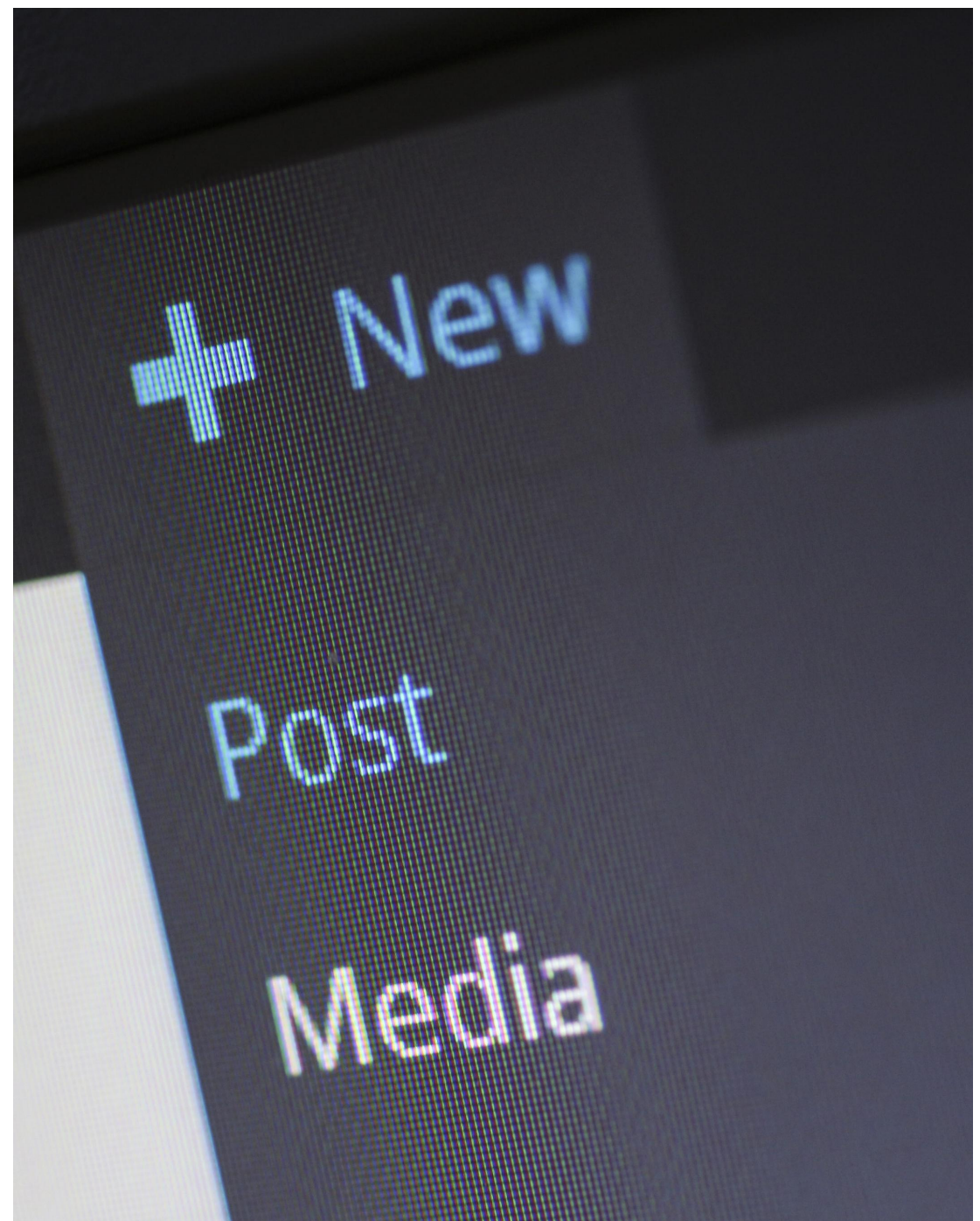# HOW TO START A BLOG AFTER THE AGE OF 50+

