

Top Blogger

The Journey to
How to Become a Top Influencer



With a Powerful,
Influential Blog

The Journey to Top Blogger Resource Sheet

If you've read the full ebook then you should now know all of the crucial steps that you need to take in order to make the journey to become a top blogger. More important than that, you should understand what the key difference is between a blog that reaches the top and one that doesn't; really it comes down to passion and to doing something *different* and meaningful.

But to do this, you need help. Specifically, you need help from expert designers, coders and marketers. And what's more, is that you need help from specific tools that will help your site to grow faster and more effectively. So, with that in mind, consult this resource sheet to find all the resources you could possibly need to build your blog and take it to the next level.

Building the Blog

To actually build your blog, you need hosting, which you can find at **BlueHost** (www.bluehost.com). This will offer hosting at a reasonable price and that will include the kind of tools you need in order to build your site quickly and manage it effectively thanks to cPanel. You are going to install **WordPress** which is the most powerful and free tool for building your website or blog. If you don't choose BlueHost and you need to do a manual install, then you'll find the files you need at the official website (www.wordpress.com).

Once your site is up and running, you may find that you want to transfer files as you go about adding images and logos etc. To do this, use **FileZilla** (<https://filezilla-project.org/>). This is a completely free FTP solution which means you can access the files on your server just as though there were right there on your computer and then transfer them as you normally would.

Design

In order to design your website, the first thing you'll need to get for yourself is a new theme. This will change the entire look and feel of your website with a single click. You can get a bunch of amazing themes from **Theme Forest** (www.themeforest.net).

Another useful thing to consider is logo design etc. We mentioned in the full ebook that the best way to create a logo was as a vector file, so that it could change size and be edited without losing any image quality or resolution. You'll find **Illustrator** at (www.adobe.com/illustrator). It's expensive but a quick tip for our readers is to use the free trial to design your logo!

Otherwise, you can look at outsourcing your site design to other creators. There are plenty of sites you can do this through such as **ODesk**(www.odesk.com) and **Freelancer** (www.freelancer.com). However, the one that we recommend most highly is **99Designs**(www.99designs.com). This is a site that allows multiple different designers to submit attempts at your design and then gives you the complete freedom to choose whichever design you like best. You only pay for one but you get to choose from several, giving you ideas and normally meaning that the end product is much better. Tim Ferriss actually used 99Designs in order to create the cover for his bestselling book *The Four Hour Workweek*.

If you don't have the funds for 99Designs, then you can try using **Fiverr** (www.fiverr.com). This is a site where you can hire people to do all kinds of work for \$5. Or at least that was the original idea – these days people charge a lot more but the site is still among the best values out there.

Tools

Once your site is up and running, there are a few tools you might find yourself needing to keep things running smoothly and to ensure that you're doing the best job possible.

One of these tools is Google's **PageSpeed Insights** (<https://developers.google.com/speed/pagespeed/insights/>). This will give you a

quick score for the speed with which your site loads. This is very useful as it also points possible fixes to help it load faster. A slow site will increase bounce rates and hurt your SEO – so make sure you fix it quickly!

Similar is the **Mobile-Friendly Test** (<https://search.google.com/search-console/mobile-friendly>). This is another tool from Google, this time aimed at helping you to test the efficiency with which your site loads up on mobile screens with touch-input. It's very important for SEO as well and will help you to get traffic from mobile devices.

Marketing

If you are going to market your site effectively, then one thing you badly need is an autoresponder. This is a tool that will let you collect emails and then message them. It will allow you to create your opt-in form and will then manage your contacts list and handle things like unsubscribes.

To get started, you'll want to choose from one of three of the biggest autoresponders out there. These are **GetResponse** (www.getresponse.com), **MailChimp** (www.mailchimp.com) and **Aweber** (www.aweber.com).

All of these tools have very similar functions and the main difference is the price – which is a complex structure for each based on the number of subscribers you have. Work out which is most cost effective for you and then make sure that it will work with whichever plugin you decide you want to use and this will give you plenty of options for marketing.

A tool for your social media meanwhile is the excellent **IFTTT** (www.ifttt.com). This is a tool like **Buffer** (www.buffer.com) that lets you schedule your social media posts, but it goes *much further* than that as well by giving you access to far more complex interactions between different social media accounts and even your WordPress site itself. You can make it so that every Facebook post also gets Tweeted or vice versa,

or you can even update your WordPress site with your Instagram pictures. The possibilities are endless.

Finally, you might want to consider doing a little bit of SEO, in which case using **Google Analytics** (<https://analytics.google.com>) is truly essential. This contains all of the tools that you need in order to track the number of visitors you have at any time, where they're coming from and how they're behaving on your website.