



HOW TO CREATE

a successful blog

BY MELISSA JAYNE

Welcome!

In this Ebook I am going to teach you how to create a successful blog and we will discuss everything you need to know.



Meet The Author

Hi! I'm Melissa I am the author of this book. I am the creator of the blog www.itsmelissajayne.com. I started blogging in 2017 and began consistently posting and have grown my blog ever since.

I get questions every day on how I created the blog, what provider I use, what plugins i use and most importantly how i make money!!!



Blogging Platform

First step is to choose your blogging platform.

There's a lot to choose from. You are able to create a blog with many different blogging platforms, such as WordPress, Tumblr, Blogger and more...

I personally use Wordpress heres why:

It's FREE for everyone to use (including themes, layouts, and add-ons that many other blogging platforms don't provide). It's super easy to set up, secure and highly customisable. While the other blogging platforms are good, nothing, in my opinion, has ever come close to matching the freedom and customization options that WordPress offers. So without a doubt, go with WordPress. Especially when you are just starting out.

Getting Your Domain Name

Your first step is to get a domain name:

A domain name is your personal blog address where people will find you over and over again.

You will need to find a hosting site:

Web hosting – This will be the home of your blog address and content that's on the blog. Without web hosting, you'll be unable to use your domain. Think of it as a computer hard drive that stores all your content on your blog (images, blog posts and so on). The cost of web hosting is usually somewhere between £2-£5 a month.

Its an important investment to make your blog successful.

Blog Hosting

- For Blog Hosting you need to choose your hosting provider, I use Fast Host as i feel they are the most reliable and professional providers.

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There are other hosting providers:



TSOHOST

Why you shouldn't create a blog on a free blogging platform

Think about it – what famous, successful blogger you know is using a free blogging website like “makeuplover.freeblogs.com” instead of their own domain name like “makeuplover.com”.

Also you wouldn't be aloud to advertise on there and its just not secure and professional.

If I were you, I'd start with a self-hosted blog on my own domain from day one. Setting up a blog like this is WAY easier and less expensive than you think.

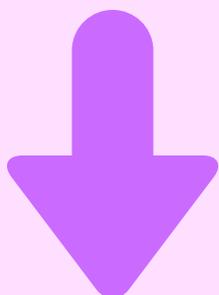
Log in and check out your new blog

Once you register your domain name with Wordpress you will get an email with a link, click on that link and it will take you to your new blog.

Congratulations – you now know how to make a blog using WordPress. You've installed WordPress and set up your blog, all on your own! As you can see, it was really easy and straightforward.

Now go tweet @melissajaynexo I've created my blog using your ebook.

And we will move on to the next steps!



Designing your blog

In this section I will show you some wordpress blog basics including:

Changing your blogs design/ themes

installing plugins

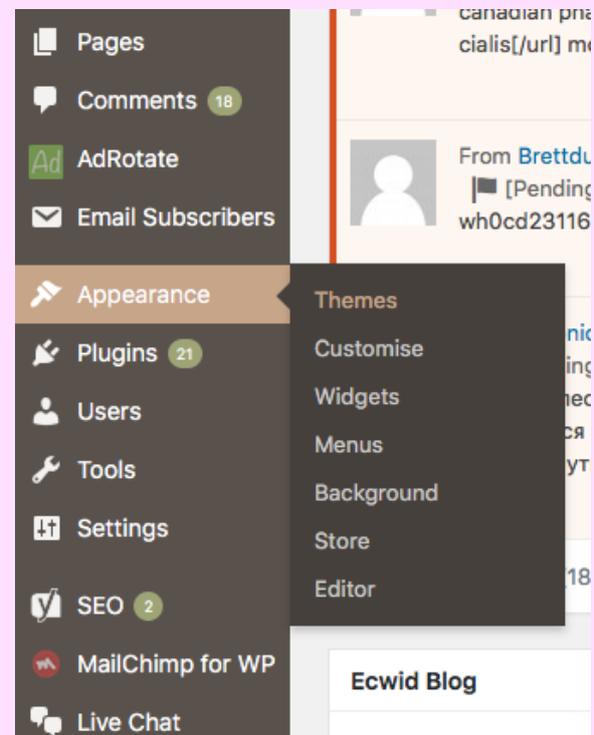
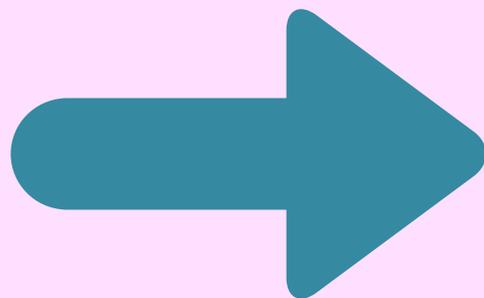
Making your blog search friendly

