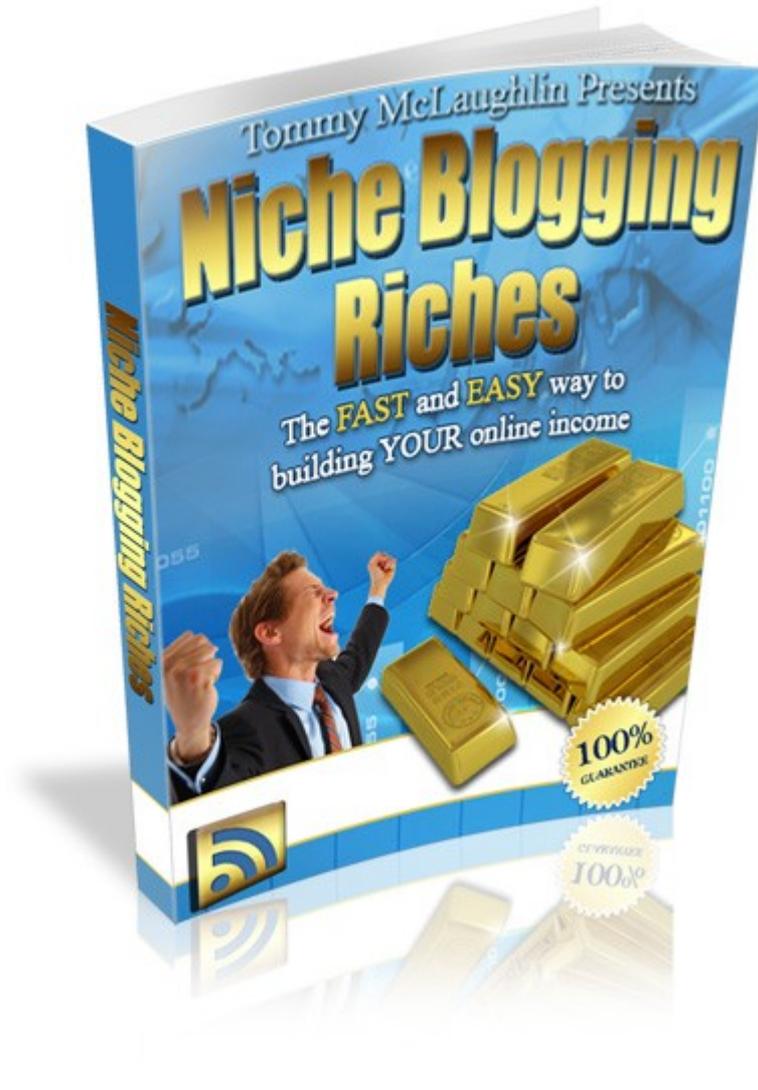


Niche Blogging Riches

The FAST and EASY Way to Building YOUR Online Income



Written By: **Tommy McLaughlin**

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Introduction

Firstly, thank you for requesting a copy of Niche Blogging Riches, I am sure you will find it a valuable resource for creating multiple income streams using the power of WordPress.

I guess I should tell you a bit about myself, I am Tommy McLaughlin and have a passion for WordPress.

One of my first WordPress Products I created was [Blog Setup Tutorials](#) , a comprehensive free eBook, showing how to setup, monetize and maintain a WordPress Blog.

My next WordPress Product was [WordPress Plugins BluePrint](#) and was created to help WordPress users get the most out of their WordPress Blog by using a range of powerful WordPress Plugins.

Niche Blogging Riches has been written to help any WordPress User whether new or experienced, I hope there will be something for everyone.

If you follow each step, you can have a Niche Blog set up in no time at all; you can then just rinse and repeat the process 😊

I plan to create a few more products in the near future, the next being using WordPress to create a network of Membership sites, so feel free to visit [my Blog](#) to keep up to date on my progress 😊

Enjoy!

*Tommy
McLaughlin*

Niche Research

Within this chapter, I will show you how to manually research for a Niche and show you a nifty piece of software I use to save me many hours by providing me the information at a click of button 😊

One of the first steps to creating a Niche Blog, is to decide on a Niche Market that will be used for your Blog.

There are a few ways to narrow down what will be a profitable niche and hopefully earn you lots of commissions.

First step is to visit Google.com, and enter the word **products** in the search bar:



This will display at the top the Google Products Search, which will detail all current relevant Search Engine Searches on that day:

[Google Product Search](#) ✓
Search engine which shows photographs of relevant **products**. Searches can be restricted by price, type of good, and retailer.
[Advanced Product Search](#) - [Information for Merchants](#) - [Images](#)
www.google.com/products - [Cached](#) - [Similar](#)

Click the **Google Product Search**

A few of the items recently found with Google Product Search:

dsl modems	glass vase	only fools and horses dvd	recliner	diamond earrings
oxford shoes	tie	alarm clock	chess set	down comforters
espresso machine	digital camera	table lamp	square coffee table	hotpoint fridge
pink boots	underwater camera	cardigan	remote control	stool
financial calculator	graphing calculator	wall clock	pashmina	magazine rack

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This can generate some ideas for you, just looking at these search results, note down any possible niches that interest you on your notebook as you will need these when we go on to narrow down your Niche, just keep refreshing the page for more ideas that may catch your eye.

Other avenues you can use to research your Niche choices would be: ebay.com.

Sporting Goods

- Golf
- Exercise & Fitness
- Indoor Games
- Outdoor Sports
- More ▼

Toys & Hobbies

- Action Figures
- Beanbag Plush, Beanie Babies
- Building Toys
- Classic Toys
- More ▼

Click '**All Categories**' and you can do some product research.

You can also check out [eBay Pulse](#), this tool lists the top ten current searches with the whole of the eBay Site:

POPULAR SEARCHES	
	by number of searches
1.	ipod
2.	ipod touch
3.	iphone
4.	zhu zhu pets
5.	wii
6.	coach
7.	laptop
8.	ralph lauren
9.	digital camera
10.	xbox 360

Now we will visit [Amazon.com](https://www.amazon.com)

Amazon Exclusives

- [Amazon Prime](#)
- [Amazon Bestsellers](#)
- [Amazon Daily Blog](#)
- [Amazon Global](#)
- [Finance Your Purchases](#)
- [Amazon Currency Converter](#)

Click '**Amazon Bestsellers**'

This will list all the best selling products in a variety of categories and is updated hourly:

Toys & Games Bestsellers

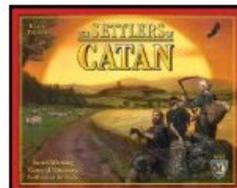
1. 479 days in the top 100



[Bananagrams](#) by Bananagrams

[> See all bestsellers in Toys & Games](#)

2.  709 days in the top 100



[The Settlers of Catan](#) by Mayfair Games

Click '**See all bestsellers in**'

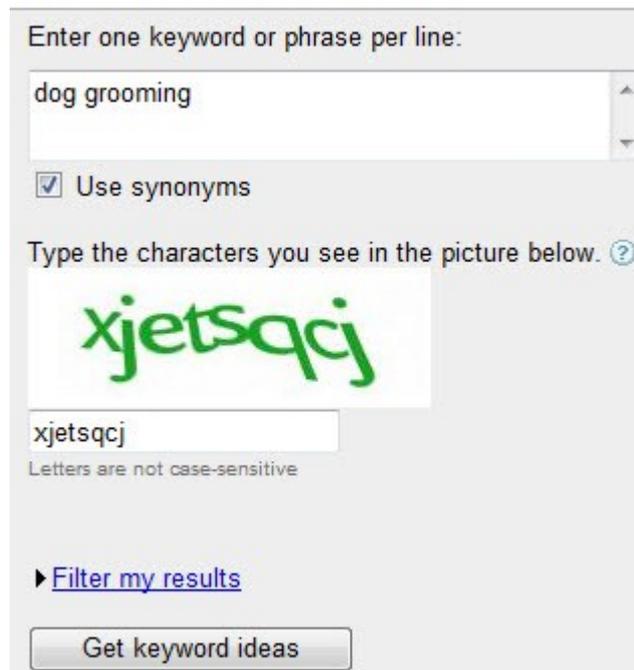
This may help you by generating more ideas for you to then research your Niche Keywords. This is what we will look at in the next chapter 😊

Niche Keyword Research

So you have completed your Niche Research and will have a list written down in your notebook.