BY SUSAN "HONEY" GOOD
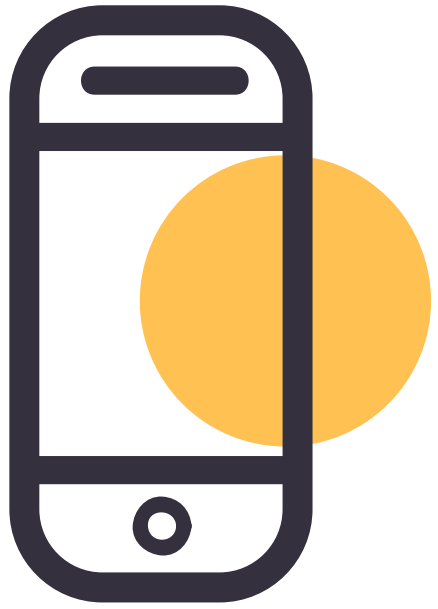
Honey Good®

EMPOWERING VISIBILITY IN WOMEN 50+

This is me back in 2012 when I started my blog at HoneyGood.com

So, many of you Darlings write to me asking, "Honey, I want to start a blog. How did you start Honeygood.com?" I've answered this question numerous times, but only in short snippets. I have never actually sat down and written a step-by-step guide on how to start a blog after 50... or any age, really! So, without further ado, it is my joy to teach you how to start a blog after 50, 60, 70 and beyond. As I always say, "Age is just a number."

"Think of Starting a Blog Like Starting a New Brick and Mortar Boutique Shop."

YOU'RE IN FOR A RIDE!

I believe an emotionally satisfying and stimulating lifestyle awaits every woman when she fulfills her purpose and passion. A woman with purpose feels powerful, relevant and visible. I speak from my personal experience. Nothing worthwhile comes easy, but the realization of your accomplishments will make your heart sing. How do I know? Because with all my trials and tribulations from learning the workings of the Internet, sharing my positive inspirational musings with a quarter of a million followers has made me feel joyful every day throughout these past 7+ years.

BLOGGING IS A JOY

Was learning the ins and outs of the Internet a challenge? OMG, YES! And, it still is. However, the adrenalin rush I feel is so positive that it outweighs any frustrations. I can talk the talk, but it takes time for everyone to walk the walk. The positive gain is worth the challenge. I am very proud to tell you that I am able to converse on a multigenerational level with all ages who listen when I use industry buzzwords such as: search engine optimization, unique visitors, pageviews, WordPress, GoDaddy, MailChimp, social media marketing, etc...

THINKING CAPS ON!

Now it is your turn, Darlings, so put on your thinking caps and follow me. As newbies to blogging, you need my help.

When I started, I wish I had the help and advice I am sharing with you now. I am going to teach you what you must know as a new blogger on the scene – at least from my perspective. I am not a professional teacher, but I have earned my PhD in blogging through desire and tenacity. This step-by-step guide includes the 7 steps that I wish someone had taught me. This is the exact process to follow for how to start a blog after 50 and beyond.

START A BLOG
IN 7 STEPS!

FIND YOUR PURPOSE

I knew absolutely nothing when I began my journey into the wonderful world of blogging. I had never taken a writing class, and I knew nothing about the Internet. How did I do it? With a craving curiosity, tons of tenacity and a desire to never stop learning. I also had an aspiration to share my positivity about life with women over 50, 60, 70, 80, 90 and beyond. An author friend of mine gave me the advice; "If you keep a journal for 3 months and never miss one day, you will find your voice." Honeygood.com grew out of that commitment, awarding me with a passion and purpose, and an enthusiastic outlook on starting my own blog.

Just like starting a brick and mortar boutique shop, you need to choose what your shop is all about. With a boutique shop you're probably choosing between opening a clothing store, a beautiful trinket and gift shop, or perhaps a souvenir shop. It's similar when starting a blog... you need to find your purpose.

This will set the theme of your entire blog, and let people know what you're about and what they can expect to find on your website.