If you've set up your blog, you're now ready to start using WordPress and customizing your blog. I promise – it'll be pretty easy and fun at the same time.

Themes

Themes

To install your theme, you will need to go to the Dashboard appearance tab and go to themes. It will bring up loads of themes that are already installed if you don't like any you can click add new and you will find more themes to install.



Click install on the theme you want and you will now have a theme on your blog of your choice.

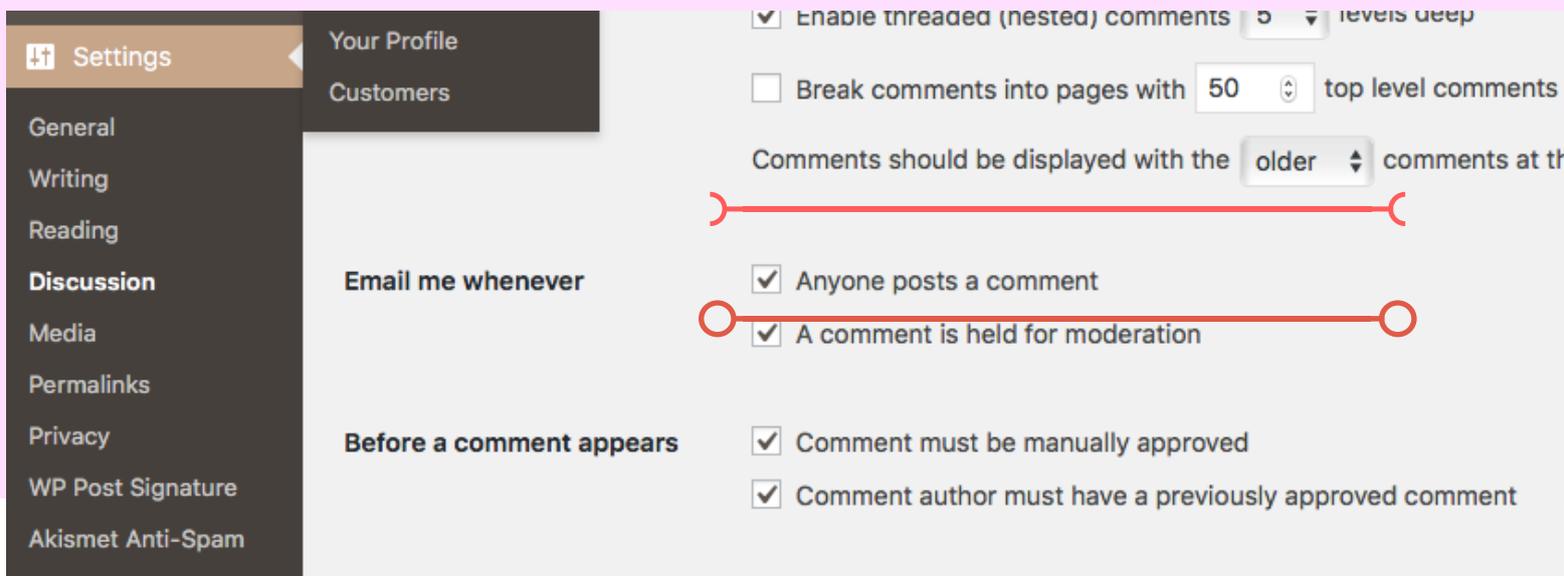
Stopping Spam

Now i get questions on the daily about spam, "are there any blockers and do i get spam?"

Yes! its annoying so heres what to do:

2. Spam comments – Unfortunately, lots of people want to leave automate spam comments on your blog. They do that for a couple of reasons – to get people from your blog to their blog and to advertise their services/products.

