

THE STEPS OF CREATING AUTHOR BLOGS ON THE INTERNET

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Abstract: *This article is devoted to the steps of creating blogs and its usage on the internet in the real world. After reading the given information one can find useful information about making blogs.*

Key words: *author blogs, topics, creating blogs, steps*

It might be difficult to decide what to blog about or to choose a decent topic for your blog. The majority of individuals find it tough. First, there's the problem of just coming up with fresh topics to write about, which isn't always the easiest thing to do. But there's something more lurking in the shadows: self-doubt. "I'm not a writer... " Why should anyone pay attention to me... I'm not an expert... There are already more competent individuals writing about this... "I'm not sure what to blog about..." To begin with, do you need to be a great writer to start a blog? No, it does not. People read blogs for a variety of reasons, and while being a talented writer is advantageous, it is not required. Although some bloggers are read because of their distinct writing style, they represent just a small portion of the market. We simply hear about certain blogs more frequently. But the blogging iceberg is considerably larger than that. There are people from various walks of life and with diverse levels of writing ability. To some extent, writing ability is irrelevant in blogging. You can blog if you can talk. You also don't have to be THE expert in your profession (of choice). It's beneficial, but it's not required. Consider cooking blogs. To manage a successful one, you don't have to be Gordon Ramsay. What you really need are some great recipes that others will appreciate and be able to recreate. With that stated, let me share with you the most crucial guideline of choosing a blog topic... Here are some ideas for blog posts: The only topics worth blogging about are those that are already being searched for. To put it another way, you will not "carve out" a whole new niche for yourself. Contrary to common perception, looking for an unexplored, entirely unique topic is a dead end. When it comes down to it, it's actually quite simple: if no one is already interested in the issue you want to



blog about, you'll have no audience, 0. But there's also the other side of the coin: if there's an audience but you're not comfortable blogging for that audience, you'll fail. As a result, the first order of business is: Challenge #1: Choosing a blog topic that is perfect for you. The most important tip to remember when deciding what to blog about is to focus on something that interests you. And "interested" is the operative word here. You don't have to be an expert, you don't have to have any unique skills, and you don't have to be tremendously passionate about it from the start. What you do require is a genuine interest in something. That enthusiasm will carry you through the early months as you produce your first pieces and become more knowledgeable about your area. So do some thinking and make a list of things that interest you and about which you'd like to learn more. The author's personal curiosity is typically enough to sustain a blog in its early months. The advantages of selecting a blog topic that is appropriate for you are as follows: You may establish a reputation for yourself in an area that interests you. Connect with others who share your interests. Learn or enhance your abilities. Make money and perhaps establish a career.

- It will be easy to generate articles on a regular basis. But be specific here. Make your topic something specific, such as "cooking" or "cars" or anything related. The more specialized, the better. Although it may appear paradoxical ("broader means more readers, right?"), beginning in a restricted niche is frequently preferable. Narrow niches provide expertise and maybe an instant audience from the start. That takes me to: Second challenge: How to Determine If Your Future Blog Will Be Popular Choosing a topic about which you feel comfortable blogging is only one half of the equation. The other is to ensure that people will be interested in reading it. This is where some good old-fashioned market research comes into play. Simply said, here is where you should go to see what more is available on the web about the topic you've picked. Are you stumped as to what to blog about? First, consider the following: Is there already a blog in the niche that caters to similar audiences? Is any of those blogs popular enough to have over 10,000 subscribers?

- Is there a popular Facebook page on this or a related topic? Can you name at least a few influencers in your niche? Does anyone promote on Google when you search for the primary buyer keywords in the niche? Is there a book on Amazon that covers the subject in some detail and has more than a dozen reviews? Is there anyone on Quora asking questions about it? If you answered "yes" to all of the above, you've probably identified a fantastic blog topic. But if at least one of them is a "no," it's time to start over. "Why?" It may seem



contradictory, but in the blogging world, the more blogs on a specific topic there are, the simpler it is to start another one. The existence of other blogs only demonstrates that there are people who are enthusiastic about the subject. Don't be the only blogger blogging about underwater basketball. One thing you'll undoubtedly discover is that, despite the seemingly unlimited number of viable blog subjects, only a few of them make sense and are truly of interest to online audiences. Here are some common categories of subjects to write about:

Music

- Fashion
- Automotive
- Real Estate
- Beauty
- Travel
- Design
- Food
- Weddings
- Movies
- Photography
- Health and fitness
- Tech
- Business
- SEO and marketing
- Business and money
- Lifestyle
- Pets
- Sports