2. CHOOSE A DOMAIN NAME

Imagine your domain name on the Internet (mine being HoneyGood.com) as the name of your boutique name on a street. With a brick and mortar boutique shop you have a physical address, yet with an Internet business this is called your domain name or URL. This will be the address of your website. This is the address that a reader will type into their Internet browser in order to get them to your website.

Your name should be descriptive so a reader can instantly know what your blog message is. You also want the name of your blog to be short and sweet so it can be easily remembered. I used my name because my name is my brand. Young and old have told me that I inspire them, so in retrospect I could have named my blog something like "Inspirations with Honey Good."

MAKE SURE NOBODY OWNS YOUR DOMAIN NAME

Again, imagine your website is a small boutique building on the street. In order to open up your new boutique you must go to the county registrar's office to make sure that no other business has the same name as you. This is exactly the same with a blog. You must go to a website like Bluehost to see if the domain name you choose is available.

HOW TO SEE IF A DOMAIN NAME IS AVAILABLE

How to See If a Domain Name Is Available:
- Go to bluehost.com
- Click on the word 'Domains' near the top of the page.
- In the box given, type a domain name that you like, and then click 'SEARCH'.
- The Bluehost system will let you know if your chosen domain name is available for purchase, or if it is already owned.

Once you find out that your domain name is available, you must purchase your new domain name. There are multiple companies where you can purchase your domain name.

Once you find out that your domain name is available, you must purchase your new domain name. There are multiple companies where you can purchase your domain name. I chose the name HoneyGood, so I had to check and see if the domain name was available. Luckily for me, it was. Then, I checked to see if .com .net and .org were available.

Bluehost allows you to do this as well. You don't have to do this, but I suggest you purchase your domain name along with all three .com variations. If you don't own all three, and you just own honeygood.com, another company can purchase www.honeygood.net and it would be totally legal. The cost for registering your Internet domain name is minimal and sometimes free depending on the company.

So, my domain names for Honey Good look like this:
www.honeygood.com
www.honeygood.net
www.honeygood.org

WHERE TO PURCHASE A DOMAIN NAME

There are many domain registrar companies. Eight years ago I chose to register my domain name with Bluehost because of the other services they offered (more on that in a bit).

Bluehost is a very helpful company and their site is geared towards helping newcomers. There is another domain registrar company called HostGator, and they often run specials for a free domain name when you purchase web hosting with them. Both of these registrar companies offer domain names and domain extensions (.com, .net, .org, and more).

The Best Web Hosting

$3.95/mo

Get Started Now

bluehost

.COM
.ORG
.NET

NEW

Oh snap!
We're giving out FREE* domains with hosting.

Check it out

HostGator

* Restrictions apply

3. PURCHASE WEB HOSTING

When starting a brick and mortar boutique you need to rent a building to fill your boutique with products. The same logic applies to a website.

Think of a web host (the company you purchase web hosting from) as the company that provides you with the space to run your boutique.

Except, instead of filling your boutique with products on display, a web host offers storage space to store all your website files.

You cannot own a website without purchasing a web hosting plan from a web hosting company.

Where to Get a Web Hosting Plan

Three of the best, and most used web hosts are: WP Engine, Bluehost, and HostGator.

Even though I purchased my domain name and web hosting from Bluehost, I now use WP Engine as my web host. I only made this change because WP Engine offers more robust storage for larger websites that need more space and have a lot of daily readers coming to the website.

WP Engine is a bit more expensive, so I'd suggest checking out all 3 options because they often have sales and promotions for a free domain, 5 months free, or something like that.

4. THE SOFTWARE

Now we're getting into the nitty-gritty of how to start a blog after 50. After you have locked in on your purpose (the 'why' you're creating a blog), purchased your domain name, and purchased web hosting, you then have to choose your software... right upfront, I use WordPress.

In case you're doing other research on how to start a blog, it might be helpful to note that the software for a blog website is called a Content Management System. I want you to think of your Content Management System as all of the display cases, shelving and racks to display your products in your boutique store. The software tells your blog website how to 'look' when a reader comes to your blog. The software is also what you will use to create your blog posts when you're ready.