To avoid that, make sure you moderate your comments. Here's how to do that: Go to "Settings" -> "Discussion" and tick those two options that are underlined.



The screenshot shows the WordPress Settings interface, specifically the Discussion tab. The left sidebar lists various settings categories, with 'Discussion' highlighted. The main content area shows several options for comment moderation. Two options are circled in red: 'A comment is held for moderation' and 'Comment must be manually approved'. A red line also highlights the 'Comments should be displayed with the older comments at the top' section.

Settings

- Your Profile
- Customers
- General
- Writing
- Reading
- Discussion**
- Media
- Permalinks
- Privacy
- WP Post Signature
- Akismet Anti-Spam

Email me whenever

- Anyone posts a comment
- A comment is held for moderation

Before a comment appears

- Comment must be manually approved
- Comment author must have a previously approved comment

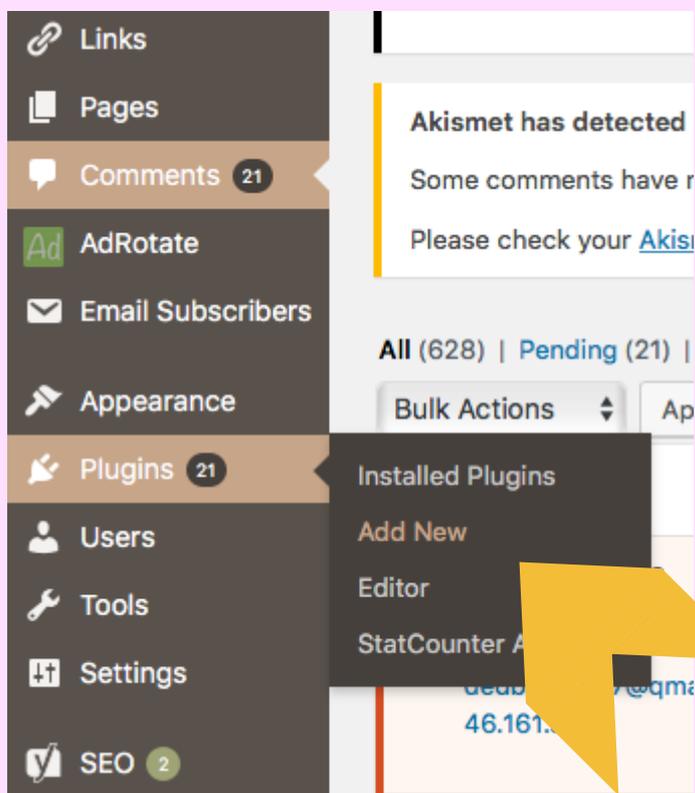
Enable threaded (nested) comments 5 levels deep

Break comments into pages with 50 top level comments

Comments should be displayed with the older comments at the top

Adding Plugins

To add plugins you need to go to the plugin section on your dashboard and hover over this, you will then see a button that says add new.



Then type in the search button what you need.

We will go onto what plugins there are in the next page.

Plugins + Google Analytics

You can add plugins like google adsense plugin, google analytics tracker, themes, email subscribers etc.

To add google analytics into your blog, you will have to search for "google analytics" and install this.

This will show you how many visitors you get to your blog and how much engagement, it will also show you where they are from countries and county etc and how they are finding your website, whether through social media or webs search.



The screenshot shows the WordPress.org plugin page for "Google Analytics Counter Tracker". The page features a header with a white mountain-like graphic on an orange background. Below the header, there are tabs for "Description", "Installation", "FAQ", "Changelog", and "Reviews". The main content area is split into two columns. The left column contains a description of the plugin and a list of data it tracks, including Audience Overview (Sessions, Page views, Users, Page views per session, Session duration, Bounces). The right column contains technical details such as Version (3.5.7), Author (WPAdm), Last Updated (7 months ago), Requires WordPress Version (3.9 or higher), Compatible up to (4.9.6), Active Installations (40,000+), and an Average Rating of 4.5 stars based on 102 ratings.