Configuring a Domain, Hosting, and WordPress. The first thing you learn about how to set up a blog is that no blog can exist without a domain name (its internet address) and a web server (its online home). Then there's WordPress, the wildcard - the third ingredient! Choosing a domain name is frequently one of the most enjoyable aspects of learning how to start up a blog. Choosing a host, on the other hand, is the polar opposite. Let us begin with the former: How to Choose a Domain Name for a New Blog Beginner's tip: What exactly is a domain name? A domain name is made up of two major components: your unique domain identifier and a domain extension. For us, code in wp is the identifier and .com is the extension (also known as the TLD). In your case, the former can be any sequence of alphanumeric characters plus hyphens. The TLD you get to choose from a range of pre-existing options – with .com being the



most popular one. A domain name will usually cost you around \$10-\$15 / year. ... Cutting straight to the chase, a good domain name needs to have at least three main characteristics:

- It needs to be unique and brandable. A good benchmark is to imagine your domain name on the side of your office building. Does it look good there

- It needs to be clear. No weird combination of characters. A simple sequence of 1-3 words is best. You best use your first name / last name only if the website you're building is to grow your own personal brand.

- It needs to be easy to memorize. If you need to spell it out, it won't be easy to memorize. PRO TIP: When learning how to set up a blog, a good starting point is to make a list of 3-5 domain names that seem the most sensible and then test them out with friends, family, and coworkers to pick the winner. Now that you've decided on a domain name, it's time to choose a solid hosting platform: How to Choose a Good Blog Web Host The subject of hosting is tedious. I mean, really. When it comes down to it, a web server is just a computer that is turned on and connected to the internet 24 hours a day, seven days a week, someplace in a dark server room. It lacks any romantic or "cool" elements. It's just numbers and data being exchanged. With that picture in mind, choosing a solid WordPress host might be difficult, especially if you perform your own research and are exposed to numerous different hosting companies' promotional materials. Essentially, they all offer exceptional performance and dependability. The truth, on the other hand, might be quite different. So, without going into too much detail, we've spent a lot of time investigating the WordPress hosting industry, testing various hosting companies, comparing their performance in real-world installations, and even surveyed customers to find out what they think about their blog providers.

ABN – Always Be Networking. This rule applies equally to advertising a blog as it does to any other business - who you know is just as essential as what you know. Knowing the appropriate people can elevate your blog article from simply another page on the web to one of the week's trending topics, and I'm not kidding. Some of the folks present were familiar to us. We previously shared their stuff and communicated with them. So when we had something to contribute, they were anxious to learn more. Nowadays, networking is becoming increasingly simple. There are Facebook groups for almost any topic conceivable, as well as forums, subreddits, and so on. It is not difficult to meet folks who share your interests. Therefore, what you should do first when learning how to promote your blog is join every Facebook group that's relevant to your niche.



- Start by listening in. Pay attention to the discussions going on, interact with people, start helping them with whatever you can help them with.

- Every once in a while, ask your own questions. Not fake ones, though. I'm talking about some genuine things that you're curious about regarding your niche/blog topic. With time, you will become known in the group and people will naturally pay attention to what you want to show them as well. Another thing you can do is join an online course either related to your niche, or on general business topics. Many online courses have a community component to them, usually in the form of an online forum. Interact with people there in a similar manner. Over time, your network will grow to the point where you will be able to make a “payout” every once in a while by asking people to take a look and possibly promote something that you wrote.

3. Do one thing, repeatedly. Your network will come in handy when you want to promote a new piece of your “cornerstone content” – something big that you publish only once in a while, and something that you really want people to see. However, you can't be asking people to share your content every time you publish anything new. This would make them quite annoyed with you really quickly. So for regular promotion, it's good to build your own process, which you can reliably execute every time you publish a new post. The idea is to use that process as a launch pad. Here's what I mean:

