

Business Blogging **SECRETS**



**How To Avoid Killing
Your Blog With These
Common Mistakes**

After You Read This Guide...You'll Have A Better Understanding Of How To Avoid Common Blogging Mistakes

This guide includes plenty of insight into the common mistakes that bloggers make, and what you can do to avoid them.

To get access to techniques and in-depth information for increasing your business income through blogging - I invite you to take advantage of this available resource.

Business Blogger's Manual How To Increase Your Business Income With A Blog



My 38-page report provides you with a step-by-step blueprint for building a valuable blog and sustaining your blog for long-term income.

Introduction

Bloggging for your business is one of many ways to add to a business' success, but only if done correctly. Unfortunately, there are just as many ways, if not more, to kill your blog's success when you make certain mistakes in the process. Let's discuss some of the more common mistakes people make and how you can avoid killing your blog and your business' chances of success.

Mistake #1: Using Free Hosting to Publish Your Blog

Hosting a blog on your own domain or as an extension of your business site is one of the first things you should do with your business blog. While free blog hosting on sites like Blogger, TypePad, WordPress etc. are ok for personal blogs, it's not ok for a business blog. You will appear much more professional to your readers if you host the blog yourself instead of using a free hosting service.

You can either purchase a domain name specifically for your blog or simply create an extension on your business website. i.e.

www.mybusinessblog.com or www.mybusiness.com/blog

If you create an extension on your current website there is no extra cost needed as you already pay for hosting and you don't have to buy a new domain name. However, if you choose to purchase a domain name specifically for your blog here is a mistake you'll definitely want to avoid when you do.

Mistake #2: Making Your URL Difficult to Remember

Another quick killer of a blog is having a domain name that is too hard to remember or type out. If you have a long company name, try to use the first letters of it only or make a catchy acronym. Also, using anything other than a dot com (.com) extension makes it difficult for readers to remember and may direct them to a completely different site when they guess and automatically type the .com from habit.

When choosing a domain name, try to avoid using symbols like underscores or hyphens as this also makes it difficult for readers to remember. Domain names need to be short, sweet, focused and easy to remember.

Mistake #3: Lacking Focus

Lack of focus on your business blog is another common mistake that could kill it. Your business most likely has a target market or niche; therefore your business blog should always be geared toward those same people and topic.

Don't be all over the place by talking about subjects that have nothing to do with your business. Your readers will quickly become bored and may not return, costing you valuable readership and probably customers in the long run.

Mistake #4: Inconsistency

Your clients and readers depend, rely and look forward to reading your business blog on a regular basis, so being inconsistent is a big mistake. Being consistent means how often you write as well as your writing style and the subject matter you write about.

How Often to Post to Your Blog

How often you write is up to you. If you have time to write every single day and can consistently write every day, by all means do so. If you start out writing every day, your clients and readers will expect something from you on a regular basis. So, if you're not sure you can continue to produce fresh, new content that often, you don't want to begin posting every single day. Even if you have new ideas popping up in your head as you're starting out with your business blog because you're excited, go ahead and type them up, but set the posts to publish at a later date.

If you choose to post once a week, then be sure to post once a week. This will help set a pattern your subscribers and readers will get used to. You're customers come to rely on you and when you're inconsistent, your readers will be too. You may find your business blog readership decreasing because of it.

Mistake #5: Publishing Content Unrelated to Your Business

What you write is also important. Your readers came to your site in the first place because they are interested in what you have to offer. The same goes for your blog. Try to maintain some consistency with the topics and subjects of your business. It's okay to change subjects from post to post, but try to stick to business topics on your business blog.

Lack of appropriate content or not giving your readers a reason to come back is also a mistake often made by business bloggers. You want them to be excited about your blog, so be sure to write about relevant issues and concerns. In addition, make sure your blog shows them how you can help them be more successful in their business or personal lives.

Mistake #6: Not Making Your Blog Easy to Maneuver, Read or Follow

Making your business blog difficult to access or too long to load is a mistake commonly made. If you have lots of flash applications or your readers have to log in or be approved before they can comment, they will not return.

