

25 Blogging Mistakes You Can't Afford to Make

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You would have seen many [blogging tips](#) in all kinds of shapes and forms. You may have even seen blogging tips in Infographics. Blogging tips are like a sweet pill and blogging mistakes are like a sour pill; even though it is sour you still have to take it so you feel better when you are sick.

Here is a list of [25 blogging mistakes and blunders to avoid](#) so your blogging career does not come to a halt.

25 Blogging Mistakes AND BLUNDERS TO AVOID

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1. Writing for Yourself

One of the biggest mistakes and an easy one to get into is writing for yourself. Thankfully, this is also easy to rectify – you need to focus on the readers or viewers. Avoid ‘I’ as much as you can, especially when you are starting out. Leave topics like – how I did something or achieved something to the experts. Focus more on the person reading not the person producing the content.

2. Not having a Niche

A broad category like shoes in general or even sports shoe is not a niche but [basketball shoes can be a niche](#). Niche is something very specific – it is a sub market.

It is very hard to be consistently specific when your topic is broad. There will be 1,000's of topics you could write on and how do you select what to focus on? When you are specific, you can produce content for targeted group of viewers; people who are looking for information on a single topic.

3. Website is Not User Friendly

Your website design including navigational menu, the side bar, the categories and so on should all be there to help the user; they are not there to showcase your talent. You will be working hard to get visitors to your website but if your site is not user friendly either you will lose the visitors temporarily or worse permanently.

4. Poorly Formatted Posts

New bloggers pay attention to the heading and producing plenty of content. Once they finish writing a piece of content, they can't wait to hit the publish button. Then they move on to the next topic. Poorly formatted content doesn't get full attention; people move on and you lose engagement.

5. Not Using Engaging Images

Engaging images will keep the reader hooked. [Images catch a reader's attention](#), why? The brain processes images quicker. This is the reason Infographics are so popular. Have you heard the saying 'a picture speaks a thousand words?' Images get shared more frequently in social media compared to plain text content. Pinterest is the fastest growing site ever and is 100% dedicated to visual content, surely that says something.

6. Just Presenting a Snapshot of Your Brain

Producing good quality content needs a step by step approach; you cannot wing it – at least not on a consistent basis. Break your topic into 5 or so sub headings; then expand further on each sub heading. Don't forget an intro and a conclusion or a summary.

7. Not using Conversational Tone

One of the simplest and best advice you can get as a blogger is to write like you talk. Don't get too fancy with words and don't try to make yourself look good. You don't have to prove anything. New bloggers get overwhelmed; they think they need to write like a book author. You will get more viewers if you are like the girl or boy next door as you are more relatable to the common person.

8. Always Aiming for Perfection

This is quite the opposite to the blogger who doesn't format his or her post. The perfectionist is not happy with the tone, layout, formatting, images and so on. [There is no such thing as a perfect post](#). Have a set amount of time to review your post then move on.

9. You are Not Editing Your Post

Formatting your post to make it look better is one thing and editing your post so it reads better is another thing. Spend time to proof read your post once complete. Check for spelling, grammar, readability and presentation. Sometimes it pays to do the editing after a break and not right after writing the post. This way your mind is fresh and can pick up minor details.

10. Inconsistent Blogging

Consistency on how often you produce content and the quality of it are keys to your success. Establish a blogging routine like your jogging routine in the gym. Stick to what you can achieve. If you produce two quality posts every week then stick to it. Don't compromise quality for quantity and they need to be balanced.

11. The Lone Wolf

What is more scary – a lone wolf or a pack of them? The lone wolf has less chance of survival compared to a wolf in a pack. This is exactly the same with blogging; if you are on your own then sooner or later your survival will be threatened. Fellow bloggers can help promote your content, give you ideas on where and how to market your content. Other bloggers in your niche have to link to your content in order for you to build backlinks and authority. If you are not getting success with approaching bloggers; go to them with a stellar piece of content.

12. Focussing on Quantity

New bloggers are very enthusiastic; they get carried away by trying to produce content every day or every second day. They understand the importance of building a content library that keeps readers and search engines happy but fail to recognise quantity can dilute quality. Don't ever compromise on quality content. There are plenty of blogs out there that lack quality and you don't want to be one of them. The quantity of content means nothing if people don't come back to your site.

13. Headline is Not Engaging

Who said, you should stuff your heading with keywords? Headlines stuffed with keywords are not necessarily readable to humans especially the long tail ones. So, if people don't feel compelled to click on the heading then no one is going to read your content or link to it. The whole online money making cycle with blogging starts with a click. If there is no click then there is no action. Which one of the following headings do you like? Be sure to check out this post for how to [come up with great blogging titles and headlines](#).

