



How to Start a Blog

(STEP BY STEP GUIDE)

IDEAS THAT WORK

By Justice Winner

ABOUT THE AUTHOR



•Pro Nigerian Blogger•Web Designer• Political Activist• Wordpress Freelancer• •Bulksms Boss•

I'm Justice Winner, popular as Winnerzblog. As a kid, i have always wanted to be a psychiatric doctor, treating mad people and restoring sanity to the community, but my love for computers and web as a subject got me here. I do anything relating to digital media, I'm a Freelancer, a Tech Geek,Blogger, PR Strategist and a Certified Journalist at that.

I love secular music, mum keeps telling me I'll go to hell for that but I hope God understands. I am always indoors, hardly bored because I'm always busy. I don't like shoes, blue is my favorite colour. I like learning something new. And I like pretty slim ladies but sadly, easy going guy like me. LOL

I detest laziness. I dislike much phone calls (I blacklist disturbing phone numbers). And lastly, talking too much is not my fancy.

I am neither especially clever nor especially gifted. But I am only always very, very curious. I can resist anything except temptation. I am

enough of an artist to draw freely upon my imagination. I am a dynamic figure, often seen scaling digital walls and crushing technology ice. I have been known to remodel digital stations on my lunch breaks (whenever I luckily have one), making them more efficient in the area of human retention.

I translate digital tasks to cool cash for online refugees. I write incredible internet articles, the devil once called me to write the speech he would use on judgement day, I declined. I manage time efficiently.

Occasionally, I refuse to eat for three days in a row, not for any meaningful reason, but just to show myself that I can be very weird. Not funny though!

I didn't learn website design at any designated tutorial centre. All I used to do was google up "*what is and how to's*" on my old HP desktop-laptop back then and over time, it became part of me.

I have designed over 30 websites this same way I am about to teach you, and I have made some cool cash doing so, no bragging (though it is meant to be).

**That's all about me, with the little info, what do you think of me?
Am I cool? Or do you think I'm just one random idiot?**

Whatever you think! I don't care what you think about me 'cos I don't think about you at all. #Tongues-out!

NB: I play a lot, at times, my words might sound abusive, it's all pun, never take me too seriously. Thank You!!!

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Lastly, pay less attention to any grammatical flaw you notice in this ebook. The author has made all attempts to proofread and ensure proper grammatical accuracy. Nevertheless, have it in mind that the writer is just a web enthusiast, not an English professor.

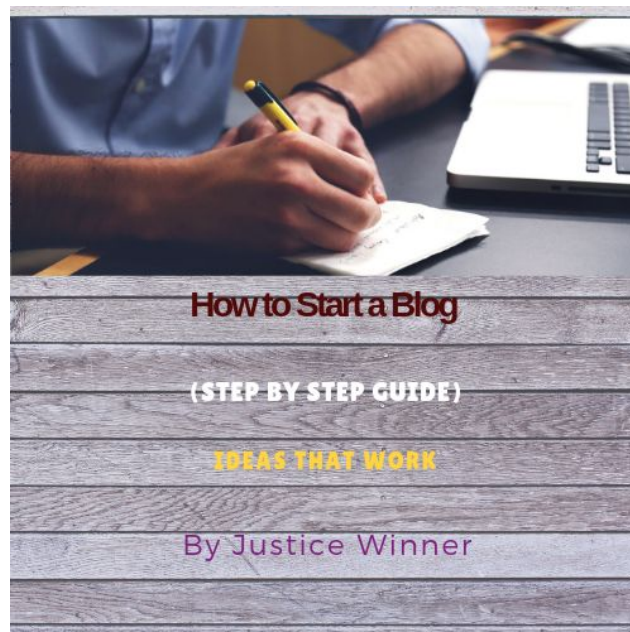
GETTING DOWN TO BUSINESS

INTRODUCTION

Do you want to start a WordPress blog the right way? I know that starting a blog can be a terrifying thought specially when you are not geeky. Guess what – you are not alone. Having helped over 200 users create a blog since 2011 of blogging, I have decided to create the most comprehensive guide on how to start a WordPress blog without any technical knowledge.

So, sit back and take a bottle of chilled coke. This guide will answer all your questions of how to create a blog and monetise it.

The process is easy to follow whether you are 20 years old or 60 years old. However if you need help, I can help you setup your blog and monetise it at a very cheap rate, contact me via the link. → [Click Here to Get Your Free WordPress Blog Setup!](#) ←



What do you need to start a WordPress blog?

There are three things you need to create a WordPress blog:

1. A domain name idea (this will be the name of your blog i.e winnerzblog.com)
2. A web hosting account (this is where your website live on the internet)
3. Your undivided attention for 35 minutes.

Yes, you read it right. You can start a blog from scratch in less than 35 minutes, and I will walk you through the whole process, step by step.

In this tutorial, You will learn:

- How to Register a Domain Name for Free
- How to Choose the Best Web Hosting
- How to Install WordPress
- How to Change Your Theme
- How to Write Your First Blog Post
- How to Customize WordPress with Plugins
- How to Add a Contact Form

- How to Setup Google Analytics Tracking
- How to Optimize Your Website for SEO
- How to Make Money From Your Blog
- Further Resources Towards Mastering Wordpress

Ready? Let's get started.

Step 1. Setup

The biggest mistake beginners make when building a blog is choosing the wrong blogging platform. Thankfully you have this ebook, so you won't be making that same mistake.

Yes, i made the mistake as a beginner too. I set my first blog on a blogspot platform thinking it's the best. Until lately, after some online research, i moved my blogspot blog to wordpress and i am grateful i took that decision. You hear me right, wordpress is the best blogging platform. Well, read on, you will discover things yourself.

For 95% of users, it makes more sense to **use WordPress.org** also known as self-hosted WordPress. Why? Because it is free to use, you can install plugins, customize your site design, and most importantly

make money from your site without any restrictions. Now you have probably heard that WordPress is free.

You might be wondering why is it free? What's the catch?

There's no catch. It's free because you have to do the setup and host it yourself.

In other words, you need a **domain name and web hosting**.

A domain name is what people type to get to your website. It's your website's address on the internet. Think google.com or winnerzblog.com

Web hosting is where your website live. It's your website's house on the internet. Every website *needs web hosting*.

A domain name typically costs \$14.99 / year, and web hosting normally costs \$7.99 / month.

That's a lot for beginners who are just starting out to pay.

Thankfully, [Bluehost](#), an official WordPress recommended hosting provider, has agreed to offer my users a **free domain name** and over **60% off** on web hosting.

[→ Click here to Claim this Exclusive Bluehost offer ←](#)

Bluehost is one of the oldest web hosting companies, started in 1996 (that's before Google). They are also the largest brand name when it comes to WordPress hosting because they host millions of websites including our own.

On top of all this, Bluehost has been working with WordPress since 2005, and they are committed to giving back.

NOTE: I believe in transparency. If you sign up with [Bluehost](#) using my referral link, I will earn a small commission at no extra cost to you (in fact, you will save money and get a free domain). I would get this commission for recommending just about any WordPress hosting company, but I only recommend products that I personally use and believe will add value to my readers.

Let's go ahead and purchase your domain + hosting.

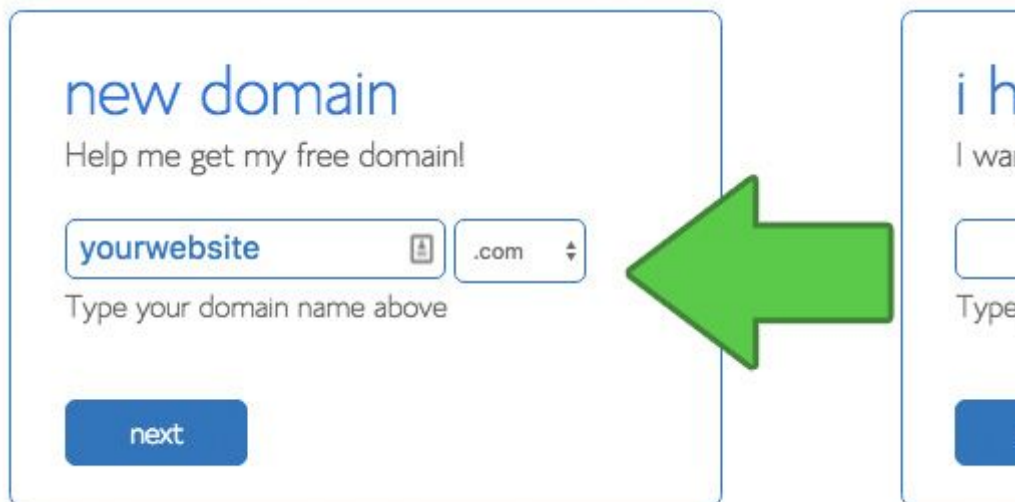
[Open up Bluehost](#) in a new window and follow along.

