

Wordpress Insider Tricks

The Step-By-Step Guide To Make Your Wordpress
Blog Better!

By Chase Sagum

Introduction

This Ebook is all about one thing, making your Wordpress blog better than your competitors'. Period. If you have a blog or are starting one, chances are you are competing in a niche with at least 1 other blogger. If for some reason this competitor of yours is not using Wordpress, then you already have him/her beat. It then becomes a competition of who can be the better blogger and who can produce the best content in your niche.

But, chances are that your competitor is using the same powerful open source content management system that you are. That being Wordpress of course. Millions of people have a self-hosted Wordpress blog. But very few use it to its full capacity. This Ebook will give you 37 specific tips and tricks for making that blog of yours head and shoulders above the “evil competitor's”. What does all this translate into for you? More traffic, more readers, and more cash! Making you the authority blogger in your niche.

Let's Get Right Into It

The insider tips that I am going to give you are technical details, as in specific technical things you can do to your Wordpress blog to make it better. These tips assume that you are actively blogging and creating content to the best of your abilities. Later on I will point you to several resources that can help you with content-specific areas of your blogging.

One of the many beautiful characteristics of Wordpress is that you don't need to be an experienced programmer to make your blog better. Thanks to community extensions such as Plugins and Themes, almost anyone is capable of adding new functionality and abilities to their blog. If by chance performing the tasks that I give you in this Ebook are outside your area of expertise, I will point you to some people later on this Ebook who might be able to assist you.

Please note: all plugins and modifications contained in this Ebook have been thoroughly tested. All work with the most current version of Wordpress, which is version 2.8.4. All plugins mentioned are either free or open source.

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Wordpress SEO Tricks – 8 Steps

SEO (search engine optimization) plays a critical role in blogging. It's pretty difficult to debate this. Without SEO, you run the risk of people not being able to find your blog through Google. To this day 90% of my traffic comes from Google. That's how important SEO is. A commonality amongst many self-hosted Wordpress blogs is that they lack the proper tools and customizations necessary to make their blog posts and blog as a whole search engine friendly. If people can't find your articles through Google, then they most likely will never find you. And as a result you will most likely never get the traffic your content deserves.

Step 1: Install the Headspace 2 Plugin

<http://urbangiraffe.com/plugins/headspace2/>

This plugin provides many SEO benefits to your blog. The biggest here being the ability to customize your page titles for your pages and posts. This is critical because the Page Title is one of the most important things in SEO. It's what shows up as the title in the search engine results pages. Other benefits of this plugin include avoiding duplicate content, automatic 301 directs for any permalink changes, and the auto generation of meta descriptions for each blog post that you write. This plugin also has a sweet auto-suggest tags tool that I highly recommend using.

Step 2: Install the Google XML Sitemaps Plugin

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

This plugin automatically generates a Google-friendly XML sitemap, and does so every time you add a new post or page. This is critical to updating Google properly of all the new content you are constantly adding to your blog. I honestly cannot imagine a blog without this plugin. Your sitemap is also generated for Ask.com, MSN search, and Yahoo! The Sitemap is generated automatically, so you never have to even worry about creating or generating one on your own time.

Step 3: Install the SEO Friendly Images Plugin

<http://www.prelovac.com/vladimir/wordpress-plugins/seo-friendly-images>

Thanks to Google's Image Search, your images in your blog posts play a critical role in driving traffic to your blog. In SEO, it's important to have both the ALT and the TITLE attributes in detail for each and every image. These attributes tell Google about your image. So if you have an image of "Michael Jackson" you want to make sure that your ALT and TITLE attributes are created in such a way to make it possible for you to come up in the Google Image Search Results. This plugin saves you tons of time by automatically creating those attributes for you based off your preferences.

Step 4: Install the Yoast Breadcrumbs Plugin

<http://yoast.com/wordpress/breadcrumbs/>

Breadcrumbs allow the search engines to figure out the structure of your blog more easily. This plugin for Wordpress will automatically create your breadcrumbs for you within each single post and page. This plugin will help your posts and overall blog increase its page rank with Google, therefore ranking you higher for the various terms that you are blogging about.