Now we need to do some Niche Keyword Research that will then enable us to research and register your Niche Domain Name shortly, more on this later 😊

There is a free tool we will use and it is [Google Keyword Tracker Tool](#)



Enter one keyword or phrase per line:

dog grooming

Use synonyms

Type the characters you see in the picture below. ?

xjetsqcj

xjetsqcj

Letters are not case-sensitive

[Filter my results](#)

Get keyword ideas

Enter your '**Niche Phrase**' for this example I will use '**Dog Grooming**'

Type the '**Captcha**' in the bottom box.

Click '**Get keyword ideas**'

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In the last column, ensure you change the search results to **'Exact'**:



This will then remove the **'Broad'** Results and display just the **'Exact'** Search Results:

Keywords related to term(s) entered - sorted by relevance ?			
[dog grooming brushes]	<div style="width: 25%;"></div>	260	720
[mobile dog grooming]	<div style="width: 33%;"></div>	1,000	3,600
[dog grooming supplies]	<div style="width: 40%;"></div>	1,600	8,100
[dogs grooming]	<div style="width: 28%;"></div>	210	720
[dog grooming parlour]	<div style="width: 15%;"></div>	Not enough data	170
[dog grooming shampoo]	<div style="width: 20%;"></div>	140	390
[clippers dog grooming]	<div style="width: 18%;"></div>	Not enough data	110
[dog grooming training]	<div style="width: 30%;"></div>	320	1,900
[dog grooming classes]	<div style="width: 22%;"></div>	28	720
[dog grooming course]	<div style="width: 17%;"></div>	170	1,300
[dog grooming courses]	<div style="width: 35%;"></div>	2,400	4,400
[dog grooming table]	<div style="width: 45%;"></div>	5,400	9,900
[dog grooming tables]	<div style="width: 20%;"></div>	1,600	3,600
[dog grooming kit]	<div style="width: 25%;"></div>	1,000	2,400
[dog grooming service]	<div style="width: 30%;"></div>	2,900	590
[dog grooming tools]	<div style="width: 25%;"></div>	590	2,400

You will then look at the Keyword Phrases that have 1000 Searches or more and take a note of them.

You can also click **'Add Exact'** this will create a CSV File for you to save to your computer.

We will need this to research and find a Niche Domain Name for registering.

We will look at this in the next chapter.

Choosing your Niche Domain Name

It is important when choosing your Domain Name it includes your Keywords within it.

Now to manually try and see what Domains are available could take for hours, to help you find the Domain Name you want then I would suggest using a free program called [Domain Name Analyzer](#)

Once you have downloaded this program it will be as simple as exporting your Niche Keywords into the program and decide which extensions you want to search for.

I will always look for **.com, .net or .org**, you may also want to check your own countries extention ie: **.co.uk** or **.com.au** etc

This will then search for free domain names that will be relevant to your Niche.

Remember it is important to ensure your Domain Name is the Keyword Phrase, ie: if your Niche is about Dog Grooming Tools then make sure that is what you search

Another free program that could help you save time is Ajaxwhois.com

A screenshot of the Ajaxwhois.com website interface. At the top, a green banner contains the text "Who said finding a domain name had to be hell? We want to make your search for the perfect domain name fun-again". Below this is a white search input field containing the text "Typeyourkeywordhere|". Underneath the input field is a small text block: "Usage: type a domain name and its availability will appear instantly. You may or may not append an exte to support every possible domain extension (TLD) and IDN. Also see the list of [keyboard shortcuts](#)." Below the usage text are two side-by-side green boxes. The left box is titled ".com is available!" and contains the text "Register now with..." followed by a link "GoDaddy (\$6.95)", "You can also..." followed by links "Whois", "Go to", "website", and "Statsaholic". The right box is titled ".net is available!" and contains the text "Register now with..." followed by a link "GoDaddy (save 10%)", "You can also..." followed by links "Whois", "Go to", "website", and "Statsaholic".

This program is good for letting you know which Keyword Phrases would be available for registering. The Domain Extensions I look for are **.com, .net or .org.**

So if you want the domain **typeyourkeywordhere.com** we know that is available 😊 I think you get the idea, just another time saving resource and it is free!

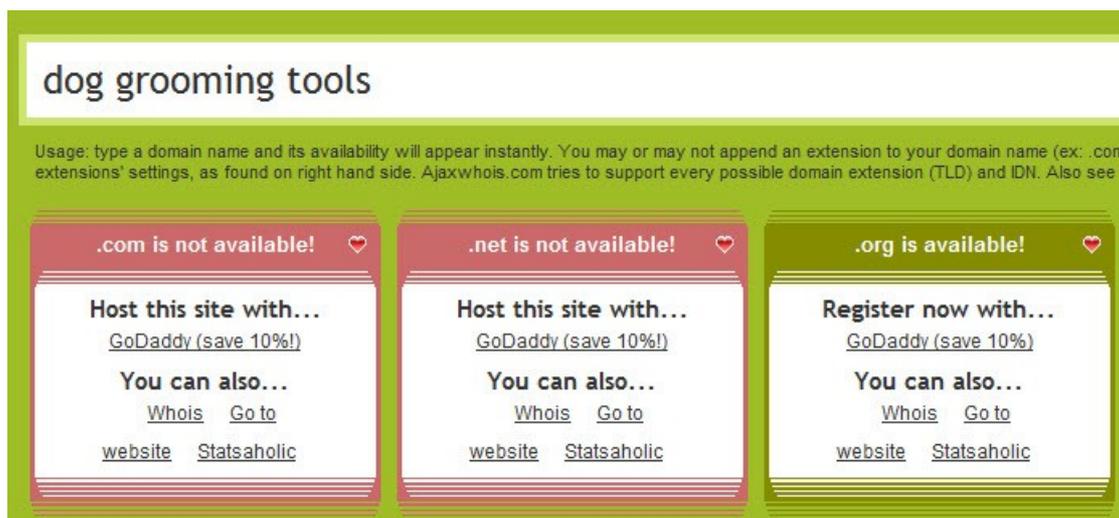
Ok, a bad joke I know 😊

Niche Blogging Riches

Let me further explain, you have typed in your Keyword Phrase and find they are not available, it is always tempting to add **'the'**, **'a'** or stick some **'hyphens'** between the phrase.

If the exact keyword phrase is not available then move on to the next keyword phrase.

For example:



As you can see that I have the .net extension registered and it was one of the extensions that was on my Keywords Phrase List.

I now have my Domain Name; you will find yours and it will be a case of registering it before someone snaps it up.

We will look at how to register your Domain Name in the next chapter 😊

Registering your Niche Domain Name

There are many Domain Registers, I have used most of them in my time, and I currently use Namecheap.com

An added feature is the free Whois Guard Feature should you wish to protect your personal Details.



The screenshot shows a yellow registration form with the following elements:

- Header: REGISTER YOUR DOMAINS FOR JUST \$9.69. SEARCH NOW!
- Step 1: Enter the domain name you want. Input field: www.
- Step 2: Choose your preferred extension(s). Radio buttons for: com, net, org, us, biz, info, eu, me.
- Buttons: Search (red), > Bulk Domain Search, > Whois Lookup, More Extensions Available >>

Click **'Search'**

Now if you have completed your Niche Domain Research properly you will see your Domain Name is available.

You would then follow the prompts and register your Niche Domain.

Short and Sweet I know but that is how easy it is to obtain your Niche Domain Name.

Congratulations, you now have your Niche Domain, now we will need to think about getting some Webhosting and getting your Niche Blog installed ☺

Setting up your Webhosting Account

There are many web host providers out there on the world wide web, some are better than others, I have used a few web hosts in the past, and have suffered due to either poor service, or worst still the Hosting Provider disappearing and before I knew it so had all my files.

While you have the choice of who you wish to host your blog with, I recommend **Hostgator**, the reason being that they have **24/7 Helpdesk with good customer service**, an established web host provider, very affordable with a month cost of under **\$10** a month and they allow you to host **'unlimited'** blogs on your webspace, if you follow my instructions below, you can try it out for only **1 cent** in the first month.

