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William (a reader of ProBlogger) asks: ‘I have so many diverse hobbies and interests that I want to start a blog about, plus I’d also like to make some $ through AdSense & the likes…. Am I better off having one blog site with multiple categories or multiple blog sites highlighting specific interests?’ Great question William and one that I think more ProBloggers would do well to think through. One of the common ways that many bloggers start out in their entrepreneurial blogging is through a personal and very general blog that covers many topics of interest. It makes sense in many ways – it’s simpler to have it all in one place, to manage one set of statistics, one design, one set of readers etc. Most blogging platforms seem pretty well set up for this as they allow categories to be created for each topic being covered. Whilst it might seem easier to manage one blog on many topics it doesn’t always make good business sense to do so. After a year of blogging in this way myself I began to notice a number of things that made me consider a new approach: In the end it all got a little too much for me to bare and I decided to splinter off my blogs into niche topics. Not only did this solve my problem of disillusioned readers and a confused and guilty me (it was quite a relief) it made good business sense to focus upon niches or specialty blogs rather than a big general meta-blog. Whilst there are blogs out there that successful on a business level with a general or eclectic range of topics the majority of profitable blogs that I’ve observed have a defined niche that they are targeting. The success of this approach can be explained on many levels: My approach to blogging has been along the lines of Niches for the past 18 months. Since I moved to this approach I’ve gone from 1 blog with 1000 pages that had around 900 daily visitors and earned just a few dollars per day to having 20 or so blogs with over 11,000 pages with 25,000 daily visitors that earns a few hundred dollars per day. Of course there are other factors that have led to this growth – but if I had to narrow it down to one factor it would be the niche blogging as a key. – I hope that answers your question William. I understand this completely. I’m becoming concerned about my personal blog because it seems to have no general theme. My interests are all over the map, and the posts are starting to reflect that. Is there any particular plan you use to set up a niche blog about a specific topic?