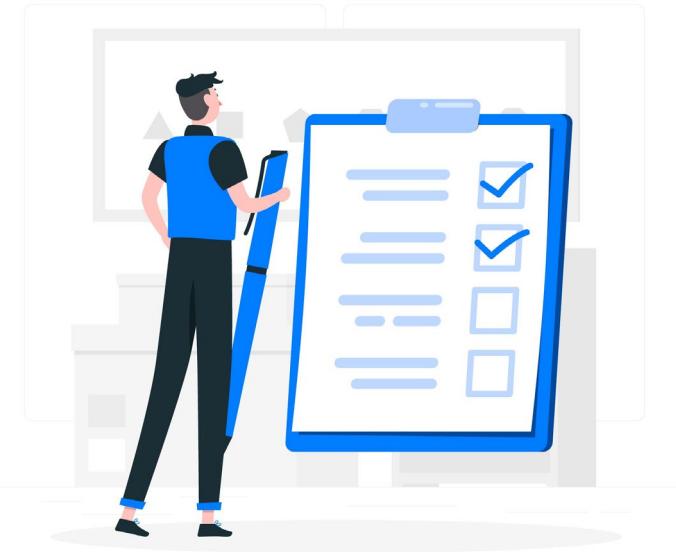


# How to start Blogging?

# Agenda

---

- What is **Blogging**?
- Why should you Blog?
- Blogging **Prerequisites**
- **Steps** to become a Blogger
- Blog **SEO**



# What is Blogging?

# Blogging

---

- Page which focuses more on written content.
- Platform where a person or a group of people share their views on a particular topic.
- You can share your daily activities, past experiences or any adventures you have been part of.
- Personal Blog, Passion and Life Experiences can all be shared through your blog.



# Why should you start Blogging?

# Why Blogging?

---

- To have a voice and be heard
- Recognition
- Build your Community
- Generate Passive Income



# Blogging Prerequisites

# Blogging Prerequisites

---

- There are no prerequisites for Blogging.
- Informal and Conversational flow.
- Share your personal perspectives.
- Deliver with high passion to keep your readers excited.
- Blog on a topic which you are comfortable with.



# Steps to become a Blogger

# Steps involved

---

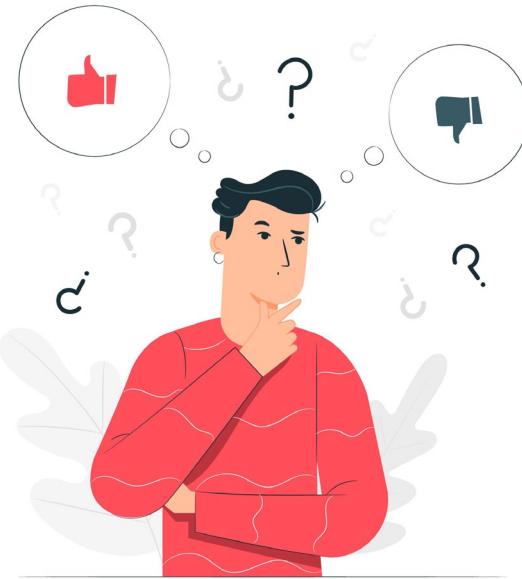
1. Pick a Blog Name
2. Get your Blog Online
3. Customize your Blog
4. Write and Publish your First Blog
5. Promote your Blog
6. Earn passively through Blogging



# 1. Pick a Blog Name

# Pick a Blog Name

- Make sure you opt for a **catchy** blog name so that people tend to click on your blog.
- Name should be matching with the contents you are planning to share through the blog.
- “Wordoid” is a naming tool to assist you to choose your blog name.



# Pick a Blog Name

## Keep in mind

- NO space allowed
- NO punctuation allowed other than “ - ”
- Already taken - try different extension - .com , .net , .org
- Use add-ons - The, A , My, Best etc.



## 2. Get your Blog online

# Get your Blog online

- Choose your Blog Host
  - I. Blue Host, HostGator Cloud, Hostinger, Dream Host and Cloudways are some common blog hosts available
- Select the Blogging Software
  - I. WordPress, Web.com, Wix, Gator and Tumblr are some popular blogging softwares available



### 3. Customize your Blog

# Customize your Blog

- Customize your page to have more impact on your content.
- Play with layout, style and other option offered in your blogging software to make your page look more attractive to your readers.
- You can design your page without any coding experience using blogging softwares.



# 4. Write and publish your first Blog

# Write and publish

---

- The quality of your content should be your main concern here.
- Static and Dynamic Contents
  - I. About, Contact, Disclaimer, Privacy Policy, Terms and Service.
  - II. Your blog itself is the dynamic content.



# How to write content?

# Writing content

---

- Defining content
- Keep it long enough
- Don't forget to engage the reader
- Make sure your content is your own
- Photos and videos
- Right formatting and editing



# 5. Promote your Blog

# Promotion

---

- Inner circle
- Social media
- Through comment section
- Engaging with your readers
- Collaborations
- Regular delivery of contents
- Email



# 6. Earn passively through Blogging

# Earn passively

---

- Ads
- Affiliate Products
- Own Products and Service
- Digital Materials
- Exclusive Memberships



# Blog SEO

# Blog SEO

---

- Google Webmaster
- Bing Webmaster
- Fundamental Elements
  - I. Header Tags
  - II. Categorization
  - III. Permalinks



# Summary

- What is Blogging?
- Need for Blogging
- Blogging prerequisites
- Steps to become a Blogger
- Blog SEO



# Thank You