Step 5: Install the Broken Link Checker Plugin

<http://wordpress.org/extend/plugins/broken-link-checker/>

Linking to outside resources is a good thing with blogging, but not if those links are dead and your readers are being taken to nowhere. There's no sense in passing on your hard earned Google page rank to sites that don't exist. This plugin will consistently provide a report for you of what broken links you have and where exactly they are so that you can quickly edit them.

Step 6: Configure Your Permalink Structure

This will change the default permalinks which look something like this: www.example.com/?p=13 to something like this: www.example.com/2009/09/michael-jackson. To do this go to: Settings >>Permalinks in your Wordpress admin. From there select the option titled "Month and Name" and save your changes.

Step 7: Install the SEO Smart Links Plugin

<http://wordpress.org/extend/plugins/seo-automatic-links/>

In order to get good solid search engine optimization all across your blog, you want to make sure that you are linking to other posts within your blog whenever you get a chance. This is called "Internal Linking" and plays an important role with Google's search engine results. This plugin will allow you to associate specific keywords or phrases with a specific link so that it's automatically linked every time. So for example, you could link to www.google.com automatically everytime the word "Google" shows up in your blog posts. You will find this plugin extremely useful for your affiliate links as well.

Step 8: Robots.txt to avoid duplicate content

This one does not require a plugin. You need to create a robots.txt file for your blog and use the following code in your file. This robots.txt file should be placed in your root directory.

```
User-agent: Googlebot
```

Disallow: /wp-content/
Disallow: /trackback/
Disallow: /wp-admin/
Disallow: /archives/
Disallow: /*?
Disallow: /*.js\$
Disallow: /*.inc\$
Disallow: /*.css\$
Disallow: */trackback/
Disallow: /page/
Disallow: /pages/
Disallow: /tag/
Disallow: /category/
Disallow: /link.php

User-agent: Googlebot-Image
Disallow: /wp-includes/

User-agent: Mediapartners-Google*
Disallow:

User-agent: ia_archiver
Disallow: /

This will prevent Google and other search engines from crawling the same blog posts twice. Hence the term “Duplicate Content”. This small addition will help your blog posts retain their page rank more efficiently, which means higher search engine rankings for you!

Getting More Reader Participation – 3 Steps

It's a fact: the blogger who is able to get more participation from his readers is the blogger who is going to get all of the attention. But this can be tricky. Your content has to be engaging, and of an intelligent manner in order to get people to voice their opinions. But there are some specific tools that can be used in order to get people to “pipe up” and to create more of a community around your blog.

Step 1: Install the Subscribe to Comments Plugin

<http://wordpress.org/extend/plugins/subscribe-to-comments/>

This plugin is crucial to getting people to participate in a conversation. It allows the commenter to subscribe via email to the comment thread that he/she is commenting too. They are now able to be notified of every single subsequent comment to see what people say after them. This engages the reader into the conversation and get's them coming back to your blog to reply to more comments.

Step 2: Install the Comment Relish Plugin

<http://www.justinshattuck.com/2009/04/01/comment-relish-version-20-release/>

This plugin sends a customized email to all first-time commenters on your blog. In other words, when a new visitor comes to your blog and leaves a comment on one of your posts for the first time they are sent a “Thank You” email that you have previously written thanking them for their participation and encouraging them to continue reading in the future. Brilliant!

Step 3: Install the Moderator Plugin

<http://www.danieldura.com/code/moderator>

This plugin, once installed, along with the Adobe Air app that comes with it, allows you to moderate your comments from your desktop. Once you start tearing up your competition and getting thousands of new readers, it's going to be quite the chore to moderate all those comments. While your competition is spending hours moderating comments, you are working on your next article!

Get Social Media Crazy – 3 Steps

Once you get your blog articles going viral in the Social Media sphere, there's no going back. You'll have more traffic than you honestly ever imagined. But it's up to you as the blog master. By providing the proper tools, you can make it easier for readers to push your content through social media channels like Twitter, Digg, and Stumbleupon to name a few.

Step 1: Install the Sociable Plugin

<http://wordpress.org/extend/plugins/sociable/>

Have you ever seen those icons on the bottom of someone's blog article for Twitter, Digg, Mixx etc. That's essentially what this plugin does for you. It allows you to customize what social media outlets you want to display to your readers. This plugin is a mandatory for social media success with your Wordpress blog. These buttons, when clicked on by the user, lead your reader to the social media site to have your content submitted.

