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# BEGINNER BLOGGING FOR SENIORS



## Beginner Blogging for Seniors

Many older adults don't know the fun and income potential that having a blog can give them. They avoid starting one because they're worried it might be too difficult to get going or they fear they won't be able to understand the set up process paired with the task of keeping it running over time.

They worry that maybe it'll be too expensive to have a blog. Or they're not sure how running a blog is going to help them make money online. The good news is, blogging is one of the easiest and most budget-friendly methods of starting a business online.

Anyone can do it – from young adults to those in their golden years. You can blog in any niche market, and it takes very little technical knowledge or time and money commitments to get the ball rolling.

### A Blog Allows You to Keep Costs Low

If you've thought about the idea of starting a blog, but you're worried that it will be too expensive, you're not alone. A lot of seniors worry about incurring any extra expenses – especially when they're pursuing this in an effort to bring money *in*.

This is a valid worry because many seniors live on a fixed budget. The idea of spending a lot of money on something you're not sure of probably doesn't thrill you. But if you're thinking that you're going to have to spend a lot to have this online presence that can help your business, you're mistaken.

Having a blog can be inexpensive, especially when compared to the costs of setting up a professional website. You can purchase a domain for as little as \$0.99 to \$12 per year.

However, you may also want to purchase privacy protection for about \$9.95. This protects your address and phone number from going out onto the web because it becomes publicly available information otherwise.

When you pay for privacy protection, the domain registers their address and phone number. You'll also need a hosting account, which is what holds the files for your blog site.

You can find a host for as little as \$4 a month - or even less. Some companies will both register your domain and host it as part of one set up, but many marketers don't recommend this strategy.

The reason you need to have a blog is to have an online presence for your business – regardless of whether you sell products or services or promote them as an affiliate for other vendors.

The thing about a blog is that it builds consumer trust. That's because you're not just selling to your audience, you're educating and interacting with them. As you build the relationship, the audience begins to rely on you for recommendations and advice when it comes to making purchasing decisions.

This helps you earn money - either by using your blog as an affiliate or by selling your own products and services. The beauty of a blog is that you don't need any fancy technology like shopping carts and you don't need to have a flashy page such as a sales page.

In fact, you can use a simple PayPal button or a Stripe button as a payment option on your blog, keeping things easy and simple for you while still giving your customer confidence in their purchase.

## **Easy Installation Sets You Up for Success**

Many people like the idea of using blog software like WordPress, but they worry that they don't have the technical skills to set it up. But the good news is that if your host uses cPanel (and most do), then you have access to a wizard where you click a WordPress install button once, fill in the information it asks you, such as your admin address you want to use, and watch it do its magic.

All you have to do is click on the icon and it will guide you step by step through the process. If you run into the problems, there are video tutorials online that will show you how to use it quickly and easily.

Once WordPress is set up, you want to go to your general settings. The first thing to do is to make sure that your time and date is set right. Otherwise when you go to schedule blog posts later, they won't publish at the right time and it can get confusing.

After you do that, you can then set up plugins. These add extra functionality to your WordPress blog. Some of these plug-ins can include things like a contact page. This is basically just a contact form that allows your audience to be able to send you a message.

Using plugins can also make your website more secure and can create backups of all your content so that you don't lose it. Keep in mind that it is up to you to handle backups because you don't want to rely on your host to have them for you.

You can also use plugins to link to your social media sites. These are things like icons that allow people to click on them to be redirected to things like your Facebook page, Twitter, or Instagram.

You can also use plugins to display your social media content, like your Instagram feed. This allows you to build your following and keep in touch with your website visitors that

may not be ready to subscribe to your blog – but do want to follow along with you elsewhere.

Make sure you have an opt in form installed in the sidebar of your blog. You'll want to begin building a list from day one, and you can do this easily through Aweber or GetResponse.

You not only want this form displaying on your sidebar, but also underneath each blog post, too. The reason you want your form displayed here is because it can increase the number of signups you acquire.

If you publish a lengthy post and the reader scrolls past the sidebar opt in form, you want them to see it again when they finish reading the post. The bigger your mailing list from these signups, the more potential income you stand to make from your business.

Always research the plugins before you add them to your blog site to make sure that they're reputable. The plugins that are in the WordPress directory are safe. But if you download a third party one, then check it out first to make sure it's reputable.

## **Determine a Good Publishing Schedule for Your Blog**

Once you've created and set up your blog, you have to make a publishing schedule. Readers want to know when they can expect new content from you. If you only update sporadically, people stop visiting your blog regularly and it'll take you a lot longer to build your business.

One of the questions many seniors have when it comes to a blogging schedule is how often they need to publish. There is no perfect answer to this, but you must do it consistently.

Some niches naturally call for several posts each - day such as if you're running a stock market, political or news blogging site. However, if you are in an evergreen niche, such as beauty, weight loss, fitness, dog training, relationships or finances, then you can blog just a few times a week and still grow your audience and remain relevant with your information.

You want to aim for at least weekly new posts on your blog. This keeps you competitive and shows your audience that you care about helping them or that you have new ideas to offer.

Blogs can be short or long. Some people mistakenly think they're going to have to come up with thousands of words per post. This belief has kept many from starting a blog. Not all readers need or even like having these long posts – especially when they can tell they're stuffed with filler instead of true value.

