



Lesson #32

# Maintaining Multiple Blogs

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## **Introduction**

Many designers and developers for hire make the mistake of thinking and selling their services as a one-off deal. Sure they may make affiliate recommendations and gain passive income in that sense which is a fabulous method. But you also have to be honest with yourself that it's the paid work that gets you the money quickly and to a certain extent is "money in the bank" as my husband likes to say it because you know you'll be invoicing and getting money at the end of the month.

But... you hear it all the time.

Stop trading hours for dollars

Working hourly is just like working in a J-O-B

You only have so many hours a day to sell

You know what? The people who tell you that are right. And you should build your passive income whenever possible. However, there is no reason you can't make those two things merge into one. It is possible to turn that one-time job into a long term and recurring source of income. I'm going to share some examples how.

## **Site Maintenance**

One of the oldest methods in the web developer's books. Yes, at Blog Evangelists, we sell our services on the promise that it is a web site they can update themselves and not have to hire expensive designers just change something small. I'm not talking about that. What I'm talking about is long term maintenance of WordPress.

While we love WordPress (obviously) it can sometimes be annoying because they have so many updates so often. As it that wasn't enough, every time you log in to your dashboard it just seems like some plugin has a new upgrade too. This is made worse since WordPress started including little features that notify whoever

is logged in of their out of date installation. That always gets clients asking, "Why is my site software out of date?"

Because WordPress is a script, and very popular, it can also be vulnerable to hacking. It's happened before. While these are all awfully annoying, they can be turned into profitable opportunities for you.

Instead of waiting for them to call you, explain to clients that their site runs on a software and all software should be maintained to keep it performing in tip top condition. You can create a bundle for a monthly recurring subscription where you would keep their sit upgraded regularly, keep their theme upgraded regularly to incorporate the new stuff that comes with new features and fix their site should the site be hacked.

Wow. That sounds really scary. What happens if it takes you 10 hours to fix a site and you only charge \$50 / month? Well, think of it this way. Let's say your client has been a loyal subscriber of this service for 5 months. In month 6, their site goes down and you work for 4 hours to get the site back up. You normally charge \$120 for 4 hours. But in this case, the client has already paid you \$250. You still come out ahead and you have a more recurring/passive income because for the first 5 months, you probably didn't have to work more than 1 - 2 hours total.

## ***Increasing Productivity***

To make this type of model be even more profitable, you should be using tools to increase your productivity. This way, you spend less time every month to maintain client sites and still get paid the same.

Thankfully, WordPress has now built in the auto upgrade feature which absolutely cuts out a big chunk of your time. But the sad thing is, what if you have multiple sites to do which you will as your clientèle grows. You have to log in to each of these sites individually to upgrade them.

The good news is, there is a system that can help you upgrade multiple WordPress sites and even deploy a WordPress site with the most common settings and plugins quickly and easily – like a 2-3 mouse clicks.

Two of the tools I've been using are [WP Auto Installer](#) and [WP Cloner](#). WP Auto Installer is a two in one system. You can use it to install and upgrade WP sites across multiple servers or web hosts or if you wish the same web hosts too. All from one control panel. You can log in, check the installation version of each of the blogs and even backup multiple sites all from one place.

The software is installed on your web site. Installation is *really* easy. If you can install WordPress manually, you can install this.

WP Cloner is also a software that installs on your web site. What it does is 'clone' a master installation to other sites. Let's face it. Every time you install WordPress, there's bound to be a few settings, themes and plugins that you commonly install. I've even seen designers who offer bundle packages to install WordPress with a set of recommended plugins and themes. WP Cloner is perfect for that.

Use [WP Auto Installer](#) to get the site up and [WP Cloner](#) to setup the system just the way you want it to. Shaves a BIG chunk off your time and you can get right into working on the theme in a matter of minutes.

## **Next Lesson...**

We're going to look into other ways to duplicate and automate our work, shave our development time so we don't have to work so hard for every client.

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