Step 2: Install the TweetMeme Button

<http://wordpress.org/extend/plugins/tweetmeme/>

This TweetMeme button easily allows your blog posts to be “Retweeted,” which is a very big thing in the Twitter world. The button shows a current count of how many times that post has been retweeted throughout twitter.

Step 3: Install the Twitter Tools Plugin

<http://wordpress.org/extend/plugins/twitter-tools/>

This is one of the most flexible and complex plugins for Wordpress. But you need it for your blog for a couple basic reasons. The first is that this plugin will allow you to post “Tweets” from your Wordpress admin screen so you can tweet while you blog. Second it will post a “Tweet” every time you write a new blog post with the title and the url of the post. And finally third it will create an automatic post either daily or weekly (your choice) of your all your “Tweets”. Some very powerful stuff!

Improving Your Reader's Experience – 6 Steps

Improving the user experience can mean so many things in the world of web development and web design. In this instance, since it's blogs we are dealing with, it's all about making your content presentable to the reader; making it easier for the reader to find the content you want them to see. Wordpress straight out of the box doesn't completely help solve this need for you as the blog author. There are a few customizations that need to be done.

Step 1: Install the Popularity Contest Plugin

<http://wordpress.org/extend/plugins/popularity-contest/>

This plugin keeps track of each individual blog post's views, total number of comments, and trackbacks to determine which of your blog posts are truly the most popular. You can then use the widget for this plugin to show the most popular posts in your sidebar, making it easy for your readers to find the posts that your other readers have enjoyed.

Step 2: Install the WP-PageNavi Plugin

<http://lesterchan.net/wordpress/readme/wp-pagenavi.html>

Wordpress by default does not have a very intuitive way of browsing through posts within categories and archives, or even the main loop itself. This plugin adds a navigation at the bottom of the Wordpress loop that looks very similar to the navigation at the bottom of Google search results when you do a Google search. This makes it very easy for the user to browse older posts that you have written.

Step 3: Install the Yet Another Related Posts Plugin

<http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/>

This plugin gives your blog some powerful functionality. When a reader is viewing one of your blog posts, they are presented (usually at the bottom of each post) a list of your other blog posts that are most relevant to the one they are reading. Keeps readers interested in your blog and keeps them coming back!

Step 4: Install the Search Everything Plugin

<http://wordpress.org/extend/plugins/search-everything/>

By default, the Wordpress search tool is very basic. It really doesn't deliver information as well as your readers are used to because of another helpful search tool out there called Google. When a visitor to your blog uses your search tool, this plugin will search through not only posts and pages but tags, categories and comments as well.

Step 5: Install the NextGen Gallery Plugin

<http://wordpress.org/extend/plugins/nextgen-gallery/>

Displaying full fledged photo galleries and image slide shows has never been easier with this plugin. This way you can display a series of images inside of one of your blog posts. The plugin also uses the popular Lightbox effect so that you get a cool hover effect when people click on your images.

Step 6: Install the Smart YouTube Plugin

<http://wordpress.org/extend/plugins/smart-youtube/>

It doesn't matter what topic you are covering, you've gotta put YouTube videos in your blog from time to time. It creates an element of Multimedia to your site which improves the look and the credibility of your blog. But embedding them properly can actually be a little tricky. This plugin makes it easy (through shortcodes) to embed youtube videos in your posts. It products valid XHTML code so that it's embedded properly.

All About RSS – 4 Steps

RSS or 'really simple syndication' is the fuel that runs your blog. You have to make it easy for your readers to subscribe to and read your RSS feed. You also want to be able to track the communication between your readers and your RSS feed as much as possible. There are a few steps we can do to accomplish this.

Step 1 : Install the Feedburner Plugin

<http://wordpress.org/extend/plugins/feedburner-plugin/>

Set up a free account at feedburner.google.com. You want to use Feedburner as your RSS source so that you can track how many RSS subscribers you have. The Feedburner plugin will redirect all links on your blog that go to your feed to your new Feedburner RSS URL.

Step 2: Install the WP Greet Box Plugin

<http://wordpress.org/extend/plugins/wp-greet-box/>

This terrific plugin will display a message just below your post title and just above your content recommending to your readers that they subscribe to your RSS feed. This is an easy way to remind people that you have an RSS feed and that you would like them to subscribe.