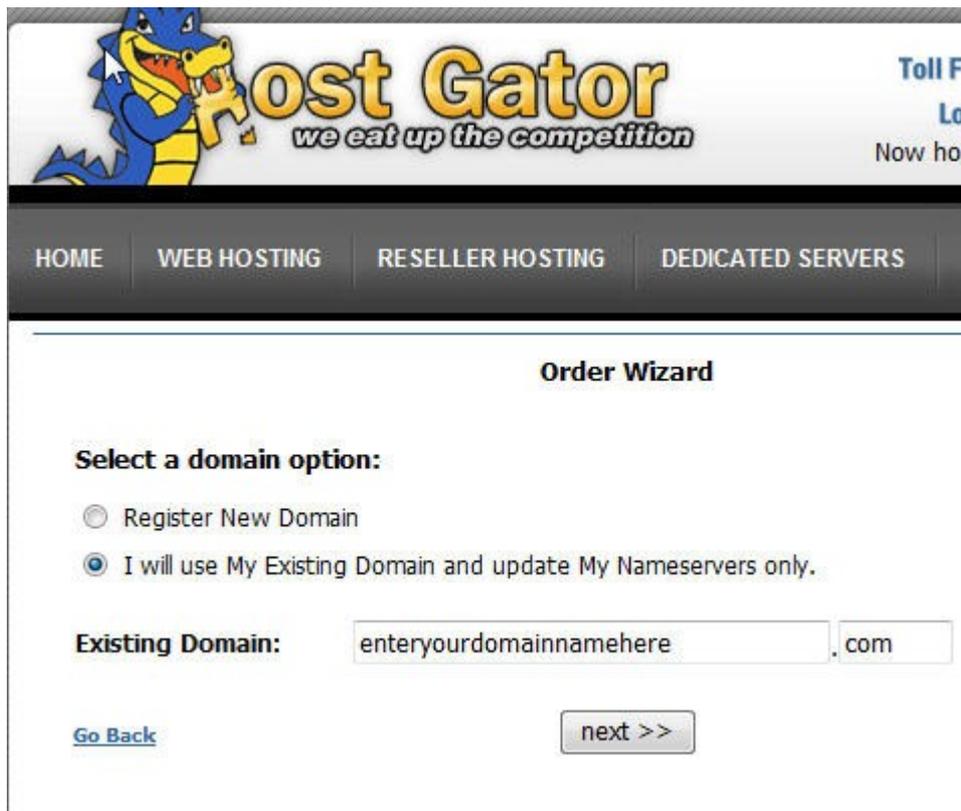
Ok, so let's get started.



Firstly go to <http://www.hostgator.com>.

Click on **'sign up now'** this will take you to the screen and you will be given two options, either to register your domain name with Hostgator or use your **'existing domain and update my nameservers only'**. The first option is simple to follow, I will show you how to complete the second option, and in the next chapter how to **'update your nameservers'**.

Click on the second option and enter your domain name, as shown below:



The screenshot shows the HostGator website's 'Order Wizard' interface. At the top, there is a navigation bar with the HostGator logo (a blue and yellow gator) and the slogan 'we eat up the competition'. To the right of the logo, it says 'Toll F', 'Lo', and 'Now ho'. Below the navigation bar are four menu items: 'HOME', 'WEB HOSTING', 'RESELLER HOSTING', and 'DEDICATED SERVERS'. The main content area is titled 'Order Wizard' and contains the following elements:

- Select a domain option:**
 - Register New Domain
 - I will use My Existing Domain and update My Nameservers only.
- Existing Domain:** A text input field containing 'enteryourdomainnamehere' followed by a dropdown menu showing '.com'.
- [Go Back](#) (a blue link)
-

Click the **'next'** button; this will take you onto the next screen showing you the **'baby'** package.

It is this point I would ask that you enter the following into the **'coupon'** box.

wordpress

Order Wizard

Select a domain option:

Existing Domain:
 ▾

Select a package type:

Package: ▾

Domain: ▾ select primary domain

Billing Cycle: ▾

Coupon:
(Have a coupon? Enter it here!)

[Go Back](#)

Click **'Calculate Totals'**

You should now see a summary detailing a total for first month of only **1 cent!**

Order Wizard

Order Details

enteryourdomainnamehere.com (Primary)	Domain: I will update my nameservers only.
Main Package	Baby: Monthly @ \$9.95 + Setup: FREE

Package(s) Total	\$9.95
-------------------------	---------------

Sub Total	\$9.95
Coupon	(wordpress) -\$9.94
Total Due	\$0.01*

* \$9.95 will be due on the next renewal date: 2009/03/01
(Domain renewals billed separately.)

Tell us who you are:

I am a new customer.

[Go Back](#)

Click '**Continue**'

This will take you the last page, where you will enter your details, choose a username and password and enter payment details.

To finish you will click '**verify my order**'

Congratulations, you have set up your own webhosting account; you will receive a confirmation email and details of your '**nameservers**'.

Changing your Domain Nameservers

You may be wondering what your nameservers are?

Let me explain, you have successfully registered your Domain Name for your new blog.

You have your webhosting set up, the nameservers simply put point your Domain name to your webspace, so when someone types in your domain name in their browser ...

The nameservers tell your Domain Name where your blog is located.

You will have received a confirmation email from Hostgator with all your information and details of your nameservers.

Your nameservers will look something like this:

ns555.hostgator.com
ns556.hostgator.com

If you have registered your domain name with Hostgator, your nameservers are automatically set for you.

For the following example, I will assume that you have registered your domain name with Namecheap.com (please note the steps will be very similar regardless of your register.)

Log into your Namecheap account, click on '**your domains**' you will see your registered domain name.

Click on your domain name, you will see on the left hand side of your screen different options on how to '**manage**' your domain name.

'Click Transfer DNS to Webhost'

You will see a screen as shown below; enter the nameserver details provided by Hostgator.

▶ ENTER YOUR CUSTOM DOMAIN NAME SERVER INFORMATION

 **You are currently using our domain nameservers.**

You can change it and start using your own nameservers or else like your webhost. This step is sometimes called 'Transfer DNS to Webhost' by some webhosts. Please note that disabling some of our free features like e-mail may be disabled as these functionalities depend on our nameservers.

Please enter DNS name only (ex: ns1.mydomain.com). You can enter up to five nameservers for a domain. Please note that changes will take effect.

1.	<input type="text" value="ns555.hostgator.com"/>	*
2.	<input type="text" value="ns556.hostgator.com"/>	*
3.	<input type="text"/>	
4.	<input type="text"/>	
5.	<input type="text"/>	

[Add More Nameservers](#)

Save Changes

'Click Save Changes'

Well done, you have successfully updated your Domain name nameservers, in the next chapter we will look at installing your WordPress Blog.

Installing your WordPress Blog

We are now getting to the fun part, installing your WordPress Blog, there are a few ways to do this, however with all good webhosts, and you should have a feature within your Cpanel

'Fantastico De Luxe'

First things first, you will need to log into your Cpanel, this can be done by typing the following into your web browser:

www.yourdomainname.com/cpanel

You will see the following:



'Enter the Username and Password you created when you created your webhosting account'

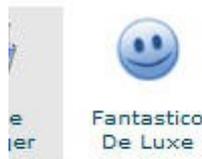
You will have the option to **'remember password'** you can check this if you wish to use this feature (**not recommended if you use a shared computer**)

'Click OK'

There are different themes you can choose for your cpanel account, so do not panic if your cpanel theme looks slightly different from mine.

Within your cpanel user panel, you need to locate 'Fantastico De Luxe' (best way to remember it is **'the blue smiley face'**)

Just like this one below:



'Double Click the smiley face'

Fantastico De Luxe is packed with lots of different features that you can utilise; however the feature that you require is **'WordPress'**

'Double Click WordPress'

You will see a screen as detailed below:

