



# 100 BLOGGING MISTAKES AND HOW TO AVOID THEM

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# Preface

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There are three types of bloggers in this world.

- Successful bloggers
- Flop bloggers
- Lingered bloggers

**Successful bloggers** are those who fully learnt blogging before entering into this field or while managing their blog. They learnt blogging with a lot of hard work and become successful.

They fully rectified their errors as soon as they come to know the mistakes they committed in the beginning. So eventually they smoothly succeeded by going into right direction.

**Flop bloggers** are those who either could not have learnt blogging properly and failed to rectify their mistakes which they committed in the beginning.

Or they learnt blogging but could not have identified the mistakes which they committed earlier and eventually failed and quit blogging.

The **third type is of those bloggers** who could not have succeeded nor are they failed because still they are struggling to succeed.

This ebook is especially for them to avoid committing these 100 mistakes if they have not committed them or rectified those which they have committed.

If a blogger struggles without any mistake and moves into a right direction with a right track sooner or later he becomes a blogging genius and success runs after him.

So just dive into it and check which mistakes you are committing and start rectifying them from today. Good luck

So far I could not have showed my gratitude through my blog posts to so many wonderful friends who have always been so supportive to me during my blogging journey in blogging niche.

So I avail this opportunity to thank all those who supported me a lot in blogging niche and dedicate this ebook to all of them.

## My Gratitude

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Without any proper order I am mentioning their names here just to show my love and regard to them.

- Harleena Singh
- Donna Merrill
- Don Purdum
- EnstineMuki
- Sherryl Parry
- Chery Schmidt
- Sylviane Nuccino
- Marc Andre
- Kevin Duncan
- Maxwell Jr
- Jane Sheeba
- Atish Ranjan
- Nirmala Santhakumar
- Nisha Pandey
- Philip V Ariel
- Moumita Gosh

Though the list is so huge but try to mention as much as I can recall right now and I hope those who I miss to mention won't mind omission of their names here.

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# 100 BLOGGING MISTAKES

## Your Blog Name

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Blog name is actually the brand name of your business. It should be simple, easy to pronounce and understand.

So it is must to select it with a lot of care. New bloggers sometimes face the following problems while picking a blog name.

### 1. No dual meaning

Some words have dual meaning. While some words of one language have quite different meaning in another language.

Your blog name is for the whole world. So take care of this point. Do a little research before picking a name finally.

For example grapevine means city talk but in conservative societies it is not a widely acceptable word.

So the meaning of word should be same for the entire global communities.

### 2. No dual spelling

Many words have different spelling in British and American English. There is a lengthy list of such words.

So pick such words after keeping in view of their spelling diversity. You can pick such words but be ready to face the most likely and oft-asked query about its correct spelling by your clients and friends.

Favorite and favorite is the glaring example of spelling diversity.

### **3. No taboos**

If your niche is normal topic avoid using taboo words as your blog name. You don't know which community of the world will like your blog most.

Pick a name widely acceptable to all communities. Kick the ass means to motivate but its straight meaning can be a little disgusting for many people. So select the words with a sense of delicacy.

Just imagine if it is acceptable emotionally and socially to all people who may be regular visitors of your blog.

### **4. No short-live words**

Some words may be highly searched but short-lived. Some celebrities rock the global scene and become highly searched on internet. But they can never be highly searched forever.

So avoid being influenced by what is in fashion and follow the permanent nature of trends.

The keywords "Lady Gaga" and "Gangnam style" are its examples.

## 5. Not too long phrase

Phrasal words up to three words can be ok as your blog name. But too lengthy phrase can create confusion. People may reshuffle its words to create quite a different meaning.

So select a phrase as your blog name as short as possible to avoid its reshuffle. Earn money fast or earn fast money or fast earn money are its examples.

To fully avoid these problems read this post: [How to choose an ideal blog name?](#)

## Your Blog Design

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Soon after arriving on your blog what visitors see first? They don't read the title of your blog. Nor they check how much navigation-easy it is. Some of them may check the title of your blog but the design of your blog comes in their sight by itself.

So ***your blog design makes its first impression***. Do you like to put first impression very bad on your visitors? They are not visitors. They are your potential customers if you are doing serious blogging.

So you must make your blog design neat and clean. It should be free from clutters. But it is more important to avoid any design problem that work as counterproductive on your potential customers.

I tell you 5 blog design issues that may show your visitors exit door. I am not a designer so I will not use technical words. In simple words I will try to explain my points. It's my innocent confession.

## **6. No overambitious design**

You and your designer may be so creative. But need not tell this to your visitors. Don't stuff your ideas into your design. Just pick the one that make it a cool design.

An impressive design means the one that reflects your brand. It should equally reflect your personality.

Look at problogger.net you will feel as if Darren Rowse is casting a deep look at you.

Look at johnchow.com and you will feel John Chow standing in front of your with his centuries-old Chinese smile.

## **7. No freaky design**

This is a common design issue. You forget your target audience and follow your own level.

An average internet user is neither a blogging geek nor a designing maestro. He is a common being like the one we see around us. He just has one more skill than the people around us. Yes, he can browse internet.

So never overestimate him. Here also follow the writing rule. Make your design comprehensible to a class 5<sup>th</sup> student.

## **8. No shocking colors**

Loud colors can grab the attention but cannot be in the memories of visitors for a long time. A unique color with mild tone can work well.

Just search the top 10 blogs on internet and see which one has loud color. Not even one has much shocking color. Most of them fully tried unique colors but equally impressive ones.

## **9. Not Crowded design**

It should not have so much curves, lines, borders and charts. It should be as simple as possible. But where it is necessary to use them do it with complete freedom.

Don't guide the visitors on every step where they should go now. But also don't leave them alone and guide them where it is necessary to help them where they should go.

## **10. No unplanned design**

This is another serious design problem. Most of the bloggers don't see their blogging plan before making the design. They keep changing it whenever they have to implement a new part of their plan.

