

# BLOG for DOLLARS

The Secret Formula to make your blog pay!!

**Created By:**



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## Introduction

The internet had witnessed in the past years a new type of cyber communities known as BLOGS. In a blog everyone is a webmaster who can share jokes, ideas, emotions, advice, and anything that can be translated into words; making them popular sites that are visited about 10000 times a month!!

In this ebook we teach you how you can create your OWN blog, make it as popular as possible, and at last how to MAKE MONEY.

Before you start reading the rest of this ebook we would like you to note that building a successful blog will never be instant. Any blog (or any other website) consumes a lot of time and effort to become popular and successful thus to create revenue. So if you are looking for an instant get rich scheme then this book is not for you!!

In this book we guide you through 10 essential steps to create a successful, interesting and profitable blog that can, at the end, generate money 24/7 even if you are asleep. How is this possible???

Well, you are going to find out in just 10 seconds. We are just asking you to spare us a small fraction of your precious time to read and to fully understand everything included in this book.

Antoine Maalouf  
Director of ATMleb

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# Step 1

## Setting Up Your Blog

Blogging is a lucrative source of profit and blogs are easy to set up and maintain. Imagine a life where you are paid to write on stuff that interests you, whenever you want, wherever you are. The mere flexibility of blogging makes it easy for you to just kick back, relax and go on a vacation whenever you feel like it.

In this step, we are going to look into the profitability of a blog and set up a blog of our own at no cost! Interested? Read on!

First, we need to obtain a blog. There are several options – host a blog on your own domain or get a free blog. For starters, let's talk about the free blogs. You can obtain a free blog at [www.blogger.com](http://www.blogger.com) or the newer (and better!) [www.wordpress.com](http://www.wordpress.com). If you are a techie, you must have heard of Wordpress, a free blog engine that is robust and infinitely expandable.

Blogger.com is actually owned by Google, so it will be detected on Google's radar faster and you will be indexed faster. Wordpress.com, however, is a relatively new option so I have no comparison on the speed of getting indexed by search engines. However, Wordpress is better in the sense that it has more advanced features such as Trackbacks and Categories. You can also manage your sidebar links more efficiently (more about this later).

Get a free blog at either Blogger.com (<http://www.blogger.com/signup.g>) or Wordpress (<http://wordpress.com/signup/>). Then, familiarize yourself by posting your first post on your blog and tinkering around with the options and templates.

Here are a few common “blog-related” words to help you out:

- 1) Permalink – Permalink stands for permanent link, which is a URL (uniform resource locator) that leads to an individual post that you make in your blog.
- 2) Trackback – When you post about someone else's blog post elsewhere, your post will show up in their “trackback” section. This feature, however, is not available with a Blogger.com account.
- 3) Pinging – Blogging seems to be paired with pinging almost every time either one is mentioned nowadays. Pinging is actually the action where a certain aggregator is notified whenever your blog is updated, so that the aggregator may show the newest

post of your blog on their website. This is a useful way to gaining traffic, which we shall discuss later.

For now, I shall leave you testing out your new blog and the features that come included with it. In the next steps, we shall discuss the many ways we can gain profit from a blog, as well as tips on how to write posts that keep visitors glued and keep coming back for more!

## Step 2

### Blog Content

Today, we're going to discuss the type of content that is suitable for your blog in order to make it profitable. First off, I want you to understand that there is no fixed scope that your blog should have, which means you can write about whatever you're interested in.

However, the difference between a profitable blog and a non-profitable blog is the way the blog is written. Just imagine, would you prefer to read your university professor's lecture notes or the latest novel by your favorite author?

You may prefer to read the novel because it appeals more to your interest, or because it is not as mind-numbing as the lecture notes by your professor. However, the most important point is people like to read "light" stuff most of the time. You see, when people log on to your blog, they are not only looking for information – they are also looking for information they can obtain easily, and better still in a relaxed manner.

So, to attract more visitors as well as to keep your current visitors coming back for more, it is very important to add a human touch to your blog posts. This can be done by simply imagining you're talking about a certain topic with your personal friend. An extra bonus for your readers would be a great sense of humour, so try to add funny comments in your articles where they are suitable.

