

Contents at a Glance

<i>Foreword</i>	<i>xix</i>
<i>Introduction</i>	<i>1</i>
<i>Part I: Getting Started with the Business of Blogging</i>	<i>7</i>
Chapter 1: Examining Blogging at the Professional Level	9
Chapter 2: Finding Your Niche in the Blogosphere.....	33
Chapter 3: Protecting Your Blog with Appropriate Business Policies and Practices	55
<i>Part II: Making Money with Your Blog</i>	<i>79</i>
Chapter 4: Monetizing Your Blog Strategy	81
Chapter 5: Selling Products or Services on Your Blog.....	97
Chapter 6: Making Money from Advertising	117
Chapter 7: Getting Paid for Your Words.....	151
<i>Part III: Building Your Blog, Step by Step</i>	<i>169</i>
Chapter 8: Choosing Your Blog Name, Platform, and Web Hosting.....	171
Chapter 9: Designing Your Blog	189
Chapter 10: Developing Your Blog Content.....	211
<i>Part IV: Maximizing Your Blog's Success</i>	<i>237</i>
Chapter 11: Getting the Word Out about Your Blog	239
Chapter 12: Responding When Companies Come Calling	267
Chapter 13: Monitoring and Measuring: Why They Matter	283
Chapter 14: Keeping Your Blog Fresh	303
<i>Part V: The Part of Tens</i>	<i>317</i>
Chapter 15: Ten Common Mistakes and How to Avoid Them	319
Chapter 16: Ten (Or More) Blogs You Can Learn from Simply by Reading	327
Chapter 17: Ten Tips for Jump-Starting Your Creativity	335
<i>Index</i>	<i>343</i>

Table of Contents

Foreword *xix*

Introduction **1**

About This Book 1
Foolish Assumptions 2
Conventions Used in This Book 2
How This Book Is Organized 3
 Part I: Getting Started with the Business of Blogging 3
 Part II: Making Money with Your Blog 3
 Part III: Building Your Blog, Step by Step 3
 Part IV: Maximizing Your Blog's Success 4
 Part V: The Part of Tens 4
 Professional Blogging For Dummies survey 4
 e-Cheat Sheet 5
Icons Used in This Book 5
Where to Go from Here 6

Part I: Getting Started with the Business of Blogging **7**

Chapter 1: Examining Blogging at the Professional Level **9**

Knowing What Professional Bloggers Do 10
Building Your Online Community: The Blogging Advantage 11
 Simplifying Web site management with blogging software 11
 Establishing trust 12
 Extending networking opportunities with social media 13
Deciding Whether a Blog Is Right for You 15
 You like to write or are willing to hire someone
 else to do it for you 15
 You have a point of view you want to share 16
 Your customers and prospects read blogs 16
Exploring the Blog and Business Connection 17
 Using a blog to promote your business 17
 Turning a hobby blog into a business 20
 Developing a blog as a small business 22
Setting Your Professional Blogging Objectives 24
 Narrowing your scope to find your niche 25
 Articulating your monetization strategy 26
 Evaluating your plan 27
 Setting realistic expectations 30
Sketching Your Preliminary Plan 31

Chapter 2: Finding Your Niche in the Blogosphere	33
Building Your Blog-Analysis Toolbox	34
Defining Your Audience	37
Profiling your ideal readers	37
Understanding reader needs	39
Identifying the Competition	41
Getting ready to gather data	41
Finding your direct competitors	42
Uncovering your indirect competitors	44
Analyzing the Competition's Strengths and Weaknesses	44
Theme and editorial mission	45
Posts	47
Comments	47
Inbound links	49
Participation on social networks	49
Promotions, products, discounts, and giveaways	51
Discovering Your Niche with a SWOT Analysis	52
Creating Your Editorial Mission	53
Chapter 3: Protecting Your Blog with Appropriate Business Policies and Practices	55
Setting Up the Business End of Things	55
Knowing why to establish a business entity	56
Deciding what type of business to set up	56
Hiring legal and financial advisors	57
Getting an Employer Identification Number	58
Considerations for an existing business when adding a blog	59
Understanding U.S. Laws That Impact Your Blog	60
Applying Trademark, Copyright, and Licensing Protections to Your Blogging Efforts	60
Examining the differences between trademark and copyright protections	61
Understanding the exceptions to trademark and copyright protections	62
Protecting your work	65
Respecting other people's rights	66
Protecting Privacy	68
Complying with the Children's Online Privacy Protection Act	68
Protecting your customers' financial data	68
Blogging with other regulations in mind	69
Preparing a privacy policy	69
Keeping your e-mail marketing campaigns legal	70
Reviewing the FTC Guidelines for Endorsements and Testimonials	72
Looking at why the guidelines were extended to bloggers	72
Complying with the FTC disclosure requirements	73
Avoiding Libel	78