Step 3: 2 Plugins for Real-Time RSS Updates

<http://wordpress.org/extend/plugins/rsscloud/>

<http://wordpress.org/extend/plugins/pubsubhubbub/>

As of when this Ebook was first created, Real-Time RSS as a whole is pretty new. You are getting bleeding edge insider tricks with this one. The new RSS Cloud framework from Wordpress and Pubsubhubbub from Google allows for instantaneous RSS updates. Get on board with this one and you'll immediately be ahead of your competition. These plugins tie your Wordpress blog into these frameworks automatically.

Step 4: Insert Ads in Your RSS Feed

You understand where i'm coming from right? You have a couple hundred RSS subscribers, how do you get advertising to them? With Feedburner you can insert Google Adsense into your RSS feed. But what if you don't want to show your readers Google Adsense? What if you have your own ads that you want to have shown to your readers? Here's what you want to do:

1. Edit the functions.php file in your theme. If your theme does not have one, go ahead and create it. (if you are not sure how consult a Wordpress theme developer)
2. Paste this code into your functions.php file (this code needs to be pasted exactly as I have it below):

```
<?php
function insertAds($content) {
$content = $content.'<hr /><a href="http://www.chasesagum.com">Have you visited
ChaseSagum.com today?</a><hr />';
return $content;
}
add_filter('the_excerpt_rss', 'insertAds');
add_filter('the_content_rss', 'insertAds');
?>
```

Now save your file and that's it. You are now displaying ads in your RSS feed. You want to of course replace the url and text that I have in the code above with the code for your own advertisement.

Improving Your Admin Area & Making You More Effective – 2 Steps

The Wordpress administration panel is a highly effective and easy to use admin panel. There are a few tasks however that can eat up a large part of your day. Thank goodness there are a few plugins that solve these issues and allow you to perform what used to be difficult tasks much more easily.

Step 1: Install the Ozh' Admin Drop Down Menu

<http://wordpress.org/extend/plugins/ozh-admin-drop-down-menu/>

Browsing through the admin panel of Wordpress can sometimes take longer than it should. This plugin gives you a javascript drop down menu so you can easily get to everything in the admin panel with one click. From personal experience I will tell you that this is a huge time saver!

Step 2: Install the Ozh' Absolute Comments Plugin

<http://wordpress.org/extend/plugins/ozh-absolute-comments/>

The way Wordpress works by default is that you can moderate comments through the admin screen, but if you want to reply to comments you have to open the blog post itself in your browser. This plugin allows you to reply to comments in the admin screen in the same space that you moderate your comments. This will literally save you hours!

Analytics & Tracking Improvement – 2 Steps

If you are new to web analytics, I recommend using the free service from Google Analytics. It's very easy to use and it's pretty intuitive. Most bloggers (pros and novices included) use Google Analytics to track their traffic. But there are a few specific things that can be analyzed that most bloggers don't look into. And the information you can gather from these sources, as well as the adjustments you make because of them could be the difference. Here two Google Analytics plugins you definitely need:

Step 1: Install the Google Analytics for Wordpress Plugin

<http://yoast.com/wordpress/google-analytics/>

Pretty simple but useful plugin here. This plugin easily adds your Google Analytics tracking code to all

pages & posts within your blog. You can tag outgoing links for your analytics without slowing down your blog. This means that you can track all clicks on your AdSense ads as well as tracking downloads.

Step 2: Install the RSS Link Tagger for Google Analytics

<http://wordpress.org/extend/plugins/rss-link-tagger-for-google-analytics/>

This plugin allows your Google Analytics account to track posts that are read via RSS. Believe it or not, without this you can't really track how many of your readers that day read your article through an RSS feed. This plugin takes care of this potentially frustrating issue.

Improving Your Blog's Performance – 6 Steps

There are many things that go on behind the scenes with Wordpress that allow it to be the amazing application that it is. Because of this there are a few things that can be done from time to time to help keep Wordpress and your web server performing well. You can almost guarantee that your competitor in your niche is not doing these things. Not to mention your blog will perform at lightning speed both for you and your readers.