First thing you need to do is click on the green Get Started Now button to get started.



On the next screen, select the plan that you need (basic and plus are the most popular).

After that, you will be asked to enter the domain name for your website.

A screenshot of a "new domain" selection form. The form has a title "new domain" and a subtitle "Help me get my free domain!". It contains a text input field with "yourwebsite" and a dropdown menu with ".com". Below the input is the text "Type your domain name above". A blue "next" button is at the bottom. A large green arrow points from the right towards the form. To the right of the arrow, a partial view of another form is visible with the text "i ha", "I wan", and "Type:". The entire form is enclosed in a blue border.

Lastly, you will need to add your account information and finalize the package info to complete the process. We recommend going with the 36 month plan because that's best value.

On this screen, you will see optional extras that you can purchase. It's entirely up to you whether or not you purchase these, but we generally don't recommend purchasing them right away. You can always add them later on, if you decide that you need them.

package information

Account Plan	Basic 36 Month Price - \$2.75/mo. 
Hosting Price	\$99.00 (\$2.75 for 36 months)
Setup Fee	Free
Primary Domain Registration	Free
Domain Privacy Protection	<input type="checkbox"/> - \$0.99 per month More information
Site Backup Pro	<input type="checkbox"/> - \$2.99 per month (Billed to end of hosting term) More information
Search Engine Jumpstart	<input type="checkbox"/> - \$2.99 per month (Billed annually at \$35.88/yr)  More information
SiteLock Security - Find	<input type="checkbox"/> - \$1.99 per month (Billed annually at \$23.88/yr) More information

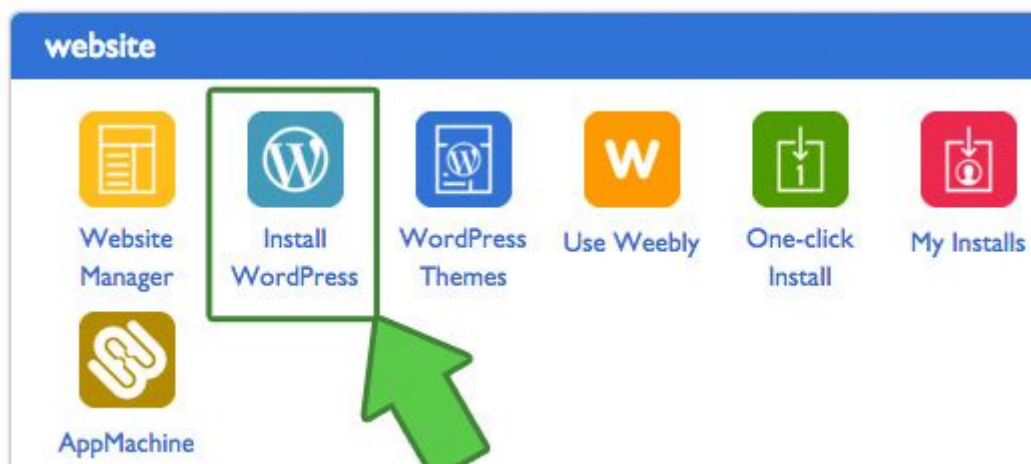
**36 month plan
is the best value**

Once completed, you will receive an email with details on how to login to your web hosting control panel (cPanel). This is where you manage everything from support, emails, among other things. But most importantly, this is where you install WordPress.

Step 2. Install WordPress

In the cPanel, you will see dozens of small icons for different services and features. This can be a bit overwhelming, so ignore 95% of them because you will never need to use them.

Scroll down to the website section and click on the WordPress icon.



You will be redirected to the Bluehost Marketplace Quick Install screen for WordPress. Click on the Get Started button.

On the next screen, you will be asked to select your domain name. Choose the domain from the dropdown and then click Next.



WordPress
Version 4.6

Talk to a WordPress Expert (855) 464-5955

Select domain for installation

http://www.startawpsite.com

/ directory

Your install is ready to begin. Click next to continue your install.

Next

After that, you need to enter your Site Name, username, and a password for your site. You also need to check all the checkboxes and then click Install.



WordPress
Version 4.6

Talk to a WordPress Expert (855) 464-5955

Installation Settings

Site Name or Title

Your Site Title

Admin Username

yourusername

Admin Password

sup3rhardpa55w0rd

- ☒ Automatically create a new database for this installation
- ☒ I understand that installing on the same domain will overwrite any files
- ☒ I have read the terms and service GPLv2

Previous

Install

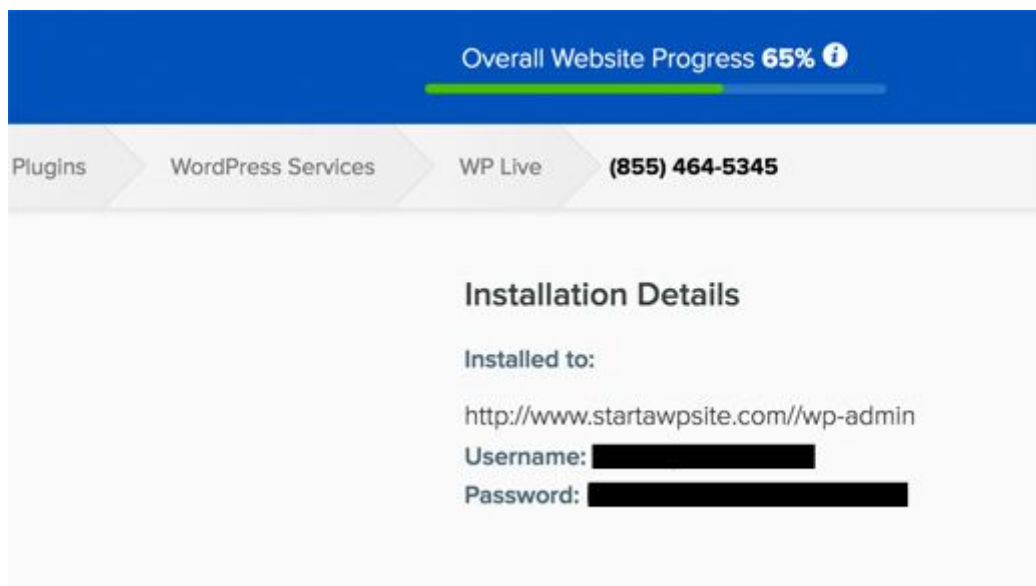
The QuickInstall will start installing WordPress. The marketplace will prompt you to browse WordPress themes, while WordPress is being installed.

No need to do that right now. We'll show you how to get free WordPress themes in the next step.

Once WordPress is finished installing, you will see the success notice in the top header bar.



Click on the Installation Complete link, and it will take you to the screen with your WordPress login URL and password.



Congratulations, you have created your WordPress site. That wasn't too bad right.