Another important key point is to avoid addressing your reader as a plural unit. What I really mean is you should not write as if you're preparing a speech. Instead, you should write as if you're having a conversation to a single person because this will make your visitor think of you more as a personal friend rather than a person of higher authority.

Besides that, it is also very useful to establish your own personality through your words. Human beings are very curious creatures, so naturally your visitors would want to know as much about you as the information you're offering them.

Having a distinctive personality in your blog would make a world's difference between your blog about gadgets and all the other blogs about gadgets out there. This is a lot like creating your own brand name, where people immediately remember your blog's name when they need to find out information about gadgets, just like how people immediately think of McDonald's for fastfood or Nike for sportswear.

So, the lesson for today is to simply write as an equal friend to your visitors, write to them as if you're talking to a single person and establish your own personality on your blog.

## Step 3

### Blog Content Brainstorming

Face the fact – your blog needs to be regularly updated to maintain its readership! Hence, you must always find fresh topics to write about, and we're going to discuss how to do just that in this step.

We have discussed how to write attractively, so now we are going to discuss what we are going to write on. The very first option that I think a blogger should write on is a topic that he or she feels passionate and interested in. You've chosen to make blogging your career because you want to escape a mundane job – forcing yourself to write about something that you're not interested in is as torturous as as your mundane job!

The other reason I ask you to write about something you're passionate about is because your feelings and emotion shows through your writings! If you feel indifferent to a certain subject but still write about it just for the sake of it, your readers will notice it. Remember the advice about writing with a personality? Forcing yourself to write will not establish a welcoming style at all.

Once you have chosen your main theme, start posting to your blog about it and make it a habit to post at least once every day, even if it's only a comment on the newspaper article you read today. Think of yourself as a gigantic train. It takes a lot of effort to get you moving. First, you might just budge an inch, and later trudge slowly on until you finally reach your full speed. Then, it'll take a lot of effort to stop you instead!

However, no matter how well you know your topic, your brain is bound to get exhausted over some time, so here are methods to brainstorm for content for your blog.

- 1) The very best way to brainstorm is to see what other bloggers have to say about stuff happening in your field of discussion. And the very best way to find related blogs is to use <http://blogsearch.google.com/> or [www.technorati.com](http://www.technorati.com). There are other decent search tools too, you just have to look around. From other blogs, you can gather more knowledge on your subject and you can also comment on what others have to say on your own blog!
- 2) Once you've established contacts with other bloggers in your field, you'll have quite an unexhaustible "conversation" ongoing, so you'll not need to actively search for content to write about. However, if you're still stuck, search for news articles related to your niche in the local newspaper or online through sites like <http://news.google.com> and <http://news.yahoo.com>.
- 3) You can also have conversations with people with the same interest as you in the particular niche you choose, so you will eventually build up a bank of questions and answers and interesting discussions to write about in your blog. To do this, join forums related to your niche, but don't join every forum there is out there. Stick with one or two with the biggest number of members or the one which is most focused on your niche. This will also come in handy much later in gaining traffic and generating profits.

Remember to keep up your momentum of posting at least once per day (or more if you have a lot of content to write about) so that the major search engines will know that your blog has fresh content everyday. This will attract the search engines to spider your page on a more frequent basis, hence gaining you extra traffic.

Don't worry about the paragraph above about generating traffic and search engines, because we're going to talk about that in more detail later. For now, remember to keep a consistent effort everyday and build up momentum like that of a locomotive!

## Step 4

### On Page Search Engine Optimization

Now, you should have a blog full with content you have passionately written. It should be a very interesting grapevine for the community of your chosen niche, as opposed to a lifeless factsheet.

However, no matter how delicious your content is, if there is nobody to read it you can't generate profit from it. Traffic is the lifeblood of your blog. In order to attract people, you must offer attractive information. Simple enough.

