Pro Blogger Secrets Revealed

Learn how to become a SIX figure blogger

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Preface

Rarely do people share the true secrets behind their fairly established online existence. The word "Blogger" simply defines a person who generates quality content and publishes it online. So anyone who is publishing something new and unique to the online media is called a "Blogger". But how would you define a "Professional Blogger?" In ProBlogger Secrets Revealed, we will share every single detail linked to six figure earning dream. Everyone loves to Make Money Online but everyone is not applying the correct formula and that is why people often abandon their blogging careers. We hope this small effort from this little blog may educate newbie bloggers in a more correct way, guiding them to true webmaster strategies. All details shared here are deeply focused to guide how to survive online in this growing world competition.

Make 2012 a year to establish your blogging Goals!

1-Skills needed by a Professional Blogger

The word "Blogger" simply defines a person who generates quality content and publishes it online. So anyone who is publishing something new and unique to the online media is called a "Blogger". But how would you define a "Professional Blogger?"

A Pro Blogger should not just be a fluent writer but he must also build up extra ordinary skills that may help him set up his blog and understand the market demands. Online media is thirsty for skilled people and bloggers are successful only if they possess the following skills else they will always rely on someone else to do the job for them, therefore waste time and money. So, let's build some fundamentals!

1.1- Learn Web Designing:
If you ask a person pursuing a degree in software engineering or a doing computer science, he would insist that you must learn things online and not from an institute. That's very true but to some extent. Learning online will take much of your time to develop your skills as compared to learning it from a firm which offers short courses in web designing. It takes only 4 months to become one like us or even better.

1.2- What is Web Designing?
Web designing is the art of building web-pages from scratch using latest web technology tools and languages. Following are the courses that you must take in order to achieve this goal.

a. Adobe PhotoShop CS5 (Must)

- Course Duration: 1 Month
- Practice: Lifetime!
- Tuition Fees: Should not cost more than $80
- Online Tutorials: Youtube and Google

Photoshop is a 2d Image editing software which is widely used in industry as the most effective tool in creating graphic images in formats such as png, jpeg and gif. All those logos, banners, web images that you see on any website are created using this tool. CS5 is its latest version, so you must practice your skills on this latest software to be able to understand how to apply all great effects. Work hard on how to use Gradients, Styles, Brushes and Fonts.

Photoshop includes a sub-part called 'Adobe ImageReady CS5'. It is used to create animated images using the gif format. So during learning Photoshop you must ask your Course Teacher how to use ImageReady.

You must practice it daily during your course period by learning tutorials online. There are amazing people out there who shares their creativity daily either on YouTube or their blogs. Google is your best friend in this case.

b. CSS and HTML:

- Course Duration: 2 Months
- Practice: Lifetime!
- Tuition Fees: Should not cost more than $100
- Online Tutorials: HTML | CSS

HTML stands for "Hyper Text Markup Language" and CSS stands for "Cascading Style Sheets". It is a language for describing web pages. It is not a programming language, it uses markup tags. You use HTML to build the Solid skeleton structure of a webpage and CSS to create its layout and style it with colors, fonts, backgrounds, hover effects, alignments, positioning etc.

 In short, HTML is the skeleton of the webpage and CSS is its Flesh and skin. Without CSS a webpage looks dull and grey.

Note: You must first learn HTML and then learn CSS.

c. Adobe Dream Weaver CS5:

- Course Duration: Less Than 1 Month
- Practice: One Time!
- Tuition Fees: Should not cost more than $100
- Online Tutorials: Google and YouTube

Those who have learnt HTML and CSS, learning Dream weaver would be like eating a piece of cake. Dream Weaver is the heart of Web designers. It is a web development application that is used to build creative websites offline. It's pretty advanced software which even includes support for server-side scripting languages and frameworks such as PHP, ASP and ColdFusion and Scriptlet. But you just need to learn how to use this tool in order to effectively apply your HTML and CSS skills.

Sometimes, you need to create separate promotion web pages for your blog. For instance you can create and design a web page for your ebook promotion or any product you may offer. You can even design your services page using Dream Weaver!