Your [WordPress login URL](#) will look like this:

http://yoursite.com/wp-admin

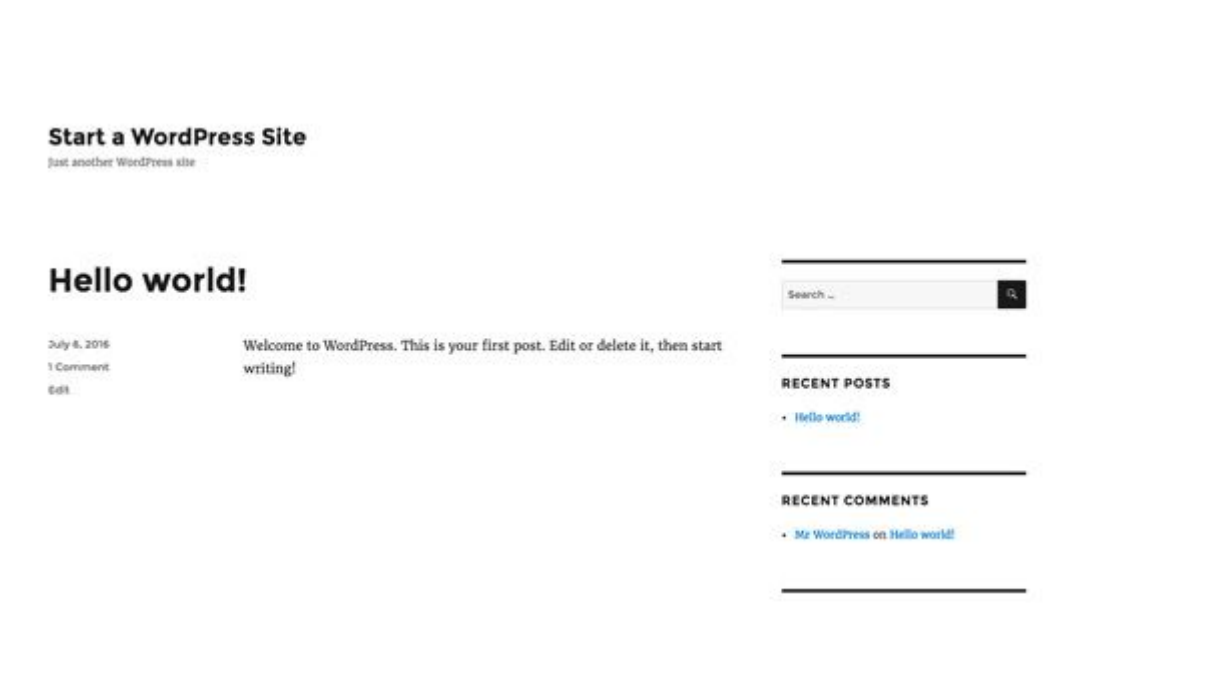
Click on the WordPress login link to login to your dashboard.

Now we're ready to customize your site's appearance and start blogging.

Step 3. Selecting your WordPress Theme

The visual appearance of your WordPress blog is controlled by themes.

When you first visit your blog, it will look something like this:

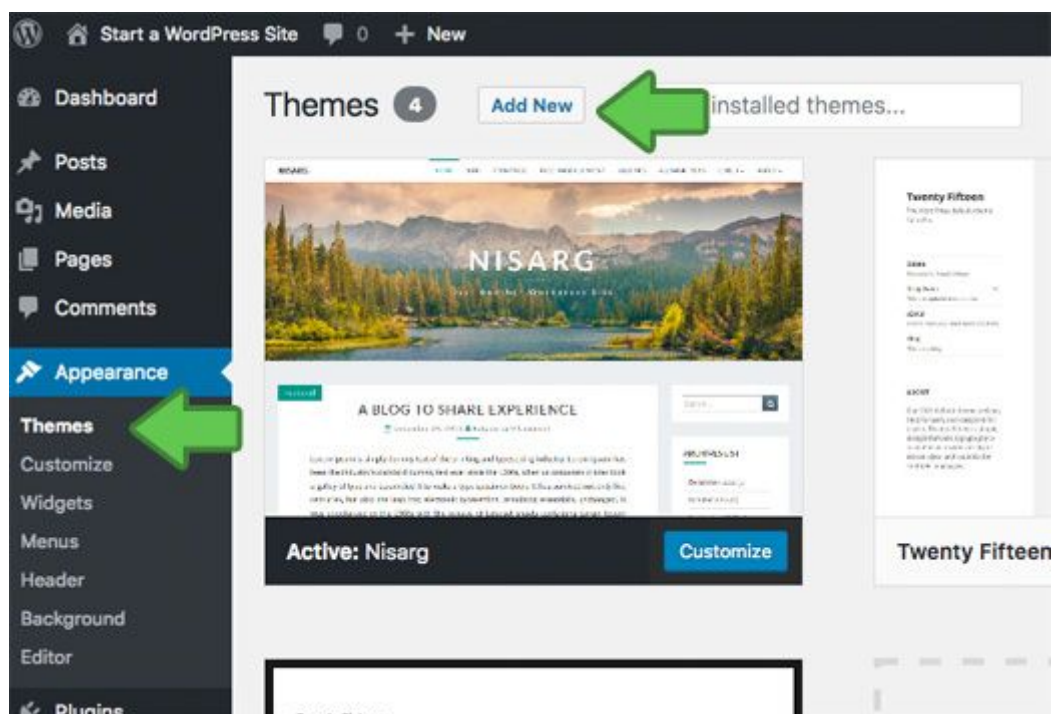


This is not very appealing to most people.

Customizing the look and feel of your blog is by far one of the most exciting and rewarding part in the journey of creating your WordPress site.

There are thousands of pre-made WordPress themes that you can install on your site. Some of them are free, while others are paid.

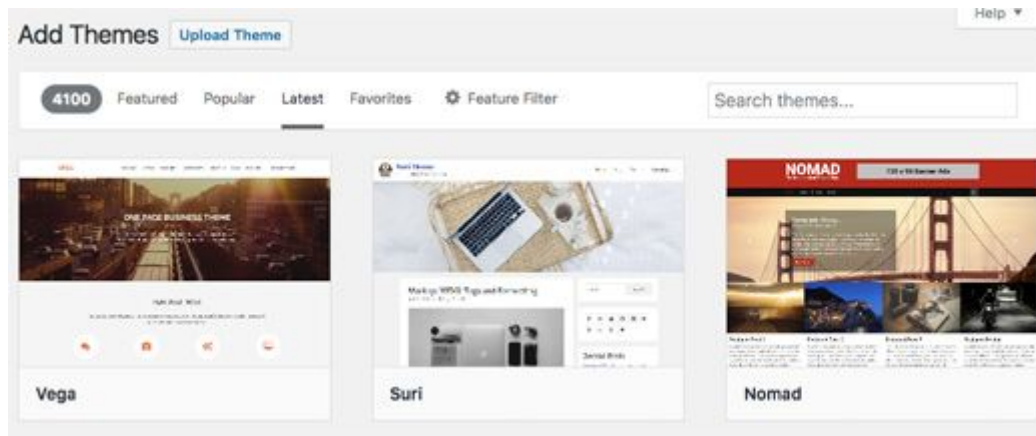
You can change your theme by going to your WordPress dashboard and clicking on **Appearance » Themes**.



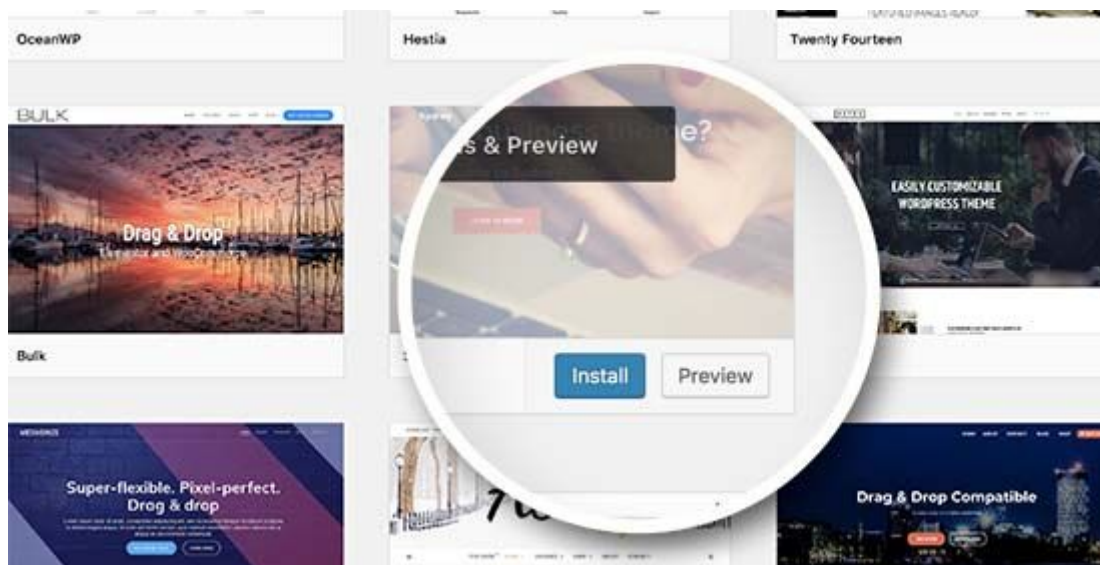
Go ahead and click on the Add New button.

