

20 Mistakes
Smart Professionals Make
with Their Blogs



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Top 20 Mistakes Smart Professionals Make with Their Blogs

Are you getting results from your business blog? Is it getting harder for you to spend time on this Web publishing tool because you're just not seeing results? If so, you're not alone.

I've been working for the last five years as The Blog Squad, and I've seen a lot of professionals start out great with a blog...then, fizzle. Some good, some excellent, but most pretty average.

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 executive coaches who want to:

- Build community
- Establish yourself as a thought leader in your field
- Get found on the Internet
- Interact with potential clients
- Market your services

It's not enough to get a blog set up and start writing on it. You have to use it the smart way to drive traffic and gain readership. Yes, you need readers to subscribe and keep coming back. And to do that, you'll need to get found and know how to capture readers' hearts as well as their minds.

Not getting the most out of your blog is like having a Ferrari parked in the garage and only taking it out on Sundays!

The Best Content Marketing Tool on the Planet!

I'm unequivocal: A business blog is quite simply "the most powerful content marketing tool on the planet!" But only if you know what to do with it. I've worked with some pretty smart and successful executive coaches, and they're not always the ones who have the best blogs.

I've found several common mistakes executive coaches make with their blogs. To be fair, most of the coaches I deal with, my clients, are highly educated professionals who write and speak very well.

Often they're too busy with clients to pay attention to details on their blogs. However, none of these mistakes would take much time to correct. It's likely many executive coaches simply haven't learned what to do.

They simply haven't had experience writing on the web, in the relaxed yet focused way blog readers have come to expect. Why would they? Executive coaches are very good at what they do, and they don't teach you how to write on a blog in graduate school.

Mostly, executive coaches aren't using some of the features available to them with their blogging software because it hasn't been sufficiently explained.

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Eyes glaze over with the mention of RSS, pinging, trackbacks and permalinks. Professionals may be ignoring these things hoping they don't really need to know.

Here's a list of mistakes I found on a recent trip around the *executive coach blogosphere*:

Content:

1. **Not posting frequently enough.** (Recommended: 2-3 times a week, but more is better if you want to get more traffic.)

2. **Content is not focused**, and the target audience is not clearly defined. (It's not sufficiently specific to target all working adults with a pulse...)

Readers need to know that this blog is for them, addresses their needs and speaks to them. Know what keyword phrases your readers would use to find you, and write posts targeting those phrases. Be clear about what problems you can solve.

3. **Posting articles that are too long**, and not using extended post features. People are in a hurry and expect short snippets of information from a blog.

Long is okay, if you use bolded subtitles and break up the post using the "read more" feature. Use short paragraphs. The more white space the easier it is to read on the Web.

4. **Posts are complex.** Blog content by executive coaches is often too much like comprehensive articles, instead of short posts about just one focused concept. Blog posts should be more like a conversation starter. It should encourage reader comments.

5. **Writing style is academic** and impersonal, rather than informal and interactive. Professionals should use more pronouns like "you" and "I believe." Readers expect to learn about your experiences. Even sharing mistakes and bad experiences builds trust and connects on a human level.

6. **Not linking profusely** (because the professional either isn't researching their field on the Internet or isn't familiar or comfortable using the link feature).

7. Professionals, especially executive coaches, **write tentatively**, not wanting to offend anybody, rather than being bold and taking a stance. On the Web, readers want to read your opinions and have a chance to voice theirs. Be bold.

8. **Keep in mind "what's in it for me?"** Always write your posts and headlines to emphasize why this is important to readers.

Design

9. **No name of author** prominently displayed in title banner, tag line or in a side bar.

10. **No author photo.**

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11. **No signature.** There's no way to tell who wrote post on a multi-author site.
12. **No subscription form.** There's no way to sign up through RSS or email subscription form.
13. **No links for leaving comments** and trackbacks for readers to use.
14. **Too many categories** or none at all.
15. No information about their **business services and products.** No way to hire the author.
16. **Calendars for no reason at all.** (Please, nobody uses these calendars that are built into many blogging platforms. Delete them.)

Marketing

17. The **About Page** has the author's bio written in the third person, with no personal story, just the facts and previous work history and education. Do not use this important page to copy and paste your resume. Use it to tell people your real story, how you got to where you are today. Connect emotionally as well as intellectually.
18. Blog isn't **submitted to blog directories.**
19. No participation and commenting on **other people's blogs.** No blog outreach to increase visibility.
20. No evidence of participation in **LinkedIn, Facebook or Twitter. Social networking sites** should be set up to automatically feed new blog posts into your pages and accounts. This is a major way to get new traffic to your blog.

What You Can Do

If you want to use a blog to build your business, optimize it by taking time to learn the features and steps that will ensure success.

Here are a couple of suggestions:

1. Take the time to learn about your blog software or hosting provider. **Typepad** and **Wordpress** are the two most popular platforms and, if you do a Google search, you'll find many helpful ebooks and digital downloads, some free, some for a small fee, including one I wrote called Build a Better Blog.
2. Hire a professional blog expert to rev up your blog. (Hint: I'm available!)

Getting Help from Others

One thing I've learned is that I can't see the obvious on my own blogs. Recently I hired an expert to help me improve one of my blogs. He knows me from years of blogging expertise on the Web.

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But I can't see what he sees. He opened my eyes. This report is a direct result of one of his suggestions.

What are you not seeing on your blog? What should you be doing that you just don't know about?

The more you ask, the more will be given.

Here's to your blogging success. Blog on!

Patsi

About Patsi Krakoff, Psy.D.



Patsi Krakoff is a newsletter, blog, and content marketing expert who co-founded ***The Blog Squad***. She provides training and coaching for professionals who want to beef up their blog for marketing optimization. She was trained as a journalist and has a doctorate in psychology, with ten years experience marketing online businesses. She is writing her first novel about life in Paris.