2- Three Learning Stages for Bloggers

You have now understood that how web designing is related to the art of content writing. They are linked so tightly together that they are the loops that form the chain required to strengthen your online existence. Development in technology has broken all past records and new tools and gadgets are out in market every second. People are slowly turning their businesses Online. After 9/11 even IBM shifted to cloud computing, which means even they realized the importance of online media for their safety. Different Content Management systems like Joomla, Blogger and Wordpress are spreading like a crazy wave. Those who can afford are switching to Wordpress and those who can not stick to Blogger. Since you are going to start a profession, that will serve the rapidly increasing internet population with ideas, tutorials, guides and resources, therefore to survive, you need to be extra ordinary in your skills. You must know how to make design changes to your webpage. You need to understand and learn how web hosting works, how data is transferred via ftp and how web-pages are structured along with how to market your blog and skills smartly.

2.1- Should you follow Pro Bloggers?

People like Darren Rowse, ZacJohnson and JohnChow are accidental millionaires. You should never take them as role models at initial stages for becoming a successful blogger but do follow them once you reach stage#3. They had started their careers 8-12 years ago when even social networks like Facebook was hatching out and new to the world. The traffic that they have today is due to those Golden days when competition was Zero to what it is today. To be simple and straight, you should follow them once you start earning at least $500 per month. Before this stage, following their tips won't help you a lot. Most of them talk about affiliate marketing and e-book promotion. You can surely make money out of these two golden tools but first you need to build a reputation online.

2.2- Blogging Learning Stages:

a. Stage#1:
Duration: 6 Months
Traffic: Zero

At this stage you must learn and apply the following:

- ✓ Start a blog with blogger.com and never with free wordpress
- ✓ Choose a Topic that may help you Make Money. **You should not start writing on anything you like, only selected niches work wonders for a Blog.** You need to be logical in the choice of your Blog Niche. People who often end up blogging career with disappointment are those who don't understand what drives money and what keywords actually mean.
- ✓ Submit your sitemap to Google, link to Yahoo.

Apply all SEO related tweaks to your template. This will turn you into a SEO.

- ✓ Do not apply for Adsense! It comes in stage#2
- ✓ Read tutorials on how to customize your template. This will polish your web designing skills.
- ✓ Keep learning and applying HTML and CSS3 tutorials
- ✓ Write at least one Post per day of at least 500 words.
- ✓ Always write on social media no matter what your blog topic may be. Do mention Facebook and Google Plus updates to your readers and keep writing on them when the news is worth sharing. The initial push in traffic depends on social networking sites.
- ✓ Buy a Custom domain

b. Stage#2:

Duration: After six months of your start. Lasts for Six more months
Traffic: Above 500 daily unique visitors

Now when you have been applying all tips of Stage#1, you qualify for stage#2. Here you should do this:

- ✓ Apply for AdSense. Add 336 by 280 just below post titles. Enough! Add Text & image/rich media ads. You should not turn your blog into a fish market of ads. This won't increase your revenue, instead would discourage readership.
- ✓ Give more importance to readership and less to Revenue for at least 1 Year.
- ✓ Build your twitter, Facebook, Google Plus Fans and most importantly your RSS Subscribers.
- ✓ Write Guest posts to build rich backlinks. Give your best shots with your guest posts. Win the heart of the admin as well as his readers. There are many sites that accept guest posts.
- ✓ Don't waste time commenting on forums and blogs. Write only quality guest posts to drive PageRank juice and consistent inorganic traffic.
- ✓ Work on your Alexa Rank. The best tip to improve Alexa is Post Frequency and nothing else. Keep your posts focused on social media to boost Alexa Rank.
- ✓ Learn how Web Hosting works.

c. Stage#3:

Duration: Stage3 1 year of your start. Lasts forever
Traffic: Above 1000 daily unique visitors
Target: Succeed in receiving 5000 visitors per day the second year of your blogging.

At the point where you succeed in receiving above 1k traffic daily, you then qualify for stage three.

- ✓ Apply for Banner Ad services like BuySellAds
- ✓ Don't increase the Ad spot prices when you start seeing sponsors. Maintain a fixed price for at least 20-30 days. Display no more than 12-15 Ad spots per page.
- ✓ Never Compromise Blog load time for anything. Beauty matters too but use only those widgets that may help your visitors and do not add widgets just for the sake of attractive design.

Share posts based on Affiliate Ads.