However, to get traffic onto your site, you have to think backwards. Where do people look when they need information? Yes, they search using search engines like [www.google.com](http://www.google.com), [www.yahoo.com](http://www.yahoo.com) and [www.msn.com](http://www.msn.com), to name a few more popular ones. So, to get these people on your blog, your blog needs to rank high on search result pages of these search engines. When these people search for information through the search engines and see your site among the top results, they will naturally click through to your blog!

The art of getting your blog or website onto high rankings on search result pages is called search engine optimization. It is a very complex and hard subject to master, but that doesn't stop us from learning simple yet effective techniques to conquer the search results for certain keywords. The more complex techniques are usually needed to fight for very competitive and general keywords such as "fat loss", but I'll teach you how to overcome that later.

For now, let's determine the keywords that you want to optimize your site for. For example, your blog talks about tech gadgets. Now, you'd want to check in Google whether it is a very competitive keyword. At this time of writing, there are 29,000,000 search results. Think you can beat 29,000,000 sites at your first attempt? I don't think so.

Now, let's try to narrow down our scope. Let's look for "technological gadgets" instead. At this time of writing, Google lists 792,000 results. That's more manageable, but you'd like to search for more focused keywords. However, let's optimize your blog for "technological gadget" just for the sake of learning.

First, you have to pay attention to the title of your blog. Since you're optimizing for technological gadgets, you need to have that exact phrase in your blog title. For example, a line like "Your Best Technological Gadget Blog!" would work great. You can change

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the title of your blog in the Blogger control panel or the Wordpress blog when you're creating it. If you're proficient with HTML, you can even do that on other blog engines like Moveable Type. Bottom line? Learn a little HTML!

Other than that, your page heading should also contain the term you're optimizing for. The page heading is the bit of text in your code that is enclosed within the `<h1>` and `</h1>` tags. This is important as it tells the search engines what your page is about (in this case, "technological gadgets"). Since we're posting a blog, the `<h1>` `</h1>` tags are usually the post titles, so remember to include the term there whenever relevant.

One last bit, you should also sprinkle the words "technological gadgets" in your posts whenever possible. The frequent occurrence of that phrase in your blog will hint the search engines that your blog is really relevant to that topic.

However, this is the most important bit of all. Always keep in mind that you're writing for real life people who read your blog to obtain information, so it is very stupid to spam your blog with keywords! In fact, if you do that, the search engines will end up thinking you're spamming and drop your ranking further down into oblivion... So keep in mind! Write for humans, not search engines!

# Step 5

## Offpage Search Engine Optimization

We've already optimized our blog to rank well for search results of certain keywords that we're targetting, but here comes the sad news – it affects your ranking in only very minor ways. However, don't skip this step as every little bit helps when you're competing for search engine rankings!

Now, we're moving on to offpage search engine optimization. That is, factors that are not on your blog but affect your search engine rankings very greatly. There are a lot of offpage factors, but we shall study them one by one. The first and most obvious one is the number of links to your blog.

As a general rule of thumb, the more links to your blog, the more the search engines think you are an authority in that particular niche and hence the higher they rank you. However, take care to observe the quality of the links. For example, a thousand links from totally irrelevant sites like online dating sites would not help at all because your blog is a technological product blog. In contrast, a single link from a highly authoritative site about technological gadgets will get the search engines crawling about your blog like the Feds storming a crack den...

Anyway, the most cost effective way of getting high quality links from authoritative sites is simply to ask for it. If your blog contains high quality content that is original and will provide valuable information to the site's readers, chances are the webmaster(s) will link to your blog or even write about you!

Let's talk about how we should ask these webmasters of authority to link to your blog. We're discussing this based on the presumption that your blog is really content rich and offer high quality information to anyone in your niche or topic of discussion. The most viable option would be to send an email directly to the webmaster.

First, let's look for the top sites in your niche. Simply search the major search engines for the term that you're targetting. In this case, let's search for "technological gadgets". The first few results, [www.t3.co.uk](http://www.t3.co.uk) and [www.acarplace.com/brands/gm/gadgets.html](http://www.acarplace.com/brands/gm/gadgets.html) are commercial sites, so don't bother asking. We're looking for community-based sites and other blogs that are more accessible to a complete newcomer like you. Seems like [www.gizmodo.com](http://www.gizmodo.com) would be a good option!

