MY BLOG COMPANION

The only book you need to read before starting your WORDPRESS blog. Don't start your blog until you have read and digested this book.

STARTING SELF HOSTED BLOG THE RIGHT WAY

By

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INTRODUCTION

The only book you need to read before starting your WORDPRESS blog. Donôt start your blog until you have read and digested this book.

The passion to share useful information with people, as far as blogging is concerned, gave birth to this book. This book (**MY BLOG COMPANION - STARTING SELF HOSTED BLOG THE RIGHT WAY**) is a step by step guide to starting and mastering on your own. If you are thinking of owning a blog soon on WordPress, this is the book for you.

ñLife is too short to start your blog journey on trial and error. Start it by having the best and right blogging knowledge and ideas. So that in the next three months, you will not have to [1] forget about blogging and say, itôs hard.ò

Starting a blog is not hard. But, it could be if you do not know the best way to start and run a

blog successfully. I have spent exactly three years (as at the time of writing this book) in blogging and I know some things that work and things that didnôt work and isnôt working. This is my personal experience and I will share with you the mistakes I made so you won't make them.

You canôt successfully own and run a blog without you having at least the basic knowledge of SEO, Keyword research, Ranking, affiliate marketing, Advertising and more. Without this knowledge, you may end up abandoning your blog in no time. Trust me, I have been there. That was why I wrote this book to be your WordPress blog companion.

This book will be accompanied by my BONUSES and some SEO ebooks I found indispensable. And as a premium user of this book, you get my full attention, anytime, any day and you will automatically join my WhatsApp Groupsò

Congratulations for buying this book. If you can follow everything in this book, you will be better than I am now in three yearôs time.

NOTE: If you do not buy this book from me or from my designated sellers, you won't enjoy the benefits.

[1] **WordPress Blog Companion: How To Set Up A Self Hosted Blog**

AUTHOR

MY BLOG COMPANION - STARTING SELF HOSTED BLOG THE RIGHT WAY is written by **Obembe Sunday Dapo** (aka ***SirPhren***). I am a Web/Blog designer and blogger and owner at Assist Blogger Academy & Dapo Obembe Designs.

I have the knowledge of WordPress and Blogspot to help you with the best of websites or blog for your business or passion.

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DISCLAIMER

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CHAPTER ONE - My Blog Companion: Starting Self hosted Blog The Right Way

In this chapter, we will be looking at, what a blog is, what blogging means, Importance of blogging and how to choose your blog niche.

Enjoy!

What is a blog?

Blogé Blogé Blog! I believe you have heard it countless times. A blog is a small personal website that you can use to share things with the rest of the world either to **educate**, **entertain** or **pass information** across. It was also previously referred to as **weblog**. The first blog was around 1994. Some people seem to find it confusing what differences website and blog have. There are no much differences.

But, there are some features that differentiate a blog from a website.

1). Blogs are updated frequently at worst, weekly. Whether it is a book review blog, health blog sharing healthy articles or business providing updates to its services regularly, news and entertainment blog and so on.

2). Blog allows for reader engagement. There are sections for readers to comment

Websites are not frequently updated or just static pages. ***But some websites include blog section for their customers and prospects to keep up with the latest products they offer.***

Examples of blogs are: Mister Weightloser, Memo Naija etc.

What is blogging?

Blogging is a way or process of sharing your thoughts, opinions, facts on the internet for the benefit of other internet users.

Previously, blogging used to be a platform where people share their experiences, daily activities and so on with others. But, at this age, blogging is way more than that. You can do your business at home via blogging and get along with your prospects.

Importance/Benefits of blogging

As a blogger there are lots of benefits you can derive from owning a blog. Some of the benefits of blogging are;

- **Communication:** Blogging helps you sharpen your communication skills. As time goes on, you will have to deal with talking and explaining some things to people. The more you do it, the better you become.
- **Writing:** One bestselling author said, ñif you want to be a great author/writer, write, write, write, write, write and keep writing.ò When I started out, my writing skill and speed was poor. But today, it has greatly improved.
- As a business owner, your business **blog helps you sell more** and connect with your customers and prospects. Because people will be able to find on google
- Blogging helps you **stay up to date** in whatever niche you choose for yourself. Over time, if you are consistently doing it, you **become an authority.**

➢ **Blogging** helps you with side income. If you start your blog the right way, you will know beforehand things that work and things that do not work. Nowadays you donât have to wait long before you implement monetization scheme on your blog. If this is done rightly, income will surely come in no time.