On the next screen, you will be able to search from 5600+ free WordPress themes that are available in the official WordPress.org themes directory.

You can sort by popular, latest, featured, as well as other feature filters (i.e industry, layout, etc).



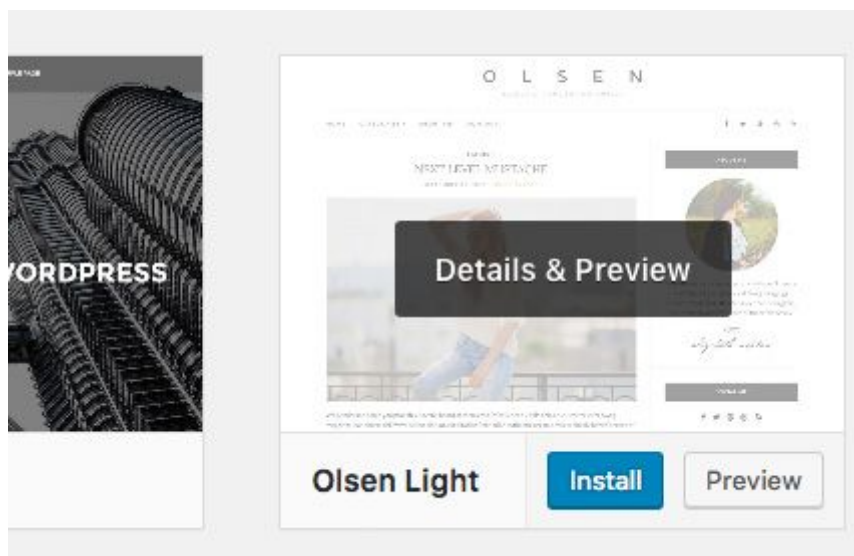
You can take your mouse over to a theme and you will see a Preview button. Clicking on will open the theme preview where you can see how it would look on your website.



The preview of your theme may not look exactly as shown in the screenshot, which is normal as you will get to customize and set it up later. What you need to look for is design, colors, typography, and other elements.

The best tip to select the perfect WordPress theme is to strive for simplicity in design. It helps you keep things clean and clear while offering a good experience to your users.

When you have found the theme that you like, simply bring your mouse on it, and it will show the Install button. Click on it and wait for the theme to be installed. After that, the install button will be replaced with an Activate button. You need to click on it to Activate the theme.



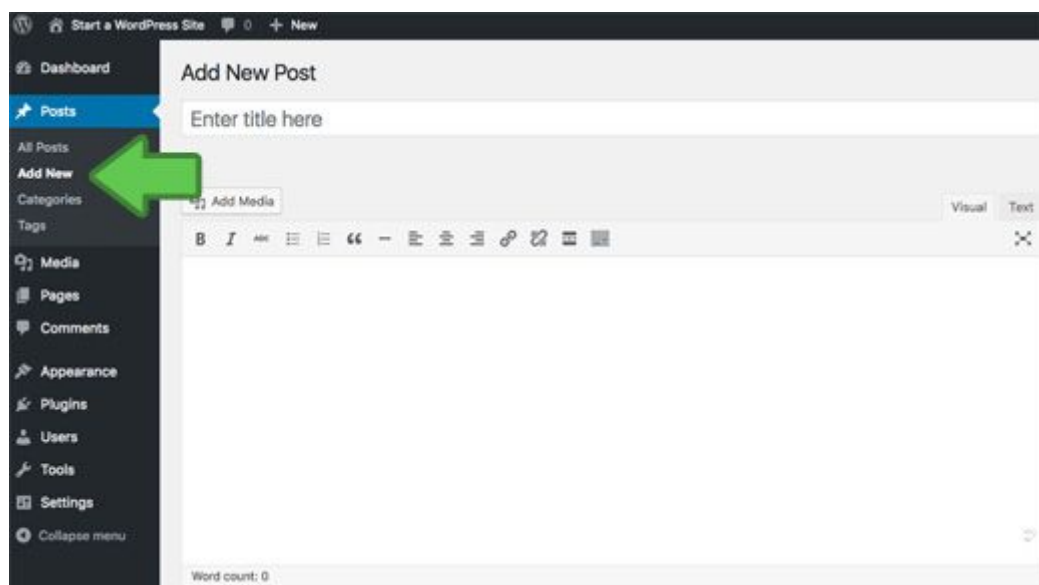
Once you have installed your theme, you can customize it by clicking on the Customize link under the Appearance menu.

Once you have selected your WordPress theme, you are now ready to create your first blog post.

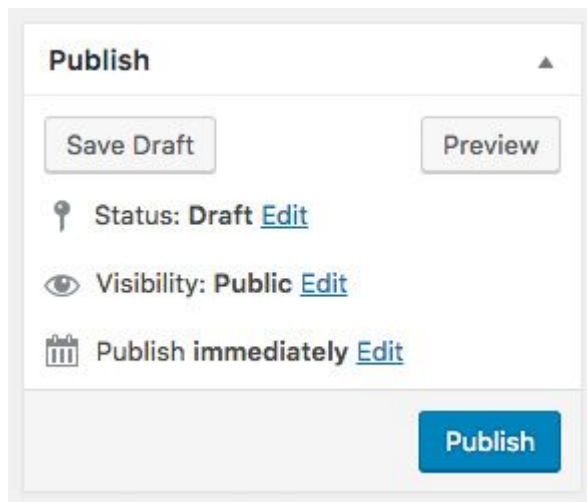
Step 4. Creating Your First Blog Post

To write your first blog post, click on the **Posts » Add New** menu in your WordPress dashboard.

You will see an editor area where you can write your first blog post.



Once you're done writing, go ahead and click on the Publish button on the right to publish your first blog post to the world.



On the posts screen, you will notice several other sections such as Categories and Tags. You can use these to organize your blog posts.

Step 5. Plugins & Customizations

Once you have written your first blog post, you probably want to get started with adding other usual elements on your website such as contact forms, galleries, sliders, etc.

To add all these additional features, you need to use plugins.

WordPress plugins are apps that allow you to add new features to your website.

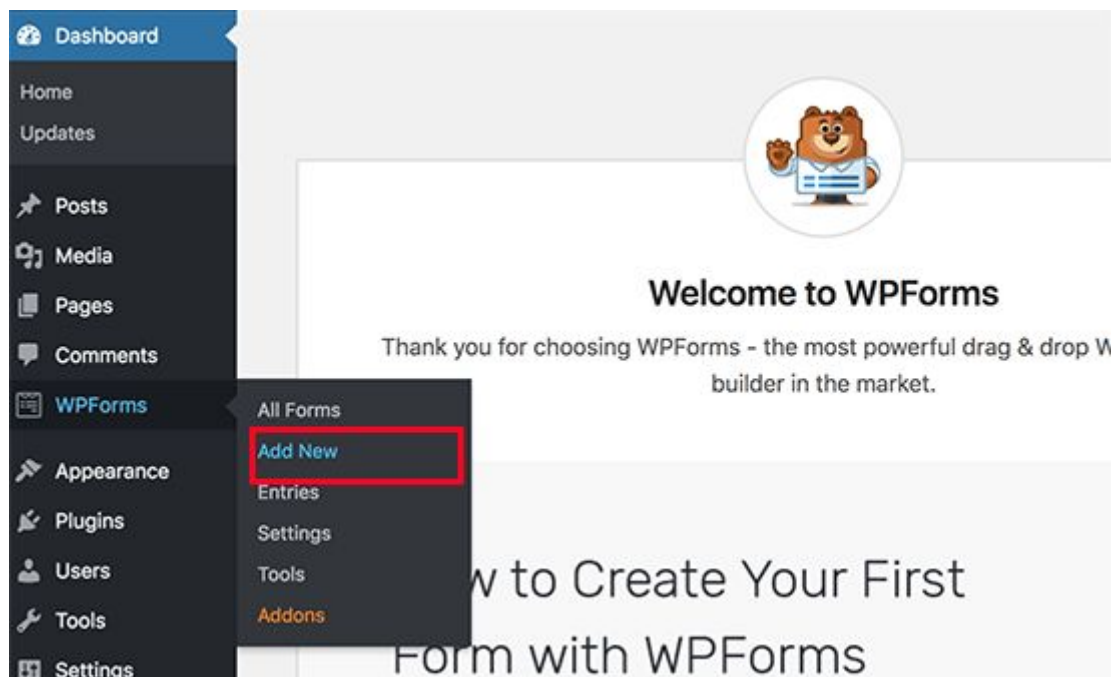
There are over 55,000 WordPress plugins available in the free WordPress plugin directory alone. This means no matter what you want to accomplish, there is a plugin for it.