- 20 Tips to Increase Social Media Visibility (or)
- 20 Social Media Hacks that are Borderline Genius

14. Only Posting About Your Products and Services

Most new bloggers want to make money and sometimes they want to make it ASAP. They have no patience for building traffic or a viewer base. So they start posting about the products and services they are affiliated to. This may be a good short term tactic but what about the long term impact? Whichever niche you are in, you have to ask yourself whether you are providing all the information a visitor to your site is looking for. In an ideal world you provide information first, then build traffic and convert the traffic into a loyal following before monetizing your blog.

15. Not Marketing Your Content

Another big issue new bloggers face is they have no traffic; no one is visiting their site or reading their content. Have you marketed your content? Going to popular social media sites and dropping links is not enough marketing if you don't have a big following. Your family and friends are not niche specific followers and so they don't count for much here. There are social media syndicators, increasing social followers, getting re-pin and StumbledUpon should all be part of your marketing plan or checklist. Do you have any plans for guest blogging or repurposing your content into a different format like slides?

16. Making Things Complex

Another new blogger syndrome is making things too complicated. Some newbies believe being sophisticated means being complicated; they use jargon, redigest information from an expert 'as is' or assume a certain level knowledge from the reader. Always try to simplify things and assume no prior knowledge from the reader. If you are covering an advanced topic then link to some resources that will build the readers knowledge. The simpler the content the more people will find it accessible.

17. Not Taking the Time to Reply to Comments

Do you like incoming comments that only says 'great post'? I don't, they add no value and don't even get approved. Similarly, you should never say only 'thank you'. Take the time to read, understand and leave a thoughtful comment. The viewer took the time to leave a comment; the least you can do is return the favor. [When replying to comments](#) you get engagement and new content ideas, so use this opportunity wisely.

18. Focussing Only on SEO

Most things in blogging need to be balanced, for example – quality vs quantity. Similarly you need to balance SEO with your readers. Ideally your keywords are used naturally and not forced within your content. If you focus only on SEO any traffic you bring in will not last or convert. You need to consider and put the viewer first then SEO. Need more advice? Check out this list of simple [seo tips for bloggers](#).

19. Writing for Word Count

I am amazed by how many bloggers produce content based on word count. Get your message across whether it is 400 words or 4,000 words. Don't write a single word more than you have to. Use images, they say "an image speaks 1,000 words". Google may not use images to rank sites as yet but you never know if and when that's going to happen.

20. Not Collecting Email Addresses

This is the most common blunder among new bloggers. This is also a common regret among some expert bloggers. The reason is very simple; they try to cut down start-up cost and the poor email list builder goes out of the window. [Click here](#) to see how some of the top bloggers in the world are collecting emails from their sites.

21. Your Conclusion Sucks

There are a lot of people who just scan the content and not read. This group have a tendency to look at the conclusion to see if the post is worthy of their time. So make sure your conclusion is punchy, wraps things up nicely and does not exceed 3 to 4 lines. Some people in this group also look at the intro so don't forget to start well. A good story at the beginning goes a long way.

22. Slow Website

This is a cardinal sin and now punished by search engines like Google and Bing in their search rankings. A slow website is a slow death. The user experience, your brand, customer expectation and conversion all suffer if your site is slow. There are many techniques you can use to assess and improve your site speed. For example reducing number of plugins, widgets and optimising images can all give quick wins. If your hosting provider is slow then there is no hiding but to swap. Here is an Infographic that can help you with [website performance](#).

23. Using a Free or Sub-Domain

If you are using a free or sub-domain, then you are limiting your income potential from the start. You can't use advertising networks like [Google AdSense](#) in a sub-domain nor do they rank well in search results. You want your

own domain as it can be catchy, better for branding and provides better monetization opportunities. Lastly, is it easier to remember blogging.org or freesitenetwork.blogging.org?

24. Not Internally Linking Posts

Internal linking is like free marketing for your content in the blog, so why not use it? Make it a habit to internally link relevant posts naturally. If someone lands on a page that has no internal links they might be off once they look at that page but if you have internal links to content that is relevant they might stick around. You never know, this person might turn out to be a potential customer.

25. Content is Copied 'as is' from Someone Else

There is a reason why this is listed last as it is the worst mistake you can make. When experts say borrow something that works they don't mean you copy the whole post word to word. Google frowns upon duplicate content. If you want to reuse an infographic, at the least write your own introduction. Your viewers need your thoughts so at least wrap your thoughts around a good infographic. Learn how to give credit or reference others work.

Conclusion

If you make one mistake it can be fixed but if you make many then it could prove to be catastrophic. There are many websites and experts who provide hints and tips but we wanted to provide you with somethings that should be avoided. Well begun is half done so [begin well](#). Good luck.

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References:

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[Zac Johnson](#) is a online marketer with 15 years of experience and also a blogger at BloggingTips.com and my [Affiliate Marketing](#) blog, as well as the founder of Blogging.org.



Hi, I'm Zac! I created Blogging.org