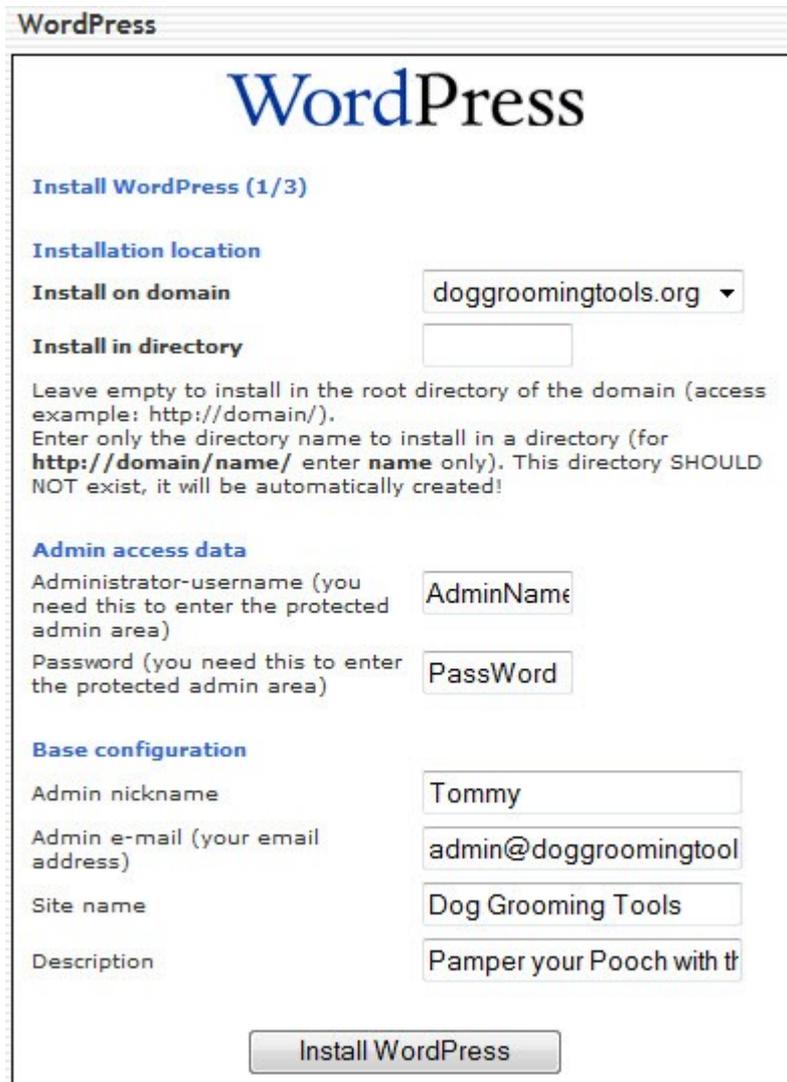


The screen shows that the current version of WordPress is 2.8.6, as you can see that there is not a WordPress Blog installed as yet.

'Click New Installation'

This will start the process of installing your WordPress Blog automatically and will be done in 3 steps..

This will take you to step 1 of the installation process as shown below:



The image shows a screenshot of the WordPress installation process, specifically step 1. The page has a header with the WordPress logo and the text "WordPress". Below the header, the title "Install WordPress (1/3)" is displayed. The form is divided into three main sections: "Installation location", "Admin access data", and "Base configuration".

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>). Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory **SHOULD NOT** exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

There will be some information you will be required to enter as you create your Admin access details.

Install on domain – this is will show your domain name

Install in Directory- this can be completed if you want your blog, to be installed into its own folder, for example, yourdomainname.com/blog.
(**NB- You MUST leave this Blank** ☺)

The reason for leaving it blank is that you want the WordPress Blog to be automatically install into the '**root**' folder, for example, like my blog:
www.tommy-mclaughlin.com

Admin Access Area – In this section, you will enter your Admin username that you wish to log in to your Wordpress Admin area.

You will also choose a password for logging into the admin area –

NB – It is advisable to have a mixture of letters and numbers and Capitalisation if possible, for example MyFavouritePlace012009, do not use tommy123 of something similar.

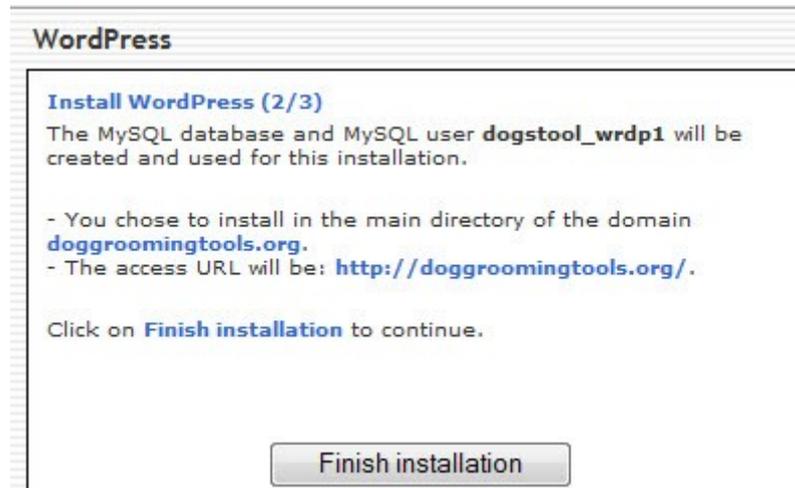
The reason being as with everything, there are spammers and hackers out there, so keep safe.

Base configuration – In this section you will create your admin email address (i.e. - admin@yourdomain.com), site name, and brief blog site description (**now don't worry if you get description wrong, I will show you later how to change it if necessary.**)

'Click Install WordPress'

This is where Fantastico De Luxe does all the work and automatically creates your MySQL Database.

You will then see a screen as shown below:



As you can see I have installed my WordPress blog into the **'root'** folder and not a **'subfolder'**.

'Click Finish Installation'

The Last screen will show you all your admin details passwords, and gives you the option to email all the details to yourself.

You can also go back to the '**overview**' screen, this will show you that the wordpress installation has been successful and the current version of WordPress, you can also visit your blog.

WordPress

WordPress

Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
Homepage: <http://wordpress.org/>

WordPress support forum
(We are not associated with the support forum)

New Installation (2.8.6)
Disk space required: 9.03 MB
Disk space available: 498.5 MB

Current installations:

/ (2.8.6)	Visit site	Remove
-----------	----------------------------	------------------------

If you click '**visit site**' this will show you your **new** blog and if you remember the '**brief site description**' that you entered earlier, this will show as your '**tagline**' an example of which is shown below:



If you have managed to follow everything so far, then well done, you have successfully installed your WordPress Blog.

The next chapter will show how to configure your WordPress Blog.

Configuring your Niche Blog

Now that you have installed your WordPress Blog, we need to configure it for Search Engine Optimization and ensure we have the correct WordPress Plugins installed.

When you install your WordPress Blog, the permalink structure is set at **'default'**

So when you access your posts, initially they will look like this:

<http://kidsoutdoortoys.org/?p=1>

Now, this is not very Search Engine Friendly, what we will need to do is to change this to include your category & postname or just the postname if you prefer.

To change the permalinks, is relatively easy, here is how it is done:

Firstly, look for the 'settings' task bar on the left of your Admin Dashboard:



Click **'Permalinks'**

Common settings

<input checked="" type="radio"/> Default	<code>http://doggroomingtools.org/?p=123</code>
<input type="radio"/> Day and name	<code>http://doggroomingtools.org/2010/01/11/sample-post/</code>
<input type="radio"/> Month and name	<code>http://doggroomingtools.org/2010/01/sample-post/</code>
<input type="radio"/> Numeric	<code>http://doggroomingtools.org/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

You will need to select '**Custom Structure**'

Common settings

<input type="radio"/> Default	<code>http://doggroomingtools.org/?p=123</code>
<input type="radio"/> Day and name	<code>http://doggroomingtools.org/2010/01/11/sample-post/</code>
<input type="radio"/> Month and name	<code>http://doggroomingtools.org/2010/01/sample-post/</code>
<input type="radio"/> Numeric	<code>http://doggroomingtools.org/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<code>/%category%/postname.html</code>

Then you would enter **/%category%/postname.html** in the Custom Structure Field.

The reason for adding the above structure is for Search Engine Optimization, ie – the category would be your **keywords** – **dog-grooming-tools** and that will help your pages and Niche blog get indexed faster by the Search Engines.

The next thing to do, is to check your **'Privacy'** settings, this is to ensure that it set correctly and the Search Engines can find you, WordPress may set default to block them.

Go to **'Settings'**



Click **'Privacy'**

- I would like my blog to be visible to everyone, including search engines (like Google, Bing, Technorati) and archivers
- I would like to block search engines, but allow normal visitors

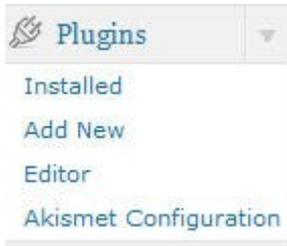
As you can see WordPress has blocked the Search Engines, so select the **'visible to everyone'** option and **'Save Changes'**

One of the improved features in the recent versions of WordPress was the installation of WordPress Plug-ins, before version 2.7 you had to install WordPress Plugins using FTP Software and it could prove cumbersome.

You will be glad to hear that this is no longer the case for WordPress Plugins, these can be installed via your WordPress Admin Dashboard from your computer and also browse the WordPress Plugins Directory as well 😊.

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First step is to locate the 'plugins' taskbar on the left of the Admin Dashboard:



Click '**Add New**'

You can now search or browse your computer for WordPress Plugins you have already downloaded.



Click '**Upload**'



Click '**Browse**' locate your WordPress Plugin zip file.

