



Top 5 business blogging mistakes and ways to avoid them

Creating remarkable content is one of the major components of inbound marketing and writing a business blog is one of the best ways to generate a steady flow of fresh content. Still many businesses do not get it right. What are the top mistakes and how can you avoid them. This short document helps you find out



Mistake 1 – Not integrating your blog with your domain

People find it easy to host their blog on blogger or wordpress. While this is ok to start, you need to integrate this to your domain at the earliest. Not integrating it with the company domain can hurt you as

- It will not help in getting Search Engine Optimization (SEO) credit
- It will not help you in the right brand association

An easy fix is to have your blog on a sub-domain of your main website e.g. <http://blog.xenia-consulting.com> or as a folder on your main website <http://website.com/blog>

Mistake 2 – Too much sales talk

The content you publish on the blog should not heavily focus on your products & services directly. This virtually converts the blog into another piece of sales literature.

An easy fix is to consider spending more time on educational, thought provoking content, that is related to your service offerings (not directly) This has a better chance of being shared

Mistake 3 – Not promoting your blog in social media

You are writing great blogs, but how many people are visiting your blogs, subscribing to them? Not promoting your content and just waiting for people to find you may not work

An easy fix is to promote your content in social media sites and increase your readership and subscription base.

Mistake 4 – Not being regular

You are writing good blogs and have a good readership base, but if you don't post content for long durations your readers will head somewhere else.

An easy fix is to commit to post a blog on a regular basis. Once a week might be a good way to start.

Mistake 5 – Not having clearly defined Call to Action (CTA)

There are hardly any calls to action (CTA) on your blog. You are not giving a chance to convert visitors into leads and customers for your business.

An easy fix is to have clearly defined CTAs and integrate them to your blogging site