

## 17 Mistakes People Make with Their Business Blogs

Are you getting results from your business blog? Is it getting harder for you to spend time on your blog because you're just not seeing how it is going to pay off? If so, you're not alone. Hundreds of blogs are started each day and many of them are abandoned after several months because it takes time and energy to keep a good business blog going.

Make no mistake, blogs are a great tool for building community, interacting with potential clients, and marketing your services. And, it's not enough to set one up and post occasionally. You have to use it effectively to drive traffic and gain readership.

We've discovered several common mistakes professionals make with their blogs. Mostly, they aren't using some the features available to them with their blogging software. Professionals may be ignoring these things, hoping they don't really need to know. But they do if they want results from their business blog.

Here's a list of what we found on a recent trip around the professional business blogosphere:

### **Content:**

1. Not posting frequently enough. (Recommended: 2-3 times a week.)
2. Content is not focused, and the target audience is not clearly defined.
3. Posting articles that are too long, instead of using extended post features.
4. Not linking profusely (because the professional isn't researching their field on the internet).
5. Poor spelling, bad grammar and typos.

### **Design**

6. No name of author in tag line or on side bar.

7. No author photo.
8. No signature or name in the footer; no way to tell who wrote post on a multi-author site.
9. No subscription form; no way to get blog updates through RSS or email.
10. No way for readers to leave comments and use trackbacks.
11. Too many categories or none at all.
12. No information about their business services and products.
13. Calendars for no reason at all (what is the point of those calendars anyway?).

### **Marketing**

14. Blog isn't submitted to blog directories.
15. Not pinging each time a new post is published.
16. Not using linking to other blogs.
17. No list of favorite blogs or websites.

If you're considering using a blog to build your business, optimize it by taking time to learn the features and steps that will ensure success. A blog is like any other marketing tool – you've got to use it correctly to get positive results.

### **Suggestion:**

1. Get an ebook on Blogging or read the help section of your blog and take the time to learn about your blog software or hosting provider.
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Learn more about how to promote your blog here:

<http://www.rsbsite.com>

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