Step 1: Install the WP Super Cache Plugin

<http://wordpress.org/extend/plugins/wp-super-cache/>

This plugin generates static html files for your dynamic Wordpress blog. Why do you need this? Because every time someone visits one of your blog posts, Wordpress has to query its MySQL database, which after a couple hundred visits can take quite the toll on your web server and make your blog very very slow. This will eliminate that problem, making your blog load at a minimum 10x faster.

Step 2: Activate the Askimet Plugin

<http://wordpress.org/extend/plugins/akismet/>

Pound for pound the most important plugin you could ever activate for your Wordpress blog. It comes with your Wordpress blog automatically. All you need to do is activate it and then get an API key from Wordpress.com to get it working. This plugin does one thing, kill comment spam!

Step 3: Install the WP Tuner Plugin

<http://wordpress.org/extend/plugins/wptuner/>

The WP Tuner plugin is a plugin that performs an analysis of your blog to find out if there is anything wrong with how Wordpress is performing. Maybe it's acting slow. Maybe some features are all of a sudden not working. Whatever the case may be this plugin will identify that problem so you can work to get it fixed.

Step 4: Install the Optimize DB Plugin

<http://yoast.com/wordpress/optimize-db/>

This plugin runs an 'optimize table' command in MySQL for your Wordpress database tables, basically defragmenting it. This will keep your MySQL database moving and performing quickly, which in turn effects how fast your blog is loading for your viewers. This will also have a big effect on your Wordpress admin panel, as that involves querying MySQL the most.

Step 5: Install the WP Security Scan Plugin

<http://wordpress.org/extend/plugins/wp-security-scan/>

This plugin will automatically scan your Wordpress installation for security vulnerabilities and then returns suggestions or corrective actions. Every once in while your Wordpress blog can possibly be vulnerable to a “Hack Attack” of some kind. When it happens, and I speak from experience on this, it can be very difficult to diagnose what specifically the problem is. This plugin takes care of that. It scans all the Wordpress files as well as the Wordpress database and looks for any malicious threats.

Step 6: Install the Cookies for Comments Plugin

<http://wordpress.org/extend/plugins/cookies-for-comments/>

I actually did not come across this plugin until Matt Cutts talked about it at WordCamp 2009 in San Francisco. This plugin drops a “cookie” in the person's browser when they leave a comment. The cookie is then checked. This means that a bot cannot auto submit comments to your posts so you know the person is real! This along with the before mentioned Askimet plugin will eliminate your blog from ever being a victim of spam!

A Few More Things – 3 Steps

There are a few other steps that don't exactly categorize themselves with the before mentioned. But nevertheless they are just as important. Skip these steps only if you plan on losing traffic to the other bloggers in your niche.

Step 1: Install the WP-DB-Backup Plugin

<http://wordpress.org/extend/plugins/wp-db-backup/>

If your blog was your sword, your MySQL Wordpress database is your shield. Lose it and your blog is nothing. You want to backup your Wordpress database often. This plugin will allow you easily with 1 click backup your Wordpress database. You will want to do this daily if you are a serious blogger. Otherwise you run the risk of losing all of your blog posts and comments and never being able to recoup your losses.

Step 2: Redirect Your 404 Error Pages to your Homepage

A 404 Error page is a page that is presented to someone when they reach your domain, but a page that does not exist in the system. These can happen from time to time. So this simple piece of code in your 404.php file located inside your theme will redirect all 404 Error pages to your homepage.

```
<?php
header ( 'Location: http://yourhomepageurl/' );
?>
```

This will help you retain every bit of traffic and gain the attention of EVERY single reader that comes to your blog. It's the little things that count!

Step 3: Install the WPTouch iPhone Theme

<http://wordpress.org/extend/plugins/wptouch/>

This theme displays itself to iPhone users only. It gives them an iPhone App-looking application that's actually your blog! Cool huh? It actually works with the iPhone, iPod Touch, Android, and Blackberry storm. You don't even have to configure anything with this theme. Just upload, activate and go! This essentially makes your blog more usable and readable through the iPhone.

Take Your Design Seriously!

Imagine yourself as the reader. You are browsing around the web and come across a blog. The first thing you see is that bright blue background in the header. "Ouch" you think to yourself. "He's still using the default Wordpress theme!" What do you do? You continue on browsing somewhere else. Why is this so bad you ask? It shows that the blogger is not serious. Not committed to his craft.