Click '**Install Now**'

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

[admin](#) [administration](#) [ads](#) [adsense](#) [AJAX](#) [archive](#) [atom](#) [authentication](#) [automatic bl](#)
[delicious](#) [Digg](#) [editor](#) [email](#) [embed](#) [Facebook](#) [feed](#) [feeds](#) [flash](#) [flickr](#) [Formatting](#) [gallen](#)
[page](#) [pages](#) [permalink](#) [photo](#) [photos](#) [picture](#) [pictures](#) [plugin](#) [plugins](#) [Post p](#)
[template](#) [theme](#) [themes](#) [thumbnail](#) [twitter](#) [upload](#) [url](#) [user](#) [users](#) [video](#) [widget](#)

You can also browse the Plugins Directory using the popular tags feature.

For example if you click '**adsense**' this would show a list of '**adsense plugins**' it also gives a rating and description, locate the one you want and click '**Install**' at the right of the screen.

Name	Version	Rating
OmniAds	0.51	
Ads Adder	0.1	
Simple AdSense Insert	1.0	
Chitika Premium	1.3.2	

It would be very easy to get carried away with all the WordPress Plugins available.

I have compiled a list of some plug-ins that I would recommend you install:

All In One SEO Plug-in

This plug-in allows you to optimize the title and meta descriptions for your WordPress blog.

It also ensures that you avoid the duplicate content penalty that occurs sometimes with WordPress blogs.

With this plug-in you can override any title and meta description; therefore you can have each blog post or page with its own unique title that you set.

Download: <http://wordpress.org/extend/plugins/all-in-one-seo-pack>

Google Sitemap Generator

I love this plug-in for its ability to create an xml sitemap. It's perfect for submitting to Google Webmaster Tools, Live Webmaster, and Yahoo Sitexplorer.

Those three sites are where you can submit your sitemap feeds to the three major search engines.

By submitting your sitemap you are informing Google, Live, and Yahoo of the pages within your site that you would like them to index. The bots quickly follow these pages and your WordPress blog is usually indexed quickly.

Every new post or page you create, the sitemap is automatically updated along with Google, MSN and Yahoo being notified.

Download: <http://www.arnebrachhold.de/redirect/sitemap-dl/>

Sociable Zyblog Edition

This Plug-in automatically adds links on your posts to popular social bookmarking sites. It is an updated version of Sociable Plug-in and now includes around 130+ social bookmarking sites.

Download: <http://wordpress.org/extend/plugins/sociable-zyblog-edition/>

WordPress Privacy Policy Plugin

WordPress Privacy Policy Plugin will automatically generate a Privacy Policy page on your WordPress Blog.

Search Engines always look for a Privacy Policy on your WordPress Blog, if you plan to use Google AdSense then you must have this displayed.

Download: <http://www.synclastic.com/plugins/privacy-policy>

Sociable Zyblog Edition

This Plug-in automatically adds links on your posts to popular social bookmarking sites. It is an updated version of Sociable Plug-in and now includes around 130+ social bookmarking sites.

Download: <http://wordpress.org/extend/plugins/sociable-zyblog-edition/>

StatPress

The first real-time plugin dedicated to the management of statistics about blog visits. It collects information about visitors, spiders, search keywords, feeds, browsers etc.

Once the plugin StatPress has been activated it immediately starts to collect statistics information.

Download: <http://wordpress.org/extend/plugins/statpress/>

SEO Smart Links

SEO Smart Links provides automatic SEO benefits for your site in addition to custom keyword lists, nofollow and much more.

SEO Smart Links can automatically link keywords and phrases in your posts and comments with corresponding posts, pages, categories and tags on your blog.

Download: <http://wordpress.org/extend/plugins/seo-automatic-links/>

Auto Translator Plugin

This plugin inserts a flag set to the top of the WordPress sidebar. The base language is pulled from the wp-config file. When a visitor selects a flag, your webpage is automatically translated via one of several on-line automatic language processing tools.

Download: <http://wordpress.org/extend/plugins/auto-translator/>

WordPress Banner

WP Banner Admin allows you to manage various banner ads from different affiliate programs. With the banner plugin you can manage:

- different banners from one affiliate program
- different banners from different affiliate programs
- your own banner campaigns limited by date or page impressions

Download: <http://wordpress.org/extend/plugins/wp-banner/>

That is the WordPress Plugins sorted, the next step I would take is to configure the services list within WordPress.

These services are notified everytime there is a new post or content added to your Niche Blog, otherwise now as a **'Ping List'**

Go to **'Settings'** then click **'Writing'**



Scroll to the bottom of the screen, to the **'Update Services'**

Update Services

When you publish a new post, WordPress automatically notifies the following site update services. URLs with line breaks.

```
http://rpc.pingomatic.com/
```

You can enter the following **'ping services'** into the box:

<http://rpc.pingomatic.com/>

<http://blogsearch.google.com/ping/RPC2>

<http://1470.net/api/ping>

<http://api.feedster.com/ping>

<http://api.moreover.com/RPC2>

<http://api.moreover.com/ping>

<http://api.my.yahoo.com/RPC2>

<http://api.my.yahoo.com/rss/ping>

<http://bblog.com/ping.php>

<http://bitacoras.net/ping>

<http://blog.goo.ne.jp/XMLRPC>

<http://blogdb.jp/xmlrpc>

<http://blogmatcher.com/u.php>

<http://bulkfeeds.net/rpc>

<http://coreblog.org/ping/>

http://mod-pubsub.org/kn_apps/blogchatt

<http://www.lasermemory.com/lsrc/>

<http://ping.amagle.com/>

<http://ping.bitacoras.com>

<http://ping.blo.gs/>

<http://ping.bloggers.jp/rpc/>

<http://ping.cocolog-nifty.com/xmlrpc>

<http://ping.blogmura.jp/rpc/>

<http://ping.exblog.jp/xmlrpc>

<http://ping.feedburner.com>

<http://ping.myblog.jp>

<http://ping.rootblog.com/rpc.php>

<http://ping.syndic8.com/xmlrpc.php>

<http://ping.weblogalot.com/rpc.php>

<http://ping.weblogs.se/>

<http://pingoat.com/goat/RPC2>

<http://rcs.datashed.net/RPC2/>

<http://rpc.blogbuzzmachine.com/RPC2>

<http://rpc.blogrolling.com/pinger/>

<http://rpc.icerocket.com:10080/>

<http://rpc.newsgator.com/>

<http://rpc.pingomatic.com>

<http://rpc.technorati.com/rpc/ping>

<http://rpc.weblogs.com/RPC2>

<http://topicexchange.com/RPC2>

<http://trackback.bakeinu.jp/bakeping.php>

<http://www.a2b.cc/setloc/bp.a2b>

<http://www.bitacoles.net/ping.php>

<http://www.blogdigger.com/RPC2>

<http://www.blogooole.com/ping/>

<http://www.blogoon.net/ping/>

<http://www.blogpeople.net/servlet/weblogUpdates>

http://www.blogroots.com/tb_populi.blog?id=1

<http://www.blogshares.com/rpc.php>

<http://www.blogsnow.com/ping>

<http://www.blogstreet.com/xrbin/xmlrpc.cgi>

http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php

<http://www.newsisfree.com/RPCCloud>

<http://www.newsisfree.com/xmlrpctest.php>

<http://www.popdex.com/addsite.php>

<http://www.snipsnap.org/RPC2>

<http://www.weblogues.com/RPC/>

<http://xmlrpc.blogg.de>

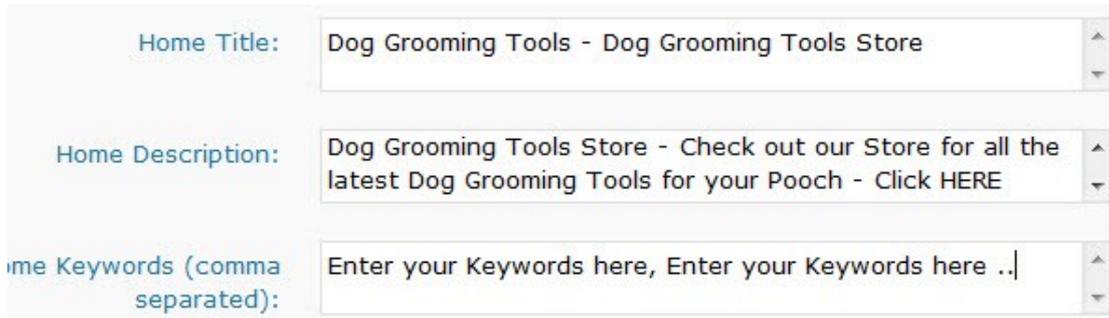
<http://xping.pubsub.com/ping>

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This will alert these services everytime there is new content to your Niche Blog.

