

10 BUSINESS BLOGGING BLUNDERS AND HOW TO FIX THEM!



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10 BUSINESS BLOGGING BLUNDERS

By: Daniel Hinds



Daniel J. Hinds is an SEO strategist and Director of Content for Wikimotive. Over the course of his career, Daniel has designed and implemented successful digital marketing campaigns for companies of all sizes. You can follow him on [Twitter](#), [Facebook](#), or his blog [SEOMG](#).



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Blogging is the driving force behind any digital marketing strategy. It builds a library of valuable content, develops a dedicated audience, and bolsters SEO at the same time.

It's easy to do, but surprisingly tricky to do well. In this ebook, we'll take you through some of the most common mistakes business blogs make, and we'll give you easy rules of thumb to stay on track.

Let's get started!



THE BLUNDER:

Some people don't think blogging can work for them. Their time is too limited, their niche is too small, or they have other excuses. There is no business that can't benefit from a blog. It takes about an hour to do a post, and that post provides value as long as your site is live.

THE FIX:

Start a blog! There is some argument about where you should host it, but we've found that a subdomain like Blog.yourdomain.com yields the best results.



NOT POSTING REGULARLY

THE BLUNDER:

Once you have your blog up and running, you need to make sure you post regularly. If you don't, you'll risk losing your audience and damaging your SEO efforts.

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THE FIX:

Set times to blog and stick to them. For the best results, we recommend posting at least two days a week, the same days every week. For instance, commit yourself to have a blog live at 8am every Tuesday and Thursday. This lets your audience know when to expect your content. Remember though, the first time they come looking and you have nothing live, they may never come back again.

THE BLUNDER:

We've established you need a blog, and you need to post in it on a schedule, but that doesn't mean you can just unload on the page. Blogging is about building an audience and bolstering your SEO, and bad writing will do more harm than good on both counts.



THE FIX:

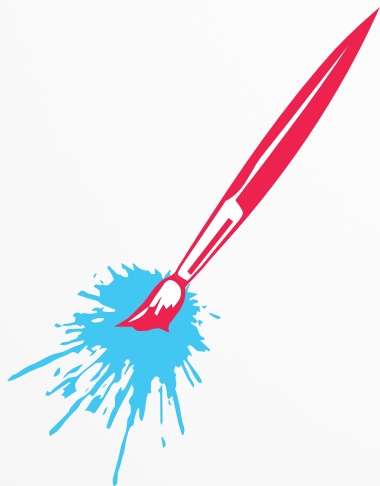
Set aside an hour per post and really use that time to focus on writing. This blog is going to represent your business, and just like you wouldn't put your name on shoddy work, don't put it on a shoddy blog. Work on your writing the same way you would any other skill. If you really don't have what it takes to put out quality work, look for someone who can, preferably someone inside the company who understands what your business stands for.

Also, be sure to check your writing for basic grammar and spelling issues. It's a simple thing, but it's a major indicator of quality for both Google and your readers.



THE BLUNDER:

A lot of blogs go live with nothing but a simple Wordpress template and nothing else. If your blog's first impression is cookie-cutter people will assume you don't really care. On the other hand, if you try and spice up your blog with some creative design and don't execute it well, you can end up with an unprofessional mess.



THE FIX:

Consult with a professional designer. You don't need to spend a ton to do it. There are plenty of great graphic designers out there who are just out of school and need some professional credit. By combining the right theme or template with a solid banner, well chosen in-post pictures, and a professional designer's eye, you're sure to get a blog that emphasizes your great writing.

If you know a designer, or have an employee with a great eye for design, even better! Just don't let your relationship influence how you view their work.



THE BLUNDER:

All too often, blogs are used as a sales platform. If all you do is write about your latest deal, your current inventory, or why you're the best company in the world, no one is going to be reading for long.



THE FIX:

Write about things that will interest your audience. Include sales-related material no more than 25% of the time. Use the rest of the time to build your audience. For instance, if you're an automotive dealership, you can write about automotive news throughout the industry.

Another thing to think about is getting the clicks. Getting people to click on your headlines is critical, especially when starting out. You should branch out a little and also cover interesting news stories that give you those headlines people can't help but click!

Remember, the blog isn't a commercial. It's a way for you to develop your voice while talking directly to past, present and future customers!



THE BLUNDER:

Your blog is your voice, but it's also the engine that drives your SEO efforts. If you don't properly optimize your blog and its posts, then you're only getting half the benefits of the medium.



THE FIX:

Properly optimizing your blog is easy. Don't worry too much about keyword density or any of the old school metrics, those will come naturally as you progress. Just write about your subject matter and be sure to include one link per blog to one of your relevant pages. Include the proper metadata on every page (title, keyword and description) and you'll be good to go.

