part of system which lets them get richer and richer by fooling new comers online. Today everyone is running after short cuts and producing content that aims only at driving traffic but serves no readership value. You won't see a subscription box and neither a comment option on many well established blogs because Readership for them matters less than spamming Google with fresh links containing republished ideas with no purpose to serve and deliver.

During the past few weeks I have received several emails from visitors who were really hopeless at their monthly income and wanted to know how exactly they can earn just like those story tellers. So I thought I better serve my duty as a Blogger and less like a Marketer sharing how much we earn online through MBT Network, I would rather prefer sharing what I have learned so far.

Following are few tips which if you follow will surely damage your goals online and will put an end on your blogging dream

### **M-3.1- Following the Story Tellers**

Time equals money and if you are wasting that time reading success stories of web marketers online then you are surely moving more towards imagination and less towards practicality. No one can become rich or successful by living someone else's dream. They are earning today because they are in business for the past 5-10 years. Comparing your goals to them and dreaming of becoming a rich monster

overnight is your first step towards failure. Blogging demands time and patience and revenue follows up only when you reach a stage that I am soon going to discuss.

### **M-3.2- Blogging Doesn't Stand For AdSense**

Look around at people who have abandoned their blogging careers. Most of them are those who kept on reading AdSense stories and started depending solely on it as the only source of income. They are wrongly trained bloggers and when their AdSense accounts get ban they find themselves in confusion with no alternative in mind. All their life they blogged only to receive more and more traffic by publishing short, re-shared stories and paid less attention to readership which in fact is the real revenue.

They often change niche for the sake of better CPC (cost per click) and start running after ways to increase their earning. This leads them nowhere because change of niche destroys your search engine rankings as well as Email List. If you are writing on Blogger Widgets today and writing on "Web Hosting Deals" tomorrow then you are again being wrongly guided by those story tellers. You will never build authority this way. Your God gifted potentials are beyond your imagination so explore them because you deserve far good if you do justice with your time and strategies.

It's true that your AdSense revenue Boost when your traffic increase but instead of publishing republished and low quality content you can utilize the same energy in producing content that may attract readers. Every reader is worth \$1 and you can realize it once you drive a fair amount of traffic no less than 2000 Visits/day.

### **M-3.3- Publishing Links to Google Brings More Traffic**

Look around and you will find many blogs publishing 4-5 posts per day and most of these posts are stories already published on established Tech blogs. They will write on anything they find. This is one reason for Panda Effect which is a great step by Google to discourage misuse of blogging. Publishing content with no purpose in mind is post spamming.

Write less but write good and unique. It won't return a value today, tomorrow but it will one day. It works and it works well!

### **M-3.4- Preferring PageRank over Alexa**

PageRank is algorithm that tells you how well a site is recommended by others in terms of back-links but to your amazement Google itself emphasizes the fact that PageRank is not important.

Alexa is an excellent way of differentiating quality websites from those which offer nothing new in terms of content. If you are wasting your time looking for more and more links and spending less time on your posting frequency then again you will end up in dismay. There are many blogs with PageRank>4 (Check Blogger Directory) but they fail to drive traffic both from search engines and social media.

Neither do they earn from private advertisements nor from banner ads because a blog with PageRank6 and Alexa > 50k offers no credit value to the advertiser.

### **M-3.5- Posting Less and Looking at Analytics Daily**

If there is anything that has helped me so far is consistent posting. It took me just three months to drop my Alexa from 60k to 11k and this was possible only because of producing tutorials at regular time period. I often post twice a day and when I feel less energetic I post once. But I maintain the sequence. If I am posting one today, 2 tomorrow then I will maintain this sequence of one and two. If you are writing consistently three posts daily then you may maintain writing three posts. Because spiders carefully record how you update your content and your update schedule sets a schedule for Search engine crawlers. If you posted continuously for one week and did nothing the next week then you surely piss and confuse search robots. When you post more, your Alexa improves and when you stop posting or post randomly in irregular way then your Alexa will rapidly shoot up (Loose rank)

Don't look at your analytics every single day. Don't sit and watch for traffic to come. Keep posting because you never know which post turns out to be a "Magic Post". Most traffic that big web owners receive is just due to two or three Magic posts that change their entire experience

When you check your analytics daily you often loose hope to do better. So instead of losing the rhythm avoid checking your stats for a week and keep posting regularly. Once the week ends, check your stats to see if your strategy worked or not. If you saw even a slightest improvement then celebrate that day but if you didn't saw a change then alternatively take motivation from the increase in the number of your followers and readers. Blog like this for at least three months and don't care about advertisements or AdSense during this period. By adopting this approach, you will indeed find yourself in a much better position. What you expected to achieve in a year will become your Goal for a single day. All this is possible if you work hard with dedication and apply all basic SEO tips side by side. Read people who may further improve your fundamentals and avoid reading every single tip that aim at blindly Making you rich overnight.

Patience and Hard work is the key to a successful living online and same goes for an established blogging career.