- ✓ You can now confidently Follow Pro Bloggers! Learn their Marketing strategies and apply them.
- ✓ Increase your post frequency and make sure to increase traffic by 200%. You must now be able to understand what brings traffic.
- ✓ Choose Topics wisely now and keep fascinating readers with free goodies and resources
- ✓ Write at fixed time and don't just publish posts randomly at any time you find your post ready. Schedule your posts to a fixed time. This boosts Alexa greatly.
- ✓ Start valuing every single hour in a day. Work at most 6-8 hours per day.
- ✓ You sole purpose should be now building readership, maintaining traffic, interacting with readers more and more.
- ✓ Keep reading on how to choose Ad spots wisely.
- ✓ Choose just one Affiliate product and promote it
- ✓ Subscribe to biggest technology blogs and keep yourself updated with latest developments. Publish a post on biggest headlines always!
- ✓ Be polite in your tone even if someone tries to pull your legs.
- ✓ Each day you must see a change in your Alexa Rank, Fan Count, Subscriber count and unique visitors and PageViews.
- ✓ Always keep an eye on your competitor. If you think he has shared something you have not yet published then do not wait just post on it in your own unique style with more enhancements.
- ✓ Be unique in your tone, style and strategy. Success will be waiting at your doors to hug you soon.

3- Why Your Blog Makes no Money?

One of the questions that almost everyone starts asking after working hard for days and nights by writing tons of articles online. Why should your blog make money? Why should advertisers sponsor it? What have you got in your content that will provide potential return to advertisers? Why should someone buy an ad spot on your blog? Are you receiving good page views? What is handsome traffic in numbers for you? Do you have readership power? How many people actually re-share your content? How active are your daily readers, do they shop online? Which country brings you a lot of traffic? Forget about PageRank, whats your Alexa? A lot of questions that can be asked from people who just stepped into blogging and all these questions have logical answers. I have observed new enthusiastic people rapidly turning their attention to this beautiful art of writing and earning online. Yes without any doubts, blogs do make money and they drive lot of traffic but if that is the case then why isn't everyone becoming a millionaire? The secret lies in a sensible traffic formula and understanding search engine optimization strategies, the sooner you know it, the better it gets.

3.1- Internet Users Turning Into Content:

People everywhere around the world have realized the importance of education. Literacy rate is growing at an alarming rate producing brilliant authors every single second. Every good writer wants to turn his writing skills into cash. Some try their luck as freelancers whilst others are in search of their own unique identity choose blogging as a long term goal. Netcraft, which is an Internet monitoring company, reported in 2007 that there were 106,875,138 Web sites with domain names and content on them in 2007, compared to just 18,000 Web sites in August 1995. Billions of web-pages are published every day within 24 hours, making the competition online tougher every second. Can you expect to survive as a new content publisher amongst already existing giants?

Yes you can! Internet traffic is like a hungry whale eating everything coming in its way. The only difference is that are you providing a smooth path for search engines to come and value what you publish? I guess I have asked enough questions, it's time to solve some mysteries and bust some widely popular myths online.

3.2- Three Fundamental Tips to Succeed As Blogger

a. Patience and Dedication

The first lesson that I learnt in my school economic classes was that the success of a good businessman lies in investing power. Those who step into business today and expect profit in material form tomorrow are the first to badly end their endeavors. Hopelessness and frustration accompany you when you expect a lot. Why should you receive tons of traffic daily when you have not invested at all? Pro bloggers that you hear of daily were lucky champs who started blogging 10 years ago. Every single blogging ICON

today has written around thousands of quality articles online and these articles were a smart investment that today generates them revenue in hundreds of dollars via Ad impressions.

You don't need to write 1000 of articles to reach a stable stage and work hard too much, what you need to do is answer the call of internet. Stick to your topic and don't deviate. Work hard for continuous six months and your targets should be the following:

- ✓ Write at least one post per day. My personal recommendation would be 2-3 posts per day.
- ✓ Keep track of updates related to your niche and provide readers with something new. Act like a journalist, hear it first and share it first.
- ✓ Post at a fixed time and don't just push the publish button anytime you want. Alexa Rank improves only when you fix your posting time. Keep note of every minute. Keep an interval of 7-13 minutes between your posts. Keep timing odd always.
- ✓ Add social networking buttons on your blog, Add likebox, twiiter follow button and Google Plus sharing widgets on your blog. Keep your sidebar as clean as possible and wait and watch.
- ✓ The only motivation for you should be improved Alexa Rank daily. If your Alexa is not improving then you need to change your posting time. Post at midnights if you live in Asia. You must achieve 20-10K Alexa Rank within this six months investing period. Remember you are investing in terms of patience and dedication.