That is why make a design fully adjustable with gradual implementation of your blogging plan.

To fully avoid these problems read these posts:

- [What is an ideal blog design and why?](#)
- [11 guilt-free tips for writing a business plan for your blog](#)

## Your Domain Name

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Domain name is the address of your blog. It stands between www and .com, .org. net or any similar ending tag depending upon its nature.

If you tell someone you have a blog the next question he will ask you is about its domain name. It shows how important it is. It should be free from problems and show the value of your blog.

There are 5 common domain name problems which you must avoid.

### **11. Not very lengthy**

It should not be too lengthy to remember. So search a domain name that is as short as possible.

Most of the commonly used nouns, adjectives and adverbs of three letters are already registered.

So start your search from four letter words. Otherwise you have to compromise on a lengthy domain name by mixing two to three words.

People can hardly remember such words. They also reshuffle the words and fail to hit your blog.

### **12. No weird word**

A very weird word can be impressive but may confuse the readers. Zig is a word seems to be quite unique but people will ask is it abbreviation

of three words or a proper name of a person or it works with its actual meaning.

So avoid creating this domain name problem that may unnecessarily confuse your readers.

### **13. No spam word**

It is also a serious domain name problem. A few words on internet create an impression of spam on first look.

Core is a word that looks spam. So you need to research properly what are the overly popular terms on internet and avoid using them.

### **14. No irrelevant word**

If you pick an irrelevant word for your domain name people will want to know its reason. It should be either related to your niche or it should reflect your personality.

At least it should have an impression that shows any remote relevance with your blog or your niche.

### **15. No funny words**

If your niche is funny then it is fine. Otherwise a funny word will not reflect your image as a serious blogger. Apparently it may sound good but in the long-term it will not help you grow your brand.

As soon as you grow your image as serious blogger a funny word will not put good impact on your readers.

Your domain name should be a highly searched keyword of the niche of your blog.

Secondly it is better to **keep your blog name and domain name same**. It will help avoid your readers botheration to remember two things and they will comfortably visit your blog directly.

To fully avoid these problems read this post: [What is domain name and how to select the best one for your blog?](#)

## Your Blog Hosting

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In the language of internet online space is called hosting. It is measured by bytes. Like gigabytes, megabytes etc.

If you want to upload thousands of posts, videos, podcasts at your blog you need a huge hosting.

If you want to start your personal blog with daily one or two posts maximum then a small hosting is sufficient.

### **16. Read multiple product reviews**

You buy hosting after reading the review someone shared with you at social media or you found it at the top of the Google page.

This is the biggest problem to buy a hosting after simply reading just one review or on simply one recommendation.



Check some more reviews and also of its competitors' to pick the best one.

## **17. Don't ignore limitations**

Every hosting company offers you a number of email accounts, bandwidth and also mention its downtime.

Downtime means when your blog can't be seen by others. It is usually of a few moments or hardly a minute daily if it is a high quality hosting service. So check these specifications before picking the hosting service.

## **18. Don't be allured by free space offers**

Many low quality hosting companies offer you free space to allure you buy its services.

Free space is not given to you only but to so many clients expecting that no one would occupy the whole purchased space in short time and this free space will be lying unused.

So never get into trap of such hollow tactics and rely on space which you buy after paying money.

## **19. Carefully select a new hosting company**

If you select a new hosting company you can't check its previous track record.

It is equally likely it fails to serve you or may be wrapping up its business on failure to earn profit.

So pick the hosting service from a reputable company.

## **20. Thoroughly test the quality of customer care**

Your hosting service means you need to be looked after by it for 24/7. So obviously you will need support also for 24/7 to get troubleshooting as and when you require.

That is why it is must to fully check the quality of customer care service of a hosting company before buying hosting from it.

You can check this from reviews of this company written by bloggers and online marketers.

Never forget to read the comments of these reviews also to know their feedback.

To fully avoid these problems read this post: [How to select the best hosting for your blog?](#)

## **Your Blog Niche**

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Your niche means the field where you are quite comfortable. It may be a small topic or a vast subject.

Your blog niche means where you and your blog both are comfortable. You can write well on it and your blog can sell well on it.

In simpler terms a good blog niche means you are passionate of it and people love to buy products related to it.

It is not so common that both things happen but you have to search the one where you are maximum passionate and it can equally sell well.

If this is the success formula to select your niche then why do most of the bloggers fail? One of the main reasons is selection of a wrong niche.

## **21. Differentiate between craze and passion**

You may be crazy about several things. You may be crazy to dance, to sing, to party, go out and blah blah.

But you are passionate about a few things. This you can't differentiate sometime and pick a topic for which you are crazy and not passionate.

Many teens simply pick an entertainment niche but fail to produce value in it.

They just enjoy watching movies but don't have passion to produce movies. So this is the main problem of selecting your blog niche.

## **22. Don't look at present time only**

Whatever is hot you take it as your niche. May be you have passion for it but this is called an influenced passion.

You think about a topic because all are dying for it. This is not the real passion. This is assumed passion that is actually just influence of your friends.

## **23. No hot cakes**

Sometimes a topic is your niche but it fails to sell after a few months. Actually you pick it because it was selling during the days when you selected it. Its demand was for the time-being.

Everyone knows top 5 soccer players during the season of world cup. But after that simply genuine soccer lovers remember them.

So don't pick a niche just because it has a short-lived demand. For example if you had picked a niche of DC pager in early 90s your blog would have died long ago. Now it is completely an obsolete technology.

## **24. Not in transition**

There are several niches which are always in transition. If your niche was laptop now you need to transform it into Ipad.

God knows what it will be tomorrow. Pick the one that has some consistency and you need not to change your product range again and again. This is an unfelt problem in selection of your niche.

## **25. Not controversial**

Some niches are controversial and you can't expand your business with them. For example if your blog is on any bold topic it won't be popular in a conservative society.