How to Create a Contact Form in WordPress

Every website needs a contact form. It allows your users to contact you directly. Since WordPress doesn't come with a built-in contact form, you will need a [WordPress form builder plugin](#) to add a contact form on your site.

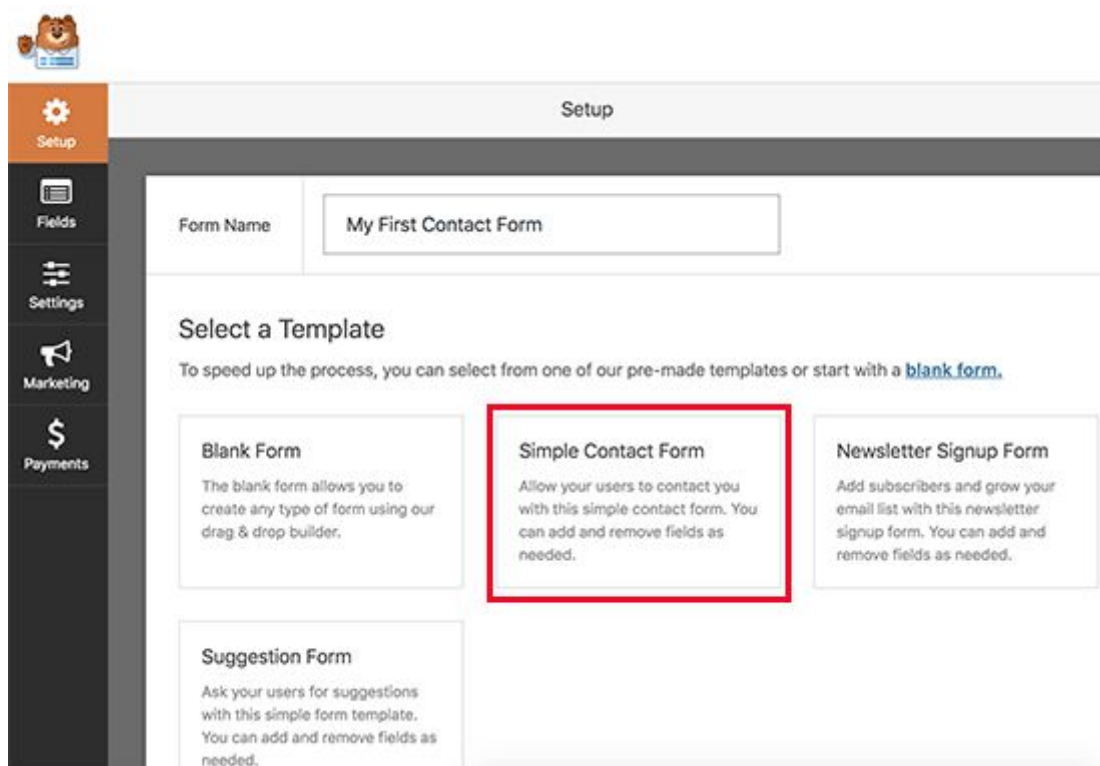
We recommend using the [WPForms Lite](#) plugin. It is free version of the popular WPForms plugin, which is #1 in our list of best contact form plugins for WordPress.

You can install the plugin by going to **Plugins » Add New** page and typing WPForms in the search box. Next, you need to click “Install” and then “Activate”. Upon activation, you need to head over to **WPForms » Add New** page to create your first form.



This will open the WPForms builder interface.

First, you need to enter a name for your contact form and then click on 'Simple Contact Form' template.



The screenshot displays the WPForms builder interface. On the left is a dark sidebar with icons for Setup, Fields, Settings, Marketing, and Payments. The main area is titled 'Setup' and contains a 'Form Name' field with the text 'My First Contact Form'. Below this is a 'Select a Template' section with the instruction: 'To speed up the process, you can select from one of our pre-made templates or start with a [blank form](#).' There are four template cards: 'Blank Form', 'Simple Contact Form' (which is highlighted with a red border), 'Newsletter Signup Form', and 'Suggestion Form'. Each card includes a brief description of its purpose.

WPForms will now create a simple contact form for you with all the required fields. You can click on any field to change it, or add a new field from the left column.

Now editing **My First Contact Form** EMBED SAVE

Fields

Add Fields ▾ Field Options >

Standard Fields ▾

- Single Line Text
- Paragraph Text
- Dropdown
- Multiple Choice
- Checkboxes
- Numbers
- Name
- Email