b. Learn and Keep exploring Skills

There is a difference between a normal essay writer, journalist and a blogger. The aim of blogger should not be to write well polished posts with high-fi vocabulary instead he should write well optimized posts using SEO techniques. Avoid use of strong English with idioms, complex phrases, clichés, and metaphors and instead adopt a simple and easy to understand style. Simple English is what that attracts both visitors and search engine robot hits. Learn basics of search engine optimization related to the platform you are using. Don't apply every SEO tip that you learn online. You must follow people who share tutorials related to the platform you are using.

c. Avoid the unavoidable:

You need to understand the value of your time online. Every hour is precious in life and time turns productive only when you filter the obstacles. Do this to keep ideas flooding in your mind and in order to protect yourself from distraction

1. Delete your Facebook Account permanently and do not use any social media network as personal profile. Use them for blog promotion only. Today the first website I visit is my blog and lots of posts are waiting in queue to be published while back in the start of 2011, the first website I used to visit was Facebook and I would always find myself with no unique ideas in mind because I had become an addict who was always looking into personal lives of other people with no objective for his own life. The day I left Facebook, I discovered what true life is and how dreams could be turned into reality.

2. Avoid listening to the tips shared by story tellers. Story tellers are people who are well established online and they always force you in accepting them as role models. Please read this article to open your eyes:

3. Do not Display your subscriber or fan followers count unless you get at least 100 subscribers or 100 followers from any social media network you use. Low followers count often discourages new visitors from subscribing and thus readership to grow.

4. Act like a professional and give an impression like you are not the only one running the blog. Avoid the word "I" and prefer using "We"

5. Check your analytics report only once a week and not every day. Human beings are very sensitive. Sometimes a drop in traffic often disturbs a lot. Therefore in order to keep your mind fresh and away from distraction, you may check your website stats only once a week to see the result of your one week hard work. Daily checkup of stats will often distract your mind and can disappoint you too.

6. Write at most one quality guest post once or twice a month at well established blog that may accept guest posts. You don't need to be someone big in order to qualify for guest posting. As long as your guest post offers some value to Admin readers it will never be rejected. In order to qualify for guest post the best strategy is to keep its length as high as possible. Generally guest posts that share top20 tips, tech gadgets or tools are always accepted. Therefore write one good guest post daily to ensure build up backlinks at an early stage. Remember this applies to Bloggers of Stage#1 only. Stage#2 bloggers may focus on their blog.

3.3- Conclusion

In short, in order to make potential revenue out of your blog, you must keep posting daily. When writing a new post think at least for 5 minutes to give your posts a better optimized title and keep opening paragraph rich with keywords. Apply social media plug-ins to blog, answer readers regularly and write on latest updates. Nothing works like magic than sharing updates on social media and technology.

4- Become SIX FIGURE Blogger

Yes you heard it right! No one can be expected to Park a luxury car safely without Practice or prior Driving knowledge. The number of entrepreneurs, bloggers, freelancers and Internet Marketers is successfully increasing but only some of them succeed in establishing their base online after correctly following the survival tactics. From16 February 2011 onwards, there are now over 156 million public blogs in existence but only atom equivalent numbers have turned Blogging into a Online Happy Living, others gave up with disappointment. During my presentations I often ask the crowd this question "How many bloggers are here?" I then see 80% raising their hands but when asked "How many are earning at least $500-$1K monthly with their blogs?" I find all hands down. This is funny yet a big logical fact. How can someone just jump at something without first building the foundation for it? Therefore, we will be focusing on students, housewives and jobless at large and even those newbie bloggers who are looking for every possible way to increase organic traffic and generate revenue.

4.1- What is Blogging?

Blogging is not at all the art of publishing links to Google and Making Money with Adsense or any other Ad service. Blogging is a long term business that turns a noob into a skilled entrepreneur. If you are blogging just to earn via Adsense then you are badly mistaken. Ad services cost for just 40% of blogging revenue, remaining is earned via Blog services and Affiliate commissions.

Blogging follows this sequence

- Learn Web Development
- Start with Google Blogger
- Learn SEO
- Build Readership
- Build Traffic
- Display Ads
- Promote Affiliate Products
- Earn and Enjoy!

4.2- Why are you relating Blogging to Web Development?