How to choose your blog niche

Blog niche is the area of blogging you want to specialise in. The area of life you want to be an expertise on and referred to as an authority.

Usually, people have trouble choosing their niche (I once did), but shortly you will know the tips to help you choose your blog niche perfectly well. Niches are subdivided into; Major and Micro niches.

Examples of major niches;

- Health
- News and Entertainment
- Technology
- Product review
- Lifestyle
- Fashion and so on.

Minor niches are areas under the major niches. For example, **Sport** is a Major or broad niche. When you narrow your blog to **Football** alone, that is a minor niche. You can even go as far as narrowing it down to La Liga league alone.

Some of the ways to choose your blog niche I discussed on **Assist blogger Academy** are;

- Know your hobby
- Walk along your profession
- Research your potential competitors
- Know the worth of your niche
- Get started and going

To read more about how to choose your blog niche, click here.

CHAPTER TWO

Having read about blog, blogging, Importance of blogging and how to choose your blogging niche, letôs talk about the two most popular blogging platforms.

BLOGGING PLATFORMS

As at today, there are many blogging platforms or CMS (**Contents Management System**) you can choose from. Lots of them out there but there are some that are more popular than others. Blogging platforms are; WordPress, Blogspot, Drupal, Joomla, Wix, Medium, Laravel, etc.

The two most popular blogging platforms are; **Blogspot** and **WordPress**. These are the two platforms I have dedicated my time to understand and used and still using. In this chapter, I will be discussing the two with you.

I have seen people chosen the wrong blog platform because of the free plans offered. After reading this I strongly believe you wonôt make the same mistake.

WHAT YOU SHOULD KNOW ABOUT BLOGSPOT

Blogspot, otherwise known as **Blogger** is owned and managed by **Google**. Findings revealed that Google acquired it as far back as the 1990s and since then been managing it. When you hear that Google owns something, you donôt have any problem with security. Blogger or Blogspot offers you free hosting server (fortunately, it is unlimited) to store your contents.

If you ask me, Blogspot is an underrated blogging platform.

Blogspot has two versions of domains: **Free subdomain** and **Custom domain**.

The free domain or subdomain of blogspot is; example**.blogspot.com, sirphren.blogspot.com**.

To remove the blogspot.com, you will need to buy a custom domain from a reputable domain registrar or buy from google (if you are in countries like Uk, USA).

IMPORTANT! I have a book on Blogspot titled, **Blogging Made Easy On Blogspot**. If you buy this book from me, I will sell the blogspot book for just **N1500** for you. Click here to ask for it.

When you buy it, you will be able to connect it with your blogspot account (***this will be discussed extensively in BLOGGING MADE EASY on Blogspot. You can pay a token for it, if you buy this book from me***).

Blogspot was built to provide you with the tools you can use for blogging purpose only. And to use blogspot, you need a basic knowledge of ***HTML, CSS, JavaScript*** etc. Because those are what the templates are built with it and you will need them to edit your blogger templates to your taste.

Check this out: Differences between free Blogspot and free WordPress blogs.

If you do not have the time to learn, **hire me to design your Blogspot blog** for you (if you purchase the book from me or attend my class, I will do the design for you at 50% discount). Just click here now to chat with me on whatsapp.

Uses Of Blogspot

Blogspot is used solely for blogging purpose because that is what it was specifically built for. With coding and modifications, you can use it to sell digital products online. All you need is an account on any payment gateway of your choice (as Nigerian, Paystack is the best) to collect payment from your blog.