If you remember previously, we installed some WordPress Plugins, one of which was **'All In One SEO'**

We will now look at optimizing your WordPress Blog using this plugin.



Home Title:	Dog Grooming Tools - Dog Grooming Tools Store
Home Description:	Dog Grooming Tools Store - Check out our Store for all the latest Dog Grooming Tools for your Pooch - Click HERE
Home Keywords (comma separated):	Enter your Keywords here, Enter your Keywords here ..

The first box is for your **'Home Title'** you should ensure that the title is **'Keyword Rich'** as this is the first port of call by the Search Engines to ensure your WordPress Blog is relevant.

For example, if your WordPress Blog is about **'Bonsai Trees'** ensure that is included in the **'Home Title'**.

The second box is for your **'Description'** you would also include **Keywords** within description and make as interesting as possible to have visitor clickthrough to your WordPress Blog. **(For Search Engines, you should limit description to a max of 160 characters.)**

The third box is for your **'Keywords'**, you will have compiled a list of these when researching your Niche. **(The Max amount of Keywords should be about 25.)**

I have included a quick example above showing fields completed, you may wish to take a bit of time completing and ensuring you are happy.

Now we can look at getting a Niche WordPress Theme for your Blog 😊

Installing your WordPress Theme

The first thing to do is to find a theme that you like, the easiest way to get started is to download free themes.

There are quite a few sites that offer free themes that you can download. In some cases they may require you to keep a link in the footer back to their site, but besides that one requirement the theme is free to download.

Check out the links below of some websites that allow you to download WordPress Themes for free:

DoshDosh.com

FreeWpThemes.net

TopWPThemes.com

WPSkins.org

SkinPress.com

FreshEezy.com

If you're interested in some premium paid themes then you can check these websites listed below.

WooThemes.com

StudioPress.com

WordpressPremium.com

ThemeSpinner.com

You will have now chosen your WordPress Theme, now we need to upload it and install it.

Firstly, log into your Cpanel interface.



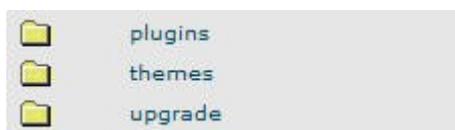
Click **'File Manager'**



Click **'public_html or www folder'**



Click **'wp-content'**



Click **'themes'**

Click **'Upload file(s)'**



Locate your WordPress Theme .zip File and upload, once you have completed the upload, simply click file and **'extract contents'**

That's it, job done!

Go to Admin Dashboard of your Blog:

On the left hand side look for the Appearance Themes:



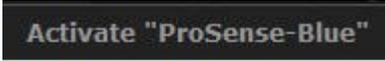
Click **'Themes'**

You will see the theme is set at **'Kubrick Classic'** you should also see below this the theme you uploaded, as an example, it could be



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Click your '**Theme Link**' a new screen will open and at the top right hand side click activate "Your Theme Name"



Activate "ProSense-Blue"

Congratulations, you have successfully installed your WordPress Theme; in the next chapter we will look at preparing to monetize your Niche Blog by sourcing Affiliate Programs.

Sourcing Affiliate Programs

We now have our Niche WordPress Blog set up and ready, the next step to think about before adding content is to source an appropriate affiliate program to use when monetizing your Niche Blog.

You can concentrate on just one program or mix and match depending on what you decide to add to your Niche Blog.

Some popular programs to consider would be:

Amazon – [**Amazon Affiliate Program**](#)

eBay - [**eBay Partner Network Program**](#)

Click Bank - [**http://www.clickbank.com**](http://www.clickbank.com)

Pay Dot Com - [**http://www.paydotcom.com**](http://www.paydotcom.com)

Commission Junction - [**http://www.cj.com/publishers/**](http://www.cj.com/publishers/)

Google Adsense - [**http://adsense.google.com**](http://adsense.google.com)

Ok, so we have now signed up for the programs of interest, now in the next chapter we will look at what to do to create content for your Niche Blog.

Creating Content for your Niche Blog

There are a few ways for you to create content for your Niche Blog, the first one would be that you write the content yourself.

The plus point to this is that you will know that the content is 100% unique and you have full control, initially this can get you on your way.

As with most people that are starting out, you may not feel confident enough to write your own content, don't worry too much you could use Private Label Right Articles if need be, you can source these cheaply enough or alternatively get someone to write your articles for you.

For example, I have managed to get Articles for only a couple of dollars each from Warrior Forums Special Offers Section:



<http://www.warriorforum.com>

Another source to find good articles I have used would be the Digital Point Forum:



[Digital Point](#)

If you are worried about your articles not being unique, then you could use a WordPress Plugin I use called [WPUUnique](#) , this will 'spin' the article or Private Label Article and make it unique and primed for Search Engines ☺ .

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Writing or buying articles is a great way to promote certain niche affiliate products, I prefer to use the set up & forget model for some of my Niche Blogs.

To do this I use a WordPress Plugin called [WPAmaNiche](#) , this nifty plugin allows me to create Niche Blogs in a few minutes, using either Amazon or eBay 😊

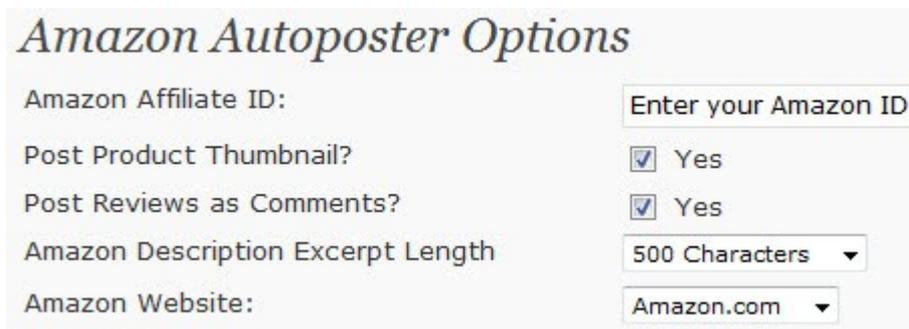
If that is not for you, then check out these two free WordPress Plugins that can be used for Amazon and eBay.

They are limited in their capabilities but will give you a start 😊

Amazon: [WP Amazon Autoposter](#)

eBay: [WordBay Plugin](#)

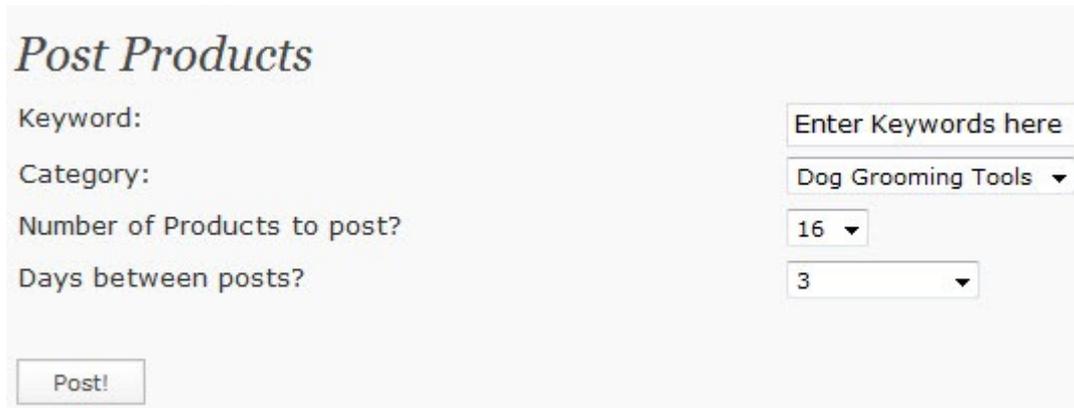
These plugins just need you to enter your Affiliate ID's and then it will schedule all the posts for the future at a time interval you set 😊



Amazon Autoposter Options

Amazon Affiliate ID:	<input type="text" value="Enter your Amazon ID"/>
Post Product Thumbnail?	<input checked="" type="checkbox"/> Yes
Post Reviews as Comments?	<input checked="" type="checkbox"/> Yes
Amazon Description Excerpt Length	<input type="text" value="500 Characters"/>
Amazon Website:	<input type="text" value="Amazon.com"/>

And then it will schedule all the posts for the future at a time interval you set ☺



Post Products

Keyword:

Category:

Number of Products to post?

Days between posts?

