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# Cultural Daily

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## How to Build a Popular Gaming Blog

Katya Smith · Thursday, November 18th, 2021

There are so many reasons why someone would want to build a blog, but of all the reasons, it seems like being able to blog about something they are passionate about always comes in first. Not only can they build a following of others who share the same interests but there is also the potential to make money doing something they love. Can you imagine that? However, in order to accomplish any and all of the above, you first have to build a blog that's popular with a good following. Let's talk about how to do that for just a moment.

### Choose Your Niche

The very first thing you should do is choose a niche that interests you. Since you have a passion that you'd like to share with the world, why not start there? Is gaming your world at the moment? If so, that's where you should begin. Whether you are into warfare, racing or even a bit of gambling on the side, you could start to build a popular blog based on something you know and enjoy. Let's take online casinos for an example. There are always people who want to enjoy a bit of gambling yet they live in a state where land-based casinos aren't allowed by law. Why not direct them to online sites where they can find the best bonuses available for those states? If you look at Connecticut for example, it's the second state to allow online gambling and so you can direct your followers to [bonusfinder.com](https://bonusfinder.com) for the best introductory bonuses online for Connecticut sites. Your followers will love you and they will surely appreciate that extra cash to play with.

### Find a Suitable Template and Hosting

Let's step back for just a moment and talk about the mechanics of starting a popular blog. The first thing you will want to do is find a blogging template that is user friendly. [WordPress is often suggested](#) for the beginner blogger because there are a number of free templates you can use and customize as you go along. Then you should find hosting that is affordable, and sometimes the two can come in one package. Many web hosting sites have WordPress capability built in and will give you links to a huge number of free templates. Choose one you feel comfortable with, and you can be up and running in no time at all. In fact, you can even have the shell of your blog online in a single afternoon!

### Populate Your Site

This is the point that may take some time. The only real way to get traffic to your blog is to populate it with content. In the beginning you might want to blog about your interests in gaming and what led you to blog about it. Build up a following of other gamers and gamblers who have

shared a similar journey through the world of gaming as yours. Sometimes bloggers [open their site to guest bloggers](#) who share insights and stories with your audience. In this way, you not only build a loyal following of readers to your content, but those who enjoy what your guest bloggers have to say as well. If you are looking to build a popular blog, it helps to capture the largest audience possible.

Here, a word about SEO might help. When someone is looking for information about any of the games you blog about, the first thing they do would be a Google search. You want Google to see your blog and rank you highly, so do take time to research Search Engine Optimization, SEO, so that your blog will be ranked highly on the first page of results that come up on a search. It may take some time, but it's well worth the effort.



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### **Can You Make Money from Your Blog?**

Finally, many new bloggers want to know if it's true that they can make money from blogging. The short answer is, yes. There are several ways to monetize a blog and if you are going to spend a lot of time developing your blog, this may be something you want to look into. After all, it is going to be more than a labor of love. Building a popular blog will take time and effort. Why not look at various ways to bring money in while you are 'working' at building your blog? Some bloggers are so successful that they continue developing other blogs once they get the hang of it. Gaming may be your passion now, but there is every possibility that blogging about gaming will take second seat to gaming itself.

Just remember that nothing happens literally overnight. Even your favorite games took time to master and so too will blogging. Be patient and keep at it. Like gaming, learn from your mistakes and before you know it your blog will be rising through the ranks of [gaming](#) blogs. It can be done with effort, and most of all, with passion.

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