Google Analytics Counter Tracker

Description Installation FAQ Changelog Reviews

Google analytics counter tracker – analyse the visitors hits on you homepage and display it graphically

The Google Analytics Counter Tracker plugin include this data:

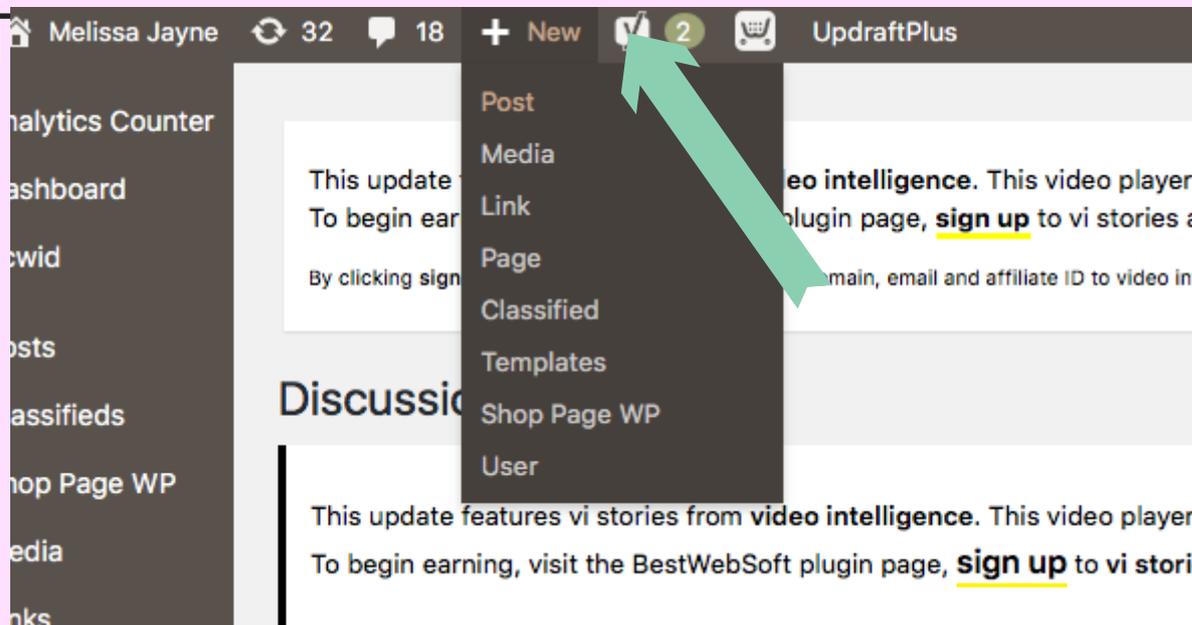
- Audience Overview:
 - Sessions
 - Page views (Pageviews)
 - Users
 - Page views per session
 - Session duration
 - Bounces

Version: 3.5.7
Author: [WPAdm](#)
Last Updated: 7 months ago
Requires WordPress Version: 3.9 or higher
Compatible up to: 4.9.6
Active Installations: 40,000+
[WordPress.org Plugin Page »](#)
[Plugin Homepage »](#)

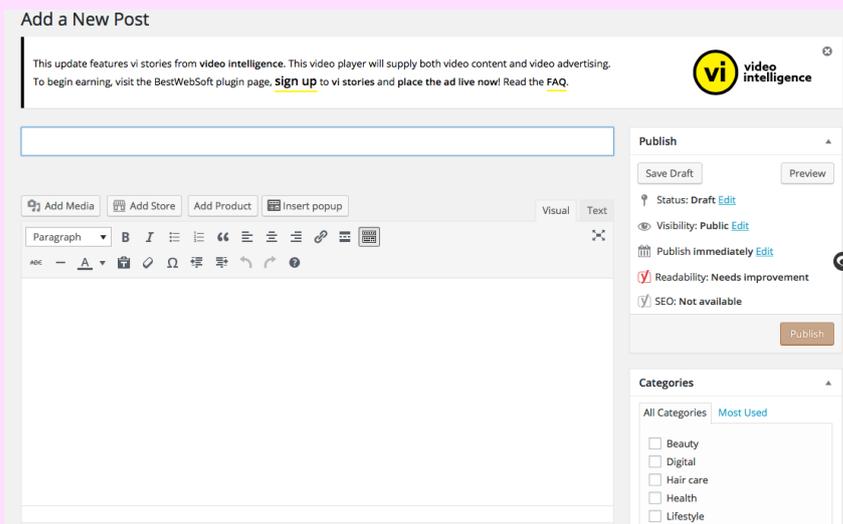
AVERAGE RATING
★★★★☆
(based on 102 ratings)