WHAT YOU SHOULD KNOW ABOUT WORDPRESS

WordPress is owned by a team of web developers and it is unarguably the most popular and best blogging platform in the world. Stats have it that it powers more than 30% of web pages.

WordPress has two forms; **WordPress.com** and **WordPress.org** (popularly known as **Selfhosted wordpress blog** but most people do not know this).

Uses of WordPress:

WordPress can be used for more than blogging purposes. It can be used for ***websites, forums, E-commerce store and online market.*** These are the reasons it is more important and used more than Blogspot.

WordPress.com Vs WordPress.org

The differences between these two WordPress are oblivion to so many people. Personally, I suffered for not knowing the differences when I started back then in 2016 and I have seen people, even some of my clients suffer from it. As you have made up your mind to start and have your own blog, kindly check out the **differences between WordPress.com and WordPress.org** and which one you will need for your wordpress blog.

WordPress.com

This version of wordpress has 4 plans. And recently, they made some changes. Namely;

Free plan, Blogger, Personal, Premium, and Business plans. Unfortunately, each of these plans has restrictions.

In all of these plans, only the premium and Business plans are advisable, if you can afford it.

On wordpress.com;

- ð You are not in total control of your blog
- ð It is more expensive than wordpress.org
- ð Not all plugins and themes are in your reach. You can only use the ones provided by wordpress team
- ð You cannot monetize your blog with contextual ad networks e.g adsense, taboola, media.net etc

WORDPRESS.ORG

This is popularly called **Self hosted WordPress** blog. And it is the most popular and most used form of wordpress. If you do not already know about Self Hosted blog, gently read this.

Wordpress.org doesnôt have subplans. To create a self hosted wordpress blog for yourself, all you need to buy is a hosting account **(I use and recommend Namecheap web hosting company**), custom domain and/or premium theme.

Benefits of Selfhosted wordpress blog

- ð You are in total control
- ð You will need to buy hosting service usually $15-50/year based on your pocket and how big and busy your blog will be
- ð Less expensive compare to Wordpress.com plans
- ð You see to the security of the blog yourself (via the use of plugins)
- ð You can add as many plugins and use any theme you want
- ð You can use any monetization scheme for your blog.

MY RECOMMENDATION: If you want to blog for a very long and make money, do your business on your blog or sell stuff online, Selfhosted WordPress is the way.

Now that you have known what WordPress and Blogspot is about, check out WordPress and Blogspot.

WORDPRESS VS BLOGSPOT

There wonâ t be any form of bias in the comparison. I have used these two platforms and still using it. Before you choose your blogging platform, read this.

But, before that, *I want you to know that, your blog platform, whether Wordpress, blogspot or anyone doesnât determine your blog ranking. All you need is the right idea of SEO.*

The differences between WordPress.org and Blogspot

- Blogspot is owned by Google and any violation of Google policies may end in account termination, but it is rare.
- Blogger/Blogspot is used when you want to start a blog to share your thoughts. But if you are blogging for business, building authority, branding yourself, WordPress.org is the ideal choice.
- Blogspot has limited features. Whereas, WordPress.org gives you complete control over your blog and you can do anything you want with it.
- Moving from Blogspot to other platform is somehow complicated. There is a risk of losing your SEO and subscribers.
- On Blogspot, google takes care of your blog security for you. While on WordPress.org, there are tons of plugins you can use to monitor your blog.
- Blogspot gives you unlimited free disk space but you will need to buy your hosting account which will include the disk space (the more disk space, the better).
- When it comes to commenting, Blogspot comment system is kinda stressful but you can overcome that by using either **Facebook, disqus or intense debate comment system.**

In simplest of terms, Blogspot was built specifically for blogging purpose only. But, WordPress was built for more functionalities.

MY CANDID ADVICE

Before you conclude on a platform, look at your pocket. Can you afford Self Hosted wordpress blog? Can you afford to renew it every year? If no, get a custom domain and go for Blogspot. I will be your guide at no extra cost.

If you buy this book from me, I am already your guide. Ask me any questions you have.

Any serious problem? Good! Letôs get on to chapter three.

Click here to ask me any questions you have.