So, compose an email to the webmaster of [www.gizmodo.com](http://www.gizmodo.com) (whose email address you shall find on the site). They even have their AIM contact there, so it's also a good choice if you use AOL Instant Messenger. Start by stating how you came across their site (i.e. "looking for gadget information", NOT "looking for link partners!") and how you think

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their site provides valuable info. Basically, try to say something really good about their site honestly.

Then, suggest that so-and-so content on your own blog will be a nice complement to their site's content and vice versa. Put a link on your blog to their site and ask subtly if they might be able to do the same to weld a mutually beneficial relationship between the site and your blog.

Along the way, you might find people who won't even respond to your email, so forget about them and move on. Remove the links from your blog to their site if they have not responded to your email within two weeks, which is a pretty long wait.

Keep doing this for the first 30 search results that pop up, and before long you should have quite a few good sites all linking to you. In the next step, we shall explore further the more advanced offpage factors, and ways to improve them!

# Step 6

## Offpage Search Engine Optimization II

In the last step, we talked about how getting high quality links from authoritative websites in your field can boost your search engine rankings. This time, we're going to explore further into linking strategies, and how to determine and obtain "high quality" links. We're also going to talk briefly about Google's PageRank.

First, let's examine a regular link. It's a piece of text (or image, but we're going for text) that links to your blog, and some of the factors that matter are

- 1) The address which it links to
- 2) The text of the link
- 3) The PageRank of the page on which the link resides

Let's analyze this information one by one. First, you'd naturally want the link to link to your blog, but to which page of your blog? To an individual post or to your blog's home page? Since your blog is a constantly updated website, it is always wise to accumulate all

the links to point to your main page instead of individual posts because they tend to be very time-sensitive.

The text of the link also affects your rankings for a certain keyword. Let's say your blog is about technological gadgets and another site has a link that says "Barbie dolls" and links to your blog. Doesn't make much sense, right? If a lot of links that link to your site contain the terms "technological" or "gadget", it will greatly boost your rankings for those keywords. Hence, it's essential to put some thoughts when requesting links from other webmasters as you want them to link to your blog with appropriate keywords.

Now, about Google's PageRank. It's basically a scale set by Google to measure the popularity of websites. You can read more about it on <http://www.google.com/technology/>. What is interesting is that the higher the PageRank of a certain website, the more frequent Google's robots will visit the website to index it. Of course, the PageRank of a page will also help it to rank higher in Google's search engine results. In short, having a high PageRank will bring you many benefits SEO-wise.

Your blog will start with no PageRank (which is different to PageRank 0) because Google has not yet indexed your blog. Once Google's robots find your blog through links on other sites, your blog will show a PageRank of 0 and depending on the PageRank of the referring page, your blog's PageRank will also rise eventually.

Getting high-quality links to your blog will help direct targeted visitors who are interested in your niche to your blog, enable search engines to find and index your blog and ultimately rank higher in search engine results.

## Step 7

### More Traffic Sources

Getting links from other websites is not the only way to attract visitors to visit your blog. This time, we are going to explore alternative methods to attract high quality traffic with both free and paid methods.

The first thing you can do to generate traffic is to recycle all the content you have written on your blog. What I really mean is to turn your blog posts into little "manuals" or articles that help people solve their problems or offer valuable information and submit them to article directories. These article directories are like aggregators that collect

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articles of similar themes together in one place, so they receive thousands and thousands of qualified visitors every day.

When you submit your articles to these directories, you are exposing your name to the thousands of pairs of eyes visiting them for free! On most article directories, you are also permitted to include a “resource box” where you can include your contact details, a simple biography and so on. This is where you can truly leverage the traffic of the said article directories.

Some good article directories to get you started:

[www.eZineArticles.com](http://www.eZineArticles.com)

[www.ultimatearticledirectory.com](http://www.ultimatearticledirectory.com)

[www.submityourarticle.com](http://www.submityourarticle.com)

Another excellent way to gain traffic is to join internet forums that are based on your niche. To find these kind of forums, you just need to go to any search engine and enter “<your niche> +forum”, without the quotes. You would want the most focused forum with a substantial number of active members, and preferably always bustling with activity. Just check the dates of the threads posted on the forum.

