

Mike Futia - Stupid Simple Blogging

Build a consistent, money-making blog *without* relying on Google & Pinterest

Stupid Simple Blogging is a complete blueprint for starting, building, and scaling a profitable blog in 2024 and beyond.

Over the past six+ months, the blogging game has changed for good.

It used to be, you could:

- Launch a new site in a low-competition niche
- Publish 100+ articles targeting long-tail keywords
- Build a dozen or so high-authority backlinks
- And wait for Google to send you thousands of free visitors every day

And if you *really* executed on this strategy, you could earn 4-to-5 figures per month, just with SEO, and just with ads & affiliate income.

Myself and countless others have been doing this for the past decade.

I remember the very first “niche site” I ever built, in the vacuum (!) niche, way back in 2014, that made its first dollar online from Amazon.

My very first Amazon commissions, back in 2014

At one point, that site was making \$3k per month.

It was paying for my entire rent in Manhattan back then. I couldn’t believe it.

That was 10 years ago.

And for literally the next 10 years, some variation of this “blogging strategy” has worked—VERY well.

But suddenly, things seem to have shifted very quickly.

It all started with the ironically-named Helpful Content Update back in September of 2023.

And it’s only gotten worse—for many bloggers—since then.

Rankings, traffic, and income? All down. Some drastically.

And so, the question on everyone’s mind right now is:

Are the golden years of SEO over?

Did Google effectively kill blogging?

My honest answer?

Yes. A lot of the SEO stuff that worked for over a decade probably won’t work any longer.

But Google traffic as a whole?

It’s not going anywhere.

There are PLENTY of smaller sites winning with each of these updates.

Even my very small grilling site—which hasn't seen any new content posted in months, and is **still** in the winter offseason—has been winning during these updates:

But honestly?

In 2024, you don't need SEO to have a great blog that makes a great income.

That may sound funny coming from a guy who built his entire **business** around SEO.

I started a new site at the beginning of September, 2023.

As it turns out, this was **right** before the Helpful Content Update hit and wiped away a lot of Google traffic for a lot of folks.

The timing of this coincidence has stuck with me as we've grown this site over the past seven months.

But with our new site, we saw the writing on the wall back in September, and so we made the pivot.

We made the pivot to be everywhere our audience is at all times.

For us?

That's mainly Facebook & Pinterest.

And so we went all in on those two platforms.

The result?

30-40K users per day in traffic.

Which has been great.

But those are STILL just platforms.

Platforms that have their own algorithms. Algorithms that can change.

Sound familiar?

Platforms are great for getting free traffic, don't get me wrong.

We want to leverage those as much as possible, for as long as they last.

But with this new site, the goal has been to take that free traffic, and funnel those people onto our email list.

We're now collecting about 800 leads per day.

Some of that is organic.

Some of that is with FB ads.

800 leads per day.

When you have a list that's growing like that, you have a LOT of options.

Options that don't rely on Google, or Pinterest, or Facebook.

You can send them back to your site, and monetize with ads.

You can send them relevant affiliate offers.

You can send them offers about your own products that they may be interested in.

(Kind of like I'm doing with this sales letter you're reading right now).

You see, this is, to me, the future of blogging. Many different skill sets. Many different platforms.

All being funneled onto your list.

Because if there is **one** word to describe blogging in 2024, it would be this:

Pivot.

And to me, right now is the perfect time to pivot.

And I don't know about you, but I'm EXCITED.

I haven't been this excited to run a blog since I made that first dollar on Amazon way back in 2014.

Only this time, we're saying bye-bye to Google.

For now, anyway.

Introducing Stupid Simple Blogging

Let me get right to the point:

Stupid Simple Blogging is the definitive training program for bloggers that teaches you how to start, grow, and scale your blog.

Over 5,000 bloggers—in 50 different niches!—have gone through my other blogging training programs.

When you sign up, you'll get immediate access to the entire system and process I've developed to simplify the blogging game so you can diversify your traffic, grow your email list, and finally stop relying on Google & Pinterest.

What's Included

Everything You Need To Start and Scale a Profitable Blog

Stupid Simple Blogging is a collection of courses and workshops covering everything from niche selection, to traffic generation strategies, to list building, and Facebook ads.

Here are all of the courses & workshops that are included when you join.

Stupid Simple SEO

Yes, my flagship course—with over 4,000 paying students—is included with your purchase of Stupid Simple Blogging.

Not only that, but I've completely revamped the program to reflect Google's recent changes, keeping you up to date with everything that's working with SEO right now (and everything that isn't).

I've also streamlined the program and done away with a lot of the tedious, monotonous tasks (and spreadsheets!) that were slowing people down—so you can focus on what's most important with SEO right now:

Identifying the topics and content ideas that your audience is most interested in, and then creating the type of “helpful content” that will satisfy both Google and your users.

Stupid Simple Pinning

It took me about six years, but it's finally happened: I'm a Pinterest believer. A lot of the success we've had with our new site has been because of Pinterest.

And with your purchase, you get access to Stupid Simple Pinning—my mini-course/workshop on the exact strategies we've used to grow our Pinterest account to over 25,000 blog visitors per day.

In this workshop, I'm sharing everything that's working for us right now—including how we do our competitor/keyword research, how we design our pins, *how* we pin (and how frequently), how we create our Pinterest images, and how we're able to systemize a process that allows this to run entirely on auto-pilot with the help of a single VA.

Stupid Simple AI

Don't worry—this isn't about blasting the internet with 1000s of auto-generated AI articles.

But I have to be honest: knowing how to leverage AI tools to systemize your blogging workflow is easily one of the most valuable skillsets a blogger can have today.

In this course, you'll learn how to use tools like ChatGPT and MidJourney to research, create, and optimize content not only for Google, but for Pinterest, Facebook, and your email list, so that you're able to generate a steady stream of content ideas to keep your blogging engine running full steam ahead.

Stupid Simple Facebook Traffic

Did you know one of the best sources for traffic in 2024 is actually ... Facebook?

Yes, Facebook pages are making a huge comeback. *Especially* if you're in the right niche.

In this workshop, you'll learn how to run simple Facebook ads to grow your page, and then we'll go over all the different types of content to post in order to grow your engagement—and clicks back to your site.

Note: This workshop will be released in mid-April.

Stupid Simple List Building

The most important skillset a blogger can have in 2024—building your email list. Look, we'll take all the free traffic that Google, Pinterest, and Facebook will give us. No doubt about that.

But if the past six months have taught us anything, it's that it all it takes is just *one* algorithm change to radically alter the income of our blogs.

Which is why, with our new site, we're going all in on list-building.

And in this masterclass, I'm revealing our entire strategy, from organic lead-capture to running Facebook ads to get leads, and what to send your list to keep them engaged and clicking on your links and offers.

Note: This workshop will be released in mid/late-April.

Stupid Simple Niches

Starting a new site from scratch? Thinking of starting *another* site based on everything you've learned in the program?

Stupid Simple Niches is a workshop that will show you how to identify profitable blogging niches—so you can launch your new project knowing *reasonably certain* that you've got a great, profitable niche on your hands.

Note: This workshop will be released in mid/late-April.

Private Facebook Community

All of these courses & workshops are built around our private, members-only Facebook community.

In this private group, you'll have direct access to Mike and one of Mike's coaches where you can ask any question you have about the program, in case you get stuck. Not only that, but you'll be surrounded by hundreds of other business-minded bloggers like yourself.

Archive: <https://archive.ph/wip/cNBiY>