Design plays a huge role in your online blogging success. But many people fail in this area due to a lack of education on the subject. I have found that bloggers either 1) don't put enough effort into their blog's design or 2) put too much emphasis on images and artwork and not enough on text and content. In blog design it's all about where Functionality meets Design. The two have to work hand in hand. If the design takes your reader's eyes off of your content, then you have lost the battle my friend.

Seek For Some Design Inspiration

A simple Google search for the phrase "blog design inspiration" will give you a bunch of blog articles displaying the newest hippest designs in the blog world. I always recommend doing this so that you can have a specific idea of how you want your design to look. Make specific notes on everything you like. From the header to the footer. To the font type. To the color scheme. And everything in between. Be specific. Sculpt out on paper exactly how you will want your blog to look. Here are a couple of resources that I turn to for blog design inspiration:

- [45 More Excellent Blog Designs – Smashing Magazine](#)
- [100 Nice & Beautiful Blog Designs – HongKiat.com](#)
- [70 Fresh & Inspirational Blog Designs – InstantShift](#)

Look Into Premium Blog Themes

Some of you may be capable of designing your blog on your own. But for those of you who aren't, a premium customizable blog theme may be right for you. Before you invest in a custom designed blog, take a look around the Premium Wordpress Themes market. These themes are created by professional blog designers. There may be a theme that already fits what you had in mind and only needs a few minor changes. The going price for a premium theme is typically anywhere from \$50 - \$150. So you end up saving a lot of money if you do go this route. These are the best of the best premium theme providers in the market:

- [WooThemes](#)
- [WPZoom](#)
- [Press75.com](#)

- [ThemeForest](#)
- [Graph Paper Press](#)
- [StudioPress](#)
- [WP Remix](#)

Now there are many other premium providers out there. But these are the 7 that I have had a great experience with. But a quick glance at their websites and you can see the quality of Wordpress themes that these guys create. And if you can find one that you like, you can save yourself quite a bit of money and time.

The Best Custom Blog Design Company I Know Of!

If you don't find a theme that you like, or if you prefer to have your blog designed completely custom, then you need to find a designer who is talented, quick, and efficient in putting together the design that you have in mind. That way you can focus one hundred percent of your time on your content and the promotion of that content. Let someone help you out and give you a great blog to work with. I ran a Custom Blog Design outfit for quite some time. And even I hired a designer to put my most recent blog together. I did this because I wanted to spend more of my time writing and less time coding!

The best custom blog design group I have come across thus far is [Unique Blog Designs](#). They designed and developed JohnChow.com, which is kind of a big deal. John Chow makes \$40,000 a month on his blog, so you know that he went to the best of the best for his blog design. If you are looking for someone to help you get all of these steps done that I have laid out in this Ebook, as well as a great design, I recommend contacting these guys. It will typically cost you around \$2,000 for them to design your blog for you, but if you are looking for a custom designed blog, you won't find anyone who will give you a better design and/or layout. Go to their services page and fill out their Quote Form to get a free quote from the guys over at Unique Blog Designs.

Make Sure You Have The Right Hosting

I'm still amazed to this day how many people still host their Wordpress Blogs at places like GoDaddy. Don't get me wrong, a place like GoDaddy is a great place to purchase and host your domain names. But it's not a good place to host a serious Wordpress blog. There are so many hosting companies in the market today. There are 2 that I have personally had great experiences with that I would recommend:

- [Dreamhost](#)
- [Bluehost](#)

I currently host all of my blogs with these 2 companies. Both companies are so quick and efficient at solving any problems when/if they occur. They also have all of the preconfigurations necessary to do anything Wordpress needs to do so you don't run into any problems.

Learning To Become A Better Blogger – 10 Key Resources

When it comes to being a better blogger, there are 10 specific resources that I rely on, most of which are of course blogs. But these blogs are written by people who are truly successful in the art of blogging. So as you can imagine, their insight into the topic is profound and ground-breaking. I've spent the last 3½ years reading countless Ebooks and blog articles from various sources. These I have found to be the most profound and the most beneficial:

1. Probblogger.net – <http://www.probblogger.net/>

Ever since I began blogging back in 2006 I have subscribed to this blog's RSS feed. And with great reason. I have learned so much of what I know now from Darren, through his blog posts each day. Everything from how to write a better blog post, to improving your social media presence and everything in between. You will find this blog by Darren Rowse informative and inspirational.