***Part II: Making Money with Your Blog*..... 79**

Chapter 4: Monetizing Your Blog Strategy 81

Having Realistic Expectations.....	81
Understanding Your Monetization Options.....	82
Matching Monetization to Your Business Goals.....	83
Starting point: Your blog objectives.....	83
Identifying the opportunities.....	84
Deciding how hard you're willing to work.....	86
Combining different strategies.....	86
Promoting your blog: The key to success.....	88
Recognizing How Monetization Can Impact Your Blog Design.....	89
Deciding what display advertising sizes you plan to offer.....	90
Selling products on the blog.....	90
Looking for a corporate sponsor.....	91
Creating a Financial Plan.....	91
The monthly revenue forecast.....	92
Expense budget.....	93
Cash flow projection.....	93
Deciding Whether to Stay or Sell.....	94
Getting Paid.....	95

Chapter 5: Selling Products or Services on Your Blog 97

Selling Products and Services.....	97
Selling one or two products or an e-book.....	98
Selling many products: eBay, Etsy, Amazon, and e-commerce ...	102
Adding an affiliate store.....	105
Integrating Sales Authentically.....	108
Measuring Sales Results.....	108
Becoming a Thought Leader.....	109
Understanding thought leadership.....	110
Promoting your book.....	112

Chapter 6: Making Money from Advertising 117

Gaining Perspective on Blogging for Money.....	117
Getting a Sponsor.....	119
Crafting a pitch.....	121
Be creative.....	122
Selling Ads.....	124
Participating in an Ad Network.....	125
Pay-per-click.....	126
Impression or ad view-based models.....	132
Choosing the Right Advertising Network.....	140
Understanding Affiliate Marketing.....	141
Building Your Affiliate Marketing Program.....	143

Chapter 7: Getting Paid for Your Words	151
Discovering the Ways to Be Paid for Writing.....	151
Making Money via Pay-Per-Post.....	153
Writing for Other Blogs.....	158
Finding freelance blogging opportunities.....	159
Positioning yourself for freelance blogging opportunities.....	161
Weighing the ghostwriting option.....	163
Querying for contributor opportunities.....	163
Getting a Traditional Media Gig.....	164
Writing a Book.....	166

Part III: Building Your Blog, Step by Step..... **169**

Chapter 8: Choosing Your Blog Name, Platform, and Web Hosting	171
Naming Your Blog.....	172
Coming up with a great blog name.....	172
Further advice to help in your quest for the perfect blog name.....	174
Creating and Registering Your Domain Name.....	176
Determining your domain name.....	178
Registering your domain name.....	178
Linking your blog to an existing domain name.....	181
Choosing a Blog Platform and Hosting.....	181
Choosing a hosted service.....	182
Hosting your blog yourself.....	183
Chapter 9: Designing Your Blog	189
Discovering How Blogging Software Incorporates Design.....	189
Understanding Your Design Options.....	191
Deciding Whether to Do It Yourself or Hire a Designer.....	192
Design elements a pro can help with.....	196
Working with a professional.....	198
Pulling Together the Design Elements.....	201
Knowing that you need blog specifications.....	201
Deciding on a basic blog format.....	203
Creating your masthead.....	205
Organizing your navigation and sidebars.....	206
Sorting buttons, badges, widgets, and feeds.....	207
Adding additional functionality.....	208
Incorporating advertising.....	209

Chapter 10: Developing Your Blog Content 211

- Putting the Final Touches on Your Strategy 212
- Finding Your Voice 212
 - Setting appropriate boundaries 213
 - Coordinating voice for a multiple-author blog..... 214
- Creating the Editorial Calendar 214
 - Wading through the creation process 215
 - Mixing it up without mixing up your readers..... 218
- Building a Blogroll 220
 - Deciding on links to include in your blogroll 222
 - Organizing links to help readers navigate 222
- Setting Your Editorial Policies 226
 - Establishing a general editorial policy 226
 - Creating your comments policy..... 227
- Grabbing and Holding Readers’ Attention 229
 - Making good use of your headline..... 229
 - Keeping readers after you catch them..... 230
 - Using categories and tags 231
 - Showing while telling: Using pictures
and multimedia on your blog 234

