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Every Senior Citizen Blogger’s 2 Step plan for blogging success

Step #1: Find the right niche

A niche is a subject matter category. For example, you can blog about coffee tables and that is a niche because people looking to buy coffee tables would go to your blog. If you want to blog about how to pick up chicks, that is a niche because people are interested in figuring out how to meet women.

A niche is really all about subject matter categories and within this subject matter category, there are many different sub-topics. So when you say you want to blog about coffee tables, everything that will be included in your blog will have something to do with coffee tables.

Maybe it's about design, maybe it's about how people can use a coffee table, so on and so fort. Now, just because you are interested in a topic doesn't mean it's going to make money. This is the central point that you need to master when trying to blog for cash.

You have to pick the right niche. How do you know? Well, first, you need to find something that you are personally interested in. Make no mistake, if you don't have passion for something that you're writing about, eventually, you will fall out of love and it will always be about the money.

Unfortunately, love for money can only take you so far. You have to have an emotional connection. There has to be passion there. So the first thing that you need to do is to list down all the topics that you are so passionate about that you would talk about them for absolutely free.

Next, filter your list of topics based on how much advertisers are going to pay for them. You can easily find how much advertisers are going to pay to advertise on content focused on those topics. You can easily find the commercial value of niches by using the Google adwords keyword planner tool.

Type in your topic and it will spit out some keywords. And when you look at the dollar value of those keywords, then you will get a rough idea of how much advertisers will pay per click of ads connected to those keywords.

Obviously, you should delete low value keywords and you should also delete very high value keywords. The reason why you should delete keywords that earn $50 per click is the traffic is filtered really well and there's really not that much demand for those.

The high dollar value is definitely exciting, but let's get real. You probably won't make that much money from those topics unless you're some hyper expert on them.

The next step is to filter your list based on average monthly search volume. In other words, there has to be enough demand for these topics. If you like underwater basket weaving, for example. It may be a strong personal passion of yours, but if only 2 people look for that information every month, you're not going to make money from your blog. That's the bottom line.

So, there has to be a healthy volume. Now, here's the thing. You should cut out low volume key words, but you should also cut out very high volume keywords. Why? Chances are everybody in this dog are blogging about those popular topics and you'd have too much competition.

Finally, you should plug in your remaining keywords into Google's search box. When you do this, Google will tell you how many websites target that keyword. This gives you an idea regarding the overall competition level of the potential topic for your blog. Once you've gone through this, you would have a good idea of which niche to focus on.

Step #2: Reverse engineer your competitors

I've got some great news for you. If you're a senior citizen, you probably don't have the time or patience to try to come up with something new or something revolutionary. You just want to make money. I get you. I understand where you're coming from and that's why I have a quick and easy solution for you.

Type in your keywords into Google to find high ranking sites in your niche. Once you find these websites, reverse engineer them. That's right! There's no need to reinvent the wheel. Just copy top players in your niche.

Figure out what they blog about, figure out their format, figure out how they make money off their blog. In other words, what kind of ads do they show? Once you have figured this out, copy the most common topics, format, layout and ad choices.

Step #3: Create your own brand

Once you have put up a website that reverse engineers existing content strategies without copying the actual content, the next step is to make your own brand stand out. You make money doing this by actually listening to your blog visitors.

Create surveys, conduct polls, actively ask them for feedback. Once they give you this information, you can then craft your blog so it has a unique identity. If you want to make real money blogging, click here for a comprehensive guide on how senior citizens can use the internet to make real money.

It's not only possible, but it's probable with the right plan and strategy.