# How did we become successful?

**By: Rahmeen Ahmad Khan**

As we have stated our statistics in the beginning, you must have realized that, by the grace of Almighty, we stand as a successful blog. Are you feeling interested to find out how we have achieved this status? Keeping your interest in mind, we would like to share our principal success secrets with you.

## **1-Original Content:**

With the establishment of this blog, we determined that we will share only original content. Each and every single word is a result of our drops of sweat. We do not steal any one's intellectual property nor allow anyone to do the same. We look towards innovation and bringing something unique in our every post.

## **2-Ease of readers:**

We try our best to compose our tutorials and tricks using simple and easy to understand language. We have also set up our 'MBT lab', where demonstration is given when necessary. This inspires newbie and experienced bloggers as well, to take an initiative in their blogs. If someone is not satisfied with these two facilities, he/she has still the option of 'feedback' in pocket; where he/she can ask his/her relevant queries. We deal with all those queries individually in a humble manner.

## **3-Versatility is our Specialty:**

We deal with a lot of blogging areas. Be it advanced blogger widgets or a simple windows tip. Be it the con category of making money or just an update of face book or Google plus. We look for what is demanded and provide information about it. We deal with what's hot and when it is hot!

## **4-Giving away Freebies:**

We love sharing knowledge. We learn from our contemporaries and allow others to learn from us. We believe in cost free sharing and this is the reason why we do not ask payments for our widgets or tools. As an example, we have recently gifted our 'Jumbo Pack' with 25+ widgets and....61+ hot menus.

## **5-Accepted Challenge:**

We had no guidance and no support; when we started this blog. It was a really tough time. All we had to rely is our hard work only. No one was there for our help ... but we accepted the challenge. And this was the stepping stone of our success. We started this website from a scratch and today, by the grace of Almighty, newbie's seek us as their guide to start their blog from scratch and turn it into profitable one.

## **6-Growth Of community:**

This is not a mere blog but we have struggled hard to build up its environment. Thousands of daily visitors have turned it into a bloggers' community; where everyone is eager to learn and share what they have got. We feel ourselves as a part of this community, and direct all our sincere efforts to give you the best.

# Our advice to newbies

When you intend to do something innovative in life, people will tell you that you can not do it but when you prove that you can, the same person would ask you: How you did it? So don't give up and keep blogging humbly.

Blogging requires a little hard work but a lot of patience. It lets you to communicate with a multicultural online world of 2 Billion people, each of them is eager to find out, what you have got to share. So respect this opportunity and work hard with sincerity. Give more value to Quality content, respect Copyrights, your Readers and hate Blogging for money alone. I am blogging since two years but still I feel like a newbie and this is what that keeps me pushing to do more.

Please remember to be thankful to GOD Almighty for gifting you with the ability to read and write. Every one of you is a born genius; you just need to recognize your God gifted potentials. Wishing you all a happy Blogging career. Stay blessed and be happy always. Peace and blessings be upon you all.

Regards,

**Mohammad Mustafa Ahmedzai**

Author: [MyBloggerTricks](http://MyBloggerTricks) ; [SmartEarningMethods](http://SmartEarningMethods)

# Services Offered

Following is the partial list of services we offer:

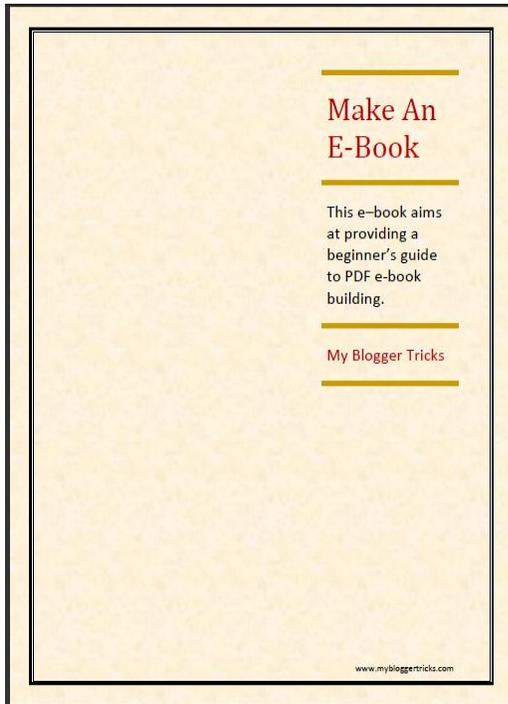
- Blogger
- Wordpress
- Migration from Blogger to Wordpress
- Upgrading Free Wordpress to Selfhosted Wordpress
- Forum Designing and installation
- Web Hosting
- Flash Portfolios
- Logo Design
- Icons and Button Design
- Drop Down Menus
- Sliders and Photo Galleries
- Search Engine Optimization
- Product Reviews
- Facebook Landing Pages
- Customization support for your website

Feel free to contact us for any miscellaneous service not mentioned above.

For further details, you may visit [www.services.mybloggertricks.com](http://www.services.mybloggertricks.com)

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