Leaving your blog posts unformatted will also make readers turn away quickly. Using sub-headers, bulleted lists and numbered lists are eye catching. Blog readers are usually scanners and if something doesn't catch their eye to hold their interest, they will quickly go to the next item on their list and it won't be your blog or website.

In addition, be consistent with colors and font styles. Don't use too many throughout your blog; your readers will be turned off by crazy fonts and colors. Be consistent throughout and be sure to use a font that is easy to read and that will display on all browsers.

Long run-on paragraphs, or no paragraphing at all will make your readers head for the door in a heartbeat. No one wants to read a long, drawn out, rambling post that goes on forever. If there's too much information and they can't scan it, your readers won't stick around. Even if you're not a skilled writer, break your posts apart somewhere, making paragraphs 3 to 4 sentences at the most.

On that note, if you are not a skilled writer, it may be in your best interest to hire a ghostwriter to write content for you. If your blog isn't easy to read or contains a lot of grammatical errors, you may find yourself losing readers instead of gaining them.

If you have lots of information to give, break it into several shorter posts. This is a great way to get readers to come back again and again. Set the dates to publish in regular intervals to stay consistent with your posting days.

Readers determine how long they're going to stay at your blog within the first few seconds. What they see on their screen when they first arrive sets the tone for the rest of the blog and if your readers are interested right away, they will move on to the next item in their list. Don't have a lot of nonsense cluttering up the top half of your blog. Be sure your blog titles accurately describes what the body will contain and that the first paragraphs are fairly short and have at least one sub-header so they will know if they're interested or not.

If you don't know what you're talking about, don't write it. When a reader comes to your blog and knows it's a bunch of nonsense or sees that you're mistaken, they will probably tell others right away and you won't be deemed as trustworthy, sending potential new readers away before they get there.

Mistake #7: Cluttering Your Blog Up

Clutter is another turn off on a business blog. Those cute little buttons or a bunch of affiliate ads that have nothing to do with your business are like knick-knacks sitting on a shelf cluttering up space. If you are not making money with them, get rid of them on your business blog. If you want to display them somewhere, use your personal blog instead.

On the other hand, a dull and boring business blog isn't going to attract new customers or readers either. Be sure your blog is well laid out, has lots of valuable content that is applicable to your business.

Mistake #8: Not Letting Your Reader's Get to Know the Real You

Leaving out information about yourself is another mistake that can be avoided simply by adding an "About" page on your blog. This will give your business blog a personal touch so that your readers can connect with you. This is also where you will talk about your qualifications; your readers will want to know what qualifies you to sell these products or services you offer.

Mistake #9: Getting TOO Personal on Your Business Blog

Personal blogging on your business blog is a big no-no. Your readers come to your blog because they want to hear more about what you have to offer. If you're venting about your spouse or your children, or bragging about them, they probably don't care.. They care about the new services and what new products you have to offer. They care about your business. You need a totally separate personal blog for talking about personal issues.

Mistake #10: Not Showcasing Your Expertise

Don't forget to add a testimonial page to your site as well. When your readers see other real life people talking about how well you serviced them or how great your products are, they will be more apt to buy from you.

Mistake #11: Staying in Your Shell & Not Putting Your Products Out There

Being shy or not displaying your services or products is also a huge mistake many make on their business blog. Don't be afraid to show your stuff. People want to see what you have to offer, so be sure to let them know with images of your products, a portfolio, and by describing your services with lots of detail.

Mistake #12: Too Many Outgoing Links

Linkage is important to a business blog, but a common mistake is having too many links that take your readers away from your blog or business. Be sure to link to other pages within your blog and to also link to your business page or website.

Mistake #13: Leaving Your Brand Out of Your Blog

Branding your business blog is very important because you want your readers to feel connected to your business through your blog. If your business website is totally separate from your business blog, don't let it appear that way. You want your readers to feel they are with the same company or business and not off on some other website. Use the same logo, font style and coloring consistently throughout your blog and your website.

Mistake #14: No SEO Tactics

A big killer of a business blog is not having it Search Engine Optimized (SEO). SEO helps the major search engines like Google and Yahoo find your blog when potential new customers do a search for your particular services or products. Simply titling your posts correctly and using a few key words within the body are ways to increase the search-ability of your blog.