SOFTWARE OPTIONS

When writing this article I looked on the Internet and found out that WordPress is used by 34% of ALL the Websites on the Internet. That's out of 1.5 billion websites worldwide. So, this is what I use for honeygood.com.

Other reputable Content Management Systems like WordPress include: Joomla and Drupal. However, I have never used Joomla or Drupal, so I can't really comment on how easy they are to use. Whichever Content Management System you choose, you will have to install the software on your web host.

I won't go deep into this here, but nearly every web host can help you install WordPress, Joomla or Drupal with just the click of a button.

AN ALL-IN-ONE OPTION

I write and share these proven steps from my experience and knowledge. So, the process of purchasing a domain name, purchasing web hosting and choosing which software to use is the route that I personally took with HoneyGood.com.

However, there are companies called "hosted website builder tools," which offer an all-in-one blog website solution. Weebly.com is one. It is an all-in-one website builder. You can purchase your domain name from Weebly, and they become your web hosting company, as well as your Content Management System. Their software is very easy to use, and they reflect that in their marketing by saying, "Your site. Online. Today."

Again, I share these tips from my experience, so I don't know all of the ins and outs of using Weebly, but I do know that it is a very easy system to use.

5. DESIGN YOUR LOGO

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This is where the fun begins and your brand starts taking shape! I loved creating my Honey Good logo and color scheme. I love orchids, the colors lavender and green and simplicity. You can hire a digital designer or put on your creative hat and design your own logo.

Your blog name should be descriptive so a reader can instantly know what your message is. You also want the name of your blog to be short and sweet so it can be easily remembered. I used my name because my name is my brand. Young and old have told me that I inspire them, so in retrospect I could have named my blog "Inspirations with Honey Good."

A few things to keep in mind when creating a logo for your blog website:

1. Make your logo at least 2 times wider than it is tall. It will be displayed at the top of your website, and you don't want your logo to be the only thing people see when they come to your new blog.
2. A well-designed logo is simple and straightforward. Make sure it's easy to read, and not too busy.
3. Choose a font that defines your brand. I have come to learn that there are definitely feminine fonts, masculine fonts, artistic fonts, computer fonts, and much more. I went with a feminine and artistic font.

A PROFESSIONAL TIP

You can employ great logo designers for a very reasonable price on Fiverr.com. Logo Design Online - Create Your Unique Logo Today! Logo Design + Everything You Need To Build and Grow Your Brand and Business from fiverr.com.

I should also add here that if you want to get your blog website up and running as soon as possible, you could hold off on designing a logo now and just use text as your logo. I only suggest designing your logo as Step 5 because I think this step helps you form your identity and color scheme, which will help speed up the next step.

7. WRITE YOUR FIRST BLOG POST!

CONGRATULATIONS! You are there! The last step in my how to start a blog guide is to just start writing!

Imagine opening your boutique store. You are proud of how organized it is, and you want to put the word out that you are open for business. If you're using WordPress, simply hover over the word 'Posts' on the left-hand side of your dashboard, and then click on 'Add New'.

See the image next to this text, this is what you will see! ➡️

This will bring up a new page where you will write your blog post. There is a space for the title, and then space for your text below that.

Honey Good®

WP Engine

Dashboard

The Voux Child Theme

Posts

All Posts

Add New

When you have written your blog post, and you're happy with how it reads, then click on the blue 'Publish' button on the far right.

That's it, you're done! You started a blog, and your first blog post is published for the world to read!

One last pro tip:
I also use a program called Grammarly - The World's Best Grammar Checker. I love it, and use it daily because I want my blog posts to be perfect.

Go Start a Blog!

I sincerely hope that this eBook filled with nuggets of resources helps you. I am excited to read your blog!

Starting a blog has brought me so much joy, and I know it will bring you joy as well. If you have any questions at all about how to start a blog after 50, or whatever age you may be; please send me any questions to info@honeygood.com.

Now, go start that blog!

Warmly, Honey xo