You will reach to your earning saturation point quite earlier. You then need not to tap your niche market further. That is why don't pick a niche which has a limited market.

To fully avoid these problems read these post:

[What is niche and how to select the best one for your blog?](#)

[How to skillfully change your blog niche for earning big money?](#)

## Your Content Headlines

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Content headline issues directly hit your traffic. A poor headline affects your blog traffic in two ways:

- First it fails to bring visitors to your blog
- Second it puts bad impression of your blog on internet searchers

So your content headline must be at least free from any mistake. It is an established fact that 80 per cent visitors come to your blog after being influenced by your content headlines.

If we take it other way round you lose 80 per cent visitors for poorly crafted headlines. So you need to do extra work for improving them.

It is also a rule that you should give 80 per cent time of writing an article for making an impressive heading of your blog post.

It shows that its significance is four times more (80/20) than the body of your contents.

To make your content headlines the visitor-hunter, you must avoid committing following 5 mistakes.

## **26. No bombastic headlines**

Many bloggers just in frenzy make a very bombastic headline. Following their passion to make a great heading they actually exaggerate what they want to say.

It is better to say “5 times” instead of “500 per cent” because when percentage crosses 100 it is better to reflect it with times.

## **27. No tricky headlines**

Never try to make your readers fool. If someone visits by deeply being impressed by your headline he should also be impressed by reading your blog post.

If it does not happen mostly, everyone will know you just play a trick to grab the attention of online searchers.

## **28. No boastful headlines**

They must not give an impression as if you are an arrogant person. People sometimes narrating their achievements use the wrong words that imply as if they are boasting.

So never let the element of humility go away from your statement of achievements.

## 29. No ambiguous headlines

Never stuff thoughts in your content headlines. They may lose their original meaning. So never put more and more adjectives and adverbs just to enhance the meaning of a verb and noun. They must be powerful but equally simple to understand.

## 30. No ridiculous headlines

Put the element of humor but never let them be ridiculous. Applying comic at right time and right place is humor. It's out of context or unnecessary use makes it ridiculous.

So it should be free from any ridiculous attempt to make people laugh forcibly.

One thing in the last I must share with you. Never make the task of making headlines a herculean one. Just enjoy it or rather play with it. Make fun with doing headline.

Always remember you cannot make an unforgettable headline in a few attempts. People have spent years to get this expertise.

So keep trying to make the coolest heading of your each blog post.

For more info on 80/20 rule read this post: [Do you know how you are dumping your each blog post?](#)

## Your Content Writing

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Do you know how many blogs fail? Yes you are right more than ninety percent fail and hardly 5 per cent succeed.

More interestingly half of the ninety seven per cent fail because of their weak contents. They manage to bring readers once. But fail to create their blog community.

Search engines don't rank blogs that have poor contents. So such blogs remain stuck up in bottom positions of page rank.

Eventually they become a deserted village with a lot of contents but a few visitors. This is all because of their content writing problems.

Content writing is an art. You don't need simple writing skills to produce your blog contents.

You need to have good knowledge of the topic of your post. You should have power to describe it.

You should have the ability to grab the attention of readers from start to end. Most importantly you must have quality to leave a huge impact on your readers.

We already discussed how to write blog post that must go viral. Now we simply point out five common content writing problems and how to avoid them.



### **31. No info stuffing**

Your contents should not be a chapter of history. It should not be stuffed with a lot of info. People will be confused to decide what to remember and what to skip.

So never give them ample choice to get info. Just one important point or info is sufficient. In rest of the post mention a few supporting points to make the main info unforgettable.

### **32. No Hollow promises**

In first paragraph never make too many lofty promises. Don't give an impression the readers life will entirely change after reading a given post.

Most bloggers claim in the first paragraph that readers are going to get huge benefits after reading a given post.

But at the end they get dud and readers repent why they spent that much time. Then they never come back to your blog.

### **33. Not too many arguments**

While selling products many bloggers give too many arguments to justify a minor benefit of the product.

It creates doubt in readers why that many supporting points for a slight thing. So just give top arguments to clear your point and sell.

### **34. No lie or like-a-lie**

Prove if your friends earned \$5000 in one month after following your advice. You can't prove it with a salary check or pay transfer. You need to give strong evidence, the most reliable evidence.

Simply embed a video talking with your friend how he earned 5000 dollars in a month.

So avoid lying or telling like-a-lie. You will lose the trust of your readers if your claim is far away from reality. Even if it is very true but support it with strong evidence.

Never think your readers should believe in you. Make them believe in you.

### **35. No crowded description**

If you have a lengthy list of achievements don't tell all of them to your readers. Select the one which will impress them.

Pick the one that will serve your purpose of converting your readers into your customers. Always stay stick to your objectives and not to your own satisfaction.

For more info read this post: [How to write a blog post that must go viral?](#)

## Your Blog's Sidebar

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Sidebar of your blog is good place to show readers what you offer to them. Usually following items are displayed on a blog sidebar:

- Social media boxes
- Email subscription box
- Top posts list
- Recent posts list
- Search window
- Banner ads in image and text forms
- Archives
- Categories and pages

It does not mean you need to put all the above items on your blog's sidebar. It depends upon the two factors:

- Total number of contents your blog has
- Your blog objectives

If your blog has huge number of contents you can fully use social media to show their glimpses on your sidebar. Otherwise you need to put only those widgets in your sidebars that increase traffic.

If your blog's objective is purely to earn money so monetize your sidebar with all the ads you have for display. Don't clutter it with affiliate ads because they won't give you quick money.

To make your sidebar fully supportive to achieve your blogging objectives avoid these five blog sidebar problems

## **36. No garbage on top**

This is the first mistake bloggers do. They put a gadget or item on the top of sidebar that can equally work somewhere else.

So prioritize what you need to put first. Put those items first that must pay you back in terms of money or subscribers.

