

Types of blogs

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5 Ways To Use Blogs

Personal Branding

This can be a great way to build your expertise and build a relationship in any niche.

Used primarily for this purpose but can also add in various other ways into the flow of the blog.

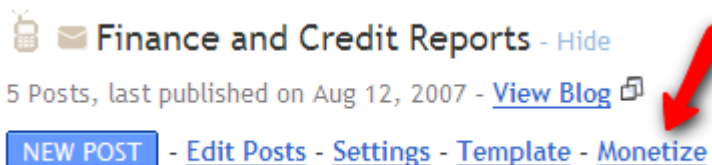
AdSense

This can be a great way to test out topics and if it does become profitable to either sell the blog or to switch it to a different monetization model that can be more profitable. The easiest way to get an AdSense account is to start a blogger blog and add 3-5 posts to it.

Create a blog at [Blogger](#).

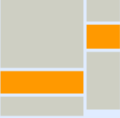



Add your content.

Click the monetize link in your blogger dashboard and sign up for AdSense there.



Make Money with AdSense

Earn money by configuring Google AdSense for your blog.

-  Display ads in my **sidebar and posts**
Recommended. Ads will be displayed in your sidebar and below each post.
-  Display ads in my **sidebar**
Ads will be displayed in your sidebar.
-  Display ads below my **posts**
Ads will be displayed below each post.
-  Don't add new ads. Just enable AdSense reporting.

What is AdSense?

AdSense enables you to earn money by placing targeted text and image ads on your blog.

Google automatically chooses which ads to show based on your blog's content, and you earn money when visitors view or click on these ads.

[Learn more](#)

[How much will I earn?](#)

[Google AdSense Program Policies](#)

[When do I get paid?](#)

[AdSense Help Center](#)



That will take you to the adsense sign up page use your Blogger blog url as your website. This is one of the fastest ways to get an Adsense account.

Review Sites

These can be done a couple different ways but I prefer to use a theme set up that allows people to vote on your reviews. You can just do specific reviews but having the interaction of a rating system can make this more powerful.

You can create your as is covered in [WP Nerds](#) or you can get a review blog theme at [Review Blog System](#)

Affiliate Marketing

You can easily create content and embed your affiliate links in your content. This can be a great addition when you find a good niche with the adsense as we discussed before.

Squeeze Page/Sales Page

Making your home page of your blog a sales letter or a squeeze page allows you to have additional content on the same domain which can be an excellent way to draw additional traffic. I use the [Flex Squeeze Page](#) and use it on my site [Blogging For Seniors](#).

If you enjoyed this sign up for our call next Wednesday at 7pm on [Blog Monetization](#).

Your Hosts

Mike Paetzold is an avid blogger and social media user. He has been marketing on line since 2000 and is the go to guy for information about WordPress and is known through out the marketing community as The WordPress Guy. He is the creator of [WordPress Made Easy](#) which will get your blogging kick started.

Terry Russell is an avid blogger and web page designer. He has been working as an A+ Computer Technician since 1989 and is the go to guy for information about how to make your computer work smoother and faster and with less breakdowns, and has been known as The Computer Doctor. Check out his blog at [Problems With Computers](#).

Previous Calls

[Keyword Research](#)

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