Adding/Writing Blog Posts and Pages

- How to write a post in WordPress
- How to add images, links and format text



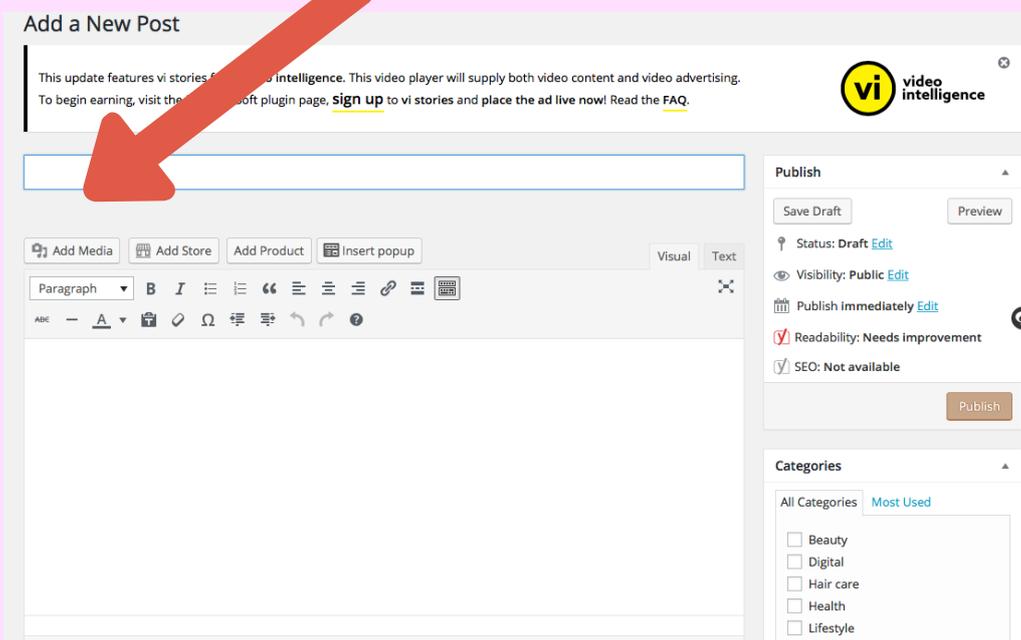
From there you will start your post, you need to choose a title.



Adding posts

Now you have your title, you want to start writing your post. Choose your niche and write about whatever you want. whether it is for a hobby or you want to make a business out of your blog you must keep it professional and clean.

When you have wrote your first post you can then add pictures and links.