1. You begin by promoting every piece of content the same way.
2. Pay attention to the early results coming in.
3. If anything starts bringing in, say, 10x the usual results (more shares, more comments), ramp up your promotion efforts by either sharing with your network or investing more funds in paid promotion. This sounds great, right, but how to promote your blog exactly – what to do exactly? How to build this promotion process? There are two main ways: the free route or the paid route. The free way is distributing your own material via various social media platforms and bookmarking sites. Find the most popular platforms in your field - or the specialty right above yours if your niche is too tiny - and begin establishing your presence there. Start contributing stuff and reading and voting up other people's content. The paid option is even easier. You only need \$5 every day to promote your Facebook postings. Let's not dive into specifics here because it's a very vast issue, but the premise is simple: Investigate the demographics of your prospective audience and target them directly on Facebook. Show them your stuff and pay close attention to the outcomes you obtain. The truth is that we never know what will end up becoming a popular post. Such things are simply impossible to foresee. This is why you should promote everything equally and then focus on what works. The goal of both the free and paid routes is to gain even the smallest amount of



exposure for your postings. Increase your reliance on what works! When it comes to understanding how to market your blog, this is the most critical step of all. When you're promoting on a daily basis, honing your strategies and understanding the process, you'll surely have some posts that perform far better than others. It's when something gets ten times the number of shares or comments. This is the moment to step up your efforts. Increase your budget for Facebook promotion (or start promoting it right now if you've just been doing free promotion so far). Contact your network and show them the post. If you haven't already, share the content on more social networking and bookmarking sites. For example, what we like to do with posts that start picking up some steam is promote them via Sidebar.io (one of the best tech newsletters out there) and WPMail.me (for WordPress things). The goal is to make the post go as “viral” as we can. If enough people see it, it will inevitably get to some influencers as well, at which stage it can be shared even further. Viral posts will also lead to more links coming to your site, and thus more people following those links to check you out. What you're aiming for in the end are massive victories. If your audience ignores a certain piece for the most part, don't force it down their throats again and again. This is not the way to market your blog. Simply on to the next post. Following that, it is your responsibility to retain those visitors on the site, which gets me to: 5. Maintain user engagement 40.5% is the average bounce rate recorded by Mercury.one. The bounce rate is the percentage of visitors that come to your website for a split second and then leave. Getting people to come to you is only half the battle... You'll also want to retain them on your site so they can consume additional material. There are two primary approaches to this: a) Make extensive use of interlinking in your material. A solid internal connection structure is vastly underappreciated. People will consume no more of your material than the page they came to see if you don't have effective internal connections. Aim for at least one internal link for every 250 words of blog article content. As you discover how to market your blog, you'll be astonished at how powerful this may be. b) Start a newsletter. A professional (or semi-professional but money-making) blog needs a newsletter list. The idea is that once you convince your website visitors to subscribe to the newsletter, you get to notify them of any new posts that you publish. Great for blog growth. The difficult part is the convincing. There are various ways to do that. Chief of them is offering people some free resource in exchange for subscribing. We've published a whole two-part case study on how we're building our newsletter list on this blog. Check it out [here](#). To run the newsletter itself, you can use platforms like SendinBlue, MailChimp, Sendy or MailPoet. The



setup is rather straightforward and can be done in under an hour. The newsletter can be a digest-style message that you send out to your email subscribers regularly. The promotion puzzle – a bird’s-eye view Taking all of the above into account, this is what blog promotion is all about:

- Create content worth promoting.
- Always be networking – take active part in relevant Facebook groups.
- Build a promotion process that you can reliably execute every time you publish a new post. Rely on free and/or paid methods.
- Double down on what works! Meaning, allocate more resources to promoting the content that brings in 10x more initial results than your average post.
- Keep people engaged and on your site. Do this by interlinking your content well. Also start a newsletter. As you can see, learning how to promote your blog and actually being able to pull it off is not very sexy. It’s mainly a combination of doing the same things over and over again, and being no less discouraged each time you get 0 response. The ones who manage to stick with it are the ones who win. So, what can happen when you do “win”? This is what the next chapter is about: How to Monetize a Blog: While not ideal, the issue of "how to monetize a blog" is frequently the first thing that new bloggers ask... literally on the first day of their blogging experience. How can I establish a blog and generate money from it? Can I already quit my job? Hold on to your horses! We'll get to it all. But be warned: learning how to monetise a blog isn't a one-and-done process. To acquire worthwhile outcomes, you will need to put in some real work. This chapter contains five strategies for monetizing a blog, all of which have been tried and true: 1. Affiliate promotion 2. Working as a freelancer 3. Advertising and sponsorships 4. Designing an online course 5. Offering a book or thing for sale. We'll go over them one by one and explain how to put them into action for maximum impact. Where should you begin if you want to learn how to monetise a blog? The preceding arrangement is not by chance. If you're unsure how to establish a blog and generate money for the first time, we recommend starting with affiliate marketing and then moving on to other ways (if they make sense for your individual business). Setting out to publish a book or establish a course straight away may be overly ambitious. Especially since you haven't yet screened your specialty and have no idea if people would be interested in such stuff. In other words, your effort in producing a book or creating a product may be for naught. That's why starting with something simple like affiliate marketing is typically a preferable option, since you can have things going in minutes. That being said, please keep in