Banner ads and email subscription forms are considered the best options on the top of your sidebar.

## **37. Set your priorities**

Don't follow the formula of putting important stuff on your sidebar. First divide it into three priority areas as below:

- Area of sidebar that visitors see without scrolling
- Area of sidebar that visitors see after a little scrolling
- Area of sidebar that can be seen at the end part of your blog post

Put the high-earning and high-rewarding items on area that is seen without scrolling. Then go to the lower places as per significance of your displayable items.

## **38. Put search box first**

If you haven't installed Search widget in header or navigation bar, never forget to put it in sidebar. After reviewing the landing page of your blog your readers ask what else.

The reply of what else they can get from Search option apart from navigation bars and top posts widget. If they need to search a specific item then Search option is the best one.

### **39. No unnecessary colors**

It is good to make each item of your sidebar prominent and different from others. But never make a rainbow just to highlight each and every widget. It may create a ridiculous impact on your readers.

### **40. Set objectives**

Your sidebar must have a primary objective. Don't fill your sidebar without setting its chief objective. The main objective of your sidebar should be:

- For newbie bloggers; to hold the visitors maximum
- For medium bloggers; to offer multiple options of interest including buying a product, clicking on more posts and receiving freebies
- For top bloggers; to offer the best from your blog first on price and then in return of email address to increase subscribers list.

You May also like: [What are common blogging goals and which ones should be yours?](#)

## Your About Page

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About page is about you. So give it an impression as if it is about readers. This should be its basic goal to feel readers it is about them not you.

So you must write it in a way it does not look your biography. It should be a conversation with your readers. It should be description of what you want for your readers.

You must justify you can benefit your readers. This you can do by telling them what you are and how expert and passionate you are to help them.

To portray yourself impressively avoid these five common about page problems which every second blogger does.

### **41. Not too formal**

It is not your resume. Nor is it your biography. It is simply a chat with your readers. It's an informal talk. You are standing with your friends and telling them about you.

This should not be speech. Nor it should be a pledge. It's about your readers more and about you less.

### **42. No unnecessary details**

Tell your readers about yourself but not in much detail. First write in detail about you. Then examine which information will help you achieve

what you want from readers. Generally as a blogger you want from your readers:

- Their trust in you
- Their following
- Their loyalty

Trim your About Page to achieve the above goals. Tell detail where you can impress them. If you waste their time they will exit from your page.

### **43. Robust marketing**

The key objective of about page is to sell you first. It means to impress others with your qualities and skills. So tell them the things about you which portray you as:

- A nice guy
- A helping being
- A passionate person
- A well-wisher of your readers

### **44. No huge promises**

Make simple promise of what you will offer to your readers. Don't exaggerate.

Don't make lofty promises. Just pledge which they badly want. From a blog on blogging, newbie bloggers want the ways and tips to succeed in blogging without paying much.

They want to succeed without doing so much hard work. So assure them if they follow you they will learn how to do smart work for blogging.

## 45. Put internal links and social media

Many bloggers don't put internal links on the about page. Put internal links where it is necessary to send them at a relevant page of your blog. Your aim should be to prove your worth by sending them.

Also pick three social media and put their back links at the end of the page. It helps continue your relationship with your readers if you succeed to impress them.

Also read this post: [What is blogging and what you need to know about it?](#)

## Blog Navigation

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In blogging, navigation means guiding your visitors where they can get more value on your blog.

You may guide visitors where should they go simply with words. But this method doesn't work well because a visitor first read on your blog a post for which he arrived.

After that he looks here and there to go somewhere else on your blog. He does this if he is impressed by reading the post on your blog which he clicked first.

You can guide him where he should go further. You should not guide him by simply putting the next and previous post after the end of each post. It can be part of the navigation but not the complete one.

The basic purpose of navigation is to hold visitors on your blog for more time. You want to hold visitors on your blog to make him read more and more valuable stuff.



This you do because you want to convert visitors into your customers.

So with the facility of navigation you want to increase your sales. Maybe you want to impress your visitors and make them regular subscribers of your blog.

Then the final stage comes where you convince him to be your customer by buying your offers.

Therefore navigation covers up any shortcoming in your contents. If someone is not impressed by your given content you simply show him another way to get the value.

This is just like a shopkeeper who displays a product to his customer. If he feels his customer is not impressed by the product then he shows the second product.

Then third, then fourth and ultimately customer buys the product. Same happens on your blog. So, easy navigation means an efficient salesman of your blog.

It is necessary to avoid these 5 navigation problems to convert visitors into your regular customers.

## **46. Not your favorite**

Don't guide visitors to contents which you created with a lot of hard work. First divert them to the contents which they like.

You can assess what people like with the help of keyword research. So guide them first to the contents of highly searched keywords.

## **47. Leaving them alone**

Keep helping your visitors at every step. If they go to a wrong place, guide them where they should go.

Error 404 is its example. Never forget to guide visitors from 404 page to your home page. If you have anything free to offer you can also mention it on your 404 page.

So never leave your visitors alone. Also never leave them with one choice. Do offer several choices to pick the best one. Every visitor has different taste and liking. Right?

## **48. Making haste**

Many bloggers make haste and directly offer anything to visitors for buy. Take your each visitor as your unique visitor. He came on you blog first time.

So first show how you are helping your readers. How you are doing a lot of free services. Then guide him for the products or services you offer on sale.

## **49. Making crowd**

This is another extreme behavior of navigation. You simply move your readers here and there. He gets confused and thinks better to quit. So never make crowd of your freebie and free contents. Simply guide him to the best ones.

After that show him what you offer for sale. If it's on sidebar put it at a prominent place. Do full justice with its design and showcasing.

## 50. No that's all

Never show an impression as if you are saying that's all. Keep showing more and more value on your blog. There are several widgets to enhance navigation.

Select the best one from them and keep guiding your visitors to say it's still a lot for your benefit on my blog.