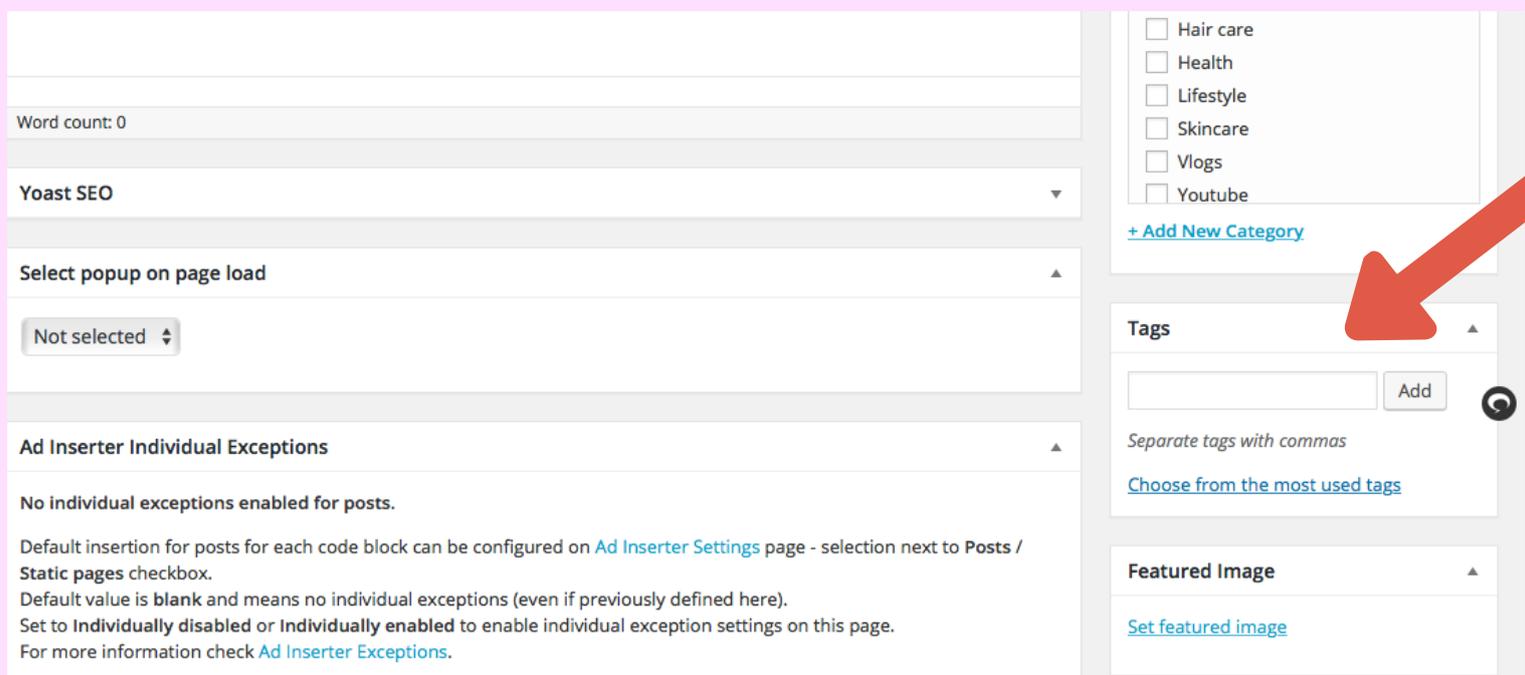
The screenshot shows the WordPress 'Add a New Post' editor. At the top, there is a notification about video intelligence and a 'vi video intelligence' logo. Below this is a text area for the post title, which is highlighted by a red arrow. The editor includes a rich text editor with various formatting options like bold, italic, and link. On the right side, there is a 'Publish' sidebar with buttons for 'Save Draft', 'Preview', and 'Publish', along with status and visibility information. Below the 'Publish' sidebar is a 'Categories' sidebar with checkboxes for 'Beauty', 'Digital', 'Hair care', 'Health', and 'Lifestyle'.

Adding Tags

Adding tags in your blog post is very important because this is how people will find you and you will rank in the search engines.

The tags are important also because it will give your blog post a meaning.

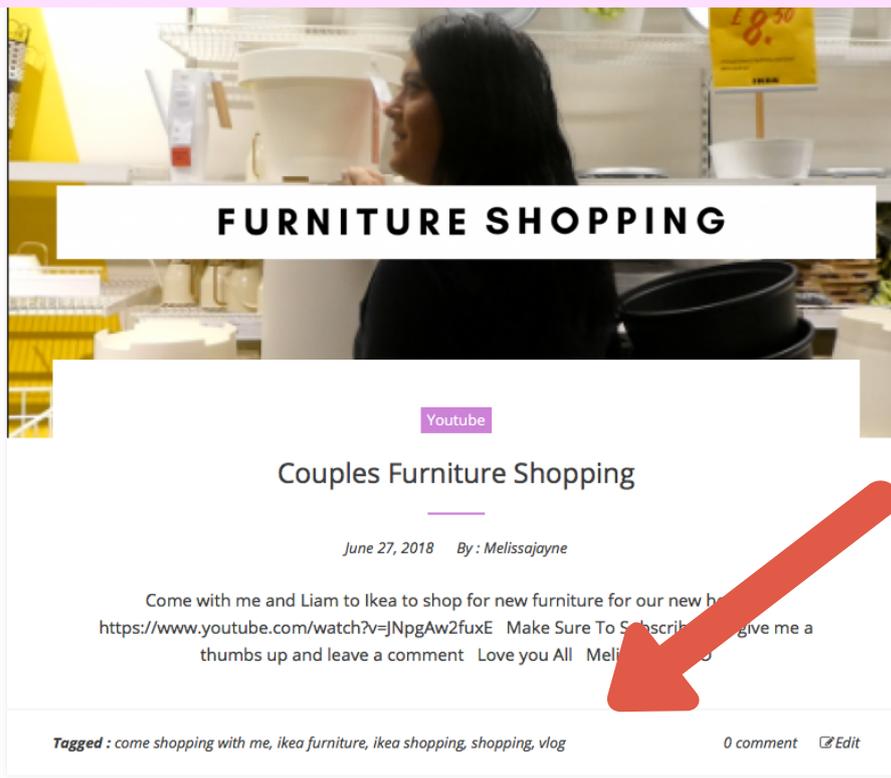
So if your post is "how to make money blogging" the tags you need to use are "how to make money blogging", "making money blogging", "making money online" etc.