mind that you do not have to accomplish everything outlined here in order to earn a decent living. Sometimes just one or two procedures may produce excellent results. Even this blog makes use of three of the approaches outlined below. Let's get started! Here's how to get money from your blog: 1. Earn money from your site by using affiliate links. Affiliate marketing is the first approach on the list since it is the simplest to begin started with. To begin, what exactly is affiliate marketing? Affiliate marketing is the practice of advertising other people's items in exchange for a commission when your suggestion results in a direct sale. All of this is made possible and tracked by affiliate links. This is how your advice may be recorded and eventually linked to a specific transaction when it occurs. Commissions are typically between 5% and 75% of the purchase price. If it's physical products we're talking about, it's nearer the 5% mark. For digital stuff, even 100% commissions are possible. The most important part here from the buyer's perspective is that they still pay the standard sticker price, so none of your commission is funded by the buyer. Now, there are two main puzzle pieces that you need to put in place if you want to monetize your blog through affiliate marketing:

- which affiliate products you're going to promote,
- how you're going to promote them. Therefore, the first order of business,

how to find products to promote? Every niche and market have its own common practices when it comes to the affiliate realm, but generally speaking, if a product has an affiliate program available, it's going to be mentioned somewhere on the company's website. Likely in the footer, or even the main menu. Here are three golden rules of how to monetize a blog with affiliate marketing:

- only promote products that you use yourself, believe in, and know are great

- only promote products that you wouldn't be ashamed to promote

- only promote products that your audience will enjoy and/or benefit from.

Though this might sound simple enough, this can get tricky and especially if your blog is in a niche like personal finance or fitness. There are plenty of items in such areas that entice affiliates with high payments despite their low quality. That is why the variables "personally believe in" and "audience will benefit from" are so crucial in this case. As part of our affiliate marketing monetization scheme, we promote the following on this blog: Because this blog is all about WordPress, it stands to reason that some of our readers will be interested in WordPress themes. It just so happens that the majority of premium theme retailers offer affiliate schemes. As a result, if we mention



themes in our blogs, we may do so using our affiliate links. Here's an example of one of these posts. What should you anticipate from affiliate marketing? When learning how to create a blog and make money, affiliate marketing may be a fantastic source of revenue, but it all depends on two factors: the quantity of your traffic, how receptive your audience is, and/or how efficient you are at advertising affiliate items. <https://www.codeinwp.com/blog/best-wordpress-themes/> Your traffic will increase with time, so don't worry about it for the time being. Basically, the sooner you begin affiliate marketing, the sooner you will notice any form of benefits.

In conclusion, when it comes to how to establish a blog and earn money, it's very uncommon for blogs to take at least 6-12 months to generate a respectable revenue. So, if you don't see cash in the bank immediately soon, don't let that deter you from trying again. Overall, understanding how to monetise a blog is primarily about experimenting, iterating, refining, and testing. Then, once something begins to work, scale it up! Scaling up can entail experimenting with new affiliate programs, developing new goods or publications, releasing new items, experimenting with new advertising strategies, and so on. For example, one of the things we've been doing across our several blogs (this one, as well as ThemeIsle) is split-testing different promotional pieces to determine which versions work the best. Despite its simplicity, split-testing is an extremely effective approach... All you have to do is run two versions of something (it may be a button, a sales pitch, a headline, or a product image) in parallel until you have enough data to decide which is superior. This type of testing may be done using Google Optimize, which is what we utilize. It's completely free and has more than enough features to please any blogger. This pretty much sums up our blog monetization guide! As you can see, it's all a matter of doing a couple of things, but being deliberate about it. There's no accident in how some blogs can make a killing while others struggle to earn anything. Continuous effort. That's the secret.

INTERNET RESOURCES:

1. <http://www.mackcollier.com/make-money-from-your-blog-get-a-sponsor/>
2. <https://themeisle.com/blog/get-started-with-affiliate-marketing-using-wordpress/>
3. <https://www.codeinwp.com/blog/affiliate-programs-for-wordpress/>
4. <https://www.codeinwp.com/blog/elementor-vs-divi-builder-vs-beaver-builder/>



5. <https://www.codeinwp.com/blog/best-contact-form-plugins-wordpress/>
6. <https://www.codeinwp.com/blog/create-a-local-search-directory-like-yelp-on-wordpress/>