When you join active forums that focus on your field of discussion and post very useful and valuable posts, your peers will start noticing you and paying attention to what you have to say. In most forums, you are also allowed to append a link to your site in the signature line, which is under every post you make on the forums. People will click and visit your blog if they find your posts helpful and informative. This way, your credibility is built even before they land on your blog, so traffic from the forums would be easier to turn into profits if your blog is selling your own products or recommending others’ as an affiliate since they are already convinced you’re an “expert” in the field.

The strategy we’ll discuss is word of mouth. Let’s say you already have a daily visitor count of 100. What if you compiled a small report or gift and posted it on your blog, saying that if a certain visitor can refer three of his/her friends to visit your blog the gift will be his/hers for free? If your small report or gift is lucrative enough, it will generate a small buzz among your blog readers and they will surely refer their friends to this blog that they frequent!

You can also utilize the “blog and ping” technique that everyone’s talking about. Basically, when you update your blog, you can let blog portals such as [www.technorati.com](http://www.technorati.com) know by pinging them. You can ping a lot of portals at once by using the free [www.pingomatic.com](http://www.pingomatic.com).

Besides the techniques described here, there are also paid methods like buying links from high-ranking pages or buying banner advertisement space. A thing to keep in mind when buying paid traffic is to always weigh your profits generated from the paid ads. If your profits do not offset the expense, you will end up losing money, so choose wisely.

# Step 8

## Monetizing Your Blog

You have been working hard to produce good-quality, original content on your blog and you have attracted a decent amount of traffic by doing so. However, money is not going to appear out of thin air just because you have traffic. You have to turn your traffic into money.

There are several ways to generate profits from the visitors of your blog, and Google's AdSense programme allows you to do so with ultimate ease. First, visit their website at <http://adsense.google.com/>. You'll find out more about their advertising programme there, but here are some extra bits I'd like to tell you.

First, Google's AdSense programme is a really useful way to monetize your blog because when users finish reading your newest post, chances are they want to leave your blog because they have nothing else to do on your blog. If your AdSense advertisement block is visible on your blog, they might see advertisements relevant to them and click on them to exit your blog. Ka-ching! You've just cashed in on your first virtual cents!

But yes, your profits will only be cents if you don't "do it right". This involves placing your Google ads in the right places and ensuring they blend in to your site so that they appear more like links rather than advertisements to your visitors. Consult the page <https://www.google.com/support/adsense/bin/static.py?page=tips.html> to see the "heat map" of your blog. The "hotter" a certain area, the greater the chances of someone looking at your blog.

Once you get a Google AdSense account, you can change the colour of your advertisement text and links. You will want them to match the colours on your blog. If your blog's text is black and the links are red, do the same for the ad blocks too! It's that simple.

Another way to earn profits from your blog is to recommend products to your readers. When your visitors buy from the merchants you recommend, you get to keep a little commission too. This is known as affiliate marketing and it is very easy to start because you don't have to create your own products or services.

Anyway, let's refer back to our technological gadgets blog example. Let's say you discover this Gadget X on a merchant's website, and they offer an affiliate programme. What you would do is to create a post in your blog and do a mini-review on this Gadget X. Rip it apart and point out its benefits and bad points, if any, and include a link (which is given by the merchant) for the visitor to purchase the Gadget X online.

If your visitor clicks and purchases the gadget, the merchant will track from the link that the purchase is referred by you, so they will send you your share of the profits. Imagine if 1 out of every 100 visitors you get purchases this product, and you earn \$27.00 commission from each purchase! If you get 10,000 visitors in a month that would be a \$2,700.00 paycheck for you just for writing about ONE product.

Now, affiliate programmes are very nice ways to generate profit, but how do you find affiliate programmes that are related to your blog's theme? Easy, just go to Google and search for <your niche> + "affiliate programmes". Another slightly better way is to go to <http://www.associateprograms.com/search> to look for affiliate programmes in your niche.

