



How can one make money by starting a blog? (4 mins read)

Description

What is a blog website?

A blog website is a kind of website wherein similar kinds or niches of articles are uploaded on it. Many of you must be having lots of confusion/questions about where to start and grow a blog. So, we bring you an easy step-by-step guide on how can one make money by starting a blog. Here are some blog website examples with their niches –

- www.nomadicmatt.com (Niche – Travel Blog)
- www.bemoneyaware.com (Niche – Personal Finance Blog)
- www.bumpsnbaby.com (Niche – Parenting Blog)



There are basically 7 easy steps by which anybody can start earning money by starting a blog and setting up an additional income source for themselves –

1. Identify your blog website niche

The first step is to identify the niche of your blog i.e. on what subject you would write the content for your blog website.

Identifying blog niche – Successful bloggers say that your niche should be the combination of your interest and what most people are searching for. So, go to [Google Trends](https://www.google.com/trends/), and search your niche topic in the Google Trends, result graph should go higher than 50%.

2. Buy domain name & hosting (*Only expense that you will incur for blog website – Approximately INR 200-300 per month*)

Once you have identified the blog website niche, it is time to select and buy a domain name & hosting for your blog in order to host it on the internet server.

2.a Domain Name

A domain name is basically the web address of your blog website, for e.g. www.investopedia.com / www.google.in

Selecting domain name

- Keep the domain name small, easy to remember, and relatable to your blog niche.
- Avoid using symbols and numbers in the domain name. For e.g. Avoid keeping names like – www.hacks-33.com
- Do not select the domain that has a repetitive letter in it. For e.g. www.travellight.com. Here letter 'L' has come 2 times. Avoid these types of domain names.
- We recommend you use (.com) & (.in) domain extensions because of their popularity and easy-to-remember extensions.

Free domain name suggestion tools –

- <https://www.shopify.in/tools/domain-name-generator> (Domain name generator)
- <https://leandomainsearch.com/> (Domain name generator)
- www.knowEM.com (Check your domain name here and choose a unique domain name that is not being used by others on different social media platforms)

2.b Hosting

Web hosting service allows your blog website & its content accessible to the outside world on the internet.



Buying domain and hosting – There are various hosting service providers in the market. The question is which one to choose that fulfills all your needs? We recommend you to opt for the hosting service provider that provides the following features –

- **Outstanding Support** – In case you have queries & problems with web hosting.
- **Money-Back Guarantee** – Offers you a refund guarantee if you are not satisfied with web hosting
- **Have outstanding Uptime** – Uptime is basically the time during which IT systems are operational & working.
- **Local language support** – Language should not be a barrier while asking for support.

We recommend you to go for [Hostgator](#) as they provide 24*7 service support, 45 days money-back guarantee, 99.9% Uptime, the most affordable plans & award-winning local language support.

[Buy domain & hosting through this link at a discounted price \(up to 55% off\)](#)

3. Create a WordPress website for starting a blog and earning money



Now that you have bought the domain & hosting, the next step is to set up WordPress for your blog website. Using WordPress themes and plugins, you can make your own blog posts and customize them as per your requirement easily. The best part is that you do not require any computer coding skills to make your website if you are making it through WordPress.

Watch this video to setup WordPress to your website

Source Credits- [Chris Winter Tutorials](#)

4. Basic free WordPress plugins to install on your website

- Yoast SEO (*Search Engine Optimization Plugin*)
- W3 Total Cache (*Website speed & performance Plugin*)
- UpdraftPlus (*Website Backup/Restore Plugin*)
- Email Subscribers & Newsletters (*Email Marketing Plugin*)
- Google Analytics by MonsterInsights (*Plugin to see views analytics of your website*)
- Ninja Forms (*WordPress form builder plugin to make Contact forms, etc.*)
- Sassy Social Share (*Social Media sharing button*)
- Wordfence Security (*Anti-virus, Firewall, and Malware Scan Security Plugin*)
- WC Captcha (*Plugin to block spam comments*)
- Really Simple SSL (*Plugin to make site SSL proof*)

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5. Create Quality Content

Content is the king. You want your readers to stay on your website and revisit the blog website regularly. For this to happen, your content should be of supreme quality and highly engaging.



Writing Content

- Decide the topic of your article after doing keywords research. Choose keywords that have high volume but are low in competition. (Important) | **Free keyword research tool** – <https://www.wordstream.com/keywords>
- Write content with images /videos because a blog that has images/videos is more engaging and appealing than a blog that has only text.
- Choose quality over quantity, rather than writing many small blog articles, write a complete blog article.
- Write regularly. The frequency of writing can be decided as per your convenience.
- Before you publish your blog post, do a quick basic Yoast SEO of your blog article (On-Page SEO).

Website to download free images for blog website –

- www.pixabay.com (Recommended)
- www.unsplash.com
- www.pexels.com

6. Monetize your blog website with Ads, Affiliates or your Personal Courses

It is time to make money by monetizing your website through hosting Ads and joining various Affiliates Programs.



For Ads, you may sign up for –

1. [Google AdSense](#)
2. [Mediavine](#)
3. [Media.net](#)
4. [PropellerAds](#)

Expert Tip for Google AdSense – If you want Google AdSense to approve your website in one go, then you should have good quality 20+ articles on your website. You may check our brief answer below, to know about Google Adsense approval and how to get it in one go –

Click this link to know – [**What led us to get Google AdSense approval for our blog website in the first \(1st\) attempt?**](#)

For Affiliates, you may sign up for –

Affiliates majorly depend upon your niche. Following is the list of common affiliates programs you can join in India –

1. [Amazon Affiliate Program](#)
2. [Flipkart Affiliate Program](#)
3. [Hostgator India Affiliate Program](#), etc.....

7. Do Marketing of your website

The next step is to start marketing your website. In fact, Content Writing & Marketing are continuous processes you must do anyhow to grow your website in the future.



Various types of marketing you can do –

1. Promoting your website content on Social Media Platforms such as Facebook, Pinterest, Twitter, Instagram, Telegram, WhatsApp, Youtube, and LinkedIn.
2. Doing Email Marketing by creating an email database of your subscribers (You can use freeEmail Subscribers & Newsletters Plugin for email marketing)
3. Writing answers on Quora and Reddit to build your brand, but do not promote your website frequently on these forums.
4. Doing Off-page SEO (Creating Backlinks, Writing Guest Post, Accepting Guest Post, Interviewing other bloggers of your niche, etc.)

1000\$ tips for successful blog –

1. Always do keyword research before deciding on what to write.
2. Use the WordPress security plugin to protect your blog from cyber crooks and spammers.
3. Initially focus more on content creation (at least 20+ articles) and learning things about blogs rather than marketing and earning.
4. Make a backup of your website content timely.
5. Remember, Content Creation/Marketing/Earning money are all directly proportional to each other.

Growing a blog may be difficult but not impossible, all that requires some discipline and hard work on your part. By giving a quick step-by-step guide on how to start writing a successful blog, we have solved 50% of the problems you will face while starting a blog.

Blogging is one of the ways by which you can generate an additional source of income for yourself. If you want to know other ways to earn money passively then read this article – [“Top 10 sources of Passive Income”](#).

If you liked our article on “How can one make money by starting a blog” then feel free to share it with your family, friends, and peers. Do share your thoughts on the article in the comment section below.

Category

1. General

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