2. Copyblogger.com - <http://www.copyblogger.com/>

A blog written by Brian Clark which I use as a great source for learning how to better write **copy** for my online content. Brian, just like Darren Rowse, has a terrific talent for explaining what he knows. I was always the guy who would spend hours just to write 400 or 500 words. This blog has helped me learn how to generate content ideas and get those ideas on paper into a format that is helpful to my blog readers. Super helpful blog!

3. Entrepreneurs-Journey.com - <http://www.entrepreneurs-journey.com/>

This blog is a great all around “success online” type of blog, with an emphasis on blogging. Author Yaro Starak has a talent for communicating things at a human level so you will catch on to what he's teaching you right away. He doesn't write as often as Copyblogger or Probblogger (a couple times a week, compared to every single day), so the information does not come in as high of doses. But his articles are very informative so this is definitely a blog worth keeping your eyes on.

4. The Blog Profits Blueprint - <http://www.blogmastermind.com/>

This is the very first Ebook I ever read on Blogging. I first read it back in 2007 in which case it has probably been updated since then. I found this Ebook to be extremely helpful for me not only on the topic of blogging, but in other technical details such as how my blog should look and interact with my readers, as well as how to utilize Search Engine Optimization strategies to increase my readership. This Ebook is free by the way!

5. Authority Rules Ebook - <http://authorityrules.com/>

If you want to find success blogging you need to read this free Ebook from Copyblogger's Brian Clark. The Authority Rules Ebook will help you understand what your ultimate goal needs to be with your blog: to become the Authority in your niche. It also helps you clearly understand the potential you have as a blogger to influence your readers and niche. As a summary, it explains how and why gaining Authority in your topic is the number one priority of blogging, and why Authority can bring you tons of success in online marketing.

6. Wordpress SEO from Yoast - <http://yoast.com/articles/wordpress-seo/>

Joost de Valk teaches you about how to optimize your Wordpress blog for Google (and those other

search engines). This is just a free article that I found very informative and I highly suggest you bookmark it and read it. It will really give you a good feel for what you have to do SEO wise with your Wordpress application.

7. Matt Cutts: Wordpress & SEO – What You Need to Know (video) -

<http://wordpress.tv/2009/05/30/matt-cutts-google-sf09/>

Matt Cutts is the head of Google's Web Spam Team. He is in charge of deciding what Google accounts for in its search engine algorithm. At WordCamp in San Francisco 2009 he gave a presentation on SEO and Wordpress. One of the most insightful and educational videos you will ever see on the Internet. Definitely watch this one!

8. The Blogger's Guide to SEO – SEOBook.com

<http://www.seobook.com/bloggers>

Aaron Wall is widely considered one of the biggest SEO experts on the web. He and his wife Giovanna have written this amazing resource to help beginner bloggers understand SEO and what it means to their blogging efforts. This is one of the first articles I ever read on the subject a couple years back and loved every bit of it.

9. Beginners Guide to Search Engine Optimization – SEOMoz.org

<http://www.seomoz.org/article/beginners-guide-to-search-engine-optimization>

Rand Fishkin and the crew over at SEOMoz do a great job at covering all the aspects of SEO in a way that can make sense to everyone. While SEOBook.com (above) is beneficial because it talks more about SEO for bloggers, SEOMoz.org talks more about SEO and all of its uses. These guys are always ahead of the curve. You will find this Ebook informative and you will walk away from it knowing exactly what you need to do for your blog.

10. Killer Flagship Content – Chrisg.com

<http://www.chrisg.com/killer-flagship-content-free-Ebook-to-download/>

Chris Garrett writes this Ebook about how bloggers are able to make their blog a vital resource. The Ebook is great at teaching you how to create, package and promote compelling resources that attract more attention to your blog. You'll love this free read.