The screenshot shows the Yoast SEO meta box in a WordPress editor. The 'Word count' is 0. The 'Yoast SEO' section is expanded, showing 'Select popup on page load' set to 'Not selected'. Below this is the 'Ad Inserter Individual Exceptions' section, which is currently empty. To the right, the 'Tags' section is visible, featuring a list of categories: Hair care, Health, Lifestyle, Skincare, Vlogs, and Youtube. Below the categories is a '+ Add New Category' link. The 'Tags' section has an input field and an 'Add' button, which is highlighted by a red arrow. Below the input field are the options 'Separate tags with commas' and 'Choose from the most used tags'. At the bottom of the meta box is the 'Featured Image' section with a 'Set featured image' link.

Featured Images

In your blog post I would recommend adding a featured image, this will be an image relating to your post that people will see when they go on your website. It is exactly like a thumbnail on youtube. You want people to click on it.



There is my featured image because my post is a youtube video directing people to my youtube channel to watch this video, you can also see the pages I've used.

Structure your blog

How often should I post?

I get asked this all the time.

If you want to make your blog in to a business that maybe works along side your youtube channel than I would suggest atleast 5 times a week.

If you are just wanting to dip your toe in the water see if blogging is for you, once a week or twice. Just all I want to say is keep it consistent. The only way to gain traffic is when people see you are consistent and they will know when you are posting and will want to come back.

If this is just a hobby for you, then you don't need to take it seriously. If you want to make a living from your blog and earn money and make it a success keep reading!

Monezing your blog

How do you make money from blogging?

- Advertising
- Affiliate links
- Sponsored posts
- selling digital products/ merch

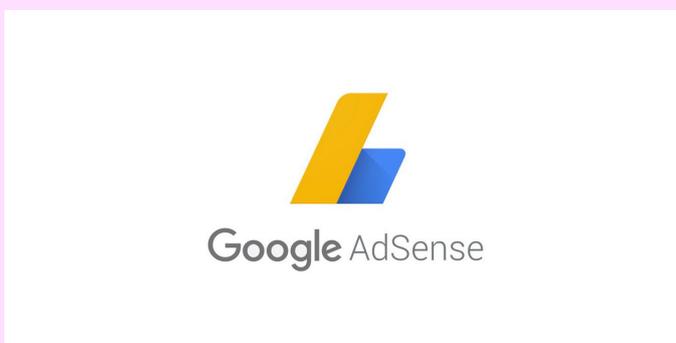
You can add adverts on your blog which allows people to click on them, once they click on them you will get money from whatever provider you are using. Unless you have got thousands of readers and visits a month you won't earn much but everything takes time.

AdSense

As we have previously discussed, you can add adverts in to your blog. To do this you can use AdSense.

What is AdSense?