CHAPTER THREE - Part One

HOW TO START A BLOG ON WORDPRESS

I have explained the differences between the two forms of WordPress. Kindly, check Chapter 2 to recheck, if you have not. Starting your blog on WordPress is not something hard or expensive as some people think it is.

But, if you want to have total control of your blog, go for Self hosted WordPress blog (**WordPress.org**), which is what I will put you through in this chapter and the next one.

Why you should use wordpress.org

Apart from being one of the most popular content management systems, it is also easier to run and design because you do not need to be sound in coding to handle it. Everything changes you may think of has a plugin to handle it. But if you are sound in web programming languages, it will be an added advantage.

THINGS NEEDED TO START A BLOG ON WORDPRESS. ORG

For you to start your blog on WordPress.org (selfhosted wordpress blog) you need the following;

1). Hosting account

Web hosting companies sell hosting accounts to bloggers. By so doing helps bloggers and website owners store their contents on their servers and make their website or blog available to e viewed on the website.

There are tons of web hosting companies out there, but the one I use and recommend is **NameCheap** **and** **Bluehost** (***for those who love foreign web host company***) and **Qserver** and **Tucana.ng** (***for those of us in Nigeria***).

As a blogger or small business or organization, I recommend you buy shared hosting from **NameCheap** or **Bluehost** or **Qserver** or **Tucana.ng**

See the lists of web hosting companies in Nigeria

✔ Prices of Shared Hosting Plans on NameCheap as at 2019

a). Stellar shared hosting: Costs **$15.44** for the first year and can host up to **three domains** (meaning, you can have three blogs on one account). Provides **20GB disk space** and can have up to **30 subdomains** (e.g sirphren.assistblogger.com) plus **customized email** (e.g sirphren@assistblogger.com) and **free SSL certificate** to secure your blog.

b). Stellar plus hosting: This costs $26.44 per year and can host unlimited websites and more disk space.

c). Stellar business: This costs $49.44 per year and can host unlimited websites and offers 50GB disk space. Plus the details above.

✔ Price of shared hosting account on Bluehost

Bluehost is a bit expensive, but one of the best out there. The minimum you can spend on hosting on Bluehost presently is $90 with free domain for the first year and free SSL.

- ð Click here to buy hosting account from Bluehost

✔ Prices of hosting account on Tucana.ng

To learn more about Tucana.ng services with their free .com.ng domain for any plan you buy, click here

✔ Prices of web host accounts on Qserver

To learn more about Qservers hosting plans and free .com.ng domain for any plan you buy, click here

2). Custom domain

Custom domains are the address your visitors will type on google and other search engines to reach out to you and read your contents. Examples are www.assistblogger.com, www.memonaija.com, sirphren.org etc. it may end in .com, .org, .com.ng, .org.ng etc.

Before you buy it, note that .com is the most popular and that is what almost everyone is conversant with. If your blog or website is for an organization, .org is better.

{ Click here to read benefits of custom domain on your blog. }

To buy your domain from reliable source, I recommend NameCheap or Qserver or Tucana

{See my article on common domain name mistakes you should avoid here }

3). Theme (Free or Premium)

You can decide to use premium/paid theme for your blog. But, if you are not financially ready, there tons of free themes you can choose from. You may be tempted to use nulled theme (***encrypted version of premium themes),*** please do not use it.

{ **Click here to read my article on Nulled wordPress theme: should you use it or not?.**}

To buy a wordpress theme, buy from Themeforest and other theme sellers on the internet. But before you finally opt in for a particular theme, preview it to see how it looks.

{See the list of my best WordPress themes here5 }

HOW TO CHOOSE A WORDPRESS THEME

Before you finally settle to buy a theme, see the following:

Responsiveness: Will your readers on mobile devices comfortably view your blog?

How fast it is: Will it still be fast after adding plugins? Are there related post widgets?: important for increasing your page views.

Navigable? Can it help your readers to easily get from one page to another and to another?

How light is it? Having a heavy theme can slow down your blog or website loading time. Also note that Adsense loves light-weight themes.