Some Words of Inspiration

If someone were to ask me “what's the one thing I need to do to be successful at blogging?” my answer would be this: **blog about something you are passionate about!** That would be my one answer. Let's say you put two bloggers together in a competition to see who can get the most readers: one who is an SEO/Copywriting specialist, and the other who is a passionate insane maven on the subject. Who do you think will win? The passionate insane maven! Passionate bloggers always find something unique to write about. They always find a way to get people engaged in the conversation. **Be Passionate!** Every blogger is going to go through their ups and their downs; it's inevitable. My passion for my subjects is what has gotten me through all of the downs with my two blogs. The most important attribute you can have when blogging is passion for your subject. Here are a few more that

will help you become the best blogger you can be.

Be Persistent

Persistence is a key in this world of blogging. Thousands of blogs are started every day, but thousands are also quitting. You have to earn your traffic. You have to earn your popularity. But once you do, you know that it was well worth it. Everyone has had to start a blog with 0 unique visits! It's a fact. But through persistence and the test of time, big name bloggers have been able to achieve huge successes through blogging. One way I have learned to be persistent is by constantly learning and evolving as a blogger. Read blogs like Probblogger.net that teach and inspire you on how to be a better blogger. This will keep you pressing forward with motivation and energy.

Keep Balance In Your Life

Through personal experience, make sure you don't screw this one up! Not only will you get burned out, but you will lose the things around you that truly have the most meaning. You will find that by balancing your life in all aspects, you will become a better blogger. Most of the high traffic articles I have written on Chasesagum.com were thought of while I was doing something else, like a personal hobby or spending time with my wife. You also want to keep your sanity. Too much time behind a keyboard can mess you up for good!

Discipline Is SO Important

The Internet is so big. There are so many things to do, and read, and watch etc. A big reason why many bloggers fail is due to a lack of discipline in their activities...whether it's spending too much time online on nonproductive things, or not putting enough effort into each individual blog post. When you have an idea of a blog post you want to write, dedicate some time to it. Think about it. Make changes. Perfect it. Anyone can write a blog post. But not anyone can write a blog post that everyone wants to bookmark!

Being 10% Better

This is my mantra when it comes to blogging online. I know for a fact, especially in the industry that I blog in, that there is almost always an article already written somewhere in the blogosphere about what I am writing. There's no getting around this. So I focus on making each article **10% better than what has already been written**, knowing that even though someone has already written about the subject people will still love my article the most!

This mantra also comes into play on a personal level. I challenge myself daily, weekly, and monthly to **make my blog 10% better than it was before**. This has to do with everything from design, functionality, content/quality of articles, social interaction with my readers, etc. By concentrating on being 10% better I can consistently see the results of my hard work, which in return encourages me to press forward. Do this and you will see a constant increase in your blog's traffic and readership.

Who is Chase Sagum?

I have been in the web design and development industry since 2005. I started out as a Project Manager for a small web development firm, then worked my way to developing skills in both Web Design and PHP web development. I began blogging in 2006 when I started my first blog ChaseSagum.com. This was around the time I began to work with the Wordpress content management system. I immediately fell in love with it and have been working with it ever since.

From October of 2007 through February 2009 I created and ran Evolve Web Development, which was a company that specialized in the design and development of custom blogs. During this time I (with the help of some valuable team members) developed & designed over 300 custom blogs for various customers all across the United States. We used Wordpress on every single project! This is where I have gained my valuable experience. The idea behind this Ebook was to gather all the valuable information I have learned during this time and share it with you in one valuable resource.

What I Am Up To Now

Because of my desire to blog online full-time, I dissolved my Web Development company in early 2009. I currently blog for a living, full time on ChaseSagum.com as well as a sports blog where I cover the NBA – BestPlayerOnThePlanet.com. These are the two subjects I am passionate about, and therefore have decided to move my career in this direction. As you can tell I love blogging and I love educating people.

Connect With Me

This Ebook is just part of the conversation we are all talking about over at Chasesagum.com. I cover information in regards to leveraging open source applications for business success. Come join the conversation and continue your education with me. You can also connect with me on the following Social Media outlets.

- [Twitter.com/chasesagum](https://twitter.com/chasesagum)
- [Facebook.com/csagum](https://facebook.com/csagum)
- chasesagum.stumbleupon.com
- [Linkedin.com/in/chasesagum](https://linkedin.com/in/chasesagum)

I wish you the best of luck in your blogging efforts! Go make a ton of money online blogging about what you are passionate about. And don't let anybody tell you you can't do it!

Chase K. Sagum

<http://chasesagum.com>

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