Some people just want you to share the basic information because they have a question and need a quick answer. For example, if you suddenly have a flat tire on the side of the road and you need to learn how to change it, you don't want to read thousands of words on how to do it.

You want an answer fast so that you can get back on your way to wherever you were headed. With either short or long blog posts, though, you need to have subheadings. Your subheadings help you rank better in Google.

Plus, they allow your audience to quickly scan your content to find the points that they need. These subheadings can break the material down into even smaller bite sized pieces known as takeaways.

You'll also want to make sure that you include images in each blog post. Images break up the text on the post and help your audience grasp your point. Plus, they can make the post more visually appealing.

You'll want to include one or two images on each post, depending on the length of the content. You can find these images on stock photo sites. When it comes to your publishing schedule, you can do each post individually when you're ready to upload the content.

But this can sometimes be an inconvenience. So what you can do instead is to schedule your posts ahead of time. That means that you write them out ahead of time and queue them up in your WordPress scheduler so the posts will then auto-publish for you on the date and at the time that you've selected.

## **Crafting Different Blog Posts to Appeal to Your Audience**

In many cases, when it comes to blogging, someone will always say that they haven't created a blog because they just don't know what to post about. If that's something you've also thought, then what you need to do is to consider your audience.

You need to think about what would appeal to them. This is something that's going to change across each niche. What's important and interesting within a weight loss niche (such as mindset) won't be applicable in a crafting niche.

So know your audience and what they want to see. A great way to find content ideas where your audience may be hanging out is on social media. You can find these people in things like Facebook groups, on Tik Tok or even on Pinterest by following those hashtags in your niche.

On these social media sites and apps, you're going to be searching for what your audience is talking about. You may find this by following the questions that they're asking.

For example, you'll often find people who are asking how to do something or who are looking for product recommendations. If your niche has to do with dog training and someone in a group dedicated to that is asking about what type of food is best for small breed dogs, then you'll know that's information that would be helpful to write a blog post about.

You can also look at the problems or advice that people are asking for and break this down by beginner questions, intermediate and advanced. You can then turn that into a blog post in whatever niche you have.

Another way to find new content is to look at the news in your niche. You can do this by going to Google and typing in your niche. For example, if you're in the weight loss field, you would type in the search words "weight loss" and then click on news tab for your search results.

You might see topics that focus on fitness tips, losing fat, long term weight loss or weight loss drugs. You can turn all or some of these into a blog post. For example, you could write a blog post and title it, "Are Weight Loss Drugs Worth It?" and then go into the pros and cons of using them.

Another way to come up with topic ideas is to read reviews of popular products that are related to your niche. For example, you might look up products that prevent housebreaking accidents when dealing with a new puppy.

The reviews can give you insight into what customers are feeling as well as which products are working best to help solve their issue or meet their goals. So you could turn that into a blog post on the top ten products that help prevent housebreaking incidents.

## **Periodic Maintenance for Your Blog**

When you have a blog, you're going to have to make sure that you develop a periodic maintenance schedule for it. This keeps your site secure so that you don't end up hacked or in the event that something goes wrong with your hosting company you don't have to start from scratch again.

The first thing you want to do with periodic maintenance for your blog is install updates. The WordPress software regularly updates with new security features and better improvements in order to help you to have a better blogging site.

You'll want to check for updates at least once a week. You can do this inside your dashboard by clicking on the left side where it says "updates." This will show you WordPress updates that are available but also updates for your plugins and your themes.

A theme in WordPress controls how your blog looks and how blog posts are displayed for viewing. WordPress has many different themes available for free in the directory. However, you can buy third party themes that have additional, special features available that make it easy for you to change the colors and fonts on the site without having to know computer code.

The important thing to keep in mind is that if you've made any customizations to your plugins or themes, such as adding special codes, then you may lose those in an update. However, if you don't add any special codes, then you don't have to worry about this.

Most plugins and themes will remember your settings, so you don't have to save them again after an update. Another thing to keep in mind with maintenance for plugins is that if you use a special plugin for your cache to speed up your site, then you'll have to pause it before updates.

After the updates are complete, you have to start it again and clear the cache. This is done by just pressing a button. But it makes sure that your site continues to function quickly.

Sites that load slowly are pushed down in the SERPs (search engine results pages) by Google - plus, consumers often move away from these sites on their own out of sheer frustration.

That's why many blog owners install cache plugins. You're going to want to make sure that part of your maintenance includes updating outdated blog posts. For example, if you wrote a blog post a year ago, some of the information or links that you included may have changed.

So the information won't be relevant any longer. You always want to give your audience up to date material. Don't forget to regularly back up your blog. You can do this by downloading all of your files manually and storing them on your computer, but this can take hours to do yourself.

That's why many people use a plugin that automatically backs it up for them and then you don't even have to worry about it. While some of the topics associated with blogging seem intimidating – like installations, maintenance and backups – it's really all done easily and the tools are set up to help you by having you just click one button or enter minimal data, like your email.

Thousands of seniors are out there thriving with their own blog, and you can, too! All you need to do to get started is pick a niche, buy a good domain and hosting to support it, and install WordPress.

Then everything else is just customizing your preferences – from the way it looks to how often content goes out to your readers. Over time, you'll realize that blogging is a simple strategy that has massive branding potential for you as a niche leader.