For easy navigation you should place following widgets must on your blog:

- Navigation bar below or above your header
- Top posts in side bar
- Top 5 to 10 posts' excerpt on home page
- Recent posts
- Archive
- Categories
- Tag cloud
- Related posts
- Previous and next posts
- Featured posts
- Freebies in side bar
- For sale in sidebar and below each post

How many of above widgets you need to put on your blog? It depends upon volume of your contents.

If your contents are several hundred then place several navigation widgets. But equally show prominently what you offer for sale.

You may also like: [A true story of a flop blogger to define blogging correctly](#)

## Social Media

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Now social media has become an important source to optimize your blog contents. Earlier search engine optimization was the main source for this purpose.

But Google give more importance to quality in SEO instead of quantity which it used to do in the past. That is why social media obtained a higher position to promote the blog contents.

So being a blogger you need to avoid these 5 social media problems while taking its benefit.

### **51. Promotion without preparation**

Usually bloggers register their accounts on various social media and start sharing their posts on them. They don't make impressive timeline and profile of their each social media account.

So readers don't note their presence and take their accounts simply personal accounts. Social media accounts of a blog should have a professional look.

They must reflect the image of their blog. Otherwise very few people on social will note your blog.

## **52. Promotion like fire**

This is another one of the important social media problems where bloggers follow an extreme approach. They share whatever they get. They don't maintain quality.

As a result other people skip their each share just considering it another add-on and nothing else. So never compromise on quality. One quality sharing daily is better than several posts of different level of quality.

## **53. Contradiction in profile**

There are several social media platforms. Many bloggers develop their profile on each account differently. Somewhere they highlight their blogging experience more.

At some other places they give more space to their past struggle for success. It shows your inconsistency about yourself. So avoid this contradiction and make profile of each account almost same.

## **54. Crowd of accounts**

This is another one of the biggest social media problems. Many bloggers open accounts on almost all social media. After that they fail to manage all of them and just share their posts and that's all.

Remember social media activity is always two-way. No one will like or reshare your posts if you don't do the same for others' share. So select top 3 social media accounts and spend a little time on it.

Be familiar with others on them. Appreciate others sharing, like them, comment on them and make them feel your presence.

## 55. Without strategy

It is sin to work without any strategy. On social media you will never take any benefit if you don't have a strategy. Your basic goal should be to promote your blog's posts and bring traffic on it.

But ultimately your aim should be to create your blog community with the help of social media. For this purpose you need to develop a schedule.

It defines what to share, what to discuss and what to reveal on your different social media accounts. This is called social media strategy and you must develop it.

You May Also Like: [How to pick top 3 social media platforms to promote your blog?](#)

## Blog Monetization

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First you create a blog. Then you optimize it. Finally you monetize it. For money blogging monetization is the milestone to achieve your business objectives. Without smartly monetizing your blog you can't earn big money.

So you need to avoid these 5 monetization problems.

## 56. Following herd instinct

Many bloggers blindly follow others advice while monetizing their blog. They don't know the fact that no one can understand their blog community better than them.

So they should decide what to sell and how to sell on their blog. This is the fundamental question of a monetization strategy. You cannot sell every product on your blog. You cannot sell to all your visitors. The main question is who to sell whom and how.

How to sell is equally an important question. You must be clear how to sell your product. There are several methods to sell including product reviews, Google ads, affiliate marketing or banner ads.

### **57. Delay in monetizing**

If you place several ads on your blog from the day one it will not cost you anything. People will simply not click on it or you will get very few clicks.

On the contrary if you don't monetize your blog before it gets huge traffic you will lose earnings that could have been made if you placed ads earlier.

So never make delay in monetizing. Soon after reaching the daily visitor mark of 100 start monetizing it.

### **58. No trials and errors**

Many bloggers monetize their blog. They fail to earn. Finally they conclude they can't earn money with their blog. They change the monetizing strategy.

Initially you need to keep experimenting for ad positions and sizes. You also need to try several affiliates and then go for the best one.

Obviously best affiliate for your blog is the one that's products you can sell easily. Or your visitors happily buy its products and you earn huge money.

### **59. Stop exploring**

Many bloggers monetize their blog and stop exploring more option. They sit contented as soon as they start earning a handsome amount of money. This is a wrong approach.

No source of revenue on your blog stays same. Sometime it will help you earn more money and sometime less.

On a travel blog you can sell lot of travel products in vacations but in normal days you have to sit idle.

So keep exploring more and more options for monetization to keep earning same level of income all the time.

### **60. All eggs in one basket**

This is one of the worst monetization problems many bloggers commit. If they earn huge money with Google AdSense they start relying on it. They don't apply other monetizing models diligently and just do them as filler.

Many bloggers just sell affiliate products and never try to develop their own product. If any affiliate sales go down they get panicky and keep applying other options. Meanwhile they lose their level of income.

You Should Also Read These Posts:

- [4 tested methods to monetize your blog](#)



- [6 popular strategies to make money blogging](#)
- [10 ways to make money blogging by selling benefits](#)

## Conceptual Blogging

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Maybe you rarely heard of this topic of conceptual blogging problems. Very few people talk of concepts. More focus remains on action.

But action without proper concept means no action. That is why being a money blogger you must have clear concept of how to earn money.

Here are five conceptual blogging problems about making money

### **61. Money is everything**

Did you ever visit a newly opened business in your locality? On your first visit what business did? Did he offer to buy as many things as possible?

No he must have introduced what he was selling. How many products he has to sell? What are the main features of most popular products?

Same rule applies to every business.

Being a money blogger you first need to influence your visitors. Here influencing doesn't mean just telling them what you will sell on your blog.

Here you need to prove how much expert you are in your niche. What type of problems you can solve. This you need to prove by publishing contents on your blog.

After that you can sell whatever you want. So money is not everything even on your blog. First proper promotion of your business and then come to business.

