

GUIDE TO HIGH INCOME BLOGGING

Time to stop living paycheck to paycheck.
Secure your financial future in these uncertain times.

FREE eBook
Chapter



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Have Faith, take Action

-Jennifer-

SEO (Search Engine Optimization)



This chapter is a secret that I almost did not want to share but I am not afraid of competition and that is why I am still sharing it with you.

A Note on driving traffic to your blog:

Driving traffic to your blog and having tons of readers visit your blog daily is easier said than done. We all know it is not enough just to know what to do, but it is more important to know how to do it.

Most people struggle with driving traffic to their site and realize only after some time they have no clue how to effectively drive massive traffic to their site. There have been countless so-called gurus who give people the impression that once they have learned how to drive traffic, they will immediately start making tons of money.

The reality is more like this: After learning how to drive a little bit of traffic themselves, people get excited that they could get some people to visit and read their blog, subscribed to their list simply by applying all the required steps.

After a few weeks and months, they then realize that the amount of traffic they drive to their sites is not enough to become profitable and highly successful in a short period of time. They start to feel that it

would take a year or longer before they can create full time income. That is the point when people tend to give up on whatever they initially were so motivated to accomplish.

Most people want to make money NOW and don't have time to wait years before making a full-time income.

Many people get excited once they reach 100 subscribers. But unfortunately, these numbers are not going to translate into a full-time income.

There are several ways to drive traffic to a blog. In Part 4 of the course I will show you the fastest way to drive a lot of traffic to your site.

Search engine optimization also called SEO is all about getting your blog found on google and other search engines like Bing.

There is no point of having a great looking blog with a solid Sales Funnel, if no one can find it on the Internet.

As you know by now, Google Keyword Planner is a great tool that helps you to find the right keywords for your blog posts.

For people to find your blog on the search engines like Google, Bing and Yahoo, you need **SEO optimized blog posts with the right Keywords and Meta Data.**

In addition, you would also want to make sure you use the exact Keywords Strategy with the Google Keyword Planner (see Lesson 20)

Here is my SEO Secret Strategy that works every time:

- Your Main Keyword needs to be in your blog post title & Meta title

Extra top secret: Add the Keyword twice in the title

Sample Blog Title:

How to build a Chicken coop: Learn how to build a Chicken coop fast

- Your Main Keyword needs to be in your blog post Meta description

-Your Main Keyword needs to be in your blog post Meta Keywords(tags), together with related keywords

- Your Main Keyword needs to be in your blog post URL

-Your photo files should have the keyword as a file name

- Your Main Keyword should be in your first paragraph of your blog

- Add the Alt Text for your image (use the main keyword or a related one)

- Your Main Keyword should be seen throughout your blog post content with a 2-3% density.

You can check the density of your blog post online. Currently I am searching for a new density checker tool myself as the one I was using has been disabled. Once you find a keyword density checker tool, simply copy paste your blog post and add the keyword to check on the keyword density. This is just an added bonus information, but the main thing is not to stuff your keywords and add them too many times in your blog because this can have a negative effect on SEO and will not help you rank high.

IMPORTANT STEP before you start blogging that will help you rank:

-Sign up with Google Search Console

-Go to: search.google.com/search-console

-Submit your website to the Sitemap

-After every blog post, **I also manually go to the search console and I submit my blog post url for url inspection and then I request indexing**. This helps the blog posts to rank high faster. So that together with the Keyword Research strategy in the Google Keyword Tool is my secret to ranking on Google 1.

Additional BONUS

(just for you)

Lesson 2

Daily/Weekly Pro Blogger to do List (Job Description)

I decided to write this Lesson because I think it is important to stop for a moment and just think about what you are getting yourself into. **Just like you would not start a new job unless you have seen the job description, in the same way you should not start a blogging business unless you know what it takes and what is required to succeed.**

If you purchased this eBook then you most likely **want to make money with your blog. That is only going to happen if you take blogging seriously and don't just treat it as a side hobby.**

That is why I thought it would be a good idea to write a sample job description of a successful blogger.

I want you to know that Blogging does not have to be your main passion. Rather, it can be just a great tool that brings financial freedom that allows you to follow your passion and your calling without having any financial stress. Of course, it is also important that you enjoy the work you do, but know this, **your blog business is usually not your main calling in life, but for many like myself, it is just a tool that can bring financial freedom.**

If you are serious about making money with your blog, then you need to find out what a professional blogger does. Let's take a look at the job description. It will show you what you should be doing on a daily and weekly basis as you work on your blog.

JOB DESCRIPTION: PROFESSIONAL BLOGGER

Location: The comfort of your home or anywhere you desire.

As a professional blogger your goal is to add value to your readers life. You will be responsible for conceptualizing, writing, editing and promoting content, as well as monetizing, promoting and managing your blog.

Main Responsibilities

- Brainstorming and researching ideas
- **Writing quality Blog Posts Daily (or min 3/week) This is your Number one money making activity**
(it is 2024 and you can even get help from Chat gpt, but stay original)
- Use Google search console (sitemap, indexing of blog posts)
- Finding Suitable photos for blog posts
- Editing and improving Blog Posts to increase google ranking
- Engaging and connecting with readers
- Creating and promoting digital or physical products
- Finding affiliate offers to promote on the blog
- **Using Facebook Ads Manager or Google Search Ads to advertise and drive traffic to the Blog (Second most important Money making activity)**
- Implementing SEO (Search Engine Optimization)
- Managing and updating the Sales Funnel
- Testing of marketing and promotional methods
- Tracking and analyzing Results
- Outsourcing and assigning tasks for virtual assistants
- Using YouTube Videos to get additional free traffic

Required Skills:

- Creative thinking
- Experience/Knowledge in the main Blog topic/niche
- Good organizational skills
- Writing Skills

Your Background:

- Not important

Desired qualities:

- Willingness to keep learning
- Self-motivated
- Reliable
- Consistent

Tools needed

- Laptop/PC/Phone
- Email Marketing Platform: Shopify or sign up with ConvertKit, Mailchimp, etc.
- Shopify or Wordpress (I have better results with Shopify)
- Canva.com and Microsoft Word
- Social Media Platforms: FB, Youtube, TikTok, Instagram, Pinterest

Your Benefits

- Work from the comfort of your home
- Doing what you enjoy and getting paid for it
- Residual income allows you to follow your passion, other interests
- More time with the family
- No more 9 to 5 Job stress, manage your own time
- Great opportunity to help people and be a blessing to others