

If you think making money as a blogger or influencer is only a young person's game, then maybe it's time to think again...

Earn £££s as a blog star

Money blogger, Jane Hawkes, 49, was in her 40s when she started her blog ladyjaney.co.uk. She's gone on to be regarded as a consumer champion and financial expert, who regularly appears on telly and in the media.

Jane makes well over £1000 a month through her blog, sometimes doubling that!

But the opportunity to start blogging nearly passed her by...

Jane says, 'I mistakenly thought that I'd need to be a whizz on social media, and that I was too old to blog. But this isn't true. My readers are mainly between 40 and 60, so I'm the ideal age to write about things that they find of interest.'

'One thing I've realised is that I have built up a wealth of life experience, and it's that experience that's helping people to save money, get refunds, and redress poor customer service. I wouldn't have had that experience in my 20s.'

Blogging is not just for



Jane Hawkes

young people – anyone can do it in this day and age.'

So, if you've been thinking of creating a blog, Jane has some advice for you...

How to get started

'It's easy to get tangled up in the tech side of things, such as website hosting, creating a blog, and getting a domain name,' says Jane. 'But there are lots of Facebook groups, free online support, and YouTube tutorials to guide you through these stages.'

'There's a choice of blogging platforms, and

budget-friendly sites such as blogger.com, are free to use. They're ideal if you don't want to spend a lot of time or money building a blog, and don't intend to grow it into a business.'

'Wordpress also has a free plan. But if you want to make real money from your blog, a paid-for hosting package is the way to go.'

'This doesn't need to break the bank. I currently pay £9.99 a month with Lyrical Host, and get maximum value for my money by also using their online support whenever needed.'

Choosing your subject

Jane says, 'The most profitable blogs are those that cover in-demand topics, such as personal finance, travel, family/parenting, health and fitness, beauty, fashion, food, and pets. You can of course blog about anything you like, but some topics are more searchable than others.'

'Try to create a unique hook to encourage people to

visit your blog, as opposed to others in your field.'

Choosing a domain name

Jane says, 'A typical domain name costs between £10-£15 per year. I pay £11.99 for mine with IONOS. Visit comparingwebhosting.com to work out the best host for your blog.'

'Some companies have discount codes and special offers, such as free domain names for the first year linked into their hosting plans.'

'Before you decide on a domain name, it's worth checking if similar social media channels are also available, for brand consistency. Also, check the other domain endings, eg, .com as well as .co.uk.'

How to make money from blogging

'My main income streams for the blog include sponsored posts and link insertions, alongside freelance writing and media features,' says Jane. 'However, there are

many different ways that you could monetise yours.'

Affiliate links

Jane says, 'When you join affiliate programmes, you get commission every time someone clicks on a link that you've added to a piece of content and makes a purchase. It's easy to start earning once you've signed up to your chosen platform.'

'Choose the brand you'd like to work with, and request to join its programme. It can be an easy way to earn passive income.'

Email lists

Jane says, 'Targeted email marketing can keep readers engaged in your posts. An added bonus is being able to add affiliate links within emails, to earn commission from any goods or services purchased via those links.'

Sponsored posts

According to Jane, sponsored posts account for around three-quarters of her monthly earnings.

She says, 'In order to get

paid for sponsored posts on a blog, you have to build your Domain Authority. You can do this by writing guest posts on other blogs, or link sharing, commenting on other blog posts – and best of all – getting a link when you are featured in national publications that have a super-high Domain Authority.'

'Learning about Search Engine Optimisation (SEO) is essential in order to monetise your blog, as if it doesn't rank well, then you won't earn any money. With increased visibility on Google and other search engines, you can charge decent rates to publish posts and insert links.'

'I receive daily emails from SEO companies to request placements of sponsored content or link insertions.'

'Posts are either written by me, which carries a higher price tag as they require more work, or by the client.'

'The latter is the easiest way to make money. It's a straightforward copy-and-paste, alongside some simple pre-publishing SEO steps. Rates vary according to blog Domain Authority, client budget, number of submissions, and longevity of collaboration.'

'I generally charge between £25 and £50 for

link insertions, and between £50 and £250 for sponsored posts. Any sponsored content or ads need to be disclosed to avoid Google penalties, which could reduce site traffic.'

Advertising

'Selling advertising space on your blog can be a good passive income builder,' says Jane. 'You can liaise directly with companies or use an ad-management platform. Google's free advertising platform, AdSense, allows bloggers to make money from displaying ads on their websites.'

'Potential earnings depend on factors such as your website category, content



type, amount of website traffic, page views – where users are located – and how the ads are set up.'

Digital products

Jane says, 'Offering printables, mini-guides and online courses on blogs can be a good revenue generator. Consider writing an ebook and being paid royalties for sales. Blogs set up for e-commerce can sell tangible goods such as mugs and T-shirts.'

Media features and appearances

'Payment for freelance writing can be per word, per hour or per article,'

says Jane. 'I typically earn between £250 and £500 per article, depending on word count and number of commissions.'

'Also, look out for social media posts from publications looking for people to take part in stories. Payment for this can be between £50 and £250.'

'If you're considered an expert in your field, you may be invited to speak at events and conferences. Apply to be listed on speaker agencies and get paid, ranging from £1000 to £2500.'

Where to find opportunities?

Jane says, 'Attend blogger and press events, join Facebook blogging groups, and consider investing in blog coaching. Since signing up to Top Blog Coaching and becoming a member of the Hobby to Heyday Inner Circle Facebook group, my blog income has quadrupled and page views have followed suit.'

'It takes time to build an engaged readership. But with a clear plan and a well-chosen niche, it is possible to make good money from blogging, and you could start to do so within six months.'