## **62. Everything is free**

Neither it is wise to offer everything free nor to get everything free. Free are usually worthless things.

Even if a thing with some worth is distributed for free it loses its worth. You do distribute freebies on your blog to attract visitors. But never put everything for free. Nor you should place everything for sale. A mid-way is the best option.

A few things for free to allure the visitors and so many things at price to earn money. Free can be your basic advice, counseling and tips. This is the simple rule of every business.

## **63. Community will appear**

It is another common conceptual blogging problem. Bloggers just keep publishing posts and expect a community will emerge by itself. It is a wrong approach.

You need to explore your community. You need to dig it out by offering your contents every place where you think your likely visitors are there.

A magician creates a crowd around him first by showing little magic tricks and impressing others to be around him.

In the same way you need to write awesome contents and promote them to wherever they are in demand. Ultimately you will create your community.

## 64. Someone will promote you

No one will notice your contents unless you promote them. You need to promote your contents to industry leaders. You need to take your relevant contents to those who like their topics.

So no one will come to your business by himself. You need to invite them to visit your blog and help you promote it.

## 65. Quantity will become quality

Blogging takes time. Success in blogging takes more time. This rule is taken wrongly by many bloggers.

They think if they have huge number of contents they will get huge traffic. They calculate if they have 1000 posts and suppose one person visits each post daily it means daily 1000 visitors. It is an over-expectation.

If you don't have quality contents you can't even get one visitor per post. You majority of bad quality posts will sink in the archive. So never stuff contents. Create quality contents and don't run after quantity.

You May Also Like: [How to create a blog without any confusion?](#)

## Blog Comments

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Making comments on other blogs is a good way to get back links. If your blog has more do-follow back links it will get higher page rank. Do-follow back link means the one that is acceptable to Google for ranking a blog.

So it is good to first check out those blogs that offer do-follow comments to let you drop your link with your comments.

You can search blogs with do-follow back links with [www.dropmylink.com](http://www.dropmylink.com). It is free and you even don't need to register before using it.

Now after lot of changes in off page SEO simply getting a do-follow back link with your comment is not sufficient to improve your page rank. The quality of your comments equally counts a lot.

So it is good to avoid these 5 comment problems and get higher page rank.

### **66. Too short comments**

Comments of one or two sentences will not serve your purpose now. So forget commenting for the sake of commenting. It was right in the initial period of blogging era.

But now simply one or two sentence will go unnoticed by both Google and other commentators who might visit your blog after having impressed by your opinion.

### **67. Boringly long comments**

Many writers do this problem. They write everything that comes into their mind. That is why they drop so lengthy comments.

So the blog owner instead of going into its details, evaluate its worth by reading a few sentences. He instead of doing lot of hard work to edit it, just junks it to save his time and energy.

## 68. Irrelevant comments

After reading a post you need to comment on that post. If you talk about other things it will show as if post was not impressive enough to make you write something about it.

It will be a sort of insult of post writer. So avoid this embarrassing way of commenting and just stick to the topic of the post.

## 69. Over-smart comments

Many bloggers glance at the post and re-write a cool paragraph of the post as comment. It used to work in the past but now everyone knows this art. A smart blogger will surely delete a comment that is verbatim of an idea of his own post in a different language.

## 70. Buttery comments

Never lift the heaven while praising a post. It will imply as if you have set paragraphs to drop everywhere as comments to get a back link.

So make full justice with your views and equally highlight any lacking or shortcoming in the post to make your comments balanced.

So these are the five comment problems and how to avoid them. Keep taking care of these points while dropping your comments on other blogs and one day you will be quite good in this art.

You Will Also Like This Post: [How to write quality comments on 30 blog posts daily in 3½ hours?](#)

# Contact Form

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Contact form is the most effective tool to hear what your readers are saying. It is used to let readers contact you for any query related to your blog.

It is also used to receive guest post, press release or any other information which you want from them. That is why it is a multipurpose tool to listen to your readers.

There are several plug-ins of contact form for WordPress blog. The best five are:

- [Contact Form 7](#)
- [Fast Secure Contact Form](#)
- [Custom Contact Forms](#)
- [Visual Form Builder](#)
- [Contact Me](#)

Apart from WP plug-ins, there are several online third party contact forms available for free. You can put them on any blogging platform including WordPress, Blogger, Tumblr. Top five of them are:

- Kontactr
- EmailMeForm
- 123ContactForm
- Wufoo
- Response-o-Matic

## **5 contact form problems**

There are 5 common contact form problems which should be avoided while using any type of contact form.

### **71. Too many queries**

It is the rule of communication to ask your readers to the point. It also depends upon the information they want to get.

If your reader wants to ask you about your blog then he should also give his email to make you get back to him. He also needs to give his name.

If the query has any geographical importance then he should also mention where he lives.

But no any unnecessary information should be sought from the readers. It will irk them and instead of using a contact form they will just keep silence on the problem which they want to ask.

In this way process of communication will remain one-sided or they give their opinion in comment section of your post. It will be a comment irrelevant to your post and you may have to delete it from there.

### **72. Too little queries**

It is equally not good to get incomplete information from the one who contacted your for a purpose. So put the sufficient columns to get the complete information from contact person.

For common queries related to your blog or pointing any problem in your content you must have the columns of name and email address of the person who contacts you.

### **73. Confusing title**

Just to innovate the things many blogger give very unique title to each query just to impress others.

It is not wise to put the heading “Have Your Say” instead of Give Your Opinion. It may be confusing for those who want to contact you.

### **74. Lengthy list of terms and conditions**

Many bloggers put a lengthy list of terms and conditions to meet before contacting them. This should be very concise and to the point.

Just write those terms that are must to fulfill before contacting you.

### **75. No deadline for response**

If you don't mention when the reply of the query will be made your reader may drop the same query for several times.

So mention the time or request him to wait for awhile because of lengthy queue of already submitted queries.