Blogging doesn't just require some good written and grammar skills, neither just SEO, it's beyond that. Majority of successful bloggers today are web developers or at least having some idea of languages like CSS3, HTML4 and php. You need to provide readers with some extra ordinary skills. You need to develop these skills to present a better blog to the world. During your blogging career, you will often need to create a logo, banner, design a page, create a tool etc. and it would sound weird if you can't do these things yourself and rely on a freelancer. Neither will these skills help you with your blog management

but you can even sell your web development skill services and win bids as freelancer. Your readers would love to pay you as much as you want for the services you offer.

No matter what you blog on, you always need to create a video or banner or an e-book and lastly a promotional web page to promote your work. All these are a complete headache and loss of revenue if you don't know basic developing skills.

Your tutorials will sound more logical and correct if you have knowledge about these web technologies. You will be able to format and optimize your posts better. You can edit the codes for your templates without anyone's help and most importantly you can estimate how robots crawl and index your content. **You let a search robot dance at your tones!**

4.3- What is web development?

In the first chapter, we discovered the skills required by a professional blogger and we emphasize on web designing but now we will go a step ahead and would talk about web development.

Web designing is limited to learning these:

- Web graphics using Adobe Photoshop CS5 at least.
- HTML4 and CSS3
- Dream Weaver CS5
- JavaScript, Jquery (Just applications)

Web designing helps you to design Static websites, your very own blog, add elements and objects to your page to make it more interactive, create logos and banners for blog promotion and helps you in doing small freelancing jobs. It is limited to Static pages only while web development is the next level to create Dynamic pages.

a. Difference between Static and Dynamic Pages

Static Pages are created using CSS3, HTML, JavaScript and Jquery. Our Services Pages are example of static page which involves no programming and is simple display of content. You will learn to create such pages with web designing skills.

Dynamic pages are created using a programming language largely with either PHP or ASP. Wordpress or Facebook are created using PHP and it lets you create amazing programmable pages to create interactive plug-ins, widgets and auto controllable stuff. The Meta Tag generator and Pinger Tool is an example of a dynamic page. The tool is coded with PHP, even our contact form is coded with PHP. To perform some function you need to learn programming languages and my personal recommendation is that you learn PHP as it has a high market demand and is the perfect bid earning language for freelancers. Parallel to this you must learn MySQL to understand how databases work and are manage. All your images, posts, comments and every single element on your Blogs are stored at Blogger Databases. You will learn to create such pages with web development skills.

So web development is all about creating dynamic pages that perform some function rather just a read only graphics.

4.4- Learning Chart:

This should be your target to achieve within 6-8 months in 2012.

- Web Designing (Six Months)
- Web Development (Two Months)
- Adobe Photoshop
- PHP, MySQL, HTML4, CSS3
- Dream Weaver
- JavaScript (basic knowledge)
- JQuery (extreme basic know-how)

Isn't it difficult? I don't have enough time. Time is the main constraint in everyone's life. But high term goals require effort. If you have youngsters at your home then you must guide them to this path.

Web development is the easiest yet most interesting field choice for everyone looking to make a living online. Blogging is fun when you know how to present yourself uniquely and share stuff that is creative. People love creative content and they love listening to people with skills. Therefore you must learn this magic art to keep yourself distinct from your competitors. Recommend it to your youngsters and children at home.

Dead jobs with fixed salary are never a clever aim of life. You need a smart living plan and it is surely blogging that teaches you how websites generate revenue, how traffic trends changes, how latest technologies work and how people turn into SIX FIGURE Millionaires by working less but working smart.

The entire aim behind this knowledge sharing was to educate you with the right decisions and planning. Things aren't that difficult if you apply correct logics. Those who are millionaires today are not extra ordinary Genius mortals, they are common people like you but the only difference that lies is use of LOGIC. Blogging can surely turn out into a business for you if you carefully follow the information shared. You must first develop skills and at the same time work on your blog. Work on your goals parallel and never stop one activity for the sake of starting a new activity. We wish you all the best with your entrepreneurship endeavors and online goals. Peace and blessings! ☺

5- Recommended Readings

To get an idea of what blogging is and how to start a blog, better read these tutorials,

1. [What is blogging and how to start a blog?](#)
2. [How To Destroy Your Blogging Career?   - Must Read!](#)

If you are a blogger user or wordpress user than the following tutorials are what you need:

1. [Blogger SEO PACK Series 2012](#)

Learn what is [Affiliate Marketing.](#)

Our presentation on [entrepreneurship](#) is what that you must read and watch.

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

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