

## 8 Mistakes that Business Bloggers Make

### And How to Avoid Them!

by Lena Rose

More business owners are blogging now than ever. According to Technorati, the major blog search engine, over 200 million people are blogging. Blogworld Expo claims that 89% of companies surveyed believe blogs will be even more important in the next five years. *Why is there such an unprecedented interest in blogging?*

Business owners have learned that blogging will raise their search engine rankings and increase their online visibility. Blogging is low cost and high impact, allowing them to reach a global audience in less time than with other marketing methods. Blogging can help to build their own loyal community, cement their expert status and more.

With these significant benefits, business owners are leaping to blog on the information highway. But many landmines or mistakes lurk on the blogging path that can easily trip-up the unsuspecting blogger.

Here are the top eight mistakes that business bloggers make and how you can avoid them:

**Mistake #1: No branding.** When the look and feel of a blog deviates considerably from the blogger's other marketing products, the user experience is diminished about who you are. Reinforce your brand in the customers' minds by creating a consistent look and feel with your website, e-zine, as well as your offline marketing-- business cards and brochures. Add your photograph and a bio to take your blog out of the anonymous realm.

**Mistake #2: Infrequent or sporadic posts.** Writing a half-hearted blog is begging for mediocre response - not only from readers but also from search engines. No question, the more you blog the higher your search engine rankings. Schedule a block of time once per week and write all your blog posts. You can then set the days and time in the future when you want them to post.

**Mistake #3: No participation in the blogosphere.** A whole new world exists out there called the blogosphere. It's rich in information and collaboration. It's also a reciprocal community. Study at least five blogs in your industry and comment on their posts. Visit a blog directory like [www.technorati.com](http://www.technorati.com) and choose blogs in your genre..

**Mistake #4: Ignoring comments.** If someone takes the time to comment on your blog then that person wants to interact with you. Do you have to respond to every comment? Yes and no. If there are only one or two comments then respond directly. But if you're lucky to amass a ton of responses to your post then a collective response is fine.

**Mistake #5: Irrelevant /or non-engaging content.** The prime objective of blogging is to share valuable content with your audience. If the content is not

targeted to your audience's needs then you will lose them fast. Compile a list of challenges that your target audience may have and address their needs every time. Offer information that they may be interested in from the news, books, other people's blogs, industry trends and case studies. Use audio, videos and images to engage your audience.

**Mistake #6: Minimal promotion.** Promotion is to blog as location is to real estate. You could have the greatest house in a poor location and nothing happens. Same thing with a blog. You must promote your blog to the major search engines and blog directories. Use feeds to automatically distribute your posts and encourage subscriptions in your e-mail signature.

**Mistake #7: Missing contact information.** Once upon a time a reporter clicked on to an intriguing blog, read most of the posts and decided to feature the blogger in a magazine. However, it did not happen. Why? The blog had no contact information. Display links that lead back to your website as well as your e-mail address on your blog.

**Mistake #8: Readers can't tell what your blog is about.** After clicking on to your blog and scrolling down a few entries, readers still wonder: What is this blog about? You need a succinct marketing message on your blog's sidebar that tells your readers who you serve and what you do.

Copyright 2010. All Rights Reserved. Lena Rose is CEO of the Rose Media Group, a business technology solutions company. She is co-author of the book, *Marketing with New Media: A Guide to Promoting Your Small Business Using Websites, E-Zines, Blogs & Podcasts*. [Order the book](#). For more information, visit [www.rosemediagroup.com](http://www.rosemediagroup.com).

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