You May Also Like: [10 problems you should commit to become a successful blogger](#)

## **Guest Post**

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Guest post means to get publish your post on another blog in return of a back link to your blog. You don't get any money for this.



A few blogs offer to publish guest post on payment but they may refuse to give a back link to your blog.

The common aim of a guest post is to get back link. If you have more back links of your blog its page rank will move higher.

So it is necessary to avoid these five common guest post offer problems to get published on other blogs.

### **76. Extending offer casually**

Many bloggers simply show their interest to write a guest post on another blog with a few lines of email.

This is one of the worst guest post problems. No blogger will be impressed of an offer of few lines in a casual tone.

It shows you don't have a proper plan but just dropping your offer to get it either accepted or rejected.

### **77. Guest post offer campaign**

It is also one of the serious guest post offer problems. Many newbie bloggers develop an impressive offer and send it to several bloggers without any separate address and salutation tag.

It shows as if they are making a campaign to get as much back link chances as possible.

It is must to make your each offer specific to the blogger who you are addressing. At the top of your email you should mention his name.

In initial paragraph you need to also refer the name of his blog and its a few exact features.

## **78. Offer without reading requirements**

Every blogger clearly mentions his guest post requirements in a separate section on his blog. You need to carefully read and then examine if you can fulfill them.

Never expect if you don't fulfill all the requirements you may be published. If you can't meet all requirements don't make it a try and search another opportunity.

## **79. Offer without outlines**

Many bloggers drop an offer simply with the title of the guest post. Receiver fails to understand what will be its matter. So it is necessary to develop outlines of your post and send it with your offer.

If you don't want to share the idea then you can simply mention the objectives of your post with a few subheadings.

## **80. Multiple offers**

It makes the receiver double-minded to accept which one and reject which one. Accepting both of them may be not feasible for him. So don't put the others in a trial.

Simply drop one offer in exact terms. After you publish then send the next offer if you want to publish twice on same blog.

You May Also Like: [7 styles of blogging for money and which one is yours](#)

## Guest Post Writing

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Guest post is still so effective to make your blog popular. If you write awesomely on someone else blog you get a new audience.

Now it's up to you how many of them become your friends. How many of them become your fans. How many of them become your followers. It all depends upon what value you offer to them with your blog.

It means with your blog post you impress people gradually. But with a guest post you can impress the huge audience of another blog.

So here if you make a problem you will lose a huge chunk of the audience of that blog. So always try to write for other blogs more effectively than you write for your own blog.

Rather I would say write more impressively than you do for your blog.

So always avoid these 5 guest post writing problems to never miss the chance of impressing a huge audience with one post.

### **81. Creating a misfit**

Your post does not look a strange thing on another blog. So forget you are writing for your own blog. Even forget you are writing for a blog similar to yours.

Just keep in mind the blog your are writing for. Its design, its contents, its mood, its popularity, its audience and its administrator's style should be clear in your mind.

Even you can write with an impression as if you just joined that blog as a content writer.

## **82. Be hidden in crowd**

Completely following the guest post requirements is good. But never write in a tone one can't differentiate if it is your post or the one by its admin.

So keep your voice with the crowd but never lose your identity. You can be part of the crowd but must not be missing in the crowd. So always hold up your identity but never try to look differently weirdly.

## **83. No knocking**

Many bloggers do guest post writing just to get a back link. Now it won't work. Maybe Google won't consider a back link obtained with guest post.

So just focus on impressing the audience of another blog. Make your voice heard. Never stick to the topic from the beginning to the end. Speak about you or your blog between the lines. Make them feel who you are.

Make them understand how smart you are. Just refer your any big achievement so skillfully. Do this while never letting anyone understands your trick.

## **84. Very chummy**

Instead of impressing them many guest poster irritate the readers. Their effort becomes counterproductive. So try to avoid getting chummy with them.

Avoid being so close to the audience. Keep a distance and impress them by benefitting a lot with your contents.

## 85. Leaving no whereabouts

If someone comes to you and give you lot of benefits what you would want from him. You want to meet him again.

So after giving a lot of value to audience of another blog, leave the most convenient whereabouts of yours to help them meet you again. Drop your social media links as much as you are allowed by the blog admin.

You may also like: [6 satanic thoughts that never let you be a pro blogger](#)

## Blog Traffic Growth

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The rock solid foundation of your blog to earn money is consistent growth of traffic on it. Your contents must attract visitors and keep boosting traffic. Your promotional activities must bring huge number of visitors on it.

Every blogger's ultimate aim is to earn money. It is not possible without huge blog traffic. It should not only be huge but the most relevant to your niche. Otherwise visitors will visit your blog but will not buy your products.

So you need to avoid following 5 blog traffic growth problems to earn money easily.

## 86. Inconsistent growth

Traffic on a blog can be increased monumentally for the time being. But it cannot be retained regularly. For example by writing a post on a

seasonal keyword you can get huge amount of traffic. But once the season gets off you will have same downward slope of traffic.

Seasonal keyword means a phrase that is highly searched for the limited period of time. On death of Michael Jackson all keywords related to him were with highest number of searches.

So never aim for abnormal trends on your blog traffic analytics. Always target for slow and consistent growth of visitors to retain them.

### **87. Hope for visitors return**

Many bloggers expect once a huge number of visitors start coming on their blog they will keep coming regularly. It is not must.

Maybe they once come and never back. It all depends upon what you offer to them on your blog. So never expect your unique visitor will always be your returning visitor.

Always expect he will not come back unless you put several interesting things on your blog for him.

### **88. No effort to make visitors come back**

In the beginning Google gives boost to your blog posts by positioning them on top of search pages. But it happens for a few months. Many bloggers take it as permanent lift.

But after sometime they get in shock to see steep fall in their traffic statistics. So during initial period of your blogging business keep your plan intact to hold the first time visitors.

You must try to convert them into your blog subscribers by offering them a valuable freebie.

