Document 24 William reader ProBlogger asks ‘ many diverse hobbies interests want start blog plus ’ also like make AdSense likes… better one blog site multiple categories multiple blog sites highlighting specific interests ’ Great question William one think ProBloggers would well think One common ways many bloggers start entrepreneurial blogging personal general blog covers many topics interest makes sense many ways – ’ simpler one place manage one set statistics one design one set readers etc blogging platforms seem pretty well set allow categories created topic covered Whilst might seem easier manage one blog many topics ’ always make good business sense year blogging way began notice number things made consider new approach end got little much bare decided splinter blogs niche topics solve problem disillusioned readers confused guilty quite relief made good business sense focus upon niches specialty blogs rather big general meta-blog Whilst blogs successful business level general eclectic range topics majority profitable blogs ’ observed defined niche targeting success approach explained many levels approach blogging along lines Niches past 18 months Since moved approach ’ gone 1 blog 1000 pages around 900 daily visitors earned dollars per day 20 blogs 11,000 pages 25,000 daily visitors earns hundred dollars per day course factors led growth – narrow one factor would niche blogging key – hope answers question William understand completely ’ becoming concerned personal blog seems general theme interests map posts starting reflect particular plan use set niche blog specific topic