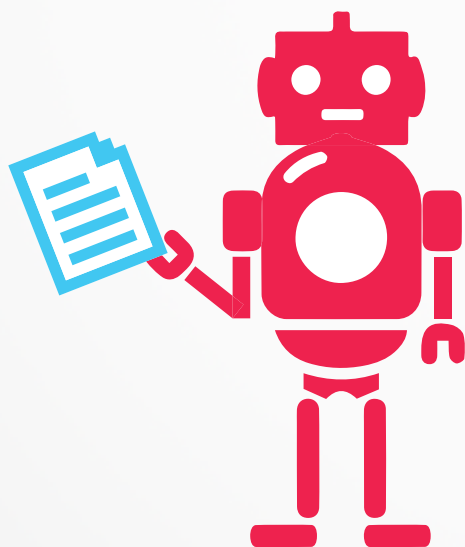
For more specifics on the best SEO techniques within posts, check out last month's ebook "[10 Toxic SEO Techniques](#)."



WRITING FOR SEO VS HUMANS

THE BLUNDER:

As we just covered, blogging is a crucial component of your SEO effort, but don't lose sight of the main goal: conversing with your readers! If you're so caught up with optimizing for Google that humans can't stomach your prose, you're in trouble.



THE FIX:

If you're writing a blog that you hope is read by humans and not just crawled by robots, then you need to (at least while you're writing) not think of it as "content generation", but as sharing. You're sharing your knowledge with an audience who is interested in learning more. If you share openly and have a voice, then hopefully that audience will grow. All the gimmicks in the world can't replace the act of weaving words into a shape that has inherent value to the reader.



VARIETY AND CONSISTENCY

THE BLUNDER:

Variety and consistency may sound like a contradiction, but you need to walk the line between the two. If your posts are too varied, you'll never build a steady audience. If your posts are too consistent, your audience will be too niche.



THE FIX:

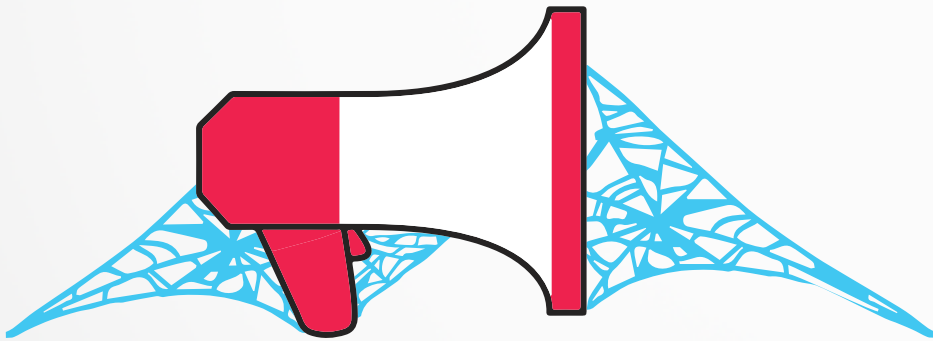
Have a consistent variety. Schedule your content so the same categories are hit on the same days of the week. Maybe Tuesday is a blog about one of your products or services, Thursday is for weird news, and Saturday is for something fun to do locally over the weekend.

You want a schedule that posts the same kind of info on the same days every week, but offers enough variety to build a broad audience around your central theme.



THE BLUNDER:

Blogging isn't a field of dreams, building it alone isn't enough to make them come. If you think you're above a little self-promotion, you're in the wrong game.



THE FIX:

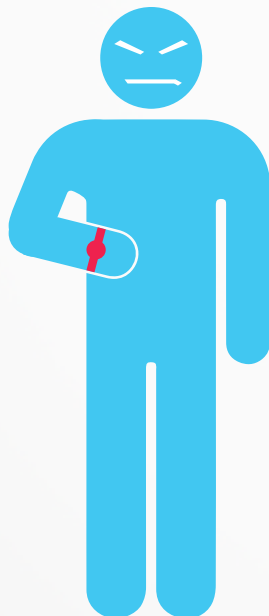
Be your own biggest fan. Start by sharing your posts to all of your social networks like Facebook, Twitter, and LinkedIn. If you have a mailing list, give them all a heads up. If you frequent any forums that are relevant to your industry, syndicate your blogs there (including a link to the post on your site) and get your name out there.

When it comes to publicizing your blog, especially in the early days, it's better to share too much than too little.



THE BLUNDER:

So you created a sharp looking blog, wrote a few killer posts, and...nothing. What the heck? Aren't the accolades, leads and groupies supposed to be here by now?



THE FIX:

Blogging is a patient man's —or woman's!—game. The results are cumulative, not immediate. It may feel like you're writing for an audience of one, but give it time. Before you know it, you'll be getting plenty of daily hits and comments from people you've never even heard of. Keep at it and don't let your efforts wane. We promise that if you follow the simple guidelines in this book, you'll be succeeding in no more than a few months time!



CONCLUSION

If you only learn one lesson from this eBook, let it be this:

Blogging fuels your business on the two most important fronts: SEO and social media.

So blog, and don't be afraid to sink a little time into it. We promise that, in the long run, it'll all be well worth the effort!

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Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

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