Of course, it is entirely up to yourself which affiliate programs you use and how you populate your Niche Blog.

I use a mixture of affiliate programs and methods for creating my Niche Blogs.

There are a couple of autoblog plugins you could use to maximise your earnings other than just eBay and Amazon.

The first Plugin you could use would be [MultiPressPlugin](#)

This nifty Plugin will automatically post to your Niche Blogs.

If you wish to combine multiple affiliate programs then the Plugin I use is [WPRobot](#)

Here are a couple of examples of Niche Blogs I have setup using WPRobot :

<http://www.webhostinghosting.net>

<http://www.beststereospeakers.org>

Once you find your feet you will know what works for you 😊

You will find Banners & Widgets you can use for your Niche Blog in the affiliates area.

Ok, so we now have our Niche Blog created and populated with good content, now we will need to look at how to let the Search Engines know we are there 😊

The screenshot shows a WordPress blog post with a yellow header. The title is "Our Favorite Dog Grooming Tools" in a dark font. Below the title is the date "January 5th, 2010" and the author "Author: admin". The main content area features a widget titled "Dog Grooming Tools" which contains a grid of five images: a pair of clippers, a yellow and black trimmer, a black comb, a white electric shaver with various attachments, and a package of grooming tools. Below the widget is a "Get Widget" button and a "Privacy" link. Underneath the widget, the text "Dog Grooming Tools" and "No Comments »" is displayed. Below this is another post header for "FURminator deShedding Shampoo for Dogs & Cats" by "admin" on "January 11th, 2010". The post content includes a blue bottle of shampoo, a short paragraph about its benefits, a "(more...)" link, and a "Dog Grooming Tools" category tag.

Creating your Google Webmaster Account

Ok, we now have our Niche Blog completed and it is time to tell the World about it, or at least the Search Engines to start with ☺

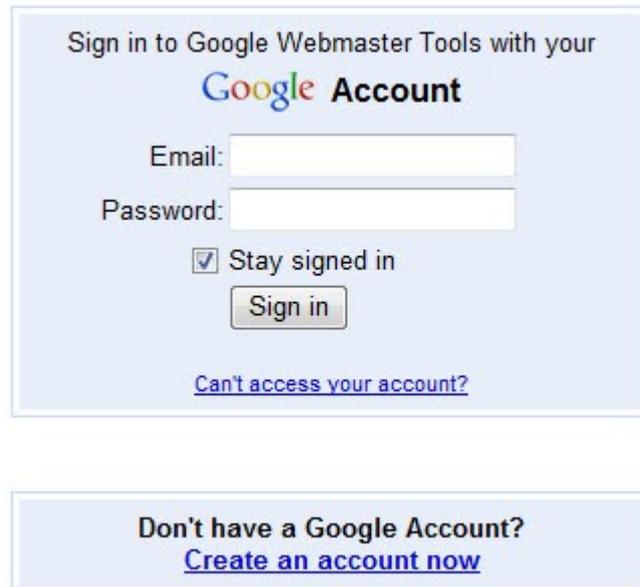
In the coming chapters I will show you various techniques and tasks to complete that will enable your Niche Blog to shoot up the Search Engine Rankings ...

The first thing we will look at is creating your Google Webmaster Account, this will let Google know about your Niche Blog and allow the Google Spiders to come and visit ☺ First things first, you need to type '**Google Webmaster Tools**' into Google.



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This will take you to sign in to your Google Account, so enter your email and password, if you don't have a Gmail Account you can create one:



Sign in to Google Webmaster Tools with your
Google Account

Email:

Password:

Stay signed in

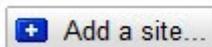
[Can't access your account?](#)

Don't have a Google Account?
[Create an account now](#)

There will be various icons within your Google Account, the icon that we need at the moment is '**Webmaster Tools**'

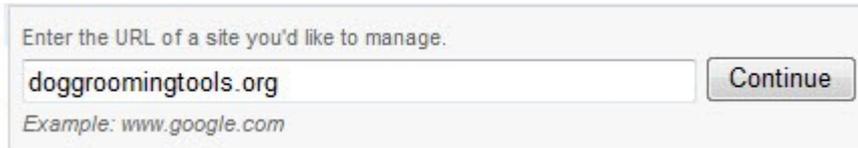


When you click through, you will need to '**Add a Site**'



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Enter your Niche Blog Address, please note do not include the **www.** if you have set your blog as for example **doggroomingtools.org**



Enter the URL of a site you'd like to manage.

Example: www.google.com

Click '**Continue**'

You will be required to verify ownership of your Niche Blog, it will allow two options to do this, either inserting a '**Meta Tag**' in your Home Page or uploading a '**HTML File**' via your CPanel.

I would always suggest simply uploading an HTML File as it will save you any confusion given that not every WordPress Theme is the same and you want to keep it simple.

1. **Download** [this HTML verification file](#). [google496489c65c2514f6.html]
2. **Upload** the file to <http://doggroomingtools.org/>
3. **Confirm** successful upload by visiting <http://doggroomingtools.org/google496489c65c2514f6.html> in your browser.
4. **Click** the verify button below.

Once you have uploaded the file, click the URL @ 3. And this will verify you own the Niche Blog.

You have now started the process and Google is coming to get you 😊 In the next chapter we will look at creating your FeedBurner Feed.

Creating your FeedBurner Feed

In the last chapter we got the ball rolling by accessing the 'Webmaster Tools' and adding our Niche Blog and verifying our ownership.

As we are already in the Google Tools, the next step would be to create your FeedBurner feed for your Niche Blog ☺

You can access FeedBurner by clicking the icon on the right of your panel:



You can now enter the feed url for your Blog, for example:
doggroomingtools.org/feed

Burn a feed right this instant. Type your blog or feed address here:

I am a podcaster!

Click '**Next**'

Give your feed its title and feedburner.com address:

Feed Title:
Enter a title to help identify your new feed in your account.

Feed Address:
http://feeds.feedburner.com/
The address above is where people can find your new feed.

Click '**Next**' and if all is well you will see a '**Congrats**' message, there will be other options you can choose within Feedburner, but that will be down to your own preference.

In the next chapter we will look at creating a '**Feedagg Lens**' for your Niche Blog 😊

Creating a Feedagg Lens

Feedagg is a site that we will use to promote your Niche Blog's Feed and will help generate some traffic and create some backlinks to your Blog.

Visit Feedagg.com



Discover Content

Click **'Add Feed'**

[Your Account](#) | [S](#)

[Add Feed](#) | [Search](#) | [Home](#) | [Help](#)

Enter **'Your Feed Url'**

If not sure of the exact feed enter the address
Make sure you include http:// for your link. (ie:
Feed submissions are monitored for spam a

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Add your Keywords into the '**descriptive tags**' or if you prefer you can '**Auto Tag**' this will pull all the relevant tags from your Feed 😊

Tag Separator:

Comma (,)

Space () - Join words with dashes(-) if using spaces.

Tags are words you attach to a site feed to categorize it. (ie: macintosh mac

Please do not repeat tags. Do not use tags completely unrelated to your

Auto Tag (Will pull tags from your feeds content and tag it if selected)

Complete the 'number box' and click '**Save Feed**' . We will in the next chapter look at Social Bookmarking your Niche Blog. 😊

Social Bookmarking your Niche Blog

In this chapter we will look at Social Bookmarking for your Niche Blog.

Social Bookmarking can be a powerful tool for generating good traffic and backlinks to your Niche Blog that in turn will help you with Search Engine Rankings.

There are many Social Bookmarking sites online, I would suggest the following sites you use to begin with:



www.Digg.com

Click '**Join Digg**' follow the sign up instructions and verify your account.



Click '**Submit New**'

A form for submitting a new URL. It features a green button labeled 'Enter The URL' above a text input field. The input field contains the URL 'http://doggroomingtools.net' and has a yellow border.

Enter your '**Niche Blog URL**'

Click '**News Article**' and '**Click Continue**'



Complete the Niche Blog title and Description click continue.

You will now have submitted your Niche Blog to Digg 😊



If people like your site they will 'Digg it' to let others know, as you can see from above they can also share via other Social Media such as [Facebook](#) and [Twitter](#), this in itself can be very powerful for traffic, and I would suggest you create accounts at both (**You may want to ensure your username is Niche Related, so as to maybe join niche groups or people interested in your Niche can find you** 😊).