Mistake #15: Shoving Your Products or Service Down Your Reader's Throat

A huge killer of business blogs are using a lot of hype to try to sell your product or services. Readers of business blogs don't want to feel like you're constantly trying to sell them something and will discontinue reading. If it seems like they don't mean anything to you than just another sale, they will not continue coming to your blog. However, if you're showing them how you can help them and that you want to help them, they will return again and again.

Mistake #16: Keeping Your Opinions to Yourself

Don't be afraid to talk about controversial subjects, as long as it has to do with your business. Often this will create a chain reaction that may bring more readers to your site. Of course you always want to be consistent in your writing, so don't write something controversial just to increase traffic. If you do, the traffic will very quickly dissipate as soon as they figure it out.

Mistake #17: Not Marketing Your Blog

One of the biggest mistakes a business blogger can make is not marketing their blog using social networking. Social network marketing is fast becoming the way to market whether it's a business or personal blog or website. If you are not networking, you are missing out on a huge opportunity to reach your target market worldwide!

Mistake #18: Not Creating & Utilizing a Mailing List for Your Blog

Another mistake often made by bloggers is not building their list. Your email list is the number one way to keep your customers coming back to your blog again and again. Not only is it better than having them subscribe to your blog by email, having them subscribe to a list actually gives you permission to email them. Your email list is built day by day, person by person, and once you begin sending promotions and products to your list, you will see your numbers grow by leaps and bounds, and your customers will return to your blog continually for the products and services you have to offer.

With that in mind, don't be an email spammer! When you start emailing your list, treat them as if they are your babies. Take care of them and only provide content that is valuable to them. Don't send a broadcast to your email list, simply for the sake of emailing them. If you don't have anything they are going to benefit from don't send it. You could turn away valuable readers by constantly sending email that has no value.

Mistake #19: Not Performing Research and No Testing or Tweaking

A huge mistake often made by business bloggers is not keeping track of your readers and what brings them to your blog in the first place. You must have some sort of tracking system in place in order to know what keywords brought readers to your blog, what pages were viewed, how long they visited, how they arrived at your blog and what they clicked on when they left. There are several plug-ins and sites you can use depending on which blog platform you choose.

Mistake #20: Giving Up Too Soon

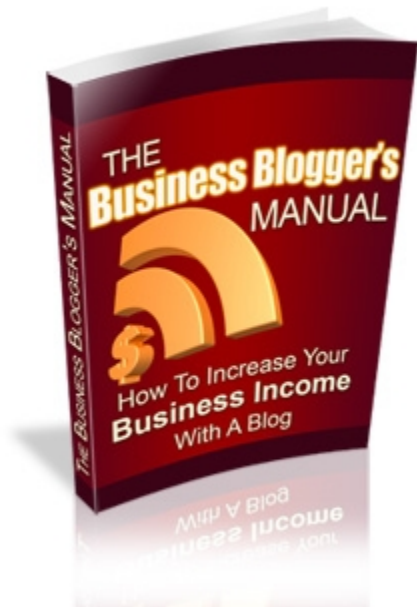
Building a successful business blog takes time, effort and persistence. Don't give up too soon. By continually providing valuable information to your readers, you will soon see rewards for your efforts.

Your business blog is just as important as, if not more so than, your business website. By following these simple guidelines you will avoid killing your blog. In fact, you will start to see an increase in traffic not only to your blog, but also to your business. More traffic means more sales.

Wait, Scroll Down For Juicy Details . . .

Business Blogger's Manual

How To Increase Your Business Income With A Blog



My 38-page report provides you with a step-by-step blueprint for building a valuable blog and sustaining your blog for long-term income.

You'll discover:

- Get a blog up and running easily and in no time
- Teach you how to provide relevant quality content for your blog even if you can't write a word
- Tip you off about making money with your blog – the right way,

first time

- Help you to know what to do and how to promote your blog with maximum effect for minimum work
- Show you how to market your services, products – and yourself
- And much, much more!