Fancy Fields ▾

- Website / URL
- Address
- Phone
- Password

My First Contact Form

Name *
First Last

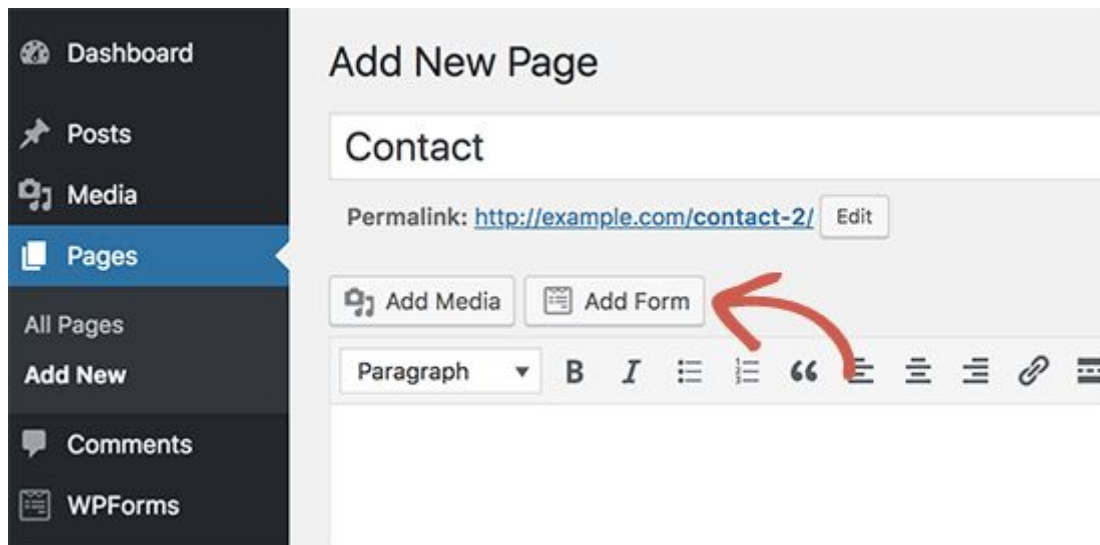
Email *

Comment or Message *

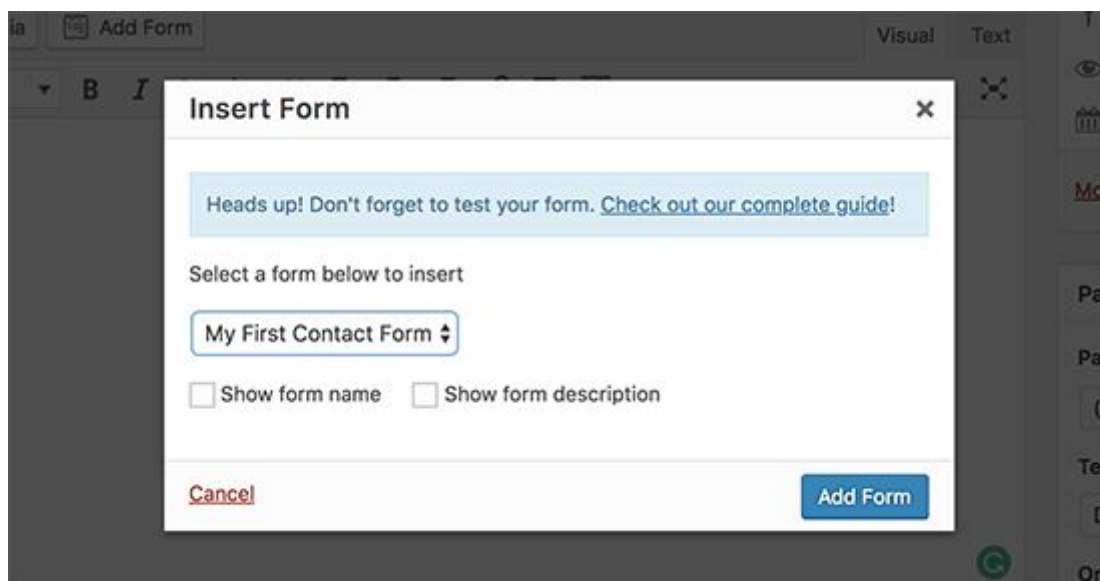
Submit

Once you are done editing the form, click on the save button at the top right corner and then exit the form builder.

You can now create a new page in WordPress by going to **Pages » Add New** and call it 'Contact'. On the edit screen, you will notice a new 'Add Form' button.



When you click on it, it will bring up a popup where you need to select the form you created earlier and then click on the add form button.



WPForms will now add the form shortcode into your page. You can now save and publish the page and visit it in your browser to see your contact form in action.

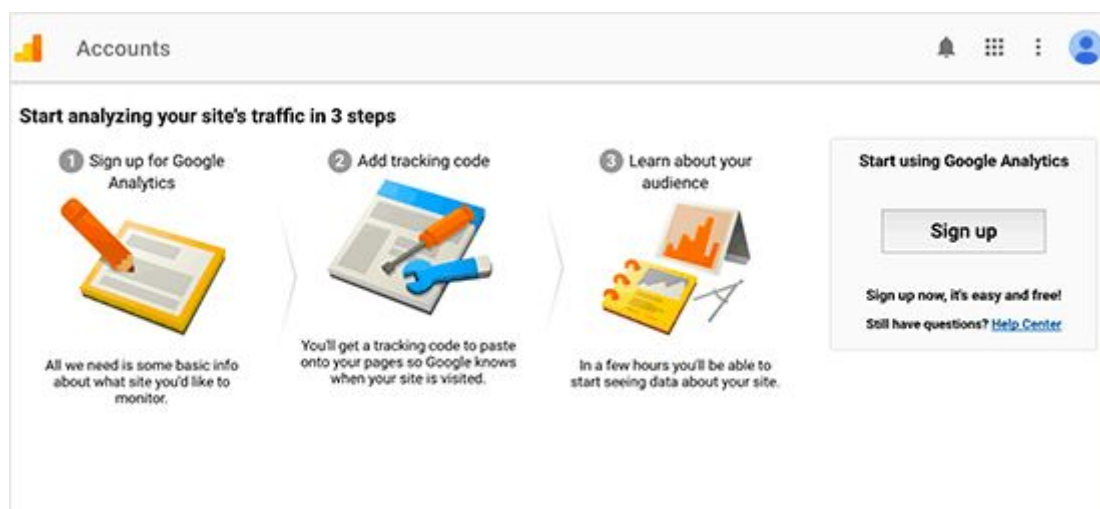
How to Setup Google Analytics Tracking

Google Analytics helps you see how many people are visiting your blog, where they are coming from, and what are they doing on your website?

It is best to install Google Analytics when starting your blog, so you can see how much your blog has grown over time.

First, you need to visit [Google Analytics](https://analytics.google.com) website and sign in using your Gmail account.

Once you are logged in, you can go ahead and sign up for a free Google Analytics account.

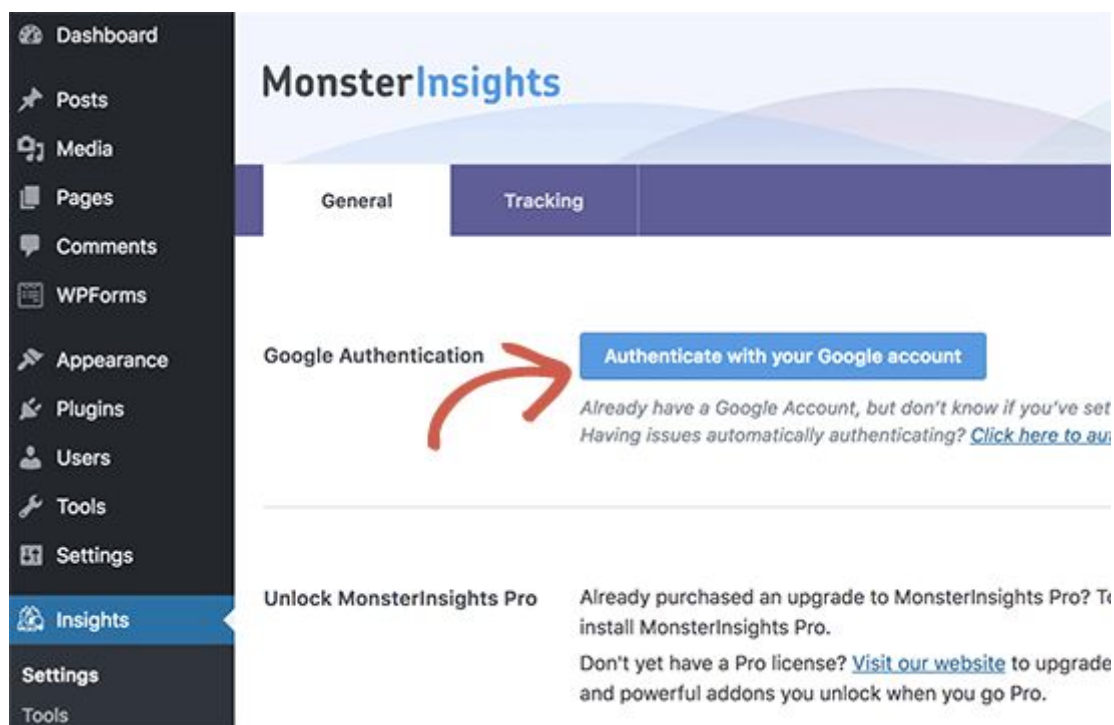


You will be asked to provide your information and website URL. After that, you will be presented with your Google Analytics tracking code.

You can stop here because we will be using a plugin to automatically fetch and add this code to your blog.