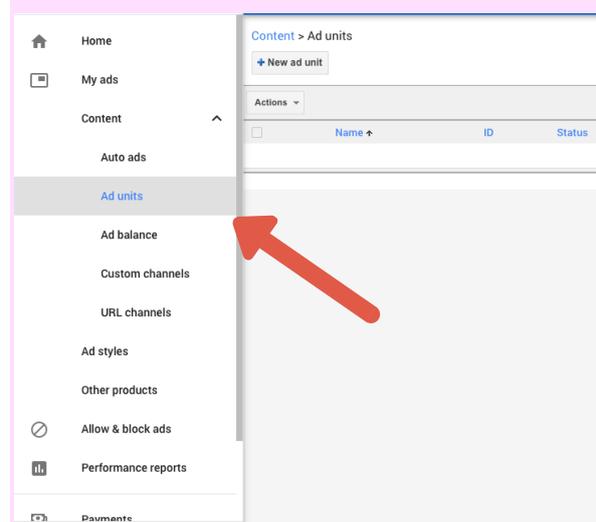
Google AdSense is a CPC (cost-per-click) advertising program that allows publishers (anyone wanting to put ads on their websites) to insert a small amount of HTML into their sites.



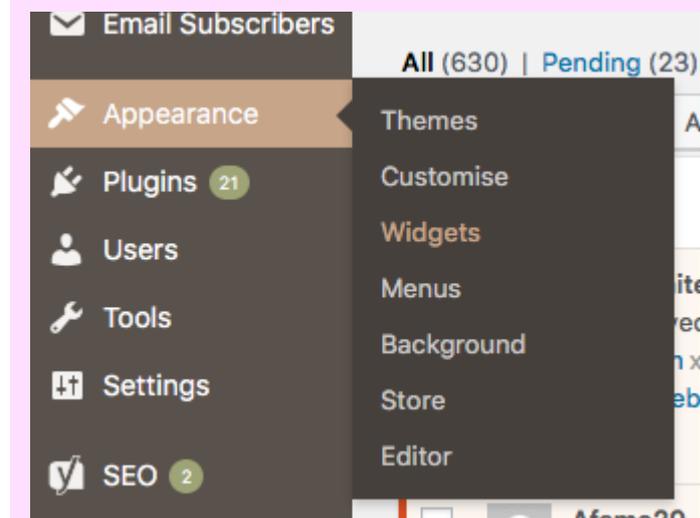
To do this you will need to make an adsense account the same email address as the one you are using for your blog.

Adsense Part 2

Then you will go to [ad:units](#), then follow the instructions and create your desired ad.

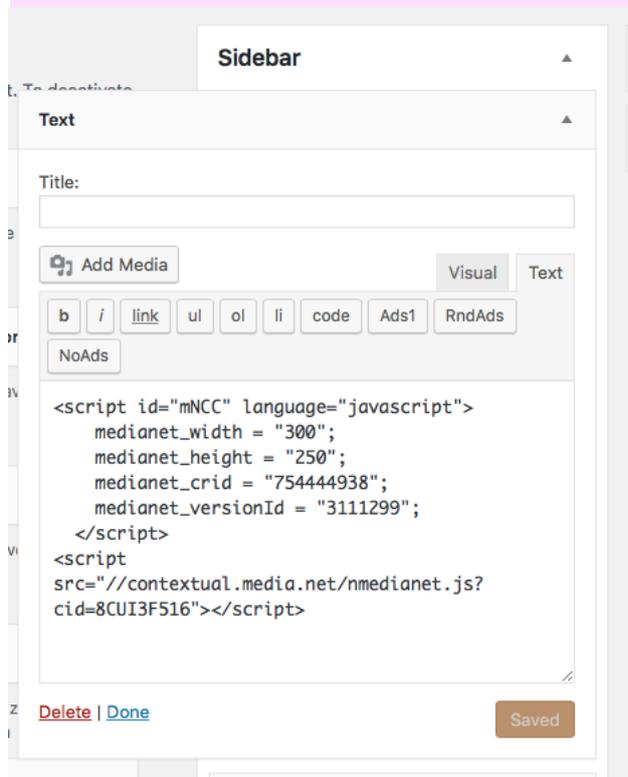


You will then see a code that you will need to copy, you must copy and paste this in to a text file on your blog. Go to Appearance and hover on to widgets.



AdSense Part 3

Then you will see a section saying text, click on that and paste the code that AdSense provided you with in there.



Click save and you are done, your add can take up to 30 minutes to show up. You have now monetised your site.

They are other ways of monetising your site, if you want a ebook on just how to make money. Let me know and I will definitely make one.

CONGRATS!!!<3

*Thanks For
Reading!*

Get more!

www.itsmelissajayne.com

Questions, comments?
enquiries@itsmelissajayne.com