

# TOP MISTAKES THAT BEGINNING BLOGGERS MAKE

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There is nothing that makes someone who have ever had the urge to go online feel pumped up than the day that they actually acquire their **hosting** probably on **Bluehost** and install WordPress successfully. Every beginning blogger is usually very excited such that they forget to read through blog posts like this one in order to get to know what mistakes bloggers who have been in the game longer than they have, made when they started.

Every beginning blogger has a lot of ideas.

A lot of unrealistic expectations.

A lot of mistakes to make.

So here are the top mistakes that the beginning bloggers tend to make.

## 15 TOP MISTAKES THAT BEGINNING BLOGGERS MAKE

### 1. NOT RESPONDING THOUGHTFULLY TO READERS COMMENTS

It might seem like a total waste of time. Just sitting there reading each and every comment that comes your way and replying to it?

I am here to tell you that contrary to what you might have heard that:

**Replying to comments may be a total waste of time but it will be totally worth it.**

Comments are gold in the blogosphere.

It means that people care about what you write enough to contribute their own thoughts regarding the articles you write.

You need to give them a reason to keep coming back for more. Show them that you care that they took their time to write on your website.

Reply to their comments and answer their questions.

It will show them that you are a social person and if you still don't know about it just yet, people like social individuals.

When talking to your readers in the comments section, you will get the following advantages:

- ❖ **YOU WILL ENCOURAGE MORE COMMENTS**
- ❖ **YOU WILL GET TO LEARN ABOUT BLOG POST IDEAS BY GETTING TO KNOW THE MAIN QUESTIONS BEING ASKED BY THE COMMENTERS**
- ❖ **YOU WILL BUILD YOUR CREDIBILITY AND PEOPLE WILL BELIEVE IN YOUR ABILITY IN THE TOPIC THAT YOU WRITE ABOUT**

## ❖ YOU WILL INCREASE THE COMMENTS COUNT, AND IF YOU STILL DON'T KNOW IT, PEOPLE WANT TO READ BLOGPOSTS THAT CONTAIN A LOT OF COMMENTS

When you reply don't get carried away by emotions when people who are technically born to always be rude for no particular reason comment on your blog.

Ignore comments that are fake.

## 2. SETTING AN UN-REALISTIC POSTING SCHEDULE

When you are just beginning, you will have a lot of ideas.

A lot of these will be popping up while you are in the bathroom singing to your favorite song, they will be popping up while you walk on the road and while you are sitting at your desk doing your day job (*obviously your blog still can't pay your bills, so you still can't quit your day job*).

You might decide that you will be posting two to three blog posts every single day.

But I must tell you this:

**You will slow down eventually.**

What you need to do is set a posting schedule that will cater for all your other activities that you carry out every single day.

You might think that you don't actually need a posting schedule, but I beg to differ.

Your audience needs to know when exactly they should expect a blog post from you.

For any normal human being, tracking this might be hard.

But I will tell you what, don't worry. You can use this **WordPress calendar plugin**.

If you have seven blog post ideas, don't post them in a single day. What you need to do instead is write down these blog post ideas and post each one of these at a specific pre-arranged time and day.

It will remove too much pressure for you and it will also allow you to give your readers fresh content at a pre-arranged time when they expect it.

## 3. NOT USING IMAGES

An image is worth a thousand words.

But images nowadays are very expensive. Just googling an image and then downloading it and then placing it on your blog can land you in jail where you can only get out after paying thousands of dollars in terms of fines.

This leaves starting bloggers with only one option since they don't want to "waste money" purchasing images and they also do not want to end up with suits which will make them either end up in jail or paying thousands of dollars.

They will leave their websites without images which is the number one mistake I see in most starting blogs.

What people actually do is they will skim through your content and on average if they do decide to actually read anything on that blog post, **they will read only 20%**.

There's a reason as to why when you were a kid and you were forced to go and study by your parents, it only took you 10 minutes before you fell asleep on your book.

Text is boring.

Add some little images in your blog posts and make them more interested to read your blog posts.

Use infographics and use original images that you have purchased from Shutterstock.

#### 4. NOT INCLUDING SOCIAL MEDIA SHARING

Whether you just hate social media or you like it, it just does not matter.

Social media is huge. Billions of users are online each and every minute. Chatting, uploading their photoshopped pictures in order to gain a lot of likes and favorites from thousands of friends they don't even know, uploading pictures and trying to manipulate their friends on how awesome their life is, peaking at funny cat videos and stalking their ex.

That's not all that people are doing online though it consists 90% of what the normal human being is doing online.

Links to useful articles fly all over the internet in these social media platforms when people think that these links might offer their friends useful information.

If you need audience, you have got to siphon this online presence over at social media.

First thing, write great blog posts.

Second, include social share buttons so that your readers who get seduced by your blog posts can share them online.

Third, wait as new people land on your blog from all over the world.

#### 5. NOT USING ANALYTICS

Google created this awesome tool for people like us.

With "Like us" I mean bloggers.

The awesome tool I am talking about is **google analytics**.