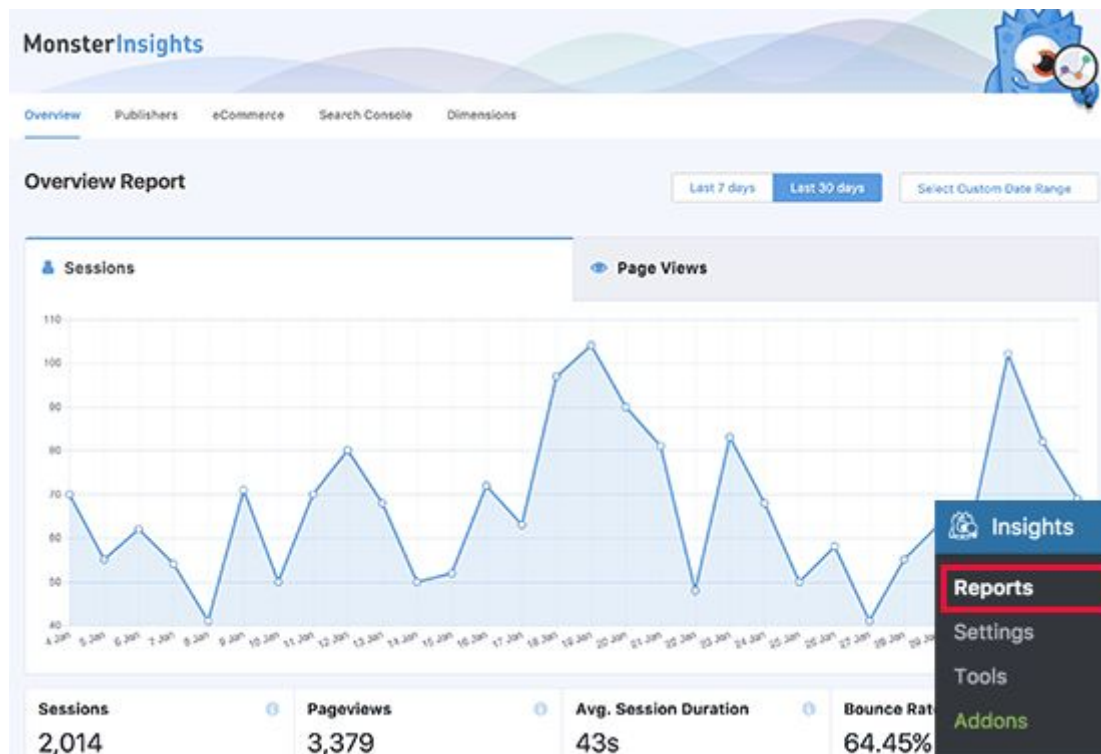
Switch to your WordPress admin area to install and activate the [MonsterInsights](#) plugin. It is the free version of the best Google Analytics plugin for WordPress, and it is the easiest way to add Google Analytics on your site.

Upon activation, you need to visit **Insights » Settings** page to configure the plugin settings.



On the settings page, click on the 'Authenticate with your Google account' button to connect Google Analytics to your WordPress site.

Follow the onscreen instructions to complete the setup. Once done, you will be able to see your website analytics report straight from your WordPress dashboard under the MonsterInsights tab.

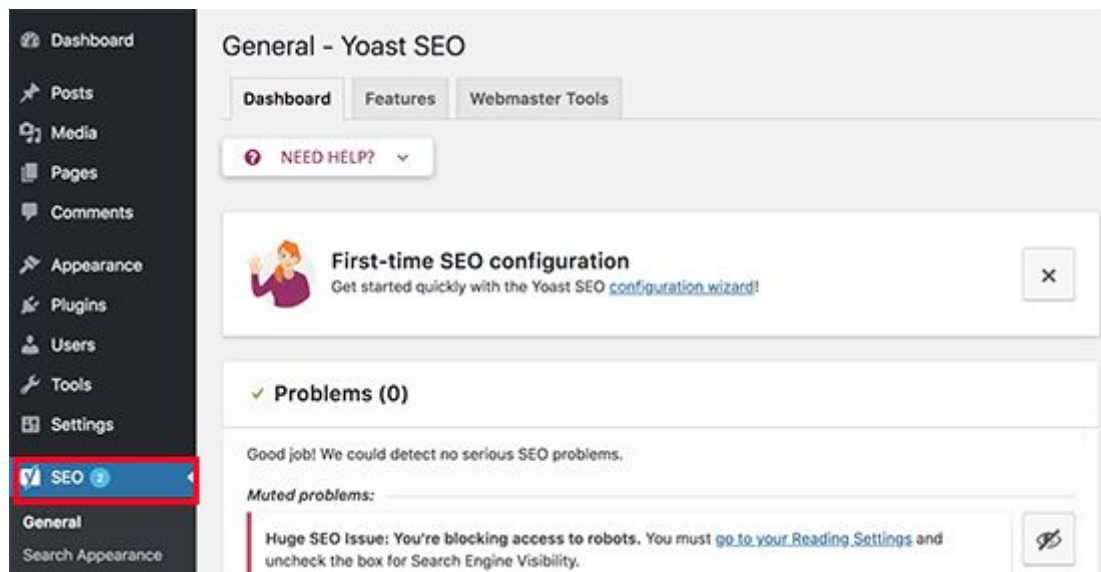


How to Optimize Your WordPress Blog for SEO

Most beginners don't optimize for SEO when creating a blog. SEO or search engine optimization helps users find your blog in search engines. If you want more traffic, then it's crucial that you optimize your blog for SEO from the beginning.

To get started, first you need to install and activate the [Yoast SEO](#) plugin. It is the complete WordPress SEO plugin that will help you optimize your blog.

Upon activation, you will see a new menu item labeled 'SEO'. Clicking on it will take you to the plugins settings page.



The plugin comes with a quick configuration wizard to help you walk through the set up.

Step 6. Making Money From Your Blog

Now that you've created your blog and customized it to your liking, you are probably wondering how can I actually make money from my blog?

There are actually a lot different ways to successfully monetize your blog. However there is no such thing as a get rich quick scheme.

Don't be fooled by the pictures of expensive cars and mansions because those are all fake.

Unlike other “make money online” articles, we have created the most comprehensive [guide on how to make money](#) from your blog using WordPress.

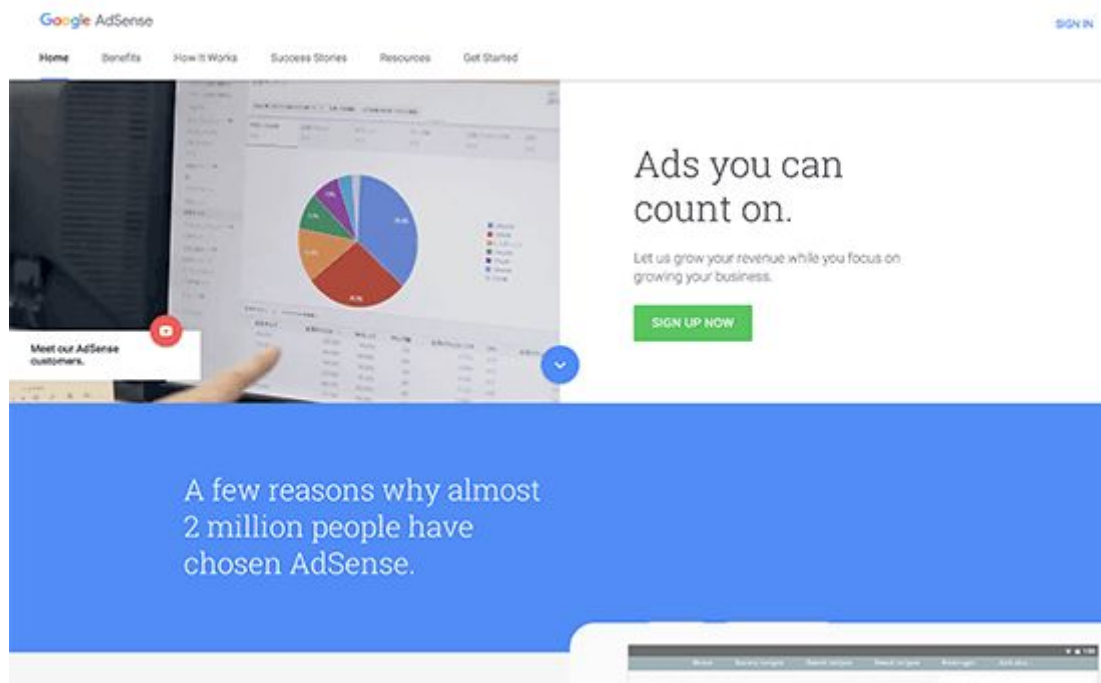


There's a 4000+ word guide that everyone who want to make money with their blog needs to read. We have shared our 14+ years of online wisdom in that ultimate guide.

