MAKE MONEY ONLINE

How to Start Blogging to Make Money: Seven Steps for Beginners

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> **Start with a niche you can cover in depth and a blog on a platform where you can edit the site's code, then publish helpful posts and bring in readers before you add any income. Affiliate links and AdSense can come early, since Google's AdSense eligibility page names no traffic level, while ad networks such as Journey by Mediavine and Ezoic ask for traffic first.**

Key takeaways

- Google's AdSense eligibility page asks for your own high-quality, original content, access to the site's HTML source code and an applicant aged 18 or over.
- WordPress.org says WordPress can be used to create a blog, a website or a site that includes both, and its getting started plan lists About and Contact pages.
- Google's privacy policy page for AdSense lists what your privacy policy should say about advertising cookies once ads run on your blog.
- Mediavine's page says Journey asks for 5,000 sessions a month from seven named countries and a domain at least 4 months old.
- Ezoic says sites are generally required to have 250,000 or more monthly active users, with an Incubator Program for smaller sites.
- Google says some changes take effect in search in a few hours and others could take several months.

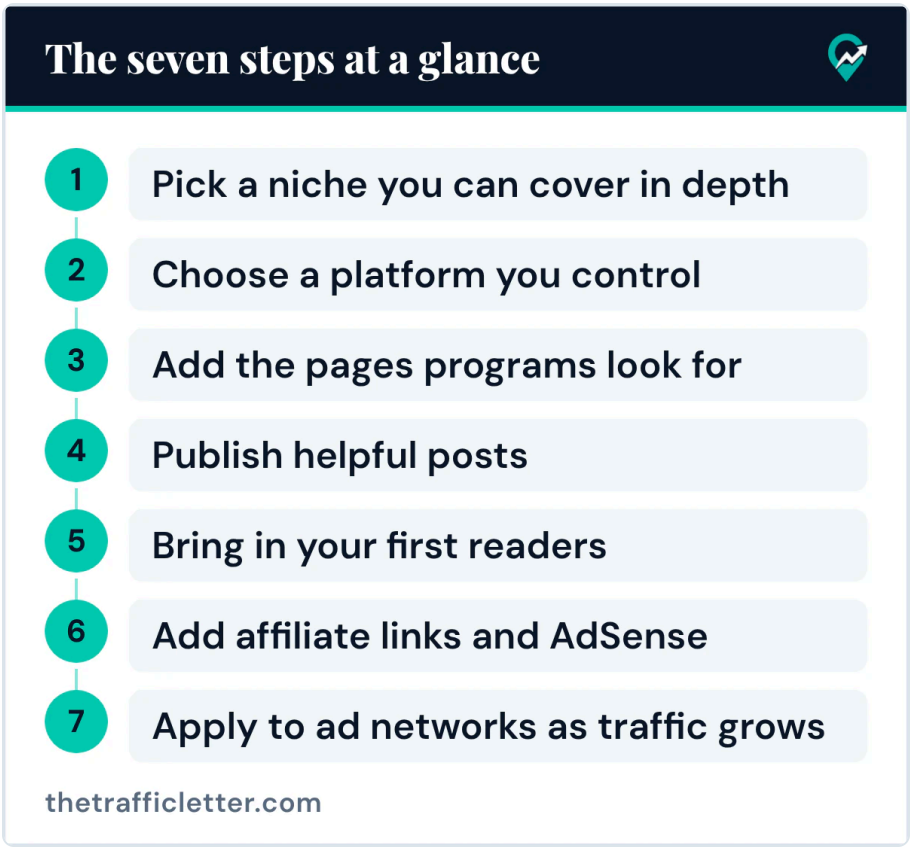
A blog that makes money is first a blog that people read. The steps below set up that blog in the order the income programs expect it: content you own, on a site you control, with readers, then the programs that pay. Every rule quoted comes from the official page of the company behind it, read on 20 November 2026. This guide belongs to our series on making money from a blog with Pinterest, and the income routes themselves are compared in our guide to the four ways a blog generates income.

The seven steps at a glance

The steps run in this order because each income program checks what the earlier steps build.

1. Pick a niche you can cover in depth.
2. Choose a platform you control.

3. Add the pages programs look for.
4. Publish helpful posts.
5. Bring in your first readers.
6. Add affiliate links and AdSense.
7. Apply to ad networks as traffic grows.



Each step prepares what the income programs check later, based on pages read on 20 November 2026.

Step 1: pick a niche you can cover in depth

Google's page on helpful, people-first content asks whether your content demonstrates "first-hand expertise and a depth of knowledge", and lists as a warning sign deciding "to enter some niche topic area without any real expertise". Choose a subject you know or can learn well enough to write many useful posts on, for readers who search for it.

Narrow it until a reader knows at once whether the blog is for them. "Cooking" is a niche; "weeknight vegetarian dinners for two" is a subject you can plan dozens of posts around. Write down the questions that reader asks: they become your first post titles.

