

# **Intro to Niche Blogging for Writers**

**By Michelle Strait**

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## **Writers and Niche Blogging: A Perfect Match**

A niche blog is a blog that is dedicated to some aspect of a subject. You'd take a general subject and narrow it down to a specific area. For example, pretend you love sewing clothes. Now sewing by itself isn't a niche. But if you focus on sewing baby clothes, then you have yourself a niche.

Your niche blog can be about anything from fiction writing to home exercise equipment. You're free to write about whatever you want – as long as it's related to your niche.

A niche blog can be profitable and easy, or challenging and difficult depending on how you handle the day to day posting. Niche blogs should be updated frequently, either daily or weekly. This is why niche blogging is such a great idea for writers.

A niche blog gives you the opportunity to earn some extra cash while writing about something you enjoy. And even better, you don't have to spend time writing query letters or dealing with editors.

As stated above, niche blogs are typically related to one specific industry or field. This includes sports, hobbies, illnesses, etc...

When searching for the best niche for your blog, you have to consider your target audience. Think about the kind of people you want to target before deciding on a niche.

Another consideration is whether or not you want to dedicate time to writing about the subject. If you are thinking of doing a golf blog, yet you have no interest in golf, it might not make sense to do a niche blog on the subject. A better way of finding a niche is by creating a blog around a topic you enjoy and want to write about. But it also has to be a topic that other people want to read about.

After you've selected your topic, it's time to become an expert. No matter how much you think you know about your niche, chances are you could use some brushing up on the topic. You can do this by searching Google, reading other blogs, and visiting your local library.

To learn more about niche blogging you may want to check out [Blogging for Riches](#). These tutorials provide in-depth information about niche blogging. The free video on the website is definitely worth viewing. So you may want to give it a look if you have a fast internet connection.

## AdSense and Affiliate Programs

### AdSense

One of the easiest ways to make money with a blog is with AdSense. You see AdSense ads all the time. When you visit a website or blog and see a section marked "Ads by Google", you're looking at a block of AdSense ads.

You probably wonder why so many people have these ads on their site. It's because advertisers pay a fee each time their ad is clicked. So when a visitor comes to your blog and clicks an ad, you get paid. **The key to success is getting enough targeted traffic to your site.** The more traffic you get the more clicks you receive – and that means more money.

While traffic is the key, there is one other important aspect of AdSense, and that is keyword placement. AdSense ads are triggered by keywords. This assures that the right ads are placed in front of the correct audience.

#### [Work at Home- Make \\$25/hr](#)

You can earn a living from home. Start Today, No Experience Needed!

[Paid-Work-at-Home.com](#)

#### [Don't Pay These Websites](#)

Whatever you do! Most biz opps are scams, but some can make \$1000s.

[www.LegitimateBusinessReviews.com](#)

#### [Rebate Processor Home Job](#)

It's This Simple 20 Rebates A Day = \$109,500 a Year! 100% Guarantee.

[RebateProcessorJobs.com](#)

#### [Work-at-Home Mom Alert](#)

98% Sites Targeting Moms Are Scams. Don't Pay Until You Read This Guide

[SiteReviewAuthority.org](#)

Ads by Google

The AdSense block to your left is from a website that promotes work at home opportunities for stay at home moms.

You can see that all of the ads deal with some aspect of working from home. These ads are perfectly targeted because the website on which they appear sticks closely to the main subject.

A blog about golf would show ads related to golfing. A blog about poker would show ads related to poker. People are more likely to click ads that are about a subject they care about. And if they're reading a blog about golf or poker, they obviously care about those subjects.

With frequent posting, you can bet that almost every AdSense ad possible for your niche will run at some point during your blog's life. The bad news is that this isn't as easy as it sounds. Getting a steady flow of traffic isn't easy.

Most web traffic comes from search engine listings, and blogs help even the most novice blog owner place high in the search engine rankings. A high place in the search engine rankings can result in large amounts of traffic to your blog on a daily basis – for free.

Using AdSense to make money with your blog simply makes sense, a lot of sense. It's the easiest, most effective way to make money with a blog simply by placing the code that allows the ads to show.

Covering all the specifics of AdSense is way beyond the scope of this short report. The [WordPress AdSense System](#) is a great way to learn much more about blogging and AdSense. You may want to click over to the website and have a look around.

## **Affiliate Programs**

Joining an affiliate program is another great way to make money with a niche blog. An affiliate program is a partnership with an online merchant in which you earn a commission for referring sales or leads to the merchant's product.

Getting started is easy:

1. You join the affiliate program and place links on your blog.
2. Your visitor clicks that link and buys a product, service or fills out a form.
3. You earn a commission for sales and/or leads generated through your links.

**The key to becoming a successful affiliate is getting targeted traffic to your site.** And you must also promote products that appeal to your audience.

A weight loss blog would be a good match for an exercise equipment promotion. Since the people viewing the blog are already interested in weight loss, they're very likely to care about exercise equipment.

Placing a bunch of untargeted offers on your blog will result in fewer clicks. A person visiting a blog for weight loss information won't be compelled to click on an affiliate link for graphic design services.

The most popular affiliate program networks include:

1. [Clickbank](#)
2. [LinkShare](#)
3. [PayDot.com](#)
4. [Commission Junction](#)

When you create an account with any of the programs listed above, you gain access to thousands of affiliate opportunities.

## **Getting Traffic to Your Blog**

**A successful niche blog needs a constant and steady stream of traffic.** Getting traffic to your blog isn't easy, but it's probably not as hard as you think either. If you like to write and are a creative thinker, it won't be too hard for you to promote your blog.

Article marketing is one of the best ways to attract traffic. Most writers enjoy article marketing because it involves a lot of writing. You simply write articles on your niche subject, and submit the articles to free article directories.

The directories help promote your blog by distributing the articles to thousands of resources, which also get your blog, and your article higher search engine rankings at the same time.

You can write press releases for online and offline distribution. Free online and offline classifieds are also a good source of traffic.

## **Do You Want to Learn More?**

There's more to learn about niche blogging, AdSense, and affiliate programs. If you're interested in pursuing this subject, you will find some resources below. This report was created to provide the basics, and to point you in the direction of more helpful resources.

I hope you found this short report helpful. And thank you again for participating in my research.

Sincerely,  
Michelle Strait

### **Resources**

#### **Blogging Information**

[WordPress](#)

[Blogger](#)

[TypePad](#)

[Blogging for Riches](#)

#### **Affiliate Programs**

[Clickbank](#)

[LinkShare](#)

[PayDot.com](#)

[Commission Junction](#)

#### **This is My Niche Blog**

[Games to Your Home](#)

#### **AdSense Information**

[Google AdSense](#)

[WordPress AdSense System](#)