

# Five Common Blogging Mistakes



Your blog should be the hardest-working content you've got. Blog posts should get you clicks on your website, more visitors, and more brownie points with Google's search results - but making these mistakes can mean that all your writing effort is going to waste!

## 1 - It's Not What People Want to Read

Blogging is all about balance. Write about what you do or sell, absolutely - but balance it with content that will spark interest and get people clicking the "Read more" link. Give them a little of your expertise; tell them something they didn't know.

## 2 - Too Much SEO - or Too Little

Posts that are written just to appease the SEO gods are not fun to read - but you do want your masterpiece to be found and read once you've shared it. Mug up on what your ideal clients search for, and work the right words into your writing without overload.

## 3 - Not Having a Plan

Consistency is key with blogging. Make a plan: what you'll write about, and how often you'll publish, and stick to it. Readers will know when to expect your next post, and what to expect too.

## 4 - Not Writing in your Own Voice

When you write a post, pretend you're talking to a client about it over a coffee. That's the real voice of your business, and that's what you must have on your blog to make it authentic.

## 5 - Only Sharing on your Social Media Account

There are so many other ways to get your post out there - email it to subscribers, share it at networking events, work mutually with other businesses to share each others' posts, join groups, leverage other audiences - the more exposure the better. Very few people are coming to find you, especially in the beginning - you have to go out and grab them.



If you'd like to learn more about blogging, I run a FREE Blog Challenge to get yours up and running - find out more and sign up for the next one here: <https://rlcwords.co.uk/blog-challenge-details/>