As long as you're willing to put in the hard work and effort, you'll reap the reward. Remember, there are no shortcuts.

Here are some of the best ways to make money from your blog.

1. Google AdSense



Many bloggers make money by showing ads on their blog. If you make a blog with monetization in mind, then Google AdSense is the best way to do this.

It is the largest advertising platform for bloggers and publishers. Acting as a middleman between you and the advertiser, Google allow advertisers to bid for keywords matching your content. This allows you to get the best rates possible for the ads.

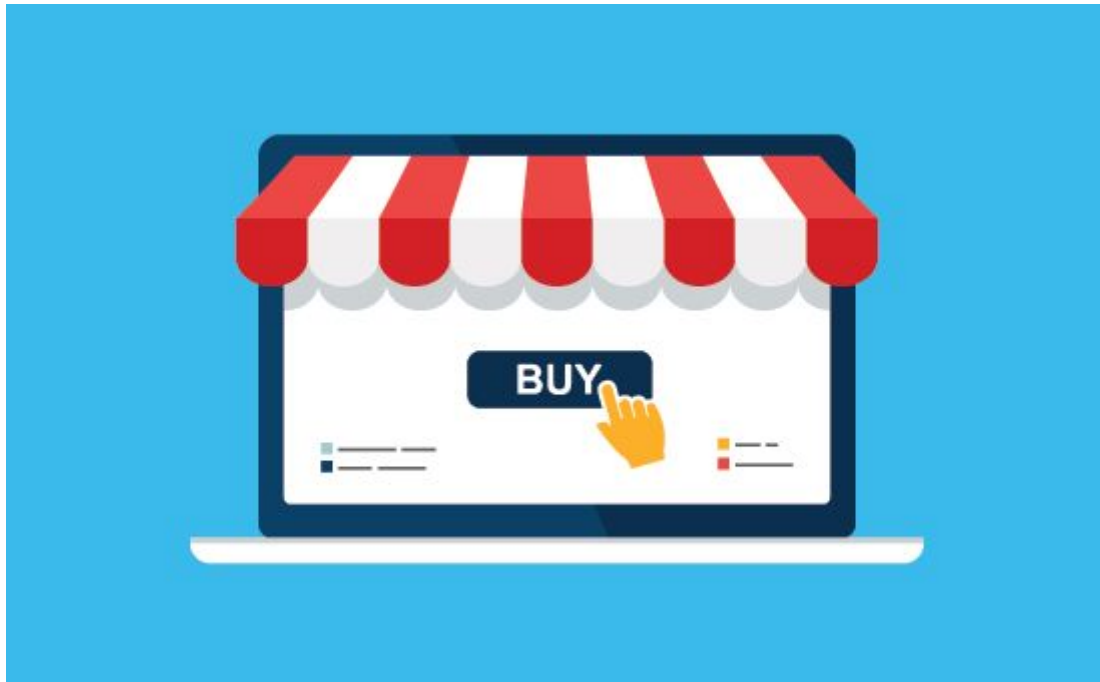
2. Affiliate Marketing



Affiliate marketing is the second most commonly used monetization strategy among bloggers. Basically, you recommend products and services to your readers and when they make a purchase you get a referral commission.

The key in affiliate marketing is to recommend high-quality products and services that you already use and trust. There are plenty of affiliate marketing plugins and tools for WordPress that can help you make more money when promoting affiliate products.

3. Online Store



Many bloggers make money by selling things directly from their blog. This could be physical products, digital downloads like ebooks, artwork, music, and more. Some bloggers even offer consulting services.

We recommend using WooCommerce because it is the best eCommerce plugin for WordPress. It also the most commonly used eCommerce platforms in the world.

That's not all you can do with your WordPress blog. You can make WordPress blogs specifically for reviews, fashion blogging, food blogging with recipes, and more. Each of these blog types brings you more unique opportunities to make money.

CONCLUSION

FURTHER RESOURCES TOWARDS MASTERING WORDPRESS

LIKE A PRO

At its core, WordPress is the simplest, most popular way to create your own website or blog. In fact, WordPress powers over 33% of all the websites on the Internet. Yes – more than one in four websites that you visit are likely powered by WordPress.

On a slightly more technical level, WordPress is an open-source content management system licensed under GPLv2, which means that anyone can use or modify the WordPress software for free. A content management system is basically a tool that makes it easy to manage important aspects of your website – like content – without needing to know anything about programming.

The end result is that WordPress makes building a website accessible to anyone – even people who aren't developers.

No doubts, you will always find yourself looking for some quick answers.

The good news is that there are plenty of free WordPress help available everywhere online.

I, myself am a massive WordPress resource in human form (Yeah, let me feel myself). But I am the most difficult to access. However, I can give you easily accessible options. Just in case you are looking for help as regard wordpress, here are some online resources that will bail you out in no time:

1. [WordPress.tv](#): If your preferred method of learning new stuff is to watch a video, hit up WordPress.tv. It's packed with video tutorials from experienced WordPress users, covering practically every subject you might wish to get to grips with.
2. [WpLift](#): Founded in 2010 and now reaching hundreds of thousands of WordPress users every year, WPLift is a comprehensive resource featuring loads of helpful tutorials and useful tips, as well as guides to getting the most out of themes and plugins, and much more besides – including some fantastic free themes.
3. [TheSiteEdge](#): Web hosting is a complicated topic that can be difficult to break down and digest. Fortunately Sam Anthony, the co-founder and director of development at TheSiteEdge, has created this fresh, comprehensive guide to WordPress hosting. With links to a treasure trove of resources, please check it out.
4. WPBeginner: This is a brilliant resource for anyone who's interested in WordPress but isn't quite sure where to start. Founded in July 2009 by Syed Balkhi, the main goal of this site is to provide quality tips, tricks, hacks

and other WordPress resources that enable WordPress beginners to improve their sites.

5. [WPKube](#): WPKube is a WordPress resource site which focuses on a wide scope of WordPress-related areas and publishes compilations of themes, plugin, tools, tutorials on WordPress optimisation, and more.

6. [TemplateMonster](#): Bored of the standard default WordPress themes and want to give your pages a sophisticated, personal look? Look no further than TemplateMonster, an extensive archive of elegant pre-made WordPress themes.

7. [Tuts+](#): Tuts+ is a site offering all manner of tutorials and articles on technologies, skills and techniques, covering huge range of creative disciplines, including plenty of web design knowledge. As well as covering HTML, CSS, JavaScript, CMSes, PHP and Ruby on Rails, Tuts+ also offers an array of WordPress tutorials, tips and tricks.

8. [Matt Report Podcast](#): Perfect for digital consultants, small business owners and digital business owners, Matt Report's podcast interviews WordPress professionals for marketing advice. You'll also find a list of useful further reading.

9. [Speckyboy](#): Speckyboy Design Magazine is a web and graphic design blog run by Paul Andrew. Launched in October 2007, the site has grown

into a brilliant resource for designers. With over 500 articles on WordPress training, tricks and advice, you're sure to find something useful here.

10. [Wordpress Support Forums](#): The support forums provide a great place to start when you have a WordPress problem, especially for those who are new to using WordPress. The forums are moderated by a friendly bunch of volunteers from all over the world who know WordPress inside out and are on hand to answer any kind of question.

11. [STACK EXCHANGE](#): Stack Exchange is ideally suited to people with technical and/or advanced questions. Anyone can ask a question and/or answer a question. Answers can be voted up and rise to the top so you always know the top-rated answer has, essentially, been peer reviewed and is perhaps the best WordPress help available. Typically, questions involve code. What I love about Stack Exchange is that it has a great community of developers who are quick to help, are friendly and respectful. There's no nonsense, rudeness or bad behavior at Stack Exchange – everyone is just getting on with building great websites.

12. [Ogbongeblog](#): OgbongeBlog is a Nigerian blog that covers topics on tech, blogging, digital marketing and online money making ideas. It is a blog where you can get tutorials and tips related to blogging, digital marketing, mobile tech and money-making ideas. Hence, bloggers, web designers, Internet entrepreneurs, digital marketers and people with general interests in social media find the blog posts relevant and interesting. I recommend it to you!