## 89. All eggs in one basket

In your efforts to raise traffic on your blog keep diversifying its sources. Never rely on once source. If your source of traffic is Google what you will do if it drops the page ranks of your several posts.

All your counts will nose dive. So focus your efforts on all sources including:

- Organic traffic with search engines
- Referral traffic with back links
- Social traffic with social media promotion
- Direct traffic with subscription

## 90. No backup plan

Ups and downs in your traffic stats are normal. But never waste the time when you have thin number of visitors. During that period focus on enhancing quality of your contents.

During the time of highest number of visitors offer them things of highest value to impress them. Ultimately you will have a consistent number of loyal visitors on your blog.

You may also like: [3 exotic styles to massively promote your blog post for free](#)

## Email List Building

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Email subscription is an awesome method to make a strong base of regular visitors of your blog. To sell a product you can email directly to all your email subscribers marketing them its benefits.

You can also inform them of an update on your blog.

Email subscribers are made with various techniques including:

- Offering a free digital product of ebook, video series or system to solve your niche-related problem of your readers
- Promising to send each update on your blog directly into mailbox of each subscriber
- Offer a free membership to a forum or group where niche-related products can be purchased on discount

There are many free and premium plug-ins of email subscription to put on your blog for making email subscribers. Top 10 WP email subscription widgets are:

- Welcome gate (free)
- Optin skin (premium)
- AWeber web form plugin (free)
- Pippity (premium)
- WP Subscriber magnet (premium)
- Hellobar (free and premium)
- Subscribe to Download for WordPress (premium)
- Popup domination (premium)
- Optin crusher (free)
- Mail list (free)

## **Managing email subscription**

By offering a freebie with the help of a free or premium plug-in you can get a huge number of subscribers. But you can't manage them manually.



They may be in thousands and even hundreds of thousands. You can neither manage them nor send them email in one-go to all. For this purpose there are top 2 services available to do this job.

- MailChimp (free or premium)
- Awber (premium)

We have already discussed this topic here.

So we now come to the main topic of top 5 email subscription problems.

## **91. Lot of freebies**

Many bloggers offer several freebies in one package to get email subscription by visitors. It may put visitors in confusion. They don't want a huge download and need only one item from the whole package.

So clearly understand what your readers want and offer the best freebie. If it works, fine. Else try the second one. In this way you can point out the freebie that gets highest number of email subscribers.

Keep placing it on your blog to increase your email subscribers.

## **92. Bothering interested visitors**

If a visitor is interested to be your email subscriber welcome him practically. It means give him every facility while going through the subscription process.

Guide him what to do at every stage. Initially he needs to submit his name and email in a form. After that he gets an autoresponder by your

email subscription manager to confirm email address by clicking the link.

Finally he receives link of the freebie to download. Make this complete setting from admin panel of your email subscription manager.

### **93. Hollow promises**

If you promise to give several benefits to your readers it may sound unbelievable. So make a few promises which don't seem hollow.

### **94. Lengthy process**

If you ask your would-be email subscribers to submit several information and keep clicking on various links they will discontinue in the middle.

So keep the whole process of becoming email subscribers simple and short.

### **95. Never delay**

If you don't set an autoresponder after a visitor becomes email subscriber of your blog never delay to send a manual welcoming email.

Tell him what and when he will get the things which you have promised in your offer.

You may also like: [How to bring real buyers to your blog for earning money online?](#)

## **Blog Comments Reply**

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Visitors comment on a blog if it offers value to them. They appreciate the quality of contents, services and guidance a blog provides to them.

Usually visitors comment after reading a blog post. They express their views on blog contents by:

- Appreciating it
- Criticizing its contents and design
- Adding value in a post they read
- Asking something more to read

### **Smart reply to blog comments**

Smart bloggers reply to their blog comments with a purpose. Their purpose usually is:

- To appreciate commentators on commenting
- To influence commentators
- To bring commentators again on their blog
- To benefit them and convert them as subscriber
- To thank them just hoping to get them back

The main objective of replying blog comments is to ultimately convert commentators as customers. It can't be done just by replying once.

It needs time and you need to give special attention to each commentator and give more attention to regular commentators.

While replying blog comments you need to avoid these 5 problems.

## **96. Harsh reply of criticism**

Your blog means your business. If you lose temper while replying any criticism you and only you will suffer from it. Your critic will not come back on your blog after getting your harsh reply.

So think in long-term. Do reply the criticism but in a congenial way. Instead of replying, just try to correct the misperception of the commentator on a given problem.

This you can do if you have more knowledge on a given problem. So keep learning and becoming an authority in your niche.

## **97. Flattering reply of blog comments**

Never feel anyone the real motive of your appreciating others. If you can't, you will fail to achieve your objective of praising someone. So never reply as if you are just flattering the commentator.

Do praise him but in a realistic way. Praise what he deserves. No exaggeration. Otherwise you will be famous as flatterer and not the marketer. You need to market what you sell with every method you have.

## **98. Stereotyped reply**

Avoid using same language in your each reply. It will give an impression of monotony. Commentators may presume you have already developed set of replies and you just paste them with a little change.

So reply each comment afresh by referring the matter of a given comment.

## 99. Hectic reply

Don't come to the point quickly while replying. If you want to direct commentator towards another your post first tell him why you want to do that.

Otherwise he may assume you are selling while replying comments, which is not good in internet marketing. Reply just for the sake of thanking and benefiting the commentator more.

## 100. Reply, don't write a small post

Many bloggers write a lengthy reply just to show how devoted they are. Comment means informal conversation. So let it be so. Don't write lengthy comments as if it's a small post.

Your commentator may decide not to comment again after reading your lengthy reply. So remain concise to benefit him maximum without wasting the time of your readers.

You may also like:

- [100 seductive ways to get more comments on your blog](#)
- [How to create this unique product in 30 minutes only?](#)
- [7 lustful needs of your blog visitors and how to serve them](#)