On a side note, I will quickly show you the power of using Social Media, I see your site and like it, I want to share this for example on Twitter, I click the link and login:



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I send a 'Tweet' about your Niche Blog, from this account that is to over **11,000** people that will see your Niche Blog, imagine if they in turn '**retweeted**' your '**tweet**' to their followers and so on, are you getting excited yet? On a serious note it will be powerful stuff ☺.

The next Social Bookmarking site I would recommend is:



Mixx.com

Click 'Sign up' and follow the registration instructions, once you have done that, it is time to submit your Niche Blog.



Click '**Submit a Link**'

Submit a New Link

Page URL

You then want to select '**Story**'



Niche Blogging Riches

Click '**Continue**' then enter your URL and short description:



After this it is rinse and repeat with other Social Bookmarking Sites visit: SocialMarker.com. In the next chapter we will look at creating Press Releases 😊

Press Releases for your Niche Blog

In this chapter we will look quickly at the tool of issuing a Press Release for your new Niche Blog.

A Press release is basically a short article about your Niche Blog launching.

You may be wondering what I include in a Press Release. It would be important to include the following:

- 1. Keyword Title Site Launches**
- 2. Your name and business name, location.**
- 3. Name of product and included your Niche Blog URL**
- 4. Include a quote from you explaining your goals for site**
- 5. Items or Item advertised on site, give some stats if possible.**
- 6. Advertise the fact free shipping if applicable.**
- 7. Finishing paragraph with product and Niche Blog URL**

Here is an example of a Press Release:

Dog Grooming Tools Site Launches

Dog Grooming Tools, an Internet marketing company based out of United States, has announced that they are launching a new website that will feature information on the best Dog Grooming Tools available to help you keep your treasured dog primped and pampered.

The new website can be found at www.doggroomingtools.net.

"The goal of this website is to give interested customers the convenience to be able to find the information they want about these outstanding Dog Grooming Tools put out by the best Manufacturers," said Tommy McLaughlin, founder. "These items are very popular and so we have setup this review website that is an affiliate site."

They also wanted to point out that his company is in no way a part of Amazon Inc. It was added that this is strictly a review site setup to refer potential, interested customers to the products they want.

The website will have reviews of all the best products from de-shedding Tools, dog baths and other pampering tools to keep your dog looking a million dollars.

It was also pointed out that most Dog Grooming Tools can be shipped for free, which can be another reason for shopping online for your Dog Grooming Tools.

For more details on the latest Dog Grooming Tools visit www.doggroomingtools.net.

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So you now have your completed Press Release, it is time to get them submitted and get some interest and traffic for your Niche Blog.

The first Press Release Site I would recommend would be:



[Free-Press-Release](#)

Rather than listing how to use the site, they supply a help video taking you through every step (click image below):



Another good Press Release site you could use would be:



[PRLog](#)

After you have repeated the steps of sign up and submitting your Press Release, it will be a case of rinse and repeat.

You can find more Free Press Release Sites by [clicking here](#) 😊

Web 2.0 Sites for your Niche Blog

In this chapter we will look at some Web 2.0 sites that can be used to help create quality backlinks and generate traffic to your Niche Blog.

The first web 2.0 site I would recommend would be [Blogger](#) , this would be used for the purpose of creating backlinks to your Niche Blog.

You can find this in your control panel within your Google Account:

 [Blogger - Settings](#)

 [Google Mail - Settings](#)

This will take you to the create a blog screen:

Blog title	<input type="text" value="Dog Grooming Tools Website Laun"/> <small>Your blog's title will appear on your published blog, on your profile.</small>
Blog address (URL)	<input type="text" value="http://doggroomingtools"/> .blogspot.com Check Availability <small>This blog address is available.</small> <small>The URL you select will be used by visitors to access your t</small>
Word Verification	 <input type="text" value="vascr"/> 

I would suggest you should always use your keywords within the Blog Address (URL) , as you can see I have used :

Doggroomingtools.blogspot.com

Niche Blogging Riches

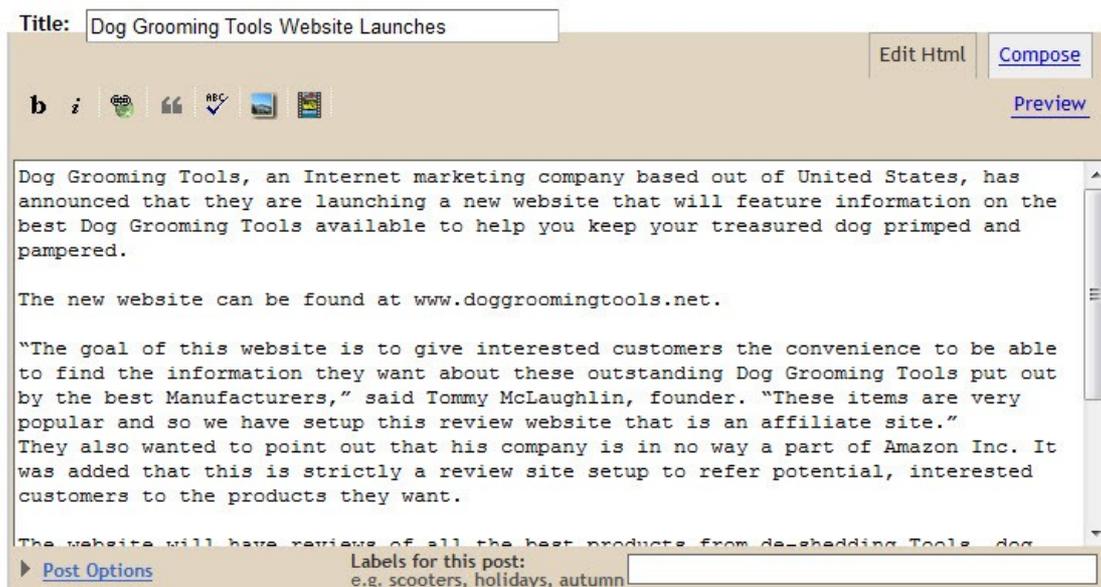
Next step is to choose a template:



and as simple as that Blogger creates your Blog:



You can now create a blog post, however if you have saved the PR Release then this could be used a first blog post 😊

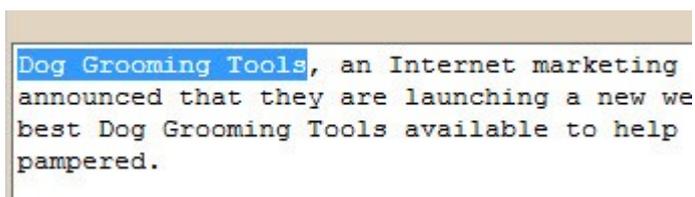


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Fast and easy now before you publish what we want to look to do is create some backlinks to your main Niche Blog.

What we need to look for within the Blog Post is your Keyword phrase, for this example it would be **Dog Grooming Tools**

Highlight your Keyword Phrase:



Then click the **weblink icon**:



This will bring up a scripted window, enter your **Niche Blog URL**:



Script Prompt:

Enter URL:

Press OK

You have created a backlink ☺ :

Dog Grooming

[Dog Grooming Tools](#), an States, has announced that t information on the best Dog

Niche Blogging Riches

After you have finished creating your post, all you have to do is
Enter some keywords:



Lastly publish post, and it is job done for the first web 2.0 Site ☺

Again it can be a rinse and repeat, by [clicking here](#)

Another Web 2.0 site I would recommend is always guaranteed to get
high Search Engine Rankings is:



[Squidoo](#)

Click **Sign Up** and complete your details:

Step 1: Sign Up

First Name:

Last Name:

Your Email:

Retype your email:

Niche Blogging Riches

You would then look to create your Lens, remember to use your keywords phrase:

 [CREATE!](#)

Hit the **Create Button** and follow the step by step instructions.

You can then personalise your lens by adding modules:

For example :

You Tube Module if you wanted to add video to your Lens:

New YouTube vids



This module is empty. Please click edit to start adding content to it!

Just click edit and paste your You Tube Video URL ☺

You would then follow the steps shown for your Blogger Account, create your article, ensure you have your keyword backlinks and web address links within Lens ☺

Last step would be to publish Lens and I bet you have guessed it

Rinse and Repeat!

Conclusion

So there you have it your own Niche Blog, the above is just an example of a set & forget model.

Once you get more confident, you will no doubt look to venture into creating Niche Blogs for other products, whether it be from ClickBank, PayDotCom or CJ.com etc.

You can see another Niche Blog model I created for a ClickBank product [here](#) .

I hope you have found this eBook helpful and wish you every success in building your own Niche Blogging Empire ☺

Good Luck!

*Tommy
McLaughlin*



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