It's a tool that allows you to know who is visiting your website, which posts are the most popular (so that you can keep pumping out better content), where is your audience

coming from, which social media is driving a lot of traffic to your website and how many people are coming from search engines.

## 6. NOT SHOWING THE MOST POPULAR POSTS

People will visit your blog and sometimes they will just skim through.

People are always drawn to popularity.

That is why you will find these same people following each and every information about Justin Bieber and Katy Perry. Not because they are gonna get anything out of it but just because they feel connected to their popularity.

Make sure to show your popular posts. They are popular because they are providing value to your readers. That is why you need to show them to more people so that they can see that value and continue to visit your website.

If this is giving you a head ache, [use this plugin](#).

## 7. LACKING A SPECIFIC NICHE

You have already witnessed this in more than one occasion.

I have. So, I know what I am talking about.

Today someone writes about self-improvement, tomorrow that same person writes about how to create an android app.

This he or she does on the same blog.

This makes your blog to lack focus.

You will be getting fragments of visitors from here and there who will not be coming back.

Reason being, they visit your blog and they get totally confused and they don't get to know what is your main area of focus in your blogging.

Instead, when these people want something to do with self-improvement, they will be heading to blogs that are dedicated to that kind of stuff and when they decide to develop their first android app, they will also head to blogs dedicated to android development.

Be sure to create a blog that is dedicated to a specific niche.

If it's a blog about personal-development, let it stay personal development and don't mix it with other things.

## 8. NOT UNDERSTANDING YOUR AUDIENCE

You may already know your niche completely but fail to understand your audience.

You need to know your audiences' problems such that you can be able to craft blog posts that offer solutions to these.

If you don't understand what your audience is trying to solve, you will keep producing posts that are either mediocre because they contain information that your audience is already aware of or too complicated posts where you solve problems that your audience do not understand.

## 9. TRYING TO BE EVERYTHING TO EVERYONE

This is related to the above point that I covered about lacking of a niche.

Don't try to be everything to everybody. Instead, you will need to focus on the important stuff. That is, your passion and what you understand most.

Otherwise, you will become totally irrelevant and you will be totally mediocre.

## 10. THINKING OF INSTANT SUCCESS

This is hugely due to the huge fuzz created online by bloggers who want people to click their affiliate links so that they can get some commission when people purchase hosting.

These bloggers will convince people that all they need is to get hosting, a domain name, combine a few crappy **SEO** tricks, apply for google AdSense and start getting millions in terms of ad revenue per month, quit their job and go live on a private island.

Unfortunately, this is not the case. You will need to put in a lot of work before you can get what you need from your blog.

Sometimes you will even think of dropping the blogging when you visit your **google analytics** only to see a less than impressive number of visits to your blog.

Don't give up. You will start seeing the kind of results that you envision with time and hard work.

## 11. KEEPING QUALITY ASIDE FOR QUANTITY

**Your readers need a lot of fresh content every day.** This is the kind of advice that a lot of beginning bloggers will get.

In reality quality content takes time to create. It takes time to do research and then type all that information into your computer before publishing.

But then there are all those gossip magazines all over the internet that have numerous contributors and hence they have the ability to write a number of blog posts per day. Hence people will think that they will need to match these kinds of blogs.

What do they do then?

They will start publishing a number of blog posts per day. These blog posts will just contain some mediocre ideas which they copy paste from several other blogs online.

This is no way to go.

It will just make you just another mediocre blogger and people will never give you the attention that you require to succeed online.

**If you take anything from this tip home, take this one:**

**PEOPLE CAN SMELL BULLSHIT FROM A MILE AWAY.**

**DON'T GIVE PEOPLE BULLSHIT!**

## 12. WRITING BADLY

Some people will never go through their work after they have typed it for the first time.

I cringe when I google something and then when a title entices me to click on it, I find the article is full of typos.

This is no way to go.

I can assure you that people will realize that you are not serious with whatever you are doing and they will stop being serious with your blog.

They will ditch it for some other blog which the owner is more serious about what he or she is doing.

## 13. MAKING IT ABOUT YOU AND ONLY ABOUT YOU

Some bloggers I see will only talk about themselves, their problems, their spouses, their kids, their girlfriends and everything that revolves around them.

This is actually no way to go.

People want to feel connected to your blog.

Take a break sometimes to just talk about other people.

Give people a chance to feel that you are not just about yourself. Take time to focus on other things outside you.

## 14. THINKING THAT YOU ARE IN THIS ALONE.

Some people when they dive into blogging, they think they have got to take on the world alone. This is the wrong mentality.

You need to reach out to other bloggers in your niche and ask for a helping hand.

Ask for guest posts in their blogs which already have more readership than your own blog.

Do favors for them.

Mention them on social media.

Tweet their blog posts.

They will notice you and return the favor. Their favors will open doors for you in terms of getting new audience and possible business leads.

Join other bloggers who are in the same niche as you. Don't be a lone wolf. There is safety in joining the pack.

### 15. NOT READING THIS BLOG

This blog contains tips and tricks that will actually get you where you need to be in terms of your blogging endeavors. Be sure to check back here every once in a while, for more tips and tricks.

Be sure to subscribe to my [newsletter for more goodies](#).