Part IV: Maximizing Your Blog’s Success 237

Chapter 11: Getting the Word Out about Your Blog 239

- Telling Your Friends, Family, and Business Contacts..... 239
 - Sending an e-mail 240
 - Promoting your blog on your Web site..... 240
 - Using the traditional marketing toolkit..... 240
 - Informing the local press 240
- Making New Friends 241
 - Building your blogroll for maximum exposure 241
 - Writing posts with links 244
 - Trackbacks 246
 - Commenting 247
 - Contests and giveaways 249
- Getting the Most Out of Your Social Networks..... 251
 - Promoting your blog with your personal accounts 252
 - Facebook for marketers 256
- Taking Full Advantage of Search Engines 260
 - Search engine optimization 262
 - Paid search engine advertising 266

Chapter 12: Responding When Companies Come Calling	267
Understanding Public Relations and Blogger Relations	267
Telling a good pitch from a bad pitch.....	270
Doing blogger outreach that works.....	271
Developing Best Practices for Working with Marketers and PR Reps.....	273
Positioning yourself to get offers.....	273
Being aware of red flags that mark you as trouble.....	276
Saying no without saying never	277
Understanding and meeting your obligations.....	277
Approaching companies you want to work with.....	279
Avoiding Burnout and Staying Focused on Your Objectives.....	281
Chapter 13: Monitoring and Measuring: Why They Matter	283
Monitoring and Measuring Your Blog Activity	284
Monitoring	284
Measuring	286
Understanding Your Readership by Using Analytics.....	287
Figuring out how many people read your blog.....	290
Discovering how engaged readers are with your blog	293
Figuring out how people find your site	294
Discovering which are your most popular posts	294
Using Analytics Data to Improve Your Results.....	297
Making Sense of Advertising and Affiliate Marketing Reports.....	298
Using the Reports to Maximize Your Revenue	299
Using Analytics and Reporting to Forecast	300
Putting Metrics in Perspective.....	301
Chapter 14: Keeping Your Blog Fresh	303
Jump-Starting Your Muse	303
Don't panic!.....	304
Mix things up a bit	304
Open your notebook.....	305
Taking a Vacation	305
Keeping Your Community Engaged.....	307
Comments: The currency of engagement.....	308
Encouraging comments.....	308
Dealing with negative comments	309
Eyes to the Future: Growing Your Blog	310
Changing your focus.....	310
Adding authors.....	313
Finding new ways to make money.....	314

Part V: The Part of Tens*..... 317*Chapter 15: Ten Common Mistakes and How to Avoid Them319**

Failing to Plan is Planning to Fail.....	319
Succumbing to Shiny Object Syndrome	320
Overcrowded Sidebars	320
Buried Contact Information	320
Forgetting to Check Your Design in Multiple Browsers, on Different Operating Systems	321
Neglecting to Add an RSS Feed	322
Not Knowing Your Subscribers	322
It's All about Me!.....	324
If I Build It, They Will Come.....	324
Forgetting to Update Your Copyright Date	325
Poor or NonExistent Recordkeeping.....	325

**Chapter 16: Ten (Or More) Blogs You Can Learn
from Simply by Reading327**

ProBlogger.....	327
Common Craft.....	328
Want Not.....	329
Copyblogger	330
AlmostFearless.com	331
Duct Tape Marketing.....	331
Cake Wrecks.....	332
Lip-sticking.....	332
Mom-101.....	333
GlobalVoices	333
Bonus Sites	334

Chapter 17: Ten Tips for Jump-Starting Your Creativity335

Capture Ideas in a Notebook.....	335
Read the Paper.....	337
Reread Your Favorite Posts	337
Read Blogs	338
Surf the 'Net Aimlessly.....	338
Spend an Hour on Your Hobby.....	339
Play a Game.....	340
Look Up Childhood Friends on Facebook	340
Take a Walk	341
Move to a "Different Window"	341

***Index*..... 343**