The two ways mentioned above are basic ways to generate profits from your blog. We'll be discussing other great, profitable ways, so keep your eyes peeled!

## Step 9

### More Monetizing Options

We've discussed about using Google AdSense programme and other merchants' affiliate programmes to generate profits from your blog. However, we have a lot of other options to monetize your blog, so we're going to look into that today.

The first option we'll be looking at is Chitika ([www.chitika.com](http://www.chitika.com)). Chitika is a very innovative contextual advertising programme because it can serve very detailed advertisements. For example, on your technological gadget blog, Chitika will show advertisements for tech gadgets such as iPods. The way they show it is in different tabs: one for "Best deals", another for "details", another for "reviews" and so on. This way, it is more of an informational section for your visitor rather than an advertisement, and naturally the click-through will be higher. You can apply here: <https://chitika.com/application.php?type=mm>

You can also be an affiliate for Amazon.com. Amazon offers a wide range of products but its predominant domain is in books. Whatever your niche is about, you can probably find a book about it on Amazon.com. Join their Associate programme here: <https://associates.amazon.com/gp/flex/associates/apply-login.html/>

Once you join them, you can refer visitors to them and earn up to 10% commission. It's not a lot but if you can manage to refer big volumes of visitors, Amazon is for you. This programme really shines when it comes to the ways you can refer visitors: you can use their predefined templates to pull up recent items that match a certain criteria you set, you can target your ad to show a specific item on sale or you can just simply weave your referral links into your blog posts.

Last but definitely not least, you can sell advertising space on your blog if your blog is truly popular. Just take a look at blogs like <http://xiaxue.blogspot.com>. That blog receives over 10,000 pageviews every day and naturally merchants will want to strike a deal with the blog's owner to post their advertisements there. If you manage to pull in huge amounts of traffic like that blog, you can definitely get people to buy ad space on your blog for prices from \$150/month upwards, depending on your blog popularity. To gauge how much pageviews and visitors you get everyday, just use the free tool available at [www.statcounter.com](http://www.statcounter.com). They have a very detailed setup guide there so I won't go into it.

If your blog has not acquired large amount of visitors yet, you can still sell ad space on your blog on a per click or per impression basis. Just visit sites like [www.adbrite.com](http://www.adbrite.com). For a complete list of these sites, visit <http://performancing.com/node/60>.

Hopefully, that will help you maximize earnings and profits from your blog!

## Step 10

### Interactions Between Blogs

As your blog's content increase, people in your niche will definitely mention you for intelligent or interesting discussions. This is, in a sense, an initiation of an interaction. When people speak of you, you should thank them for the mention and build up the interaction!

When you use a traffic tracking script such as the free [www.statcounter.com](http://www.statcounter.com), you can see where traffic comes from. If a large number of visitors come from a certain blog, you can be sure they have mentioned you in their latest post or linked to you from their sidebar or links page. What you should do is pay them a visit, leave constructive comments on their posts and build up a conversation!

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As you continue doing this, you will start to gather a lot of friends in your niche. This is helpful later on when you decide to do collaborations such as interviews. In fact, when you're out of ideas for writing on your blog, you can interview other blog owners in your niche! Human beings are curious creatures, so naturally they would like to know more about a person whose writings they read so often.

If you're using Wordpress, Textpattern, MovableType or any other advanced blog engines, you can also post trackback links on your posts. This means you can post an article about what other people have posted! Your particular post will then appear as a link on that post you have written about. This is definitely a great way to get traffic if you post brilliant insights about a post on a very famous blog. Since the famous blog already has a per-existing pool of readers, this is like a shortcut to hog their visitors! The only thing you would want to observe is to keep your posts sensible and insightful, or you'll be viewed as a spammer.

On the other hand, if you're using Blogger, you would not be able to use trackback links. However, you can post insightful comments on other people's blogs and subtly include a link back to your blog. You can make it seem like you're pointing to your blog as an extra reference to the subject of discussion. Of course, this technique is not only limited to Blogger users and users of other blog engines can employ this strategy as an additional traffic source.