Step 2: choose a platform you control

WordPress.org says WordPress can be used to create a blog, a website or a site that includes both. Its getting started plan asks you to decide where to install it, to list your site categories and the Pages you want, and to develop a content strategy and a list of topics before you start blogging.

Whatever you pick, keep control of the site. Google's AdSense eligibility page says it is important that you can access the HTML source code of the site you submit. The same page lists Blogger as an AdSense host partner, with its own sign-up through the Blogger account.

Step 3: add the pages programs look for

WordPress.org's plan lists Pages you may want to add, such as About and Contact. Add them before your first post, so a reader, and a program reviewer, can see who runs the blog and how to reach you.

Add a privacy policy too. Google's AdSense page on required content says your privacy policy should tell visitors that third party vendors, including Google, use cookies to serve ads based on a user's prior visits, and that users may opt out of personalized advertising. Google adds that it is unable to suggest specific privacy policy language, because sites and laws vary by country.

Step 4: publish helpful posts

Google says its systems are designed to prioritize helpful, reliable information created to benefit people. In practice, that means each post answers one question fully, for the reader who asked it. Our guide to writing blog posts for SEO covers titles, structure and keywords.

Two details from Google's SEO Starter Guide help each post get clicked in search: a good title is unique to the page and clear, and a good meta description is short, unique to one page and includes its most relevant points.

Step 5: bring in your first readers

Google's SEO Starter Guide says some changes take effect in a few hours, others could take several months, and that you likely want to wait a few weeks to assess whether your work had an effect. The same guide suggests promoting new content through social media, community engagement, advertisement and word of mouth.

Pinterest is one of those sources, and Pinterest says a free business account gives access to analytics on your Pins. Our Pinterest traffic system for blogs sets out the steps, and our guide to getting more visitors to your blog covers the other sources.

Step 6: add affiliate links and AdSense

Affiliate links can go into your posts from the start. Amazon says its Associates program helps content creators, publishers and bloggers monetize their traffic, and that associates "Earn up to 10% in associate commissions from qualifying purchases and programs." Google asks you to mark paid links with `rel="sponsored"`. Tell readers about the link in the post as well. Our guide to affiliate programs and disclosure for bloggers covers the programs and the disclosure.

AdSense is the other early option. Google's eligibility page says you can sign up if you have your own content that meets its policies and you are 18 or over; the content must be high-quality, original and attract an audience. Its How AdSense works page says participation is free of charge, that the amount you earn will vary because advertisers pay different prices for different ads, and that clicking your own ads for any reason is not permitted.

Step 7: apply to ad networks as traffic grows

Ad management networks set a level before they accept a blog. The pages read on 20 November 2026 give these:

Network	Entry level on its official page
Journey by Mediavine	5,000 sessions a month from the U.S., the U.K., Canada, Australia, Germany, France or the Netherlands; a domain at least 4 months old
Mediavine	$5,000 in annual ad revenue; good standing with Google AdSense and AdExchange
Ezoic	Generally 250,000 or more monthly active users; an Incubator Program for growing sites

Mediavine also asks for original, audience-first content and clean, human, brand-safe traffic. Our overview of the main ad networks for blogs compares them, and our guide to whether blogging makes money explains how each income route pays.

How long before a blog makes money

The pages read for this guide give no typical timeline or income figure for a new blog, and this guide gives none. What they do give is the order: content that meets the programs' rules, readers, then the programs. Track your sessions each month, and compare them with the levels in the table above.

A prompt to plan your first posts

Planning the first posts can be drafted with ChatGPT, Claude, Gemini or any AI assistant:

```
I am starting a blog about [your niche] for [your reader].
I know this subject because [your experience or skills].
List 15 questions this reader searches for, grouped into 3 categories for my blog.
For each question, suggest a clear, concise post title and one sentence on what the
post must answer.
Mark the questions where an affiliate link to a product could help the reader.
Do not invent statistics, income figures or product claims.
```

Check each suggested question against real searches before you write the post.

Right after

- Write your About page and your privacy policy before your first post goes live.
- Plan your first ten posts, then read our guide to how blogs earn from ads, links and products.
- Set up a Pinterest business account and pin each new post, with our guide to a Pinterest business account for your blog.

Frequently asked questions

How long does it take to make money blogging?

The pages read for this guide give no typical timeline for blog income. Google says changes to a site can take a few hours to several months to show in search, and Mediavine's Journey asks for a domain at least 4 months old.

Can I start a blog to make money with no traffic?

You can start, and some program pages name no traffic level. Google's AdSense eligibility page names your own content, its policies and an age of 18 or over, while Journey by Mediavine asks for 5,000 sessions a month and Ezoic generally for 250,000 monthly active users.

Which platform should a beginner use to start a blog?

Pick one where you control the site. WordPress.org says WordPress can run a blog, a website or both, and Google's AdSense page says you need access to the HTML source code of the site you submit. Google also lists Blogger as an AdSense host partner.

Do I need a privacy policy on my blog?

If you show Google ads, yes. Google's AdSense page on required content lists what your privacy policy should include, such as the fact that third party